



# Strategic Direction

2020–2024

Timberland Regional  
**LIBRARY**





## Message from Executive Director

**“Libraries connecting to our communities,”** Timberland Regional Library’s 2020-2024 vision for an updated Strategic Direction, developed through community and staff participation, took on new meaning with the COVID-19 pandemic. TRL pivoted to:

- Offering online services
- Increasing digital resources,
- Introducing a new live chat service
- Presenting virtual storytimes, book clubs, and more
- Offering “Library Takeout” curbside service

The pandemic made us more resilient, flexible and creative. We adjusted in ways no one could have imagined in the years prior to 2020.

Despite the pandemic, active cardholders grew by 15%, checkouts of digital materials increased by 60%, and we continued to look to the future, expanding services to reach people furthest away from the 29 libraries. From 2020 – 2024, staff worked on multi-year projects including Anywhere Library mobile services, Expanded Access Hours at multiple libraries, and the addition of the West Olympia and Hawks Prairie libraries, all while we continued to live within our means.

To remain financially sustainable and to meet the needs of the current and next generation of library users, it is imperative we think creatively, experiment with new approaches and service models, and that we continue to build a public library system that is adaptable to future community needs that we cannot yet predict.

We are proud of the work we accomplished during these five years.

On behalf of the Board of Trustees and the 255 staff, we hope you enjoy the results,

Cheryl









# 2020-2024 Strategic Direction


The Timberland Regional Library Strategic Direction for 2020-2024 was developed through community and staff participation with our Board of Trustees strategic planning committee.

We appreciate the time and effort that was given to understand the needs within the community, identify areas of focus that we assist with, and then align our resources to create positive change in those areas.


**MISSION**  
Welcoming everyone to a vibrant world of possibilities.  
Connecting people, places, and ideas.  
Evolving to meet the needs of our communities.

**VISION**  
Libraries connecting to our communities.


**WE VALUE**  
Access for all. Working together.  
Diverse communities and ideas.  
Responsible use of public resources.

**WE WILL FOCUS ON LOCAL COMMUNITIES**





- Sharing local culture.
- Increasing our presence in under-served communities.
- Creating opportunities for inter-generational connection.

**EQUITY, DIVERSITY, AND INCLUSION**

- Reaching those with disabilities and other access barriers.
- Reflecting under-represented groups in our collections, staff, and services.
- Partnering with local agencies and organizations to support diverse communities.

**CHILDREN FROM BIRTH TO FIVE**

- Providing appealing spaces and engaging experiences.
- Clarifying what they need and how to provide for those needs.
- Empowering them to build relationships with the library & within their communities.

 <b>BORROW</b> Assistive Devices eBooks and Books Movies Audiobooks	 <b>PARTICIPATE</b> Storytimes Book Groups Arts & Crafts Meeting Space	 <b>DISCOVER</b> Legal Forms Auto Repair Homework Help History & Genealogy	 <b>CONNECT</b> Wifi Printing Computers Job Search
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## Local Communities

- Sharing local culture.
- Increasing our presence in under-served communities.
- Creating opportunities for intergenerational connection.

- Completed building improvements at Hoodspoint, Ilwaco, Lacey, McCleary, Montesano, North Mason, Olympia, Packwood, Raymond, Shelton, TRL Headquarters, West Olympia, Winlock, Salkum, Shelton and Westport libraries improving the physical spaces used by over 90,000 active patrons. Children's areas include new play structures.
- Completed construction of the new Mountain View Library in Randle.
- Opened a new location in West Olympia and Hawks Prairie.
- Revised open hours at all locations, including the addition of Sunday hours to West Olympia, Shelton, and Hawks Prairie locations. Open hours increased by 12.7%.
- Installed Expanded Access Hours at 11 additional locations bringing the total to 12 EAH libraries. EAH Monthly Access increased by 88% year-on-year from July 2023 – July 2024.
- Received a clean financial audit for 5 consecutive years.

- Expanded the reach of library programming by providing programs on Zoom and YouTube, offering patrons flexible access to events and activities.
- Grew the Library of Things to include light therapy lamps, musical instruments, plankton kits, early math backpacks, fishing kits, kitchen tools, gadget library, Checkout Washington Kits, blood pressure monitors and Discover Passes. Library of Things checkouts increases by 745% from 2019-2024.
- Launched Anywhere Library mobile services in all 5 counties bringing TRL materials and services to patrons at over 85 new stops (and growing!) around the district.
- Launched No Shhh...It's the TRL Podcast to raise awareness of library services and programs.
- Enhanced transparency and public access by adding an Open Data Portal to the library's website, upholding the rights of citizens, organizations, and local government to access library records and information.

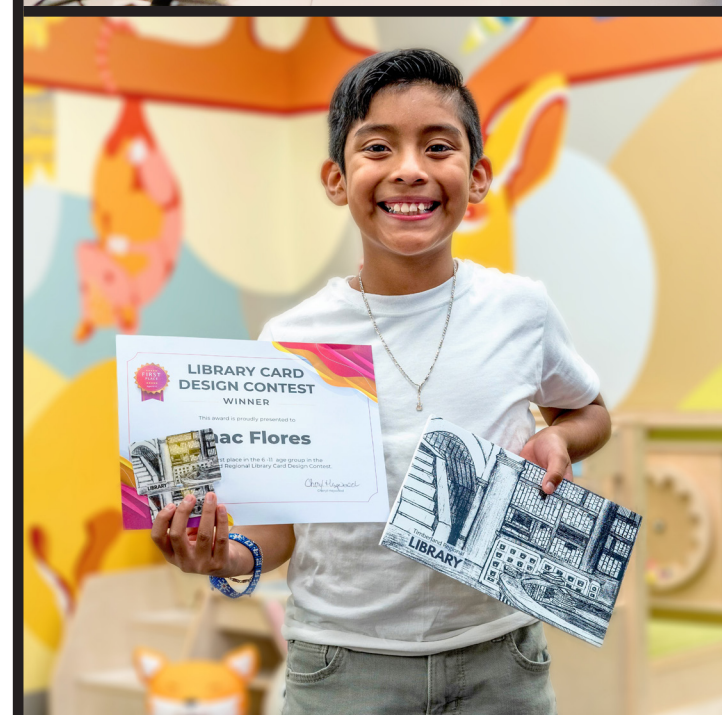
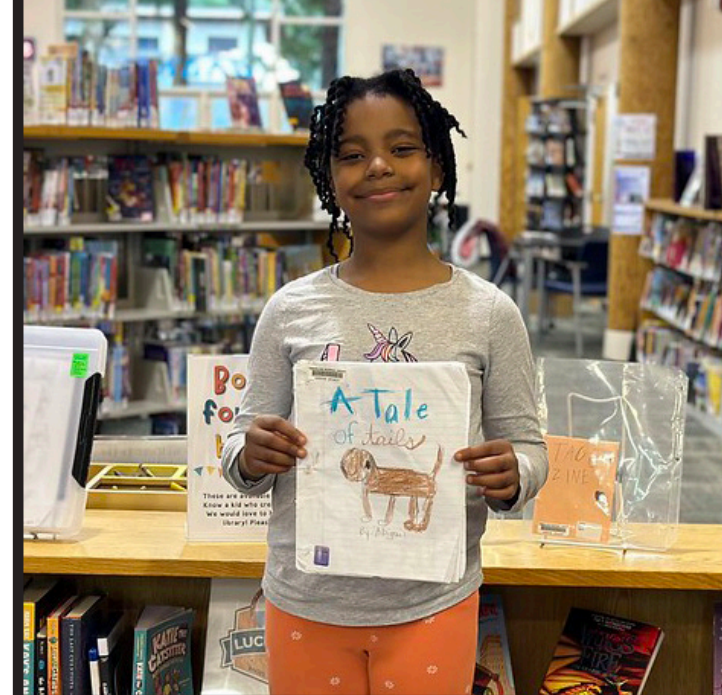




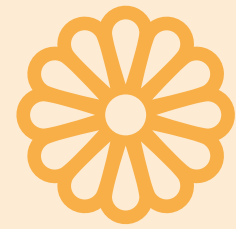


## Equity, Diversity, and Inclusion

- Reaching those with disabilities and other access barriers
- Reflecting under-represented groups in our collections, staff, and services
- Partnering with local agencies and organizations to support diverse communities
- Eliminated late fees for overdue items, reducing barriers to accessing physical materials.
- Provided staff training on racial equity, implicit bias, pronouns, de-escalation tactics, cultural sensitivity and anti-racism practices.
- Published an Anti-Racism Statement in alignment with strategic goals.
- Updated Collection Development Guidelines to reflect EDI commitments. Ensured diverse materials curated as part of routine ordering strategy. Conducted audits of ordering to get a baseline on what we were doing and where we could improve with the diversity of the TRL collection. Materials coded as relevant to EDI have seen an increase in circulation year over year.
- Enhanced subject headings to improve discoverability of diverse titles.
- Introduced new formats including Playaways, Launchpads, and Vox Books that improve accessibility options.
- Added Books by Kids for Kids to the catalog.
- Added Korean and Vietnamese materials to collections at Lacey, Olympia, and Tumwater libraries.
- Ensured all publicity materials reflect and represent diverse community members. Provided bilingual and accessible publicity materials. Guaranteed accurate video captioning for all TRL-created videos.
- Ensured all libraries are ADA accessible and installed gender-neutral signage. Increased RFPs awarded to women- and minority-owned businesses.
- Implemented a confidential reporting process for microaggressions and racism.
- Increased BIPOC staff representation by 20% and ensured 25% of public services staff are Latinx or Spanish speakers.
- Commissioned Art from Coast Salish Artist for special edition library card in celebration of Native American Month.
- Released special edition library card to celebration Hispanic Heritage Month.
- Launched a new website, catalog, email system, and mobile app with improved accessibility and translations in Spanish, Korean, Vietnamese, and Chinese. Ensured website accessibility, including compatibility with screen readers.
- Updated and expanded the Books by Mail program to enhance inclusivity and accessibility.
- Launched Virtual Author Talks, offering live and recorded access to best-selling authors on a national platform, promoting inclusivity and diverse perspectives.







## Children from Birth to Five

- Partnered with Hands on Children's Museum to provide Curiosity Kits during Library Takeout.
- Began offering Bilingual Storytime sessions through Zoom, increasing accessibility allowing families to participate remotely.
- Launched Picture Book City to create easy and engaging browsing for young children and families via 14 categories rather than alphabetical by author. Since implementation this collection's circulation has rebounded and surpassed almost every other year's circulation pre-2020.
- Offered two free books to Summer Library Program participants, encouraging early literacy and a love of reading from a young age.
- Conducted a survey of all children's spaces and replaced toys to enhance inclusivity and accessibility.
- Providing appealing spaces and engaging experiences
- Clarifying what they need and how to provide for those needs
- Empowering them to build relationships with the library & within their communities
- Launched Grow-a-Reader, an early literacy activity available in English and Spanish.
- Added Early Learning Math Backpacks and Since Time Immemorial Early Learning Kits to Library of Things.
- Implemented targeted email marketing, delivering news, events, and booklists directly to families signed up for Birth to 5 and Storytimes & Playgroups.
- Refreshed Shelton, Salkum, and Westport libraries with new play structures, manipulative toys, and sensory play areas to support child development and learning.
- Provided increased programs for all ages across all libraries.
- Relunched Youth Connect Boxes service.
- Early Learning Programs increased 98% from 2019-2024.







MISSION

We connect our diverse community to ideas, experiences, and each other.

VISION

Experience the world of ideas through TRL. Our welcoming spaces, diverse collections, vibrant partnerships, and engaged patrons reflect our commitment to creating an equitable future. We are a trusted community resource.

VALUES



Equitable access and intellectual freedom for all.



Collaborative partnerships.



Supporting diverse communities, perspectives, and ideas.



Responsible use of public resources.



Embracing change to build a resilient future.

STRATEGIC DIRECTIONS

Empower people to adapt and thrive in the digital age.

- Provide assistance to improve digital literacy across generations.
- Support opportunities that open doors for learning or employment.
- Be a low-barrier access point to technology, including charging, printing, and Wi-Fi.

Share our story.

- Improve communication and outreach to increase awareness of existing services, particularly among non-users.
- Meaningfully engage with BIPOC and Tribal communities.
- Create strategies for ongoing conversations and open channels of communication that support continuous learning and improvement.

Support school-age youth.

- Create appealing spaces for kids, tweens, and teens to gather, socialize, and access resources and technology they need to succeed.
- Provide engaging programming and library resources that kids, tweens, and teens want.
- Develop deeper connections with local schools and education providers, including homeschools.





Timberland Regional Library's 255 staff, 29 public libraries, and mobile services provides services to the 550,000+ residents of five counties in Southwest Washington State: Grays Harbor, Lewis, Mason, Pacific, and Thurston Counties.

# GRAYS HARBOR

Aberdeen, Amanda Park, Elma, Hoquiam, McCleary, Montesano, Oakville, Westport



Timberland Regional Library (TRL) recognizes that we operate within the traditional territories of the Nisqually Indian Tribe, Shoalwater Bay Indian Tribe, Confederated Tribes of the Chehalis Reservation, Quinault Indian Nation, Skokomish Indian Tribe, and Squaxin Island Tribe who have been stewards of these lands since time immemorial. TRL provides library services to Indigenous tribes, extending beyond the geographic limits of Lewis, Mason, Thurston, Pacific, and Grays Harbor Counties. This acknowledgment reminds us to strive for respectful partnerships with all people as we search for collective healing and learn how to be better stewards of the indigenous lands we inhabit.

## GRAYS HARBOR COUNTY

- Aberdeen Timberland Library**  
121 East Market Street; 360.533.2360
- Amanda Park Timberland Library**  
6118 US Highway 101; 360.288.2725
- Elma Timberland Library**  
119 North 1st Street; 360.482.3737
- Hoquiam Timberland Library**  
420 7th Street; 360.532.1710
- McCleary Timberland Library**  
121 South 4th Street; 360.495.3368
- Montesano Timberland Library**  
W.H. Abel Memorial Library  
125 Main Street South; 360.249.4211
- Oakville Timberland Library**  
204 Main Street; 360.273.5305
- Westport Timberland Library**  
101 East Harms Drive; 360.268.0521

## PACIFIC COUNTY

- Ilwaco Timberland Library**  
158 1st Avenue North; 360.642.3908
- Naselle Timberland Library**  
4 Parpala Road; 360.539.3327
- Ocean Park Timberland Library**  
1308 256th Place; 360.665.4184
- Raymond Timberland Library**  
507 Duryea Street; 360.942.2408
- South Bend Timberland Library**  
1st and Pacific; 360.875.5532
- Shoalwater Bay Tribal Community Library**  
4115 State Route 105, Tokeland; 360.267.8190

## MASON COUNTY

- Hoodsport Timberland Library**  
40 N Schoolhouse Hill Road; 360.877.9339
- North Mason Timberland Library (Belfair)**  
23081 NE State Rt 3; 360.275.3232
- Shelton Timberland Library**  
William G. Reed Public Library  
710 W Alder Street; 360.426.1362

## THURSTON COUNTY

- Hawks Prairie Timberland Library**  
8205 Martin Way; 360.252.9658
- Lacey Timberland Library**  
500 College Street Southeast; 360.491.3860
- Olympia Timberland Library**  
313 8th Avenue Southeast; 360.352.0595
- Tenino Timberland Library**  
172 Central Avenue West; 360.539.3329
- Tumwater Timberland Library**  
7023 New Market Street; 360.943.7790
- West Olympia Timberland Library**  
625 Black Lake Blvd SW; 360.764.4440
- Yelm Timberland Library**  
210 Prairie Park Street; 360.539.3330
- Book Return - Fire District 3, Station 35**  
3701 Willamette Drive, Lacey
- Book Return - West Olympia**  
1313 Cooper Point Road Southwest
- Rainier Book Drop at Rainier City Hall**  
102 Rochester Street West, Rainier

## LEWIS COUNTY

- Centralia Timberland Library**  
110 South Silver Street; 360.736.0183
- Vernetta Smith Chehalis Timberland Library**  
400 North Market Boulevard; 360.748.3301
- Mountain View Timberland Library**  
10111 US Highway 12, Randle; 360.497.2665
- Packwood Timberland Library**  
109 West Main Street; 360.494.5111
- Salkum Timberland Library**  
2480 US Hghway 12; 360.539.3328
- Winlock Timberland Library**  
322 Northeast 1st Street; 360.785.3461
- Toledo Community Library Kiosk**  
241 Cowlitz Street ; 360.864.4247

## ANYWHERE LIBRARY

**Mobile Services**  
TRL.org/Anywhere for upcoming Library Stops

## FOLLOW



linktr.ee/timberlandlibrary

## CONTACT

Timberland Regional LIBRARY  
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Tumwater, Washington 98501-5799  
asklib@TRL.org • 360.943.5001 • TRL.org

