



**DISTRICT OF COLUMBIA PUBLIC LIBRARY
PROPOSED FY 2025 PERFORMANCE PLAN**

APRIL 3, 2024

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1 DISTRICT OF COLUMBIA PUBLIC LIBRARY

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.

Services: The District of Columbia Public Library (DCPL) is a dynamic source of information, programs, books and other library materials and services that improve the quality of life for District residents of all ages that, when combined with expert staff, helps build a thriving city. The Library provides environments that invite reading, community conversation, creative inspiration and exploration, lectures, films, computer access and use, workforce and economic development, story times for children and much more. DC Public Library includes a central library and 25 neighborhood libraries and also provides services in non-traditional settings outside of the library buildings. DCPL enriches and nourishes the lives and minds of all DC residents, provides them with the services and tools needed to transform lives, and builds and supports community throughout the District of Columbia.

2 PROPOSED 2025 OBJECTIVES

Strategic Objective

Strengthen communities through services, programs, outreach, and increased utilization of the Library's physical campus.

Provide services and programs that build and cultivate literacy and a love of reading.

Connect residents to the city's past and future by providing access to, experiences in, and support for local history and culture.

Support digital citizenship through technology and internet access and training.

Create and maintain a highly efficient, transparent, and responsive District government.

3 PROPOSED 2025 OPERATIONS

Operation Title	Operation Description	Type of Operation
Strengthen communities through services, programs, outreach, and increased utilization of the Library’s physical campus.		
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
Provide services and programs that build and cultivate literacy and a love of reading.		
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 earl 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
Connect residents to the city’s past and future by providing access to, experiences in, and support for local history and culture.		
Provide access to local history and culture.	Provide access to to local history and culture through special collections, programs, and services at libraries throughout the District.	Daily Service
Support digital citizenship through technology and internet access and training.		
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
Create and maintain a highly efficient, transparent, and responsive District government.		
Southeast Neighborhood Library	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

(continued)

Operation Title	Operation Description	Type of Operation
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

4 PROPOSED 2025 KEY PERFORMANCE INDICATORS AND WORKLOAD MEASURES

Key Performance Indicators

Measure	Directionality	FY 2022	FY 2023	FY 2024 Target	FY 2025 Target
Strengthen communities through services, programs, outreach, and increased utilization of the Library's physical campus.					
Number of attendees at Library sponsored outreach sessions	Up is Better	37,001	48,638	50,486	50,486
Library Visits	Up is Better	2,537,013	3,027,858	3,055,430	3,055,430
Number of attendees at Library sponsored programs	Up is Better	85,018	188,258	195,412	195,412
Provide services and programs that build and cultivate literacy and a love of reading.					
Circulation of books and other library materials	Up is Better	6,304,703	7,041,325	7,252,565	7,252,565
Circulation per capita	Up is Better	9.4	10.5	10.5	10.5
Attendance at programs for children in their first five years	Up is Better	35,069	66,730	69,279	69,279
Number of active library accounts	Up is Better	336,716	361,328	375,781	375,781
Library accounts as a percent of total population	Up is Better	50.3%	53.8%	55.9%	55.9%
Connect residents to the city's past and future by providing access to, experiences in, and support for local history and culture.					
Dig DC Visits	Up is Better	63,143	69,361	76,261	76,261
Support digital citizenship through technology and internet access and training.					
Wi-Fi Connections	Up is Better	419,352	572,481	580,575	580,575
Number of people receiving technology training	Up is Better	6,338	5,421	5627	5627

Workload Measures

Measure	FY 2022	FY 2023
Community Outreach		
Number of outreach sessions	814	1,099
Programs and services		
Library programs offered	5,576	7,571
Serve as a community hub:meeting and study spaces		
Study room use	35,272	51,440
number of community sponsored meetings systemwide	11,047	18,358
Acquire books and other library materials		
Local Book Budget	6,280,432	4,780,432
Digital Library	2,421,476	2,907,094
Database Usage	1,720,317	1,809,183
Early Literacy Programs		
Number of programs for children in their first five years	1,208	2,089
Provide access to local history and culture.		
Number of Studio and Fabrication Lab Sessions	308	243
Provide computer and technology access		
number of sessions on public access computers	447,996	600,077
Provide computer and technology training and assistance		
Number of computer and technology training programs and sessions systemwide	878	841
Inform residents of library programs, services and projects		
Social media engagement rate	2.5	2.2
Operate neighborhood libraries		
Number of hours of unplanned closures at locations systemwide	809.5	345.5