



## District of Columbia Public Library DCPL (CE)

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### MISSION

The District of Columbia Public Library (DCPL) supports children, teens and adults with services and materials that promote reading, success in school, lifelong learning and personal growth.

### SUMMARY OF SERVICES

The District of Columbia Public Library supports children and adults with books and other library materials that foster success in school, reading and personal growth. The Library system includes a Central Library, 24 Neighborhood Libraries providing services to children, youth, teens, and adults. “Library as community space” provides clean, safe and available places for community use. “Library resources” provides books and other library materials, programs and special services for children and adults. “Library technology” helps bridge the digital divide with public access computers and free WiFi at all libraries as well as data bases, downloadable books and music, and library information via the library’s website ([dclibrary.org](http://dclibrary.org)).

### ACCOMPLISHMENTS:

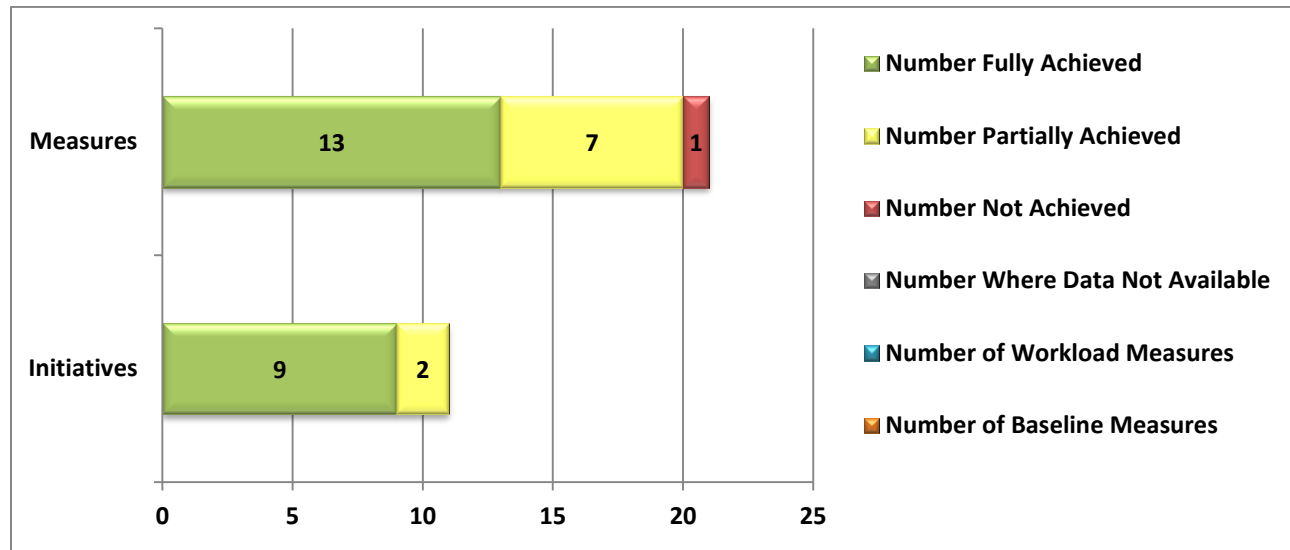
- ✓ Circulation – DC Public Library increased circulation by 10% in FY2012. Library users borrowed 3,363,313 books and other library materials in FY2012 compared to 3,059,432 in FY2011. Overall, the number of books checked out has tripled since 2006.
- ✓ Opened 3 Libraries – DC Public Library opened two new libraries and renovated and expanded a historic library during FY2012. The new William O. Lockridge/Bellevue Library opened on June 13 and the new Francis A. Gregory Library opened on June 19. The Library also renovated and expanded the historic Mount Pleasant Library and it opened on September 12, 2012. Each library is larger than the libraries they replaced with about 20-24,000 sq. ft. each.
- ✓ Technology – DC Public Library continues to be the largest provider of free public computers (900) and Internet access in the District of Columbia. The Library’s virtual library resulted in a quarter of a million books, music and other library materials being downloaded. New to the Library’s digital offerings in FY12, is the very popular Freegal music collection. Library users can keep the music they download from the collection. The Library’s website had 2,953,234 visitors in FY2012 compared to 2,210,325 hits in FY2011.

In addition, the Library has expanded its social media presence and reaches customers through Facebook, Twitter and Foursquare. The Library uses social media to connect with customers and to live stream activities such as the Morehouse College Glee Club performance and the Future of the Martin Luther King Jr. Memorial Library discussion held at the September library board meeting.

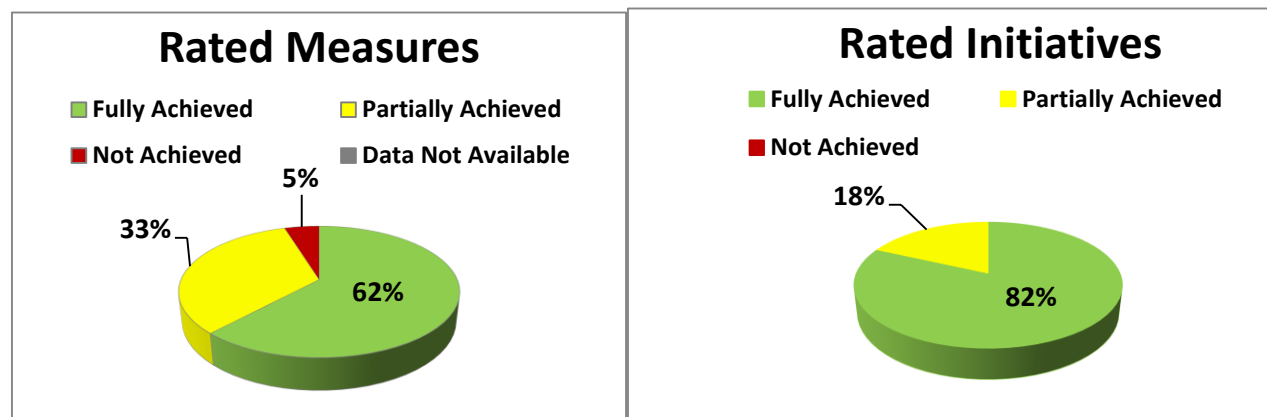


## OVERALL OF AGENCY PERFORMANCE

### TOTAL MEASURES AND INITIATIVES



### RATED MEASURES AND INITIATIVES



**Note:** Workload and Baseline Measurements are not included

Default KPI Rating:	
$\geq 100\%$	Fully Achieved
75 - 99.99%	Partially Achieved
$< 75\%$	Not Achieved



## Performance Initiatives – Assessment Details

### Performance Assessment Key:



Fully achieved



Partially achieved



Not achieved



Data not reported

## Business Operations Division

### OBJECTIVE 1: Library as community space.

#### INITIATIVE 1.1: Open 3 new libraries in the District of Columbia in FY2012.

**Fully Achieved.** DC Public Library opened two new buildings and renovated a historic library during FY2012. The new William O. Lockridge/Bellevue Library located at 115 Atlantic Street, SW opened on June 13 and the new Francis A. Gregory Library located at 3660 Alabama Avenue, SE opened on June 19. The Library also renovated the historic Mount Pleasant Library which is located at 3160 16th Street, NW and it opened on September 12, 2012. The three buildings are on track to receive LEED Silver certification at a minimum. The certification process is underway and the final rating is determined 8 to 12 months after the US Green Building Council completes their project review. The Library informs the community of the elements and benefits of all the green buildings and awards received from the 14 new libraries constructed and renovated since 2009. The Library also provides signage that describes the various sustainable features at each LEED certified building including energy conservation. To date, the Library has received LEED Gold certification for four of its new libraries, Watha T. Daniel/Shaw, Dorothy I. Height/Benning, Tenley-Friendship and Anacostia libraries.

#### INITIATIVE 1.2: Business Science and Technology (BST) Reading Room and Great Hall renovations at the Martin Luther King, Jr. Memorial Library.

**Partially Achieved.** The Library began this project through a phased delivery approach. The first phase was selective demolition and removal of the Book Store Plus and the Enhanced Business Information Center (eBIC). This phase of the project was completed in February 2012. The 9 month design phase of the project resulted in a redesign of the project. The Business, Science and Technology and Reading Room is now being transformed into a Digital Commons room and part of this work includes improvements to the heating and cooling systems. This project is scheduled for completion in FY2013.

#### INITIATIVE 1.3: Begin design of new library at Woodridge and major interior renovation at the Northeast Neighborhood Library.

**Fully Achieved.** DC Public Library began design work for Northeast Library in February 2012 and Northeast Library closed in September 2012 to begin renovations of the historic building. The design work of the Woodridge Library began in May 2012. The



design phase will continue through the spring of 2013 with a new library opening by early 2015.

**OBJECTIVE 2: Technology: Access to the online world is critical in the 21st century.**

**INITIATIVE 2.1: Provide additional computers for city residents.**

- **Fully Achieved.** DC Public Library opened two new buildings and renovated a historic library during FY2012. The new William O. Lockridge/Bellevue Library opened on June 13 and the new Francis A. Gregory Library opened on June 19. The Library also renovated the historic Mount Pleasant Library and it opened on September 12, 2012. All three locations have free Wi-Fi and 40 new computers including Mac computers for teens.

**INITIATIVE 2.2: Provide new laptops for city residents.**

- **Fully Achieved.** DC Public Library purchased new laptop computers for all 25 locations during FY2012.

**Library Services Division**

**OBJECTIVE 1: Library as community space:**

**INITIATIVE 1.1: Open 3 new libraries in the District of Columbia in FY2012.**

- **Fully Achieved.** DC Public Library opened two new buildings and renovated a historic library during FY2012. The new William O. Lockridge/Bellevue Library located at 115 Atlantic Street, SW opened on June 13 and the new Francis A. Gregory Library located at 3660 Alabama Avenue, SE opened on June 19. The Library also renovated the historic Mount Pleasant Library which is located at 3160 16th Street, NW and it opened on September 12, 2012. The Library held special opening celebrations at all three libraries. The Library hired and trained over 9 new staff to design programs and serve the community.

**INITIATIVE 1.2: Renovate the Business Science and Technology (BST) Reading Room and Great Hall at the Martin Luther King, Jr. Memorial Library.**

- **Partially Achieved.** The Library began this project through a phased delivery approach. The first phase was selective demolition and removal of the Book Store Plus and the relocation of the Enhanced Business Information Center (eBIC). This phase of the project was completed in February 2012. The 9 month design phase of the project resulted in a redesign of the project. The Business, Science and Technology and Reading Room is now being transformed into a Digital Commons room and this project is scheduled for completion in FY2013.

In preparation for the construction of the Digital Commons library staff moved all non-fiction materials to the 2<sup>nd</sup> floor of Martin Luther King Jr. Memorial Library. The collection is now in continuous Dewey Decimal order and library users can now find books easier



since the collection is based on catalog number.

The Digital Commons will provide more space for public access computers as the Business Science and Technology (BST) Reading Room was 12,000 square feet. The new Digital Commons space will have room for 70 public access computers and 50 laptop users.

**OBJECTIVE 2: Library resources for the public.**

**INITIATIVE 2.1: Provide DC school teachers easier access to library services and library materials.**

**Fully Achieved.** DC Public Library made efforts during the 2011-2012 school year to inform teachers about the benefits of the DCPL educator card, both at the system level and the school level. All schools (DCPS, charter and independent and private schools) are assigned to a DCPL library, and staff reached out to all the schools to inform them of the services available at the public library, including the educator card privilege. Library staff attend back-to-school nights and special events. In the school year that closed in June 2012, 530 teachers took advantage of the benefit, which allows them to have up to 100 materials checked out at one time for an extended 9 week period. Additionally, the Library worked with principals and teachers at nine D.C. Public Schools as part of a pilot program for Summer Reading to ensure students in those schools read over the summer.

**INITIATIVE 2.2: Manage the Library's book budget to provide maximum access to new books and electronic materials.**

**Fully Achieved.** DC Public Library monitored demand and trends to supply new, popular and in demand materials. The Library responds to media, programs, city and neighborhood activities and purchases material accordingly. Opening day collections of new books and other library materials were purchased for new libraries at William O. Lockridge/Bellevue, Francis A. Gregory, and Mount Pleasant. The new collections and purchases system wide helped increase usage of electronic resources (licensed databases such as Tutor.Com) by 49.1%. High demand for digital content even with limited funding showed a 91.5% increase in number of digital downloads. Overall, circulation of library print and digital materials increased by 10%.

**OBJECTIVE 3: Technology: Access to the online world is critical in the 21st century.**

**INITIATIVE 3.1: Provide city residents with computer access.**

**Fully Achieved.** DC Public Library continues to be the largest provider of free public computers and Internet access in the District of Columbia. The Library has over 900 public access computers available for District residents and averages 30 public access computers per library.

**INITIATIVE 3.2: Use Technology to assist DC job seekers to find employment.**

**Fully Achieved.** During FY 2012, weekly drop-in clinics were established at 14 neighborhood libraries – more than half the location in the system, for a total of 22.5



hours of one-on-one job seeker support each week. On average, these served about 4-5 job seekers per session, for a total of around 60-80 per week. The Library provided one on one help to approximately 2,500 job seekers during the year at neighborhood libraries. The monthly Martin Luther King Jr. Memorial Library job clinic, now in its second year, provided 500 additional custom support sessions for job seekers. The Library also partnered with DOES to host job clinics and register District residents for the Mayor's One City, One Hire Initiative.



## Performance Initiatives – Assessment Details

### Performance Assessment Key:

● Fully achieved    
 ● Partially achieved    
 ● Not achieved    
 ● Data not reported

	KPI	Measure Name	FY2011 YE Actual	FY2012 YE Target	FY2012 YE Revised Target	FY2012 YE Actual	FY2012 YE Rating	Budget Program
<b>Library Services and Business Operations Divisions</b>								
	1.1	Annual circulation of books and other library materials	3,059,432	3,365,375		3,363,313	99.94%	LIBRARY SERVICES
	1.2	Cardholders as a % of total population	50.43%	50%		49.97%	99.94%	LIBRARY SERVICES
	1.3	Number of Card Holders	329,313	305,000		321,544	105.42%	LIBRARY SERVICES
	1.4	Number of website user visits	2,210,325	2,276,634		2,953,234	129.72%	LIBRARY SERVICES
	1.5	Number of attendees at Library sponsored programs	228,836	235,701		259,320	110.02%	LIBRARY SERVICES
	1.6	Number of participants at community sponsored meetings	180,905	186,332		198,641	106.61%	LIBRARY SERVICES
	1.7	Circulation of children's materials	889,477	916,161		1,087,107	118.66%	LIBRARY SERVICES
	1.8	Number of new Library Cards for Children	6,274	4,510*		4,530	100.44%	LIBRARY SERVICES
	1.9	Participation and completion rates in summer reading for pre-school and elementary school age children	14,126	14,549		13,641	93.76%	LIBRARY SERVICES
	1.1	Attendance at programs for children in their 1st five years	115,058	118,509		130,804	110.37%	LIBRARY SERVICES



	KPI	Measure Name	FY 2011 YE Actual	FY 2012 YE Target	FY 2012 YE Revised Target	FY 2012 YE Actual	FY 2012 YE Rating	Budget Program
●	1.11	Number of story hours for children	2,800	2,884		3,463	120.08%	LIBRARY SERVICES
●	1.12	Number of people using on-line homework help	3,452	3,555		3,946	111%	LIBRARY SERVICES
●	1.13	Participation in teen summer reading programs	707	1,000		1,571	157.10%	LIBRARY SERVICES
●	1.14	Number of new library cards for teens	11,096	11,428		10,628	93%	LIBRARY SERVICES
●	1.15	Number of books downloaded	59,955	61,753		140,413	227.38%	LIBRARY SERVICES
●	1.16	Number of adult learners seeking assistance	3,189	3,284		2,852	86.85%	LIBRARY SERVICES
●	1.17	Number of GED practice tests administered	957	1,000		936	93.60%	LIBRARY SERVICES
●	1.18	Circulation per capita	5.08	5.25		5.44	103.66%	LIBRARY SERVICES
●	1.19	Number of sessions on public access computers by children	225,326	232,085		100,590	43%	LIBRARY SERVICES
●	1.2	Number of sessions on public access computers by teens and adults	715,092	736,544		705,617	95%	LIBRARY SERVICES
●	1.21	Number of sessions of remote access to Library's electronic resources	292,601	301,379		544,701	180.74%	LIBRARY SERVICES

*\*KPI 1.8 – Number of new Library Cards for Children was adjusted mid-year to reflect a new year-end target. New libraries were scheduled to open earlier in the fiscal year and their delayed opening to the 2<sup>nd</sup> half of FY2012 resulted in an adjustment to the new library cards for children performance indicator.*