

District of Columbia Public Library FY2021

Agency District of Columbia Public Library

Agency Code CEO

Fiscal Year 2021

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 (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.

2021 Accomplishments

Accomplishment	Impact on Agency	Impact on Residents
Open New Southwest Neighborhood Library		The new Southwest Neighborhood Library opened on May 15, 2021. The light-filled library has expanded spaces for children, teens and adults, incorporating a large meeting room, three conference rooms, four study rooms, an Innovation Lab and an outdoor porch overlooking the adjacent park. The \$18 million project's award-winning, modern design blends with the neighborhood's architecture and integrates environmentally sustainable features including solar panels and a green roof.
Launch Event Rental Program		In June 2021, DC Public Library launched its event rental program, which offers several spaces for private events at the newly modernized Martin Luther King Jr. Memorial Library. Despite the challenges of COVID, in FY21, the Library hosted twelve events at MLK between June 1 and September 30. This included several events for fellow government agencies and non-profits, private events for corporations, and the first wedding reception, which was held on September 11 and featured in Washingtonian magazine.
Launch Exhibitions Program		In FY21 DC Public Library launched its exhibit program at the Martin Luther King Jr. Memorial Library. In Fall 2021, the Library opened the permanent exhibit, Up from The People, on the 4th floor of the MLK Library. A Revolution of Values, on the west side, is focused on Martin Luther King, Jr.'s message and his connection to the District. The East Gallery, D.C. Represented, explores local politics and history through displays on Mayor Marion Barry, D.C.'s fights for home rule and statehood, and the cultural impact of go-go and punk music. The temporary exhibit program featured a show with photographs of D.C. in the 1920's, in celebration of the Library's 125th anniversary.

2021 Key Performance Indicators

Measure	Frequency	FY 2019 Actual	FY 2020 Actual	FY 2021 Target	FY 2021 Quarter 1	FY 2021 Quarter 2	FY 2021 Quarter 3	FY 2021 Quarter 4	FY 2021 Actual	Was 2021 KPI Met?	Explanation For Unmet KPI
1 - Strengthen communities through services, programs, outreach, and increased utilization of the Library's physical campus. (4 Measures)											
Number of participants at community sponsored meetings	Annually	263,972	117,460	No Target Set	Annual Measure	Annual Measure	Annual Measure	Annual Measure	No data available	No Target Set	
Number of attendees at Library sponsored outreach sessions	Annually	111,743	47,395	52,850	Annual Measure	Annual Measure	Annual Measure	Annual Measure	11,108	Unmet	reduced library services impacted number of program and outreach offerings through FY21
Library Visits	Annually	3,820,005	1,852,701	664,032	Annual Measure	Annual Measure	Annual Measure	Annual Measure	901,705	Met	
Number of attendees at Library sponsored programs	Annually	295,817	189,978	79,339	Annual Measure	Annual Measure	Annual Measure	Annual Measure	68,516	Unmet	reduced library services impacted number of program offerings through FY21
2 - Provide services and programs that build and cultivate literacy and a love of reading. (6 Measures)											
Circulation of books and other library materials	Annually	4,864,772	4,067,352	4,570,140	Annual Measure	Annual Measure	Annual Measure	Annual Measure	4,953,224	Met	
Circulation per capita	Annually	6.9	5.8	6.5	Annual Measure	Annual Measure	Annual Measure	Annual Measure	7.2	Met	

Measure	Frequency	FY 2019 Actual	FY 2020 Actual	FY 2021 Target	FY 2021 Quarter 1	FY 2021 Quarter 2	FY 2021 Quarter 3	FY 2021 Quarter 4	FY 2021 Actual	Was 2021 KPI Met?	Explanation For Unmet KPI
Attendance at programs for children in their first five years	Annually	190,427	123,735	59,251	Annual Measure	Annual Measure	Annual Measure	Annual Measure	31,677	Unmet	reduced library services impacted number of program offerings through FY21
Percent of eligible children enrolled in Books from Birth in targeted communities	Annually	91.5%	94.7%	99%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	86.33%	Unmet	increased mobility of target residents results in reduced enrollments; some delays in receiving enrollment data
Number of active library accounts	Annually	446,000	414,610	400,520	Annual Measure	Annual Measure	Annual Measure	Annual Measure	324,803	Unmet	fewer library accounts are created with reduced open hours; accounts that were created by internet users to access certain databases 3+ years ago are becoming inactive
Library accounts as a percent of total population	Annually	63.5%	58.7%	56.8%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	47.1%	Unmet	fewer library accounts are created with reduced open hours; accounts that were created by internet users to access certain databases 3+ years ago are becoming inactive
4 - Support digital citizenship through technology and internet access and training. (3 Measures)											
Public access computer utilization (as a percent of availability)	Annually	53.6%	Not Available	No Target Set	Annual Measure	Annual Measure	Annual Measure	Annual Measure	No data available	No Target Set	
Wi-Fi Connections	Annually	523,250	353,076	165,312	Annual Measure	Annual Measure	Annual Measure	Annual Measure	223,140	Met	
Number of people receiving technology training	Annually	6218	3300	4180	Annual Measure	Annual Measure	Annual Measure	Annual Measure	3548	Unmet	reduced library services impacted number of program offerings through FY21

2021 Workload Measures

Measure	FY 2019 Actual	FY 2020 Actual	FY 2021 Quarter 1	FY 2021 Quarter 2	FY 2021 Quarter 3	FY 2021 Quarter 4	FY 2021 Actual
1 - Community Outreach (1 Measure)							
Number of outreach sessions	2274	1291	Annual Measure	Annual Measure	Annual Measure	Annual Measure	363
1 - Programs and services (1 Measure)							
Library programs offered	11,520	6255	Annual Measure	Annual Measure	Annual Measure	Annual Measure	2428
1 - Serve as a community hub: meeting and study spaces (2 Measures)							
Study room use	49,743	21,872	Annual Measure	Annual Measure	Annual Measure	Annual Measure	No data available

Measure	FY 2019 Actual	FY 2020 Actual	FY 2021 Quarter 1	FY 2021 Quarter 2	FY 2021 Quarter 3	FY 2021 Quarter 4	FY 2021 Actual
number of community sponsored meetings systemwide	22,995	10,057	Annual Measure	Annual Measure	Annual Measure	Annual Measure	No data available
2 - Acquire books and other library materials (3 Measures)							
Local Book Budget	5,980,432	5,485,431.8	Annual Measure	Annual Measure	Annual Measure	Annual Measure	6,530,432
Digital Library	1,582,457	2,025,903	Annual Measure	Annual Measure	Annual Measure	Annual Measure	2,249,239
Database Usage	1,977,257	1,494,107	Annual Measure	Annual Measure	Annual Measure	Annual Measure	1,581,890
2 - Early Literacy Programs (1 Measure)							
Number of programs for children in their first five years	5115	2401	Annual Measure	Annual Measure	Annual Measure	Annual Measure	426
3 - Provide access to local history and culture. (1 Measure)							
Number of Studio and Fabrication Lab Sessions	277	324	Annual Measure	Annual Measure	Annual Measure	Annual Measure	82
4 - Provide computer and technology access (1 Measure)							
number of sessions on public access computers	944,377	466,968	Annual Measure	Annual Measure	Annual Measure	Annual Measure	129,990
4 - Provide computer and technology training and assistance (1 Measure)							
Number of computer and technology training programs and sessions systemwide	942	436	Annual Measure	Annual Measure	Annual Measure	Annual Measure	355
5 - Inform residents of library programs, services and projects (1 Measure)							
Social media engagement rate	6	1.7	Annual Measure	Annual Measure	Annual Measure	Annual Measure	1.6
5 - Operate neighborhood libraries (1 Measure)							
Number of hours of unplanned closures at locations systemwide	640	152	Annual Measure	Annual Measure	Annual Measure	Annual Measure	261

2021 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 Activities)		
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 Activities)		
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 Activities)		
Provide computer and technology training and assistance	Libraries throughout the District provide technology and internet training and assistance.	Daily Service

Operations Title	Operations Description	Type of Operations
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. (10 Activities)		
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
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

2021 Strategic Initiatives

Strategic Initiative Title	Strategic Initiative Description	Completion to Date	Status Update	Explanation for Incomplete Initiative
Capital Project: Lamond-Riggs (1 Strategic Initiative)				
Start construction of the new Lamond-Riggs Neighborhood Library.	DCPL will demolish the existing building and start construction of the new Lamond-Riggs Library including the building foundation and creating the building shell. This project is an investment in high-quality education and inclusive prosperity.	Complete	The building demolition is completed and construction is 54% complete; All Structural Steel installation and inspections are complete. Concrete slabs on both floors have been poured, and inspected, and tested. Exterior framing and sheathing have progressed well. Interior wall construction has started. All underground plumbing, electrical work and related inspections are complete. Mechanical, Electrical, Plumbing rough-ins on the second level have progressed well and started on the first floor. Environmental testing and inspections continue.	
Early Literacy Programs (1 Strategic Initiative)				
Activate the new MLK Library	DCPL will implement a variety of activation strategies in the first year of reopening, including installation of art pieces with colorful characters in the Children's Room with an identity/empathy theme; living room space for adults with four new zones of seating; and development of a curriculum based on the Alma Thomas painting collection for teens.	75-99%	Design and development for all the Children's Room art pieces and Alma Thomas curriculum has been completed or near completed. Apart from one piece, the children's art pieces have been installed; the Alma Thomas exhibit -- physical and online -- are live. Due to delays due to supply chain and design iterations, the living room space is set to be completed in early Winter.	Supply chain issues for delivery of furniture and materials for the Living Room space.
Maintain library facilities (Capital) (1 Strategic Initiative)				
Start System Renewal Projects and Facility and Building Envelope Assessments	As outlined in the Library's Facilities Master Plan, DCPL will begin to conduct system renewal projects at three libraries: Mt. Pleasant, Shepherd Park, and Northeast. Additionally, the Library will begin conducting building envelope assessments at the oldest of the new libraries built in the last 10 years.	Complete	Systems renewal work began at Northeast and has been fully completed at Northeast and Shepherd Park. Building envelope assessments have begun at the oldest of the new libraries.	
Operate neighborhood libraries (2 Strategic initiatives)				
Implement DCPL At Home	DCPL will review and expand the virtual program offerings and collections that have been front-and-center during the pandemic, including the Brainfuse product for live online tutoring and resume support. DCPL will make a permanent investment in the new online chat service and create satellite "studios" in select branch libraries for higher quality production of virtual programs.	Complete	The Library has established a regular cadence of many virtual programs, including regular storytimes, ASL classes, and trivia programs. These are augmented by topical programs and special events with authors and speakers. During Q4 we had a virtual program lineup celebrating Summer Challenge with programs ranging from teen interviews with Washington Mystics players to seminars with Words, Beats and Life on street art and trap beat production. MLK specialty departments are using the virtual reference service to offer one-on-one appointments, and we're looking to expand that service in the new performance year. The mini studios have been installed and staff has been trained on the equipment.	

Strategic Initiative Title	Strategic Initiative Description	Completion to Date	Status Update	Explanation for Incomplete Initiative
Collaborate with District agencies to select a location for the new Congress Heights/Parklands-Turner Library	DCPL will collaborate with city agencies including the Office of the Deputy Mayor for Planning and Economic Development and the Office of Planning on site selection for a new Congress Heights Library to replace Parklands-Turner Library and engage the community in this process.	Complete	Parcel 16 at St. Elizabeth's campus has been finalized as the site for the new Library.	
Provide access to local history and culture. (1 Strategic Initiative)				
Expand the Go-Go Archive in conjunction with Official Music of DC designation.	DCPL will finalize a MOA with the Go-Go Museum; set oral history priorities and identify interviewees for the go-go archive at DCPL; and prepare programs and outreach activities focused on collection resources, donor education/development and civic engagement.	75-99%	The MOA with the museum is in process. The library's purchase of the Raymond "Chip" Py Go-Go photograph collection has brought attention to the Go-Go collections, and already garnered donor interest and public interest in improving the collection. After Library staff completed metadata edits for the Raymond Py photograph collection in August 2021, public feedback allowed the staff to make real-time improvements to the collection.	Final approval for Go-Go MOA took longer than expected.
Serve as a community hub:meeting and study spaces (1 Strategic Initiative)				
Pilot Families First DC services at DCPL.	Families First DC is an initiative led by the DC Children and Family Services Agency focused on families in Wards 7 and 8. Key to the initiative's success is the ability to connect with families in trusted locations. DCPL and CFSA will be piloting Families First services in several library locations across Wards 7 and 8. Families First grantees will have an area for specific programs on a given date and time, with the goal of having a regular "pop-up" presence at the library. We will establish an MOU, and if feasible in the current health climate, launch programming, and review initial participation.	75-99%	The FY21 MOU between DCPL and CSFA was signed; it provides the framework for inter-agency collaboration across multiple sites and service providers (grantees). Family First initiatives are ready to be launched as FY22 MOU's are developed with CFSA and subsequently between CBO's and neighborhood branches.	Library services including indoor programming were limited in FY21.
Southeast Neighborhood Library (1 Strategic Initiative)				
Continue design for a renovated Southeast Neighborhood Library.	DCPL will advance into design development for the renovation and expansion of the Southeast Library. This project is an investment in high-quality education and inclusive prosperity	Complete	Concept Design was shared with the Southeast Community on December 16, 2020. Preliminary meetings with DDOT, and other regulatory entities have occurred. Contract award to the end of construction has been approved by the Council as of January 2021. Schematic Design has evolved and a sixth community meeting took place on July 21, 2021. Formal packages have been submitted to DDOT, HPRB, BZA. Aspects of project are developed at DD's level and following formal regulatory reviews, design development will continue.	
Southwest Neighborhood Library (1 Strategic Initiative)				
Complete construction and open the new Southwest Neighborhood Library.	DCPL will complete construction and reopen the new Southwest Library. This project is an investment in high-quality education and inclusive prosperity.	Complete	Construction is complete and library opened to Public on May 15, 2021.	