

District of Columbia Public Library FY2023

Agency District of Columbia Public Library

Agency Code CEO

Fiscal Year 2023

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.

Strategic Objectives

Objective Number	Strategic Objective
1	Strengthen communities through services, programs, outreach, and increased utilization of the Library's physical campus.
2	Provide services and programs that build and cultivate literacy and a love of reading.
3	Connect residents to the city's past and future by providing access to, experiences in, and support for local history and culture.
4	Support digital citizenship through technology and internet access and training.
5	Create and maintain a highly efficient, transparent, and responsive District government.

Key Performance Indicators (KPIs)

Measure	Directionality	FY 2020 Actual	FY 2021 Actual	FY 2022 Target	FY2022 Actual	FY 2023 Target
1 - Strengthen communities through services, programs, outreach, and increased utilization of the Library's physical campus. (3 Measure records)						
Number of attendees at Library sponsored outreach sessions	Up is Better	47,395	11,108	57,323	37,001	12,774
Library Visits	Up is Better	1,852,701	901,705	2,437,005	2,537,013	1,127,000
Number of attendees at Library sponsored programs	Up is Better	189,978	68,516	158,221	85,018	79,940
2 - Provide services and programs that build and cultivate literacy and a love of reading. (6 Measure records)						
Circulation of books and other library materials	Up is Better	4,067,352	4,953,224	4,590,945	6,304,703	5,052,000
Circulation per capita	Up is Better	5.8	7.2	6.5	9.4	7.5
Attendance at programs for children in their first five years	Up is Better	123,735	31,677	97,687	35,069	36,428
Number of active library accounts	Up is Better	414,610	324,803	407,565	336,716	337,795
Library accounts as a percent of total population	Up is Better	58.7%	47.1%	57.7%	50.3%	49%
Percent of eligible children enrolled in Books from Birth in targeted communities	Up is Better	94.7%	86.3%	98%	Not Available	92%
3 - Connect residents to the city's past and future by providing access to, experiences in, and support for local history and culture. (1 Measure)						
"Dig DC" Visits	Up is Better	21,333	48,278	24,106	63,143	55,520
4 - Support digital citizenship through technology and internet access and training. (3 Measure records)						
Public access computer utilization (as a percent of availability)	Up is Better	Not Available	Not Available	49.9%	Not Available	No Target Set

Measure	Directionality	FY 2020 Actual	FY 2021 Actual	FY 2022 Target	FY2022 Actual	FY 2023 Target
Wi-Fi Connections	Up is Better	353,076	223,140	331,341	419,352	278,900
Number of people receiving technology training	Up is Better	3300	3548	6570	6338	4080

Operations

Operations Title	Operations Description	Type of Operations
1 - Strengthen communities through services, programs, outreach, and increased utilization of the Library's physical campus. (3 Activity records)		
Programs and services	The Library offers programs to users of all ages.	Daily Service
Community Outreach	The Library serves the community by providing access to DCPL services and programs outside of our buildings.	Daily Service
Serve as a community hub: meeting and study spaces	The Library provides meeting and study spaces for the public at neighborhood libraries as well as at Martin Luther King Jr. Memorial Library.	Daily Service
2 - Provide services and programs that build and cultivate literacy and a love of reading. (5 Activity records)		
Adult Literacy Services	DC Public Library offers adult literacy services through the Adult Literacy Resource Center.	Daily Service
Early Literacy Programs	The Library offers a range of services and programs to improve early literacy, such as story time and Sing, Talk and Read programs.	Daily Service
Operate the Center for Accessibility	The Center for Accessibility (formerly Adaptive Services) helps the deaf community, visually impaired, older adults, veterans and injured service people to better use the Library.	Daily Service
Acquire books and other library materials	Through its collections, DCPL is a resource for printed and digital resources and information - such as books, e-books, databases, periodicals, etc.	Daily Service
Provide library services to students and educators	Offer programs, services and support for students and educators.	Daily Service
3 - Connect residents to the city's past and future by providing access to, experiences in, and support for local history and culture. (1 Activity)		
Provide access to local history and culture.	Provide access to local history and culture through special collections, programs, and services at libraries throughout the District.	Daily Service
4 - Support digital citizenship through technology and internet access and training. (2 Activity records)		
Provide computer and technology training and assistance	Libraries throughout the District provide technology and internet training and assistance.	Daily Service
Provide computer and technology access	DCPL provides technology access through publicly available computers, printers and the internet.	Daily Service
5 - Create and maintain a highly efficient, transparent, and responsive District government. (11 Activity records)		
Southwest Neighborhood Library	Capital Project.	Key Project
Southeast Neighborhood Library	Capital Project.	Key Project
Long-term Operations (Shared Tech) Center	Capital Project: Develop a long term operations/shared tech services center for DCPL.	Key Project

Operations Title	Operations Description	Type of Operations
Renovation and modernization of the Martin Luther King Jr. Memorial Library	Capital Project - full renovation and modernization of the Martin Luther King Jr. Memorial Library.	Key Project
Capital Project: Lamond-Riggs	Capital Project.	Key Project
Maintain library facilities (Capital)	General Improvements in the Capital Budget.	Key Project
Operate neighborhood libraries	Operate neighborhood library locations throughout the District.	Daily Service
Inform residents of library programs, services and projects	communications and outreach in support of DCPL programs, services, projects and operations.	Daily Service
Maintain library facilities	custodial and maintenance of libraries funded through operating funds.	Daily Service
Strategic Planning/Data Analysis	support agency operations through strategic planning and data analysis.	Daily Service
Capital Projects	Capital Projects include various library projects in the Capital Plan.	Key Project

Workload Measures (WMs)

Measure	FY 2020 Actual	FY 2021 Actual	FY2022 Actual
1 - Community Outreach (1 Measure)			
Number of outreach sessions	1291	363	814
1 - Programs and services (1 Measure)			
Library programs offered	6255	2428	5576
1 - Serve as a community hub:meeting and study spaces (2 Measure records)			
Study room use	21,872	Not Available	35,272
number of community sponsored meetings systemwide	10,057	Not Available	11,047
2 - Acquire books and other library materials (3 Measure records)			
Local Book Budget	5,485,431.8	6,530,432	6,280,432
Digital Library	2,025,903	2,249,239	2,421,476
Database Usage	1,494,107	1,581,890	1,720,317
2 - Early Literacy Programs (1 Measure)			
Number of programs for children in their first five years	2401	426	1208
3 - Provide access to local history and culture. (1 Measure)			
Number of Studio and Fabrication Lab Sessions	324	82	308
4 - Provide computer and technology access (1 Measure)			
number of sessions on public access computers	466,968	129,990	447,996
4 - Provide computer and technology training and assistance (1 Measure)			
Number of computer and technology training programs and sessions systemwide	436	355	878

Measure	FY 2020 Actual	FY 2021 Actual	FY2022 Actual
5 - Inform residents of library programs, services and projects (1 Measure)			
Social media engagement rate	1.7	1.6	2.5
5 - Operate neighborhood libraries (1 Measure)			
Number of hours of unplanned closures at locations systemwide	152	261	809.5

Strategic Initiatives

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
Capital Projects (1 Strategic Initiative)		
Advance development of a new Congress Heights/Parklands Turner Neighborhood Library	The Library will award a Design-Build Contract, launch community engagement, complete pre-design site surveys and initiate concept design.	09-30-2023
Maintain library facilities (Capital) (1 Strategic Initiative)		
Advance Functional Improvements at Neighborhood Libraries	The Library will solicit design-build services for the Petworth Neighborhood Library and finalize designs for functional improvements and start construction at the Shaw(Watha T. Daniel) Neighborhood Library. These improvements will reconfigure the spatial layout at each location to better meet the needs of the neighborhoods.	09-30-2023
Operate neighborhood libraries (5 Strategic Initiative records)		
Develop new Behavioral Guidelines	DCPL will develop revised Behavior Guidelines and rules in collaboration with District residents. DCPL will co-create our new behavior guidelines and corresponding consequences with the people who must follow them – customers, community leaders, and staff. Using a human-centered design process, DCPL will develop and implement a series of co-creation workshops to facilitate the creation of guidelines that work for all customers and advance racial equity.	09-30-2023
Implement Event Rentals Improvements	DCPL will make substantive changes to the Event Rental program, following a robust evaluation after 1.5 years of operation. To make the program more explicitly mission-oriented and to better serve District residents, DCPL will implement a new Rate Sheet, Event Rental Policy, and guidelines. We will streamline operations, using database tools and other means to automate processes and improve customer service.	09-30-2023
Update Facilities Master Plan	The Library will update its 2020 Facilities Master Plan. This will include a review and evaluation of the plan's service gap recommendations to address possible impacts of updated demographic and population data and changes in library usage following the pandemic.	09-30-2023
Undertake site selection for a neighborhood library to replace Northwest One	The Library will collaborate with District agencies such as the Office of Planning, the Office of the Deputy Mayor for Planning and Economic Development, the Department of Parks and Recreation and the Department of General Services to inventory potential District assets and explore any mixed-use private development opportunities to dovetail with the library, within the desired & defined service area for a neighborhood library to replace Northwest One.	09-30-2023
Expand Library Hours	DCPL will increase DC residents' access to libraries by expanding hours. The expansion of evening hours at the Martin Luther King Jr. Memorial Library and 22 neighborhood libraries supports students during out-of-school time, provides a gathering space for community meetings, and increases computer access and other technology services to residents in need. This initiative will allow full-size neighborhood libraries to implement evening programming for families and residents of all ages. This expansion of hours will be accomplished by hiring additional staff.	09-30-2023
Programs and services (1 Strategic Initiative)		

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
Expand the Peer Navigators program	DCPL will expand the Peer Navigator program to enhance the library's service to customers experiencing homelessness. This will include hiring an assistant manager and three new peers, orienting new staff to the library environment and service offerings, and creating shadowing opportunities with existing peers. DCPL will then expand peer service to additional locations and/or add service hours at current locations. DCPL will regularly collect data about customer engagements and will engage in an evaluative process.	09-30-2023
Southeast Neighborhood Library (1 Strategic Initiative)		
Advance development of a renovated Southeast Neighborhood Library	The Library will complete permitting, construction-phase sub-contractor awards, and announce closure for construction.	09-30-2023