

LIBRARY SERVICES

QUARTERLY PERFORMANCE REPORT

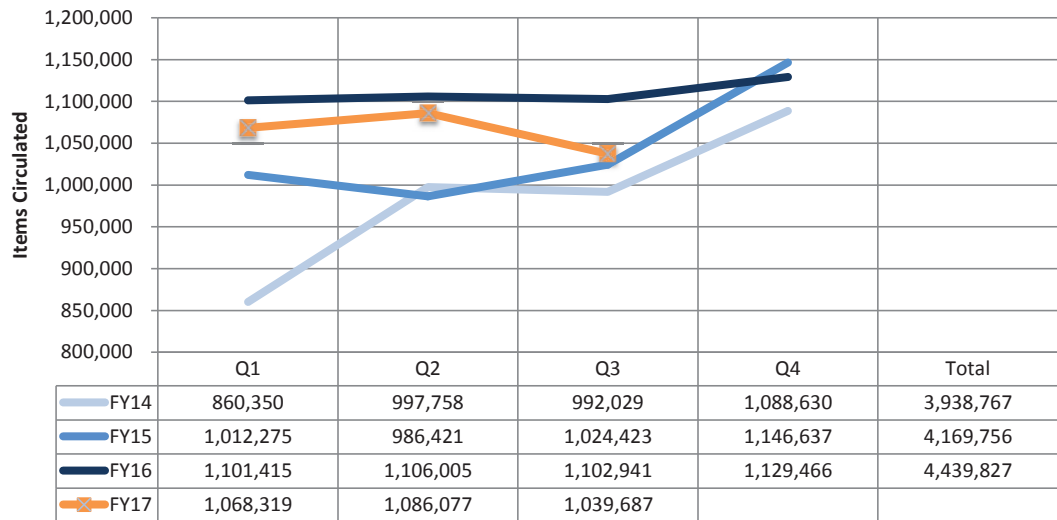
Q3 FY17



DATA TRENDS

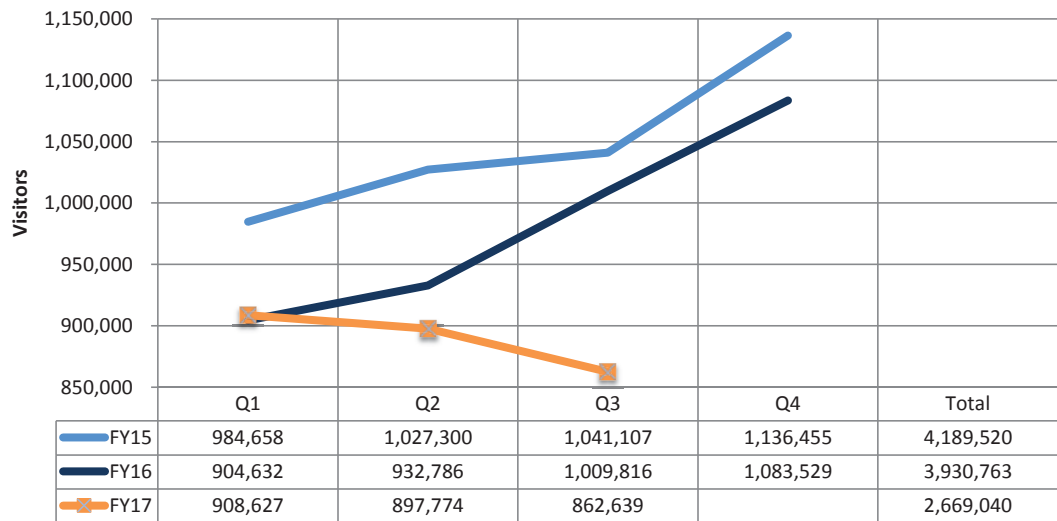
Circulation

FY14 - FY17 YTD



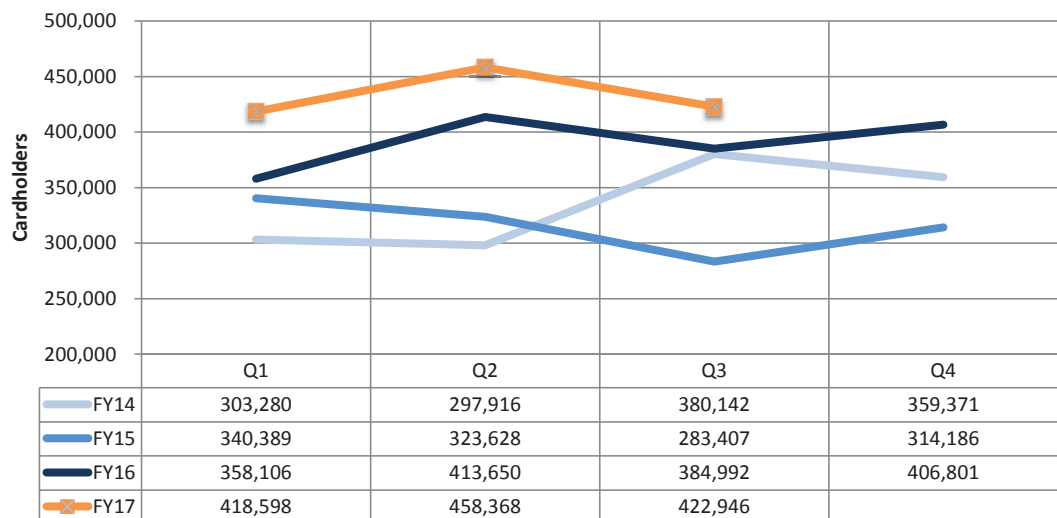
Gate Count

FY15 - FY17 YTD



Cardholders

FY14 - FY17 YTD



CIRCULATION AND CARDHOLDER ACTIVITY

Circulation

Ward	Location	Q3 FY17	Q3 FY16	Q3 FY15	Q3 FY14
1	MT PLEASANT	65,323	59,338	56,904	57,847
Ward 1 Totals		65,323	59,338	56,904	57,847
2	MLK. JR. MEMORIAL LIBRARY/SYSTEM-WIDE SELF CHECKOUTS	113,141	234,772	214,523	142,479
2	LIBRARY EXPRESS/CENTER FOR ACCESSIBILITY	3,628			
2	GEORGETOWN	45,209	41,909	38,376	45,231
2	WEST END	17,798	17,594	12,330	20,908
Ward 2 Totals		179,776	294,275	265,229	208,618
3	CHEVY CHASE	41,045	34,593	39,724	44,263
3	CLEVELAND PARK	35,689	53,757	54,500	54,296
3	PALISADES	6,207	20,980	24,665	31,432
3	TENLEY-FRIENDSHIP	69,501	62,079	56,428	64,446
Ward 3 Totals		152,442	171,409	175,317	194,437
4	PETWORTH	34,638	31,291	34,789	34,760
4	SHEPHERD PARK (Juanita E. Thornton)	15,600	12,955	16,316	16,046
4	TAKOMA PARK	19,863	18,399	18,306	25,073
Ward 4 Totals		70,101	62,645	69,411	75,879
5	LAMOND RIGGS	13,132	13,170	12,481	18,054
5	WOODRIDGE	38,165	13,579	12,060	12,929
Ward 5 Totals		51,297	26,749	24,541	30,983
6	NORTHEAST	35,902	32,895	31,009	40,919
6	NORTHWEST ONE	10,460	5,549	5,290	7,488
6	ROSEDALE	9,085	9,714	9,377	13,600
6	SHAW (WATHA T. DANIEL)	42,986	29,550	27,208	34,262
6	SOUTHEAST	37,165	35,264	29,342	28,754
6	SOUTHWEST	15,378	18,564	16,934	20,253
Ward 6 Totals		150,976	131,536	119,160	145,276
7	BENNING (Dorothy I. Height)	14,932	14,762	12,589	21,023
7	CAPITOL VIEW	1,057	12,135	8,039	11,129
7	DEANWOOD	8,002	4,143	4,877	8,909
7	FRANCIS A. GREGORY	8,252	9,081	7,682	12,229
Ward 7 Totals		32,243	40,121	33,187	53,290
8	ANACOSTIA	7,981	11,996	10,448	15,496
8	BELLEVUE (William O. Lockridge)	8,468	8,068	7,338	9,680
8	PARKLANDS-TURNER	10,624	10,221	11,619	12,121
Ward 8 Totals		27,073	30,285	29,405	37,297
DC Jail Library		5,668	—	—	—
Libraries Subtotal		734,899	816,358	773,154	803,627
Digital Library		304,788	286,583	251,269	188,402
DCPL Total		1,039,687	1,102,941	1,024,423	992,029
Percentage Change			-5.74%	1.49%	4.80%

	Q1	Q2	Q3	Q4	Total
FY14	860,350	997,758	992,029	1,088,630	3,938,767
FY15	1,012,275	986,421	1,024,423	1,146,637	4,169,756
FY16	1,101,415	1,106,005	1,102,941	1,129,466	4,439,827
FY17	1,068,319	1,086,077	1,037,459		3,191,855

CIRCULATION AND CARDHOLDER ACTIVITY

Active Cardholders by Ward

	Q3 FY17 Student DC OneCards	Q3 FY17 All Cardholders
1	7,477	41,084
2	1,770	26,261
3	5,490	39,285
4	12,900	48,446
5	10,785	46,541
6	7,912	49,786
7	15,903	53,822
8	18,574	60,376
MD/VA/Out of State/Other	960	57,345
Total Cardholders	81,771	422,946
	Q3 FY16	384,992
	Q3 FY15	283,407
	Q3 FY14	380,142

Top Titles - Q3 FY17

Fiction	Circulation	Non-Fiction	Circulation
<i>The Underground Railroad</i> by Colson Whitehead	527	<i>Hillbilly Elegy: A Memoir of a Family and Culture in Crisis</i> by J.D. Vance	524
<i>Commonwealth</i> by Ann Patchett	275	<i>Between the World and Me</i> by Ta-Nehisi Coates	330
<i>A Big Guy Took My Ball</i> by Mo Willems	258	<i>Born a Crime: Stories From a South African Childhood</i> by Trevor Noah	261
<i>All the Light We Cannot See</i> by Anthony Doerr	224	<i>When Breath Becomes Air</i> by Paul Kalanithi	200
<i>Harry Potter and The Sorcerer's Stone</i> by J.K. Rowling	204	<i>Dark Money: The Hidden History of the Billionaires Behind the Rise of the Radical Right</i> by Jane Mayer	162

Database Usage

	Q1 FY17	Q2 FY17	Q3 FY17	Q4 FY17	FY17 Total
Database Usage	249,774	292,248	349,985		892,007

BUILDING USE AND ACTIVITY

Gate Count

Ward	Location	Q3 FY17	Q3 FY16	Q3 FY15
1	MT PLEASANT	65,603	59,592	54,513
Ward 1 Totals		65,603	59,592	54,513
2	MLK. JR. MEMORIAL LIBRARY		150,429	167,433
2	LIBRARY EXPRESS	11,617		
2	GEORGETOWN	41,985	34,458	30,158
2	WEST END	24,390	22,533	18,585
Ward 2 Totals		77,992	207,420	216,176
3	CHEVY CHASE	37,737	33,235	35,516
3	CLEVELAND PARK	18,777	61,379	54,808
3	PALISADES		22,899	25,622
3	TENLEY-FRIENDSHIP	65,284	57,771	56,775
Ward 3 Totals		121,798	175,284	172,721
4	PETWORTH	43,689	46,499	42,968
4	SHEPHERD PARK (Juanita E. Thornton)	24,620	18,348	23,834
4	TAKOMA PARK	19,064	20,003	21,887
Ward 4 Totals		87,373	84,850	88,689
5	LAMOND RIGGS	30,070	28,114	27,124
5	WOODRIDGE	41,083	21,957	21,872
Ward 5 Totals		71,153	50,071	48,996
6	NORTHEAST	34,786	32,637	31,414
6	NORTHWEST ONE	31,637	21,608	23,280
6	ROSEDALE	22,977	22,347	26,847
6	SHAW (WATHA T. DANIEL)	67,210	55,397	57,741
6	SOUTHEAST	42,931	41,671	39,551
6	SOUTHWEST	25,015	25,271	27,092
Ward 6 Totals		224,556	198,931	205,925
7	BENNING (Dorothy I. Height)	52,550	53,977	51,684
7	CAPITOL VIEW		27,103	30,065
7	DEANWOOD	26,031	20,993	25,194
7	FRANCIS A. GREGORY	29,072	29,202	32,698
Ward 7 Totals		107,653	131,275	139,641
8	ANACOSTIA	43,955	43,769	51,751
8	BELLEVUE (William O. Lockridge)	27,040	24,741	26,919
8	PARKLANDS-TURNER	35,516	33,883	35,776
Ward 8 Totals		106,511	102,393	114,446
DCPL Total		862,639	1,009,816	1,041,107
Percentage Change			-14.57%	-17.14%

	Q1	Q2	Q3	Q4	Total
FY14	N/A	N/A	N/A	N/A	N/A
FY15	984,658	1,027,300	1,041,107	1,136,455	4,189,520
FY16	904,632	932,786	1,009,816	1,083,529	3,930,763
FY17	908,627	897,774	862,639		2,669,040

BUILDING USE AND ACTIVITY

Customer Access to Wi-Fi

Ward	Location	Q3 FY17	Q3 FY16	Q3 FY15
1	MT PLEASANT	6,614	5,647	4,875
Ward 1 Totals		6,614	5,647	4,875
2	MLK. JR. MEMORIAL LIBRARY		29,693	23,194
2	LIBRARY EXPRESS	1,370		
2	GEORGETOWN	6,459	4,953	3,989
2	WEST END	1,019	849	507
Ward 2 Totals		8,848	35,495	27,690
3	CHEVY CHASE	3,273	2,212	1,874
3	CLEVELAND PARK	1,517	1,879	2,079
3	PALISADES		1,448	1,343
3	TENLEY-FRIENDSHIP	5,829	4,354	3,898
Ward 3 Totals		10,619	9,893	9,194
4	PETWORTH	6,697	6,234	5,359
4	SHEPHERD PARK (Juanita E. Thornton)	2,377	1,502	1,671
4	TAKOMA PARK	1,106	1,571	1,197
Ward 4 Totals		10,180	9,307	8,227
5	LAMOND RIGGS	2,147	2,245	1,769
5	WOODRIDGE	5,098	1,621	813
Ward 5 Totals		7,245	3,866	2,582
6	NORTHEAST	4,463	3,071	2,649
6	NORTHWEST ONE	2,139	1,761	1,900
6	ROSEDALE	1,531	1,477	1,501
6	SHAW (WATHA T. DANIEL)	8,977	7,038	5,769
6	SOUTHEAST	3,550	3,369	2,833
6	SOUTHWEST	2,507	1,812	1,684
Ward 6 Totals		23,167	18,528	16,336
7	BENNING (Dorothy I. Height)	6,201	5,683	1,354
7	CAPITOL VIEW		2,087	2,252
7	DEANWOOD	1,705	1,371	1,339
7	FRANCIS A. GREGORY	2,650	2,465	2,190
Ward 7 Totals		10,556	11,606	7,135
8	ANACOSTIA	4,882	4,490	4,579
8	BELLEVUE (William O. Lockridge)	2,792	2,491	2,491
8	PARKLANDS-TURNER	4,539	4,288	4,197
Ward 8 Totals		12,213	11,269	11,267
DCPL Total		89,442	105,611	87,306
Percentage Change			-15.31%	2.45%

	Q1	Q2	Q3	Q4	Total
FY14	N/A	N/A	N/A	N/A	N/A
FY15	84,388	83,871	87,306	87,916	343,481
FY16	85,689	93,469	105,611	108,699	393,468
FY17	105,473	111,816	89,442		306,731

BUILDING USE AND ACTIVITY

Adult Desktop
Computer
Utilization Rate

Computer Sessions

Ward	Location	Q3 FY17	Q3 FY16	Q3 FY15	Q3 FY14	Q3 FY17
1	MT PLEASANT	14,390	12,188	15,470	15,091	55.01%
Ward 1 Totals		14,390	12,188	15,470	15,091	57.05%
2	MLK. JR. MEMORIAL LIBRARY		47,308	54,831	61,262	
2	LIBRARY EXPRESS	1,928				24.33%
2	GEORGETOWN	6,832	8,338	5,536	6,045	43.31%
2	WEST END	5,886	4,774	2,822	4,391	66.41%
Ward 2 Totals		14,646	60,420	63,189	71,698	48.99%
3	CHEVY CHASE	3,223	2,417	5,162	4,002	33.65%
3	CLEVELAND PARK	1,963	3,955	4,263	6,776	
3	PALISADES		1,775	2,971	1,631	
3	TENLEY-FRIENDSHIP	10,080	10,176	12,550	10,729	54.35%
Ward 3 Totals		15,266	18,323	24,946	23,138	31.12%
4	PETWORTH	8,526	12,827	16,082	14,147	40.97%
4	SHEPHERD PARK (Juanita E. Thornton)	6,210	4,009	9,419	6,079	45.53%
4	TAKOMA PARK	4,016	5,311	5,214	5,665	46.39%
Ward 4 Totals		18,752	22,147	30,715	25,891	45.34%
5	LAMOND RIGGS	7,807	4,524	5,247	7,934	73.33%
5	WOODRIDGE	11,825	8,365	9,805	7,650	56.08%
Ward 5 Totals		19,632	12,889	15,052	15,584	67.20%
6	NORTHEAST	7,786	8,238	8,123	5,770	47.38%
6	NORTHWEST ONE	10,119	7,553	7,628	7,495	48.35%
6	ROSEDALE	4,689	4,100	7,053	5,635	45.34%
6	SHAW (WATHA T. DANIEL)	17,900	15,089	16,968	16,702	70.68%
6	SOUTHEAST	9,375	4,395	6,985	3,298	73.94%
6	SOUTHWEST	7,096	4,998	6,257	7,228	61.32%
Ward 6 Totals		56,965	44,373	53,014	46,128	60.96%
7	BENNING (Dorothy I. Height)	12,459	12,383	14,264	16,162	43.05%
7	CAPITOL VIEW		7,171	6,919	7,536	
7	DEANWOOD	6,671	7,122	6,345	6,709	52.22%
7	FRANCIS A. GREGORY	8,582	10,299	12,399	9,160	35.47%
Ward 7 Totals		27,712	36,975	39,927	39,567	45.34%
8	ANACOSTIA	12,311	13,001	15,093	13,796	49.23%
8	BELLEVUE (William O. Lockridge)	11,574	13,805	13,629	9,651	42.89%
8	PARKLANDS-TURNER	8,545	7,447	9,729	5,299	44.92%
Ward 8 Totals		32,430	34,253	38,451	28,746	49.84%
DCPL Total		199,793	241,568	280,764	265,843	
Percentage Change			-17.29%	-28.84%	-24.85%	

Computer Sessions Trend Data

	Q1	Q2	Q3	Q4	Total
FY14	253,923	252,263	265,843	278,594	1,050,623
FY15	285,146	275,674	280,764	283,268	1,124,852
FY16	252,545	243,426	241,568	243,956	981,495
FY17	252,893	228,529	199,793		681,215

Adult Desktop Computer Utilization Rate Trend Data

FY17	40.72%	43.61%	48.48%		43.79%
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BUILDING USE AND ACTIVITY

Meeting/Study Room Use and Attendance

Ward	Location	Meetings		Attendance		Study Room Use	
		Q3 FY17	Q3 FY16	Q3 FY17	Q3 FY16	Q3 FY17	Q3 FY16
1	MT. PLEASANT	464	520	6,443	5,880	640	693
Ward 1 Total		464	520	6,443	5,880	640	693
2	GEORGETOWN	149	140	1,882	964	585	486
2	WEST END INTERIM						
2	LIBRARY EXPRESS	87		189		77	
2	MLK JR. MEMORIAL LIBRARY		519		3,532		
Ward 2 Total		236	659	2,071	4,496	662	486
3	CHEVY CHASE	133	92	631	414		
3	CLEVELAND PARK		67		969		
3	PALISADES		49		599		
3	TENLEY-FRIENDSHIP	143	129	1,542	1,314	1,409	1,247
Ward 3 Total		276	337	2,173	3,296	1,409	1,247
4	PETWORTH	402	295	879	1,897	550	392
4	SHEPHERD PARK (Juanita E. Thornton)	350	137	2,779	1,326	554	290
4	TAKOMA PARK	131	135	390	542		
Ward 4 Total		883	567	4,048	3,765	1,104	682
5	LAMOND-RIGGS	336	247	4,158	3,117	156	183
5	WOODRIDGE	195		5,861		453	
Ward 5 Total		531	247	10,019	3,117	609	183
6	NORTHEAST	244	188	2,446	1,900	793	183
6	NORTHWEST ONE	15	56	154	974		
6	ROSEDALE						
6	SHAW (Watha T. Daniel)	260	170	1,616	1,496	1,654	1,481
6	SOUTHEAST	77	70	1,050	2,993		
6	SOUTHWEST	53	20	608	305	190	139
Ward 6 Total		649	504	5,874	7,668	2,637	1,803
7	BENNING (Dorothy I. Height)	519	433	9,105	6,681	1,172	916
7	CAPITOL VIEW		178		3,175		
7	DEANWOOD						
7	FRANCIS A. GREGORY	304	225	958	1,883	542	587
Ward 7 Total		823	836	10,063	11,739	1,714	1,503
8	ANACOSTIA	550	381	7,796	5,686	7,796	372
8	BELLEVUE (William O. Lockridge)	273	173	4,259	2,944	321	144
8	PARKLANDS-TURNER						
Ward 8 Total		823	554	12,055	8,630	8,117	2,606
DCPL Total		4,685	4,224	52,746	48,591	16,892	9,203

OPERATIONS

Service Desk Tickets

	Quarterly Statistics			Year to Date Statistics		
	Q3 FY17	Q3 FY16	% Change FY17/ FY16	YTD FY17	YTD FY16	% Change FY17/ FY16
Facilities Tickets Closed	558	725	-23.03%	1,873	2,086	-10.21%
Facilities Ticket Closure Rate	92.85%	90.51%	2.59%	94.93%	92.14%	3.03%
IT Tickets Closed	1,885	1,549	21.69%	5,020	4,918	2.07%
IT Ticket Closure Rate	97.62%	93.14%	4.81%	97.32%	94.96%	2.49%

Human Resources Data

	Quarterly Statistics			Year to Date Statistics		
	Q3 FY17	Q3 FY16	% Change FY17/ FY16	YTD FY17	YTD FY16	% Change FY17/ FY16
Vacancy Rate	3.64%	3.61%	0.83%			
Staff Trainings	276	400	-31.00%	763	938	-18.66%
# Staff on Extended Leave (New)	25	19	31.58%	72	65	10.77%
# Staff on Extended Leave (Continuing)	35	26	34.62%			
Total Staff on Extended Leave	60	45	33.33%			

Hours of Unplanned Closure by Location

	Q1 FY17	Q2 FY17	Q3 FY17	Q4 FY17	FY17 Total
Anacostia		8	8		16
Bellevue (William O. Lockridge)	5				5
Capitol View	4.5				4.5
Deanwood	7.5	19	0.5		27
Francis A. Gregory	1.5	5	1.5		8
Georgetown	39				39
Lamond Riggs		7.5			7.5
Northwest One	8	3			11
Palisades	7.5				7.5
Parklands-Turner	4.5		7.5		12
Petworth		11	2.5		13.5
Rosedale	3	4.5			7.5
Shaw (Watha T. Daniel)	7				7
Southwest		7	8.5		15.5
West End	25	17.5	5.5		48
Woodridge		1	4		5
Systemwide Closure	208	46			254
Total	320.5	129.50	38	0	488.0

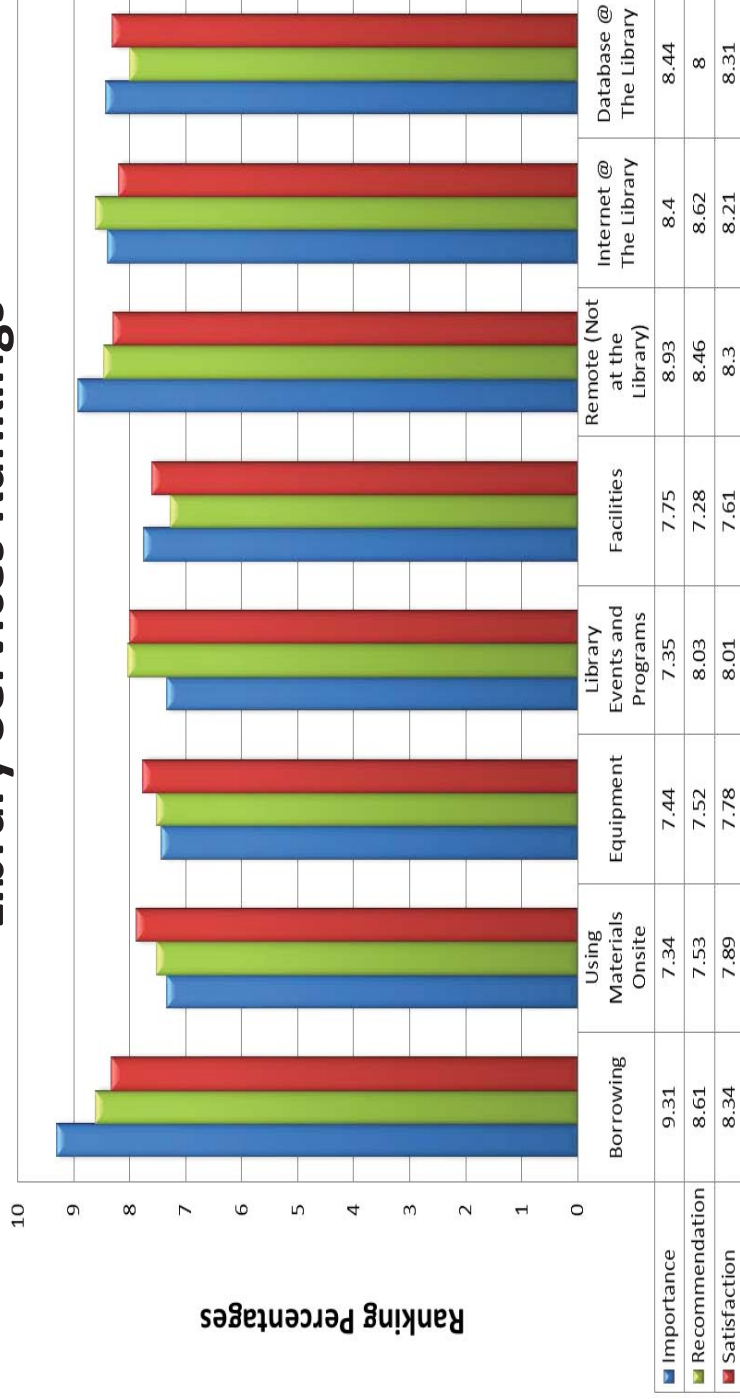
PATRON SATISFACTION AND ONLINE ENGAGEMENT

Counting Opinions Survey

Library Service Rankings - Cumulative Data - 4/1/16 - 06/30/17

Total Responses = 1,263

Library Services Rankings

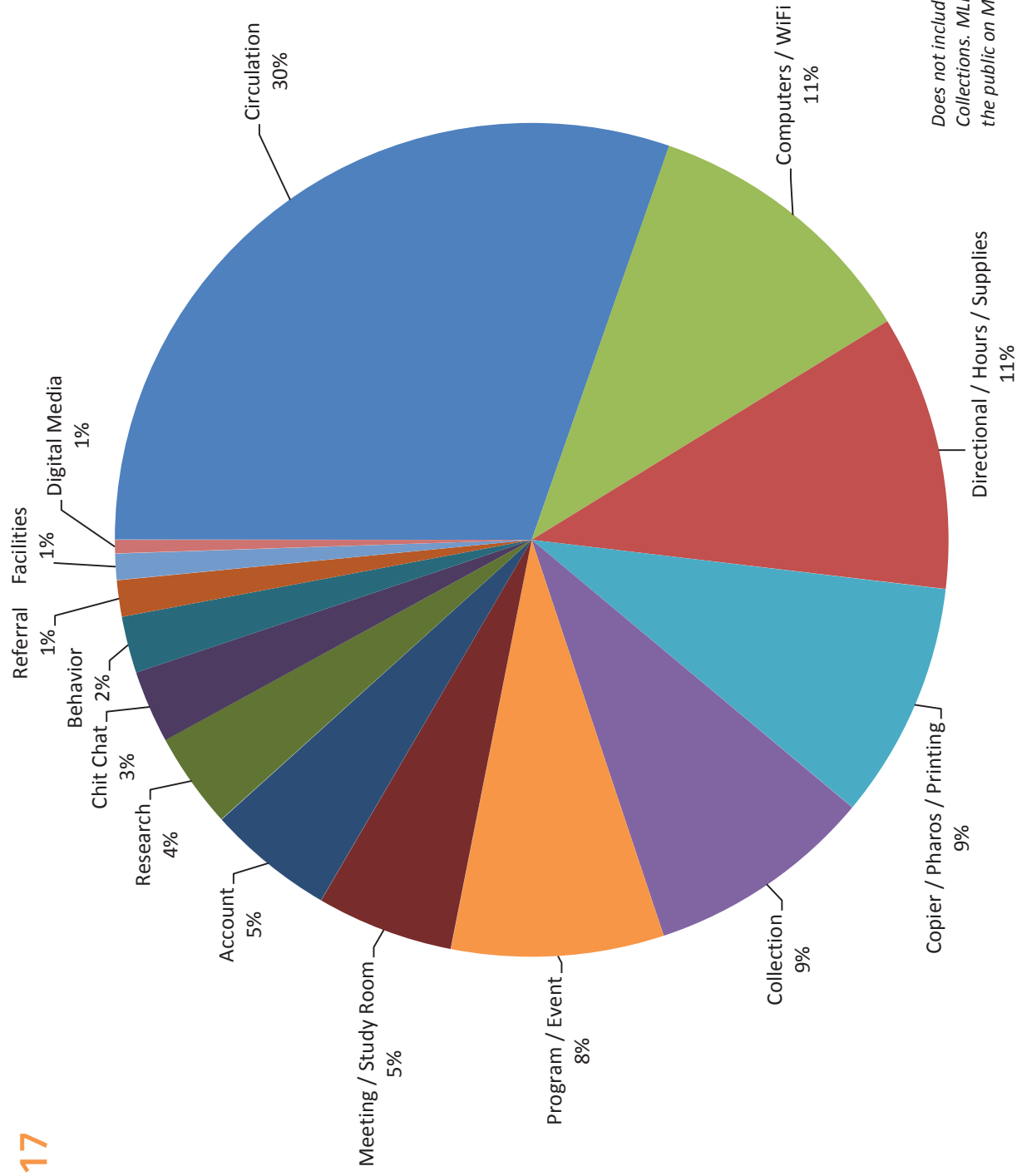


Online Engagement

	FY17 Q1	FY17 Q2	FY17 Q3	FY17 Q4	FY17 Total
Social Media Impressions	1,460,993	1398644	1,374,108		4,233,745
Social Media Engagement	16,909	13881	13,014		43,804
Social Media Engagement Rate	1.16%	0.99%	0.95%		1.03%
New Website Visits (Sessions)	304,504	332237	388,634		1,025,375
Overall Website Visits (Sessions)	774,531	815737	809,879		2,400,147
New Visits as a % of overall visits	39.31%	40.73%	47.99%		42.72%

Customer Interactions Q3 FY17

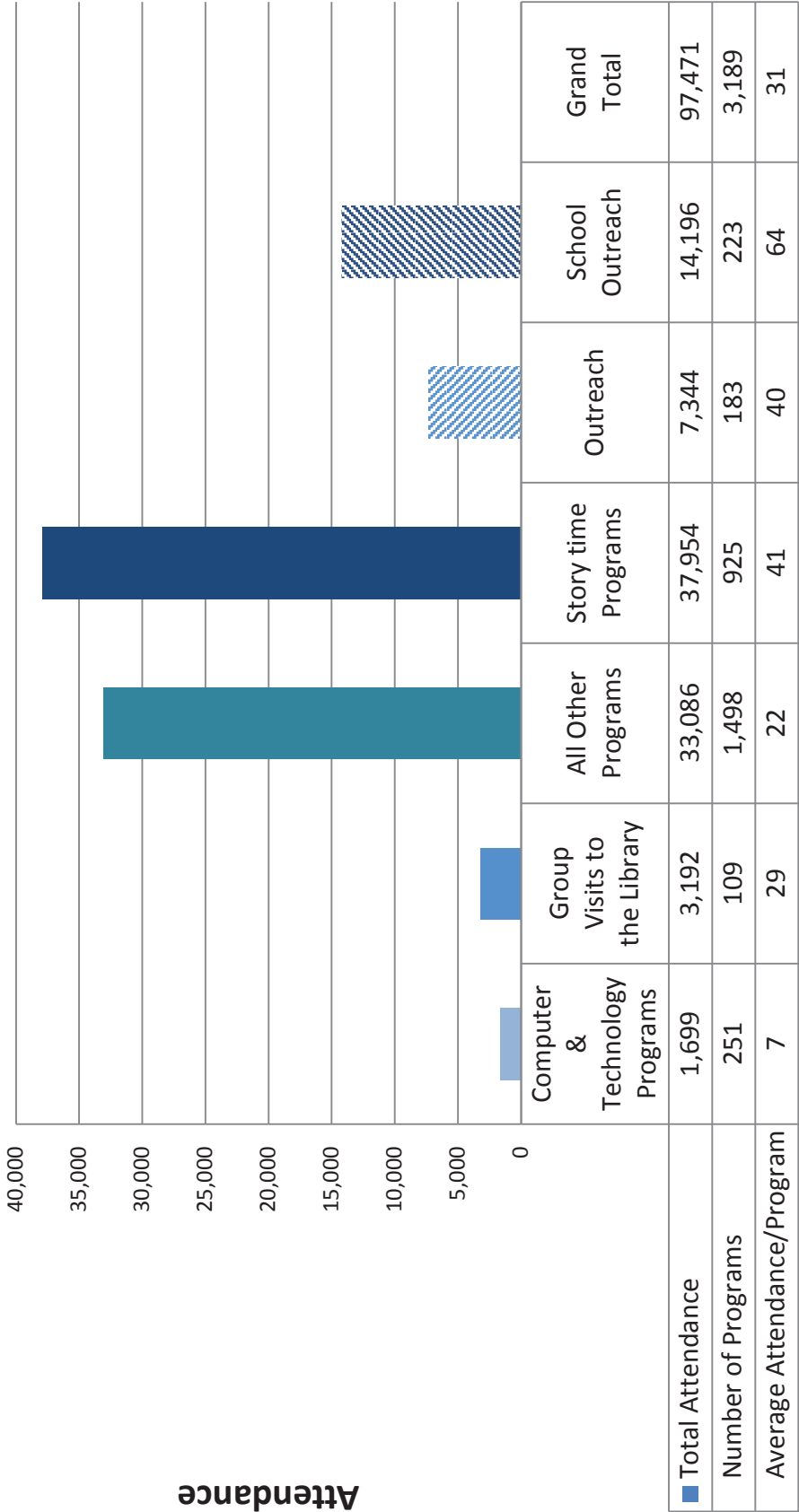
Total Interactions: 134,099



Does not include ALRC/C4A or Special Collections. MLK departments closed to the public on March 4.

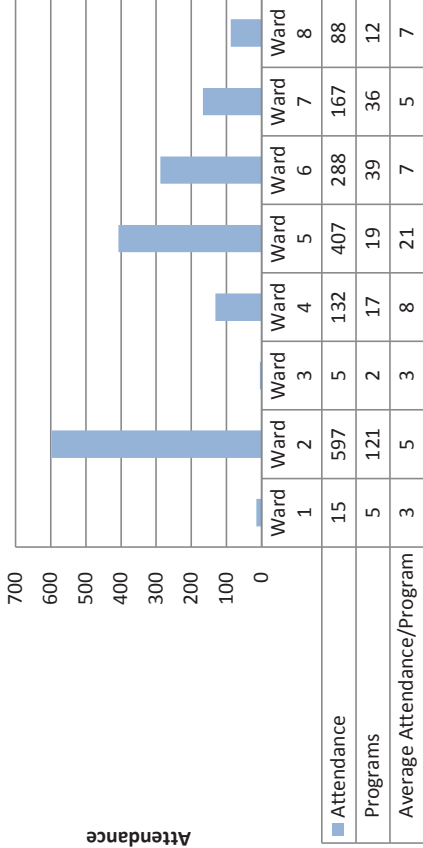
SYSTEMWIDE PROGRAM AND ATTENDANCE DATA

Q3 FY17 - Systemwide Program and Attendance by Activity Type

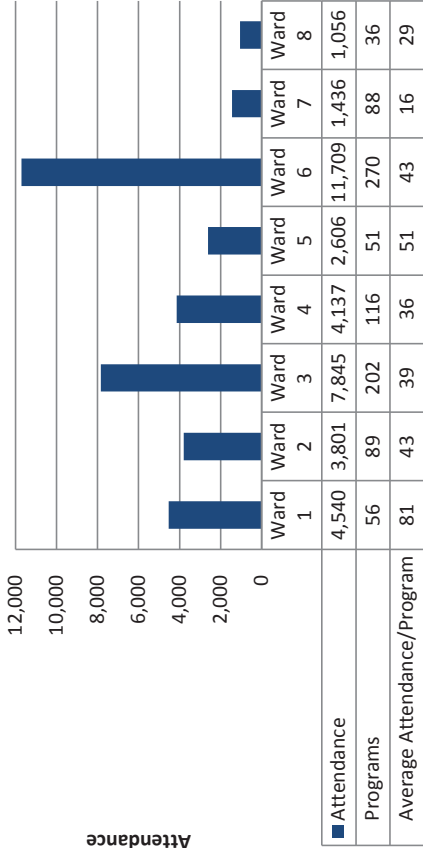


SYSTEMWIDE PROGRAM AND ATTENDANCE DATA

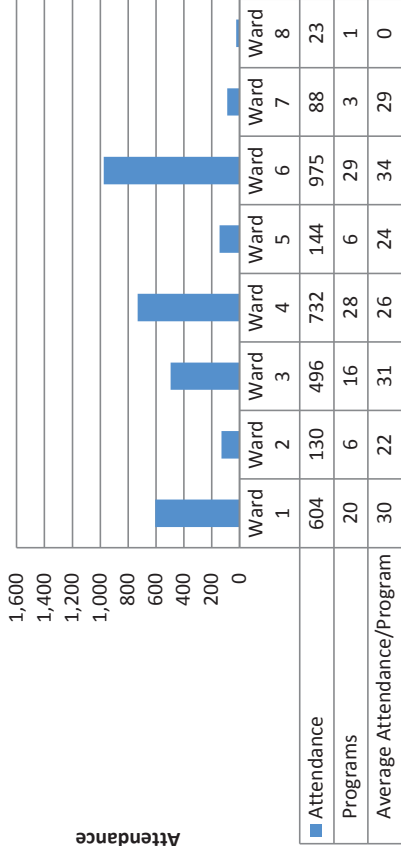
Computers & Technology



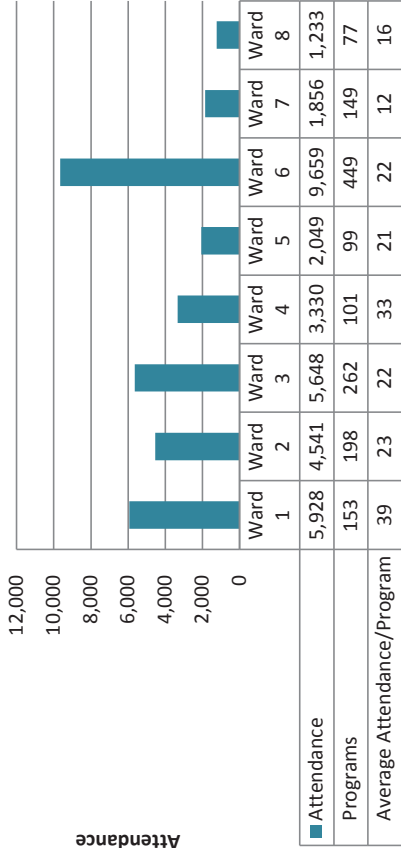
Story Times



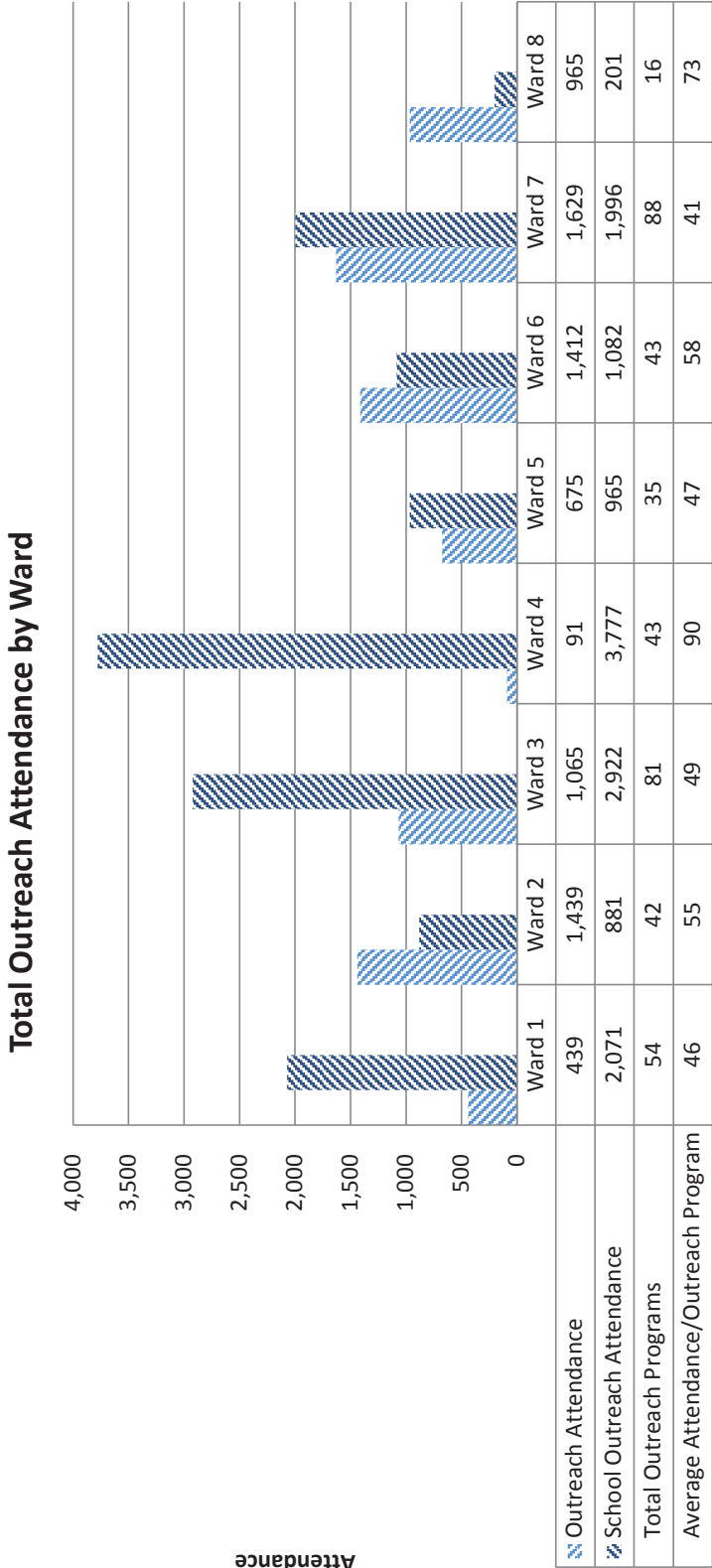
Group Visits to the Library



All Other Programs



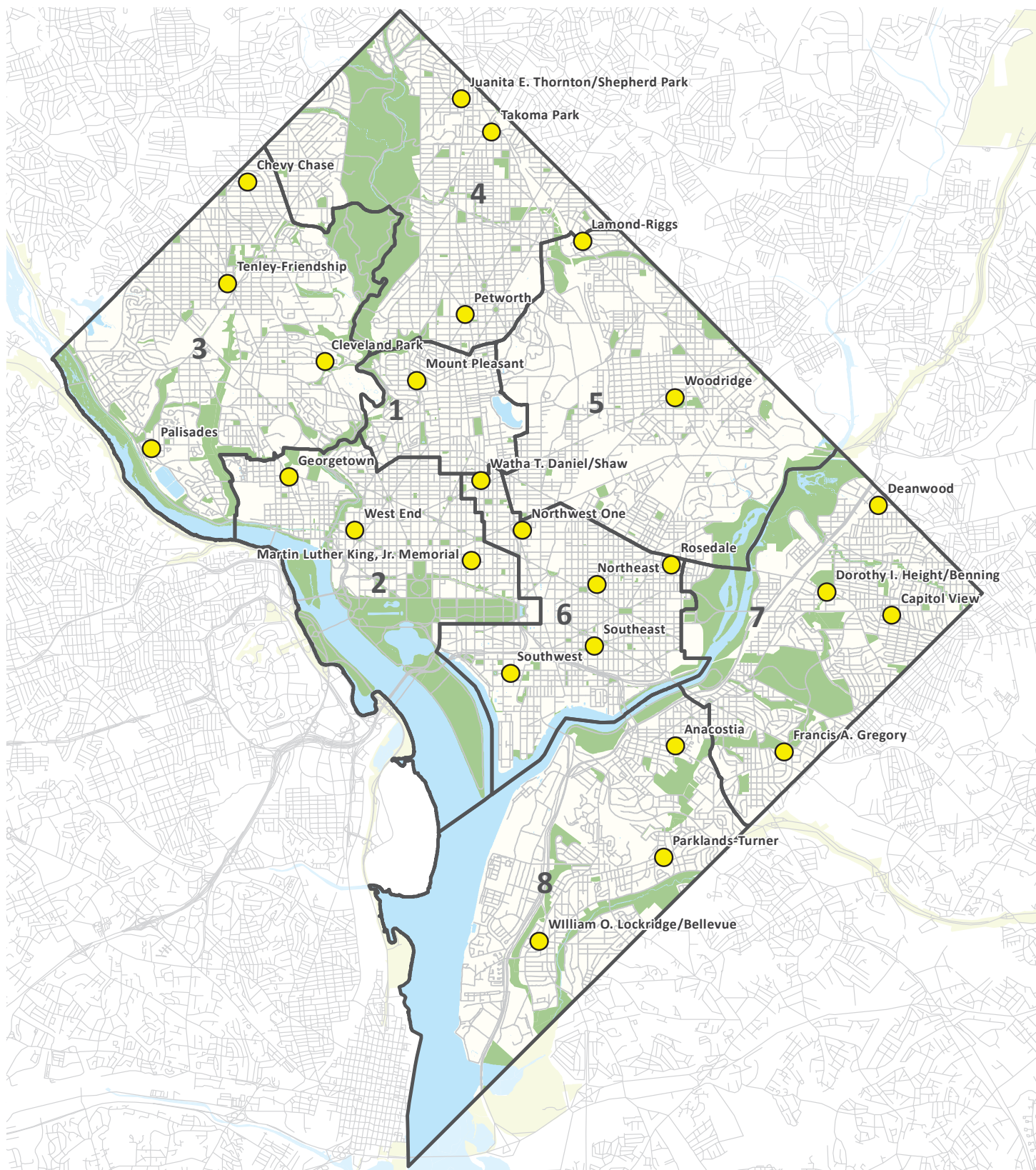
SYSTEMWIDE PROGRAM AND ATTENDANCE DATA



Books From Birth

	FY17 Q3
Eligible Children Citywide	46,749
Enrollment Citywide	23,100
Graduated Citywide	3,569
% of Citywide Eligible Enrolled	49.41%
Eligible Children in Target Areas	22,279
Enrollment in Target Areas	14,945
% of Enrolled from Target Areas	64.70%

Map of DC Public Libraries by Ward



DCPL PERFORMANCE REPORT DATA GLOSSARY

Active Cardholders by Ward – The number of user accounts with activity in the last three years. Cardholders are sorted by ward of residence provided in cardholder account information. The total is collected on the last day of the reported quarter.

Adult Desktop Computer Utilization – The utilization rate for each library location is the average number of hours of use of adult desktop computers divided by the number of open hours at each location for the quarter.

Books from Birth – Books from Birth is a program for children from birth up to age five to receive a free book each month mailed to their home; families and children are able to keep the books to start a personal library.

Books from Birth – Graduated Citywide – Number of Books from Birth enrollees that have turned five years old and, therefore, aged out the program.

Books from Birth Target Enrollment Areas –Target enrollment areas for Books from Birth are Wards 1, 5, 7 and 8.

Circulation – Manual and electronic lending transactions from the library’s collection; includes outside and in-house use, and renewal circulation transactions.

Computer and Technology Programs – Programs that teach basic computer skills, or skills about software, computer hardware, emerging technology such as 3D Printing, coding, social media instruction, use of DCPL’s downloadable materials and databases.

Counting Opinions Survey – Customer satisfaction survey available on the Library’s website and in print.

Customer Access to Wi-Fi – The number of internet connections to the DCPL Wi-Fi network by laptops, smartphones, and other mobile devices.

Customer Interactions by Type – Interaction tracking is a common tool used by library systems around the country to capture ways customers interact with staff in the library.

Database Usage – Counts the number of times users interact with each database. The same counting metric cannot be used for each database. “Database Usage” captures only one metric for each database and can include one of the following: downloads, views, clicks on links, searches, or sessions.

Digital Library – Total of all E-Books downloaded and streamed, videos streamed, songs downloaded and streamed, audiobooks downloaded and streamed, and magazines downloaded and streamed.

Extended Leave – Categories of legally authorized extended absences other than annual or sick leave that may impact staffing levels and productivity including: Family Medical Leave, Paid Family Leave, American Disability Act and Workers’ Compensation.

Gate Count – Number of instances of people entering and exiting library locations. Thermal imaging technology senses infrared radiation to track traffic travelling underneath the sensor and monitors multiple people entering and exiting at the same time. Devices are mounted at public entry and exit locations.

Group Visits – All special programs or activities scheduled for groups coming into a library.

New Website Visits (Sessions) – Number of first time visits to the website; includes first time users as well as returning users using a different method to access the website.

Outreach – Programs that are planned, sponsored or carried out by the library staff but do not take place at the library.

Overall Website Visits (Sessions) – Number of times the website was visited.

Programs – Programs that take place on DCPL property, including programs that are led by staff members, partner organizations, and paid presenters/contractors. Public programs held in meeting rooms are counted under meeting room use.

School Outreach – Programs that are planned sponsored or carried out by the library staff and take place at a public, public charter, or private/parochial school, including formal Pre–K programs.

Service Desk Tickets – Library staff report a problem or request an intervention by submitting a ticket in the Library’s tracking system.

Social Media Engagement Rate – Measure of the effectiveness of posts.

Social Media Engagements – The number of people who have engaged (clicked, liked, re–tweeted, etc.) with posts.

Social Media Impressions – The number of times posts have been seen.

Staff Trainings – Number of staff trainings during the quarter. Training includes external conferences, workshops, management training courses and DCPL internal training programs.

Story Time Programs – Story time attendance is the count of the audience (children and adults) at formal story time programs intended for children birth to five years of age and their caregivers. This does not include other, non–story time programming for this age group (for example, baby movement or music programs).

Student DC OneCard Cardholders – Library accounts automatically created for students who have a DC OneCard credential.

Study Room Use – Number of times a study room is used.

Vacancy Rate – The total number of vacant positions divided by the total number of authorized positions.