



AGENDA FOR SPECIAL LIBRARY BOARD OF TRUSTEES MEETING

DATE: Thursday, April 3, 2025 at 4:00 pm
LOCATION: **In Person:** Vancouver Community Library, Columbia Room
901 C Street, Vancouver 98660
Zoom Link: <https://us02web.zoom.us/j/88143469620>
Meeting ID: 881 4346 9620
Passcode: 069489

- | | |
|---|-------------|
| 1. Call to Order | ACTION |
| 2. Agenda Approval | ACTION |
| 3. Chair Announcements | INFORMATION |
| 4. Public Comments | |
| 5. Levy Lid Lift – August 5, 2025 | |
| 5.1 Staff Report 2025-06: Levy Lid Lift Service Plan Options | INFORMATION |
| 5.2 Information & Engagement Strategy | INFORMATION |
| 5.2 Resolution 2025-05 Levy Lid Lift Pro & Con Committees | ACTION |
| 6. Board Comments | |
| 7. Setting for next regular meeting: Monday, April 21 at 6:00 p.m.
at Washougal Community Library-Washougal Community Center/Zoom | |
| 8. Adjournment | |

**Fort Vancouver Regional Library District
Staff Report 2025-06**

TO: FVRL Board of Trustees

FROM: Jennifer Giltrop, Executive Director

DATE: 4/3/25

SUBJECT: Levy Lid Lift – Service Plan Options

The Board of Trustees considered and discussed financial trends and projections from September 2024 to January 2025, resulting in the board’s approval of Resolution 2025-01. This resolution calls for an election on August 5, 2025, requesting voter authorization for Fort Vancouver Regional Library District (FVRLibraries) to restore its regular property tax levy to \$0.50 per \$1,000 of taxable assessed value.

For reference, the average (mean) home value in the district in 2024 was \$400,000. The cost to the taxpayer based on the average home value will be \$200 per year (\$16.67 per month) for library services if the levy is approved.

The purpose of the April 3, 2025 Special Board Meeting is to engage in a deeper discussion regarding the proposed service plan options that have been developed for both possible outcomes on the August 5 vote.

Aligning the Mission, Value, and Purpose of FVRLibraries to Levy Lid Lift Decisions

FVRLibraries is dedicated to lifelong learning, community engagement, and equitable resource access. The Levy Lid Lift measure on August 5 is grounded in these commitments, providing funding that sustains library services across the district. By bringing this measure to voters, FVRLibraries is prioritizing transparency and community involvement in decisions that affect library services. The proposed options outline potential effects on library operations and the district’s ability to meet community needs, helping voters make an informed decision.

When making decisions regarding potential cuts or investments, FVRLibraries carefully considers several key questions that directly relate to our mission and values:

1. Community Needs and Expectations: Each proposed decision is assessed to determine how it meets critical community needs and expectations, particularly prioritizing services patrons value most. *What specific impacts will reductions have on community members across the district’s diverse region?*

2. Fiscal Sustainability and Responsibility: Decisions are evaluated for financial responsibility and long-term sustainability. *Can essential reserves be realistically maintained to ensure financial stability? How do proposed changes impact the library’s financial health immediately and in the long term?*

3. Impact on Service Levels and Quality: Changes in staffing, hours, or resources are considered in relation to service quality and accessibility. *Will adjustments significantly compromise the library's ability to meet the community's ongoing and future needs effectively?*

4. Infrastructure and Facility Maintenance: Facility-related cuts are reviewed to determine whether they will compromise safety, accessibility, or long-term operational integrity. *Can maintenance be responsibly delayed without creating costly future issues or negatively affecting patron experiences?*

5. Strategic Growth and Innovation: Decisions are assessed for alignment with potential strategic goals for innovation and future growth. *Do proposed cuts or investments enhance or hinder the capacity to adapt to community changes, demographic shifts, and technological advancements?*

By consistently applying these guiding questions, FVRLibraries works to make financially sound decisions that align with the district's core values and mission, ensuring transparency and accountability.

In developing these plans, we also account for critical organizational considerations.

- FVRLibraries has two labor unions with collective bargaining agreements, which will guide any staffing reduction process should the levy fail. The specific impact on employees will only be determined after the levy results.
- FVRLibraries follows a fiscal management policy that aims to maintain a reserve balance covering 60 to 90 days of annual operating costs. This policy ensures financial stability, particularly given our revenue structure, where approximately 96% of our total annual revenue comes from property taxes, which are only substantially received twice yearly in April and October.
- Integrity of the system is considered by ensuring that no matter if the system expands or contracts, the components are allocated in a similar fashion (e.g., staffing, materials, capital outlay, supplies, etc.). You will notice this later in the pie charts for each option.

These carefully balanced considerations ensure that our decisions responsibly reflect both immediate needs and the long-term priorities of our community and the library system as a whole.

Summary of Options

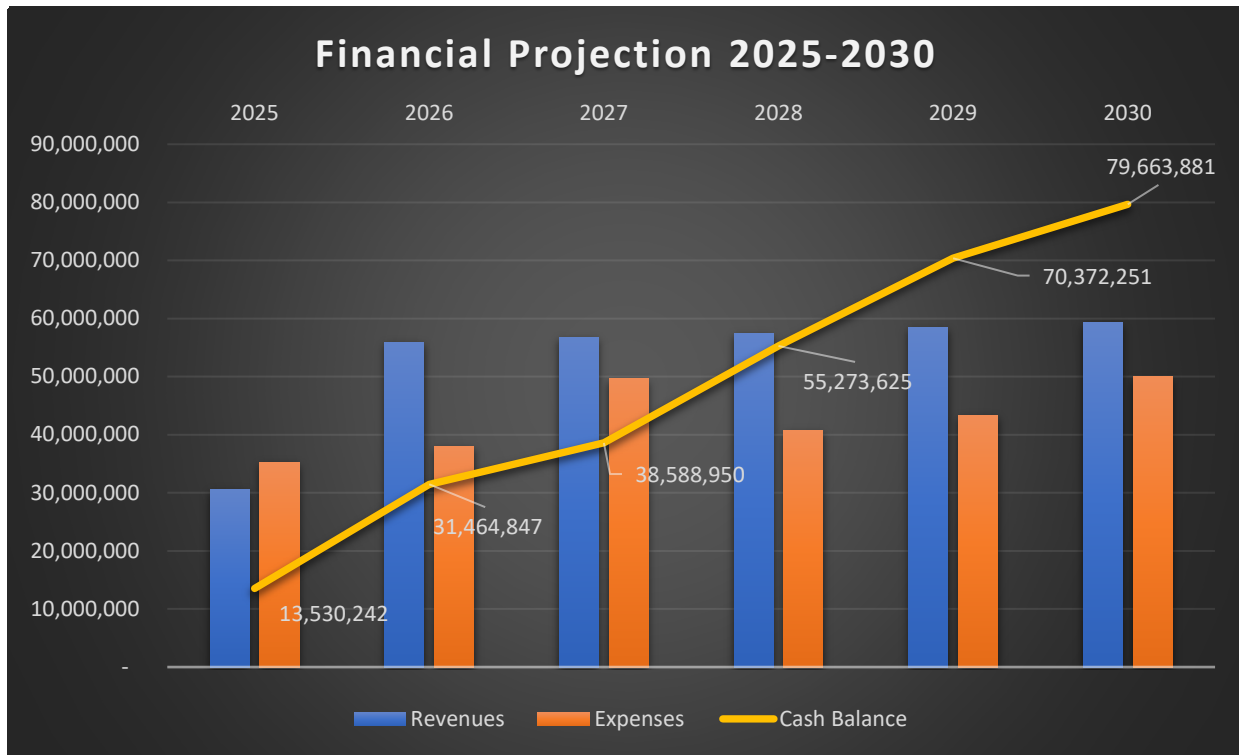
The discussion with the Board of Trustees will illuminate if further options need to be presented and/or current options revised. The goal is to finalize and adopt one option for each potential scenario at the April 21 meeting.

It is important to note that the financial forecasts use the most current data available, but actual results and budget expenses may vary over time. To ensure library services align with community needs, FVRLibraries will launch a strategic planning process this spring, inviting

public input to help shape future library hours and services. Community feedback will play a key role in determining how service hours are structured based on available funding.

Levy Lid Lift Pass Options

Levy Lid Lift Passes – Option #1: 2025 FVRL Service Levels Maintained– Levy Lid Lift estimated to sustain budget through 2040



Pass Option #1	2025	2026	2027	2028	2029	2030
Revenues	\$ 30,575,552	\$ 55,896,483	\$ 56,761,484	\$ 57,471,002	\$ 58,450,722	\$ 59,258,157
Expenses	\$ 35,288,963	\$ 37,961,878	\$ 49,637,381	\$ 40,786,326	\$ 43,352,096	\$ 49,966,526
Cash Change	\$ (4,713,411)	\$ 17,934,605	\$ 7,124,103	\$ 16,684,675	\$ 15,098,626	\$ 9,291,631
Cash Balance	\$ 13,530,242	\$ 31,464,847	\$ 38,588,950	\$ 55,273,625	\$ 70,372,251	\$ 79,663,881

Hours & Services

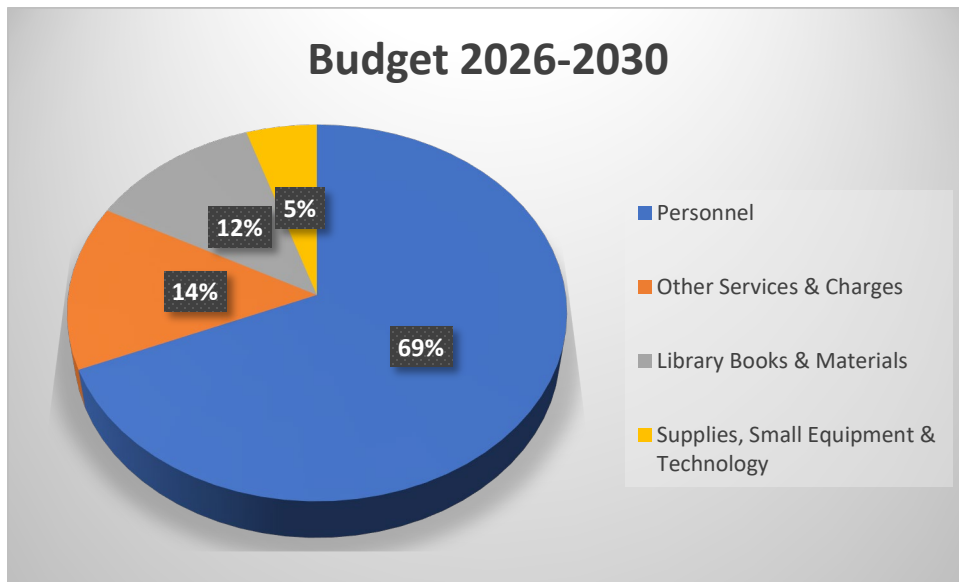
- Branch and Bookmobile hours are consistent with 2025 hours—no change in open hours. Current open hours are 690 per week districtwide.
- Continued investment in Books and Materials, increasing in line with operating costs year over year to maintain a recurring 12% of operating budget.

Maintenance & Expansion of Physical Branches

- Includes funding for the new Washougal Community Library building in 2027 and related operations.
- Maintains basic repairs/maintenance of facilities budget.

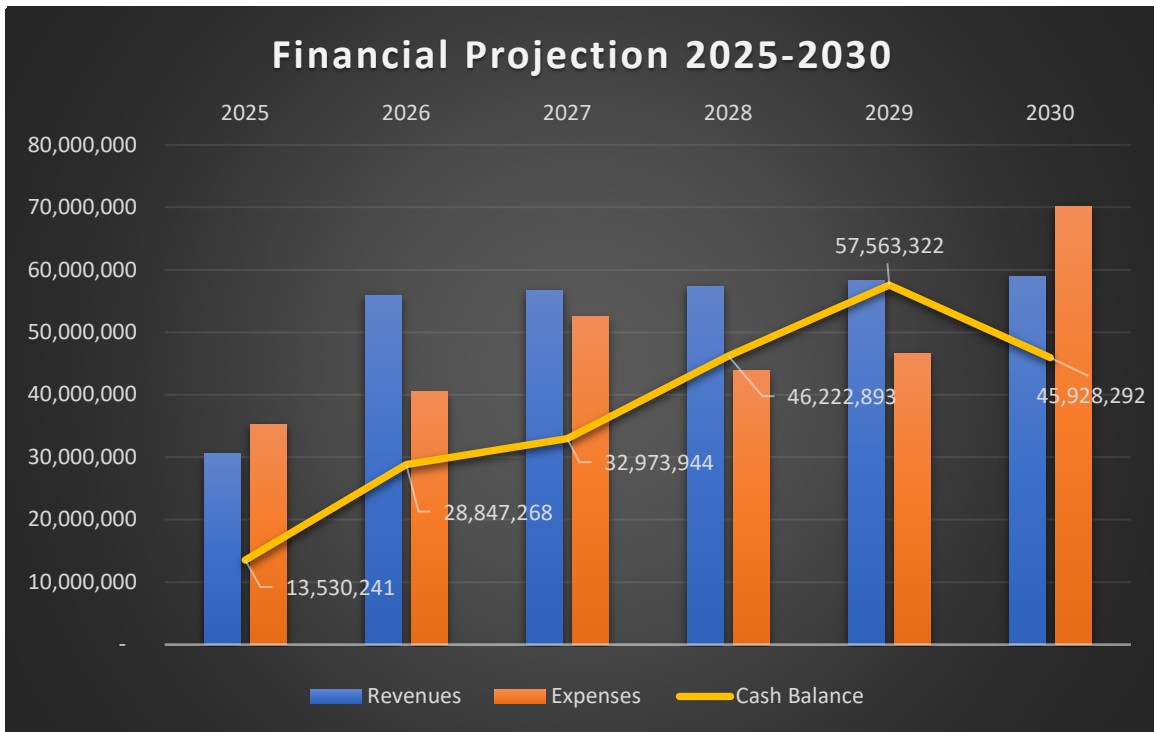
Personnel

- Maintains integrity of inflation factors for Personnel budget and other expenses.
- Personnel costs are expected to represent 67% to 71% of the total operating budget from 2025-2034, then increases to 72% in 2038. Staff FTEs expected to stay relatively the same.
- Ensures training and travel budget is sufficient to invest in staff growth & development



NOTE – graph represent the average allocations form 2026-2030; the actual % vary slightly year-to-year

Levy Lid Lift Passes – Option #2: Increase FVRL Service Hours by 13% districtwide - Levy Lid Lift estimated to sustain budget through 2035



Pass Option #2	2025	2026	2027	2028	2029	2030
Revenues	\$ 30,575,552	\$ 55,896,483	\$ 56,709,132	\$ 57,358,702	\$ 58,269,707	\$ 59,001,978
Expenses	\$ 35,288,963	\$ 40,478,499	\$ 52,454,073	\$ 43,909,834	\$ 46,686,004	\$ 70,162,837
Cash Change	\$ (4,713,411)	\$ 15,417,983	\$ 4,255,059	\$ 13,448,868	\$ 11,583,703	\$ (11,160,859)
Cash Balance	\$ 13,530,241	\$ 28,847,268	\$ 32,973,944	\$ 46,222,893	\$ 57,563,322	\$ 45,928,292

Hours & Services

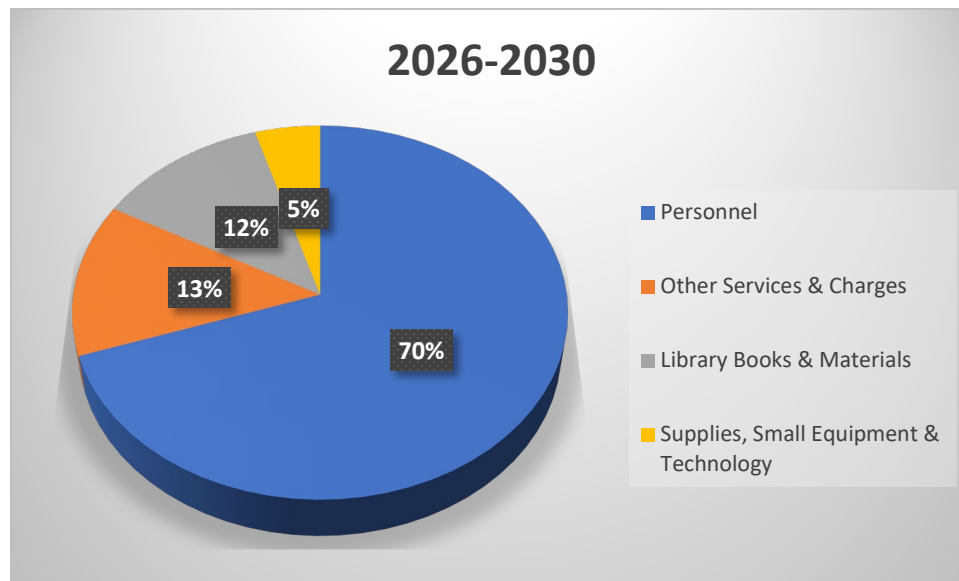
- Branch and bookmobile hours will be increased in 2026 by 13% over 2025 hours. That represents an increase of 91 hours or 781 total open hours per week districtwide.
- Continued investment in Books and Materials, increasing in line with operating costs year over year to maintain a recurring 12% of operating budget.
- Includes a new Clark County Bookmobile in 2026 for underserved areas of the county.

Maintenance & Expansion of Physical Branches

- Maintains basic repairs/maintenance of facilities budget.
- Includes funding for the new Washougal Community Library building in 2027 and related operations in 2027 and beyond.
- Includes funding for a new library in 2030 to address growth in the district (location TBD and will be informed by master facilities plan). Includes related operations costs in 2031 and beyond.
- Increases costs associated with increased Insurance needs increased WA building size, additional bookmobile and new / additional branch location

Personnel

- Staff positions increase 8% or an estimated 18 FTE in 2026 to deliver an estimated 91 more open hours per week district-wide.
- Personnel costs are expected to represent 67% to 71% of the total operating budget from 2025 to 2031, then remains at 71% through 2035. This is driven by increased staffing to support increased hours.
- Ensures training and travel budget is sufficient to invest in staff growth & development.

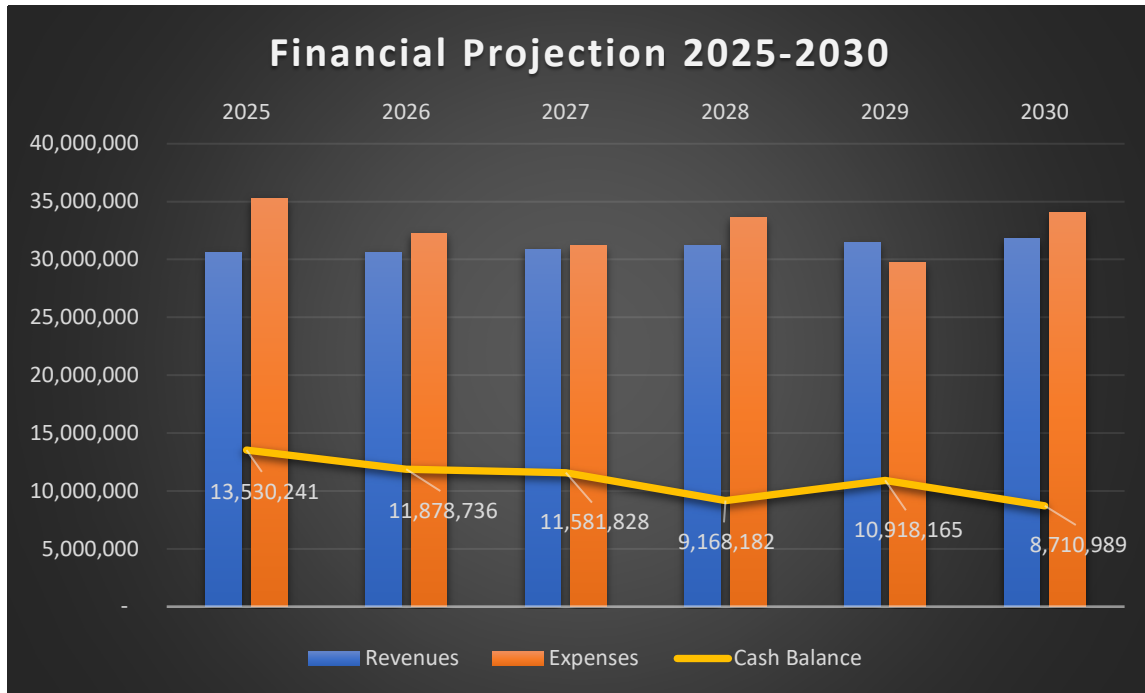


NOTE – graph represent the average allocations form 2026-2030; the actual % vary slightly year-to-year

Levy Lid Lift Fail Options

Levy Lid Lift Fails – Option #1: Significant Upfront Reductions

- Realizes a higher upfront reduction allowing staffing and services to adjust to the new normal, while also providing management capacity to focus on continued Levy Lid Lift efforts which will be required.
- Requires \$500K in the budget for Levy Lid Lift ballot costs each year until it passes.



Fail Option #1	2025	2026	2027	2028	2029	2030
Revenues	\$ 30,575,552	\$ 30,606,852	\$ 30,882,685	\$ 31,188,811	\$ 31,455,839	\$ 31,809,411
Expenses	\$ 35,288,963	\$ 32,258,357	\$ 31,179,593	\$ 33,602,458	\$ 29,705,856	\$ 34,016,587
Cash Change	\$ (4,713,412)	\$ (1,651,505)	\$ (296,908)	\$ (2,413,647)	\$ 1,749,983	\$ (2,207,176)
Cash Balance	\$ 13,530,241	\$ 11,878,736	\$ 11,581,828	\$ 9,168,182	\$ 10,918,165	\$ 8,710,989

Hours & Services

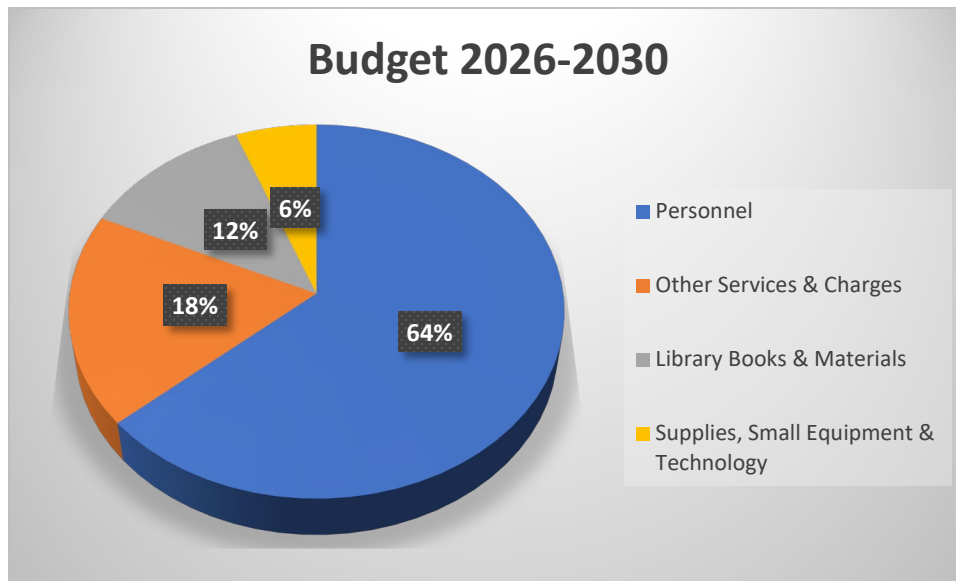
- Branch and Bookmobile hours reduced by approximately 51% or 352 hours per week districtwide between 2026 – 2030.
 - Branch and Bookmobile hours reduced by 30% or 207 hours districtwide in 2026.
 - Branch and Bookmobile hours reduced by 30% or 145 hours district wide in 2029.
- Books and Materials would maintain 12% of budget, but the impact on the overall investment would be a reduction of 36% or \$675,000 between 2025-2030.
- Removes any investment of expanded service.

Maintenance & Reduction of Physical Branches

- Vancouver Mall Library would close at end of the lease term 3/31/2028.
- Maintains costs that cannot be adjusted no matter our service level to the public
 - Insurance
 - Rents/Leases
 - Basic Repairs/Maintenance of Facilities
- Removes any investment in new libraries or renovations.
- Reduction estimated in utilities, supplies, custodial, professional and other services.

Personnel

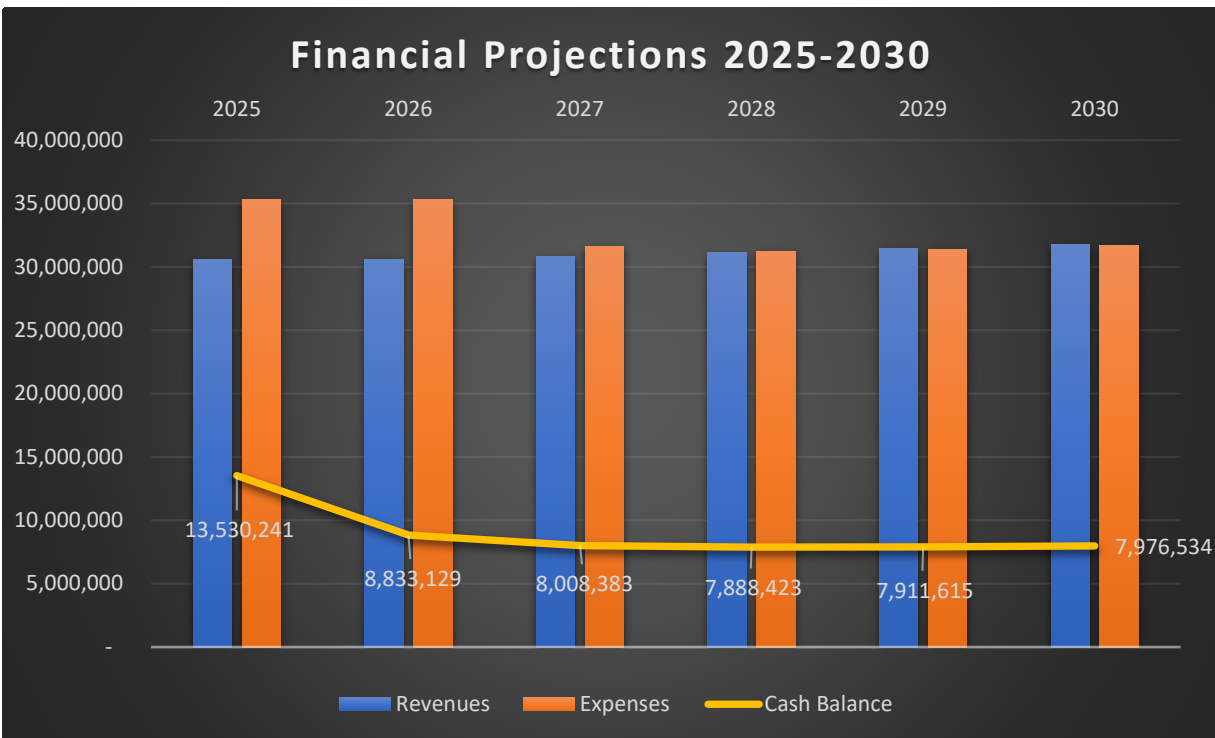
- Reduction estimate impacts for 2026 through 2030 include:
 - Personnel Costs remain above 60% of the overall budget each year.
 - Staff positions reduced by approximately 30% or an estimated 68 FTE in 2026. This reduction remains in 2027 – 2028.
 - Staff positions reduced by approximately 25% or an estimated 40 FTE in 2029. This reduction remains in 2030.
- Maintains the integrity of expected inflation factors for personnel costs and other expenses.



NOTE – graph represent the average allocations form 2026-2030; the actual % vary slightly year-to-year

Levy Lid Lift Fails – Option #2: Minimum Annual Reductions

- Reduces the annual service impact to meet the minimum amount needed each year to meet the 60-90 days of annual budgeted expenditures.
- Will require annual reduction adjustments to staffing and patron services, which will be labor intensive and costly administratively, and may cause further confusion to the public as hours will change every year to meet budget.
- Reduces controllable costs which has a direct and material impact on services to patrons including reducing branch hours/staffing.
- Requires \$500K in the budget for Levy Lid Lift ballot costs each year until it passes.



Fail Option #2	2025	2026	2027	2028	2029	2030
Revenues	\$ 30,575,552	\$ 30,606,852	\$ 30,821,772	\$ 31,117,342	\$ 31,430,244	\$ 31,749,280
Expenses	\$ 35,288,963	\$ 35,303,964	\$ 31,646,518	\$ 31,237,302	\$ 31,407,053	\$ 31,684,360
Cash Change	\$ (4,713,411)	\$ (4,697,112)	\$ (824,746)	\$ (119,960)	\$ 23,191	\$ 64,920
Cash Balance	\$ 13,530,241	\$ 8,833,129	\$ 8,008,383	\$ 7,888,423	\$ 7,911,615	\$ 7,976,534

Hours & Services

- Branch and Bookmobile hours reduced by approximately 41% or 286 hours districtwide between 2026 – 2030.
 - Branch and Bookmobile hours reduced by 15% or 103 hours districtwide in 2026.
 - Branch and Bookmobile hours reduced by 31% or 186 hours districtwide from 2027-2030.

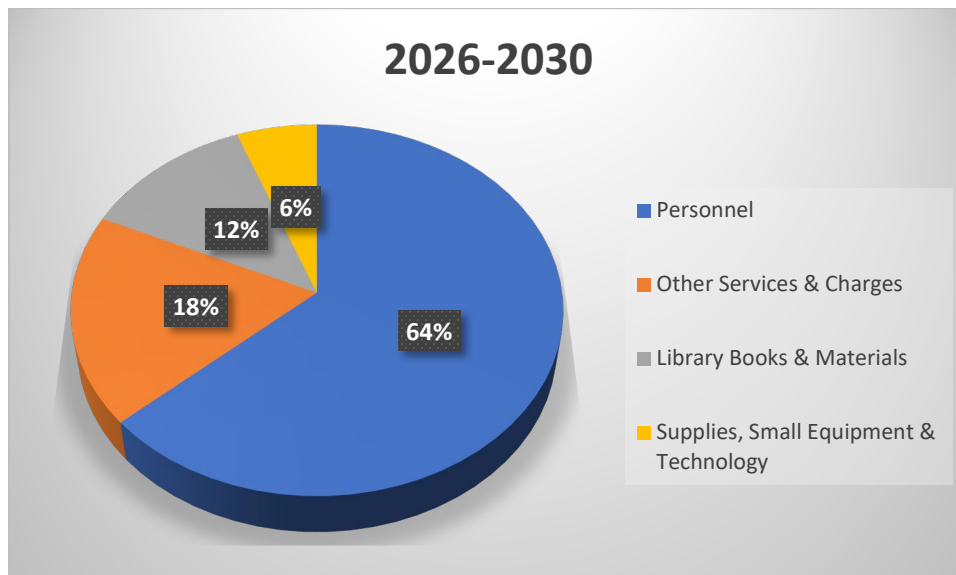
- Books and Materials would maintain 12% of budget, but the impact on the overall investment would be a reduction of 47% or \$900K between 2025-2030.

Maintenance & Reduction of Physical Branches

- Vancouver Mall Library would close at end of the lease term 3/31/2028.
- Reduction estimated in utilities, supplies, custodial, professional and other services.
- Maintains costs that cannot be adjusted no matter our service level to the public
 - Insurance
 - Rents/Leases
 - Basic Repairs/Maintenance of Facilities
- Removes any investment in new libraries or new bookmobile.

Personnel

- Reduction estimate impacts for 2026 through 2030 include:
 - Personnel Costs remain above 60% of the overall budget each year.
 - Staff positions will be reduced by approximately 50% or an estimated 134 FTE between 2026 – 2030.
 - Staff positions reduced by 15% or an estimated 34 FTE in 2026.
 - Staffing reduced by 7% to 16% each year or an estimated 100 FTE from 2027 – 2030.
- Maintains the integrity of expected inflation factors for personnel costs and other expenses.



NOTE – graph represent the average allocations form 2026-2030; the actual % vary slightly year-to-year

Summary Comparison of Options – 2026 Impacts

	Pass Option 1	Pass Option 2	Fail Option 1	Fail Option 2
Branch Hours	Maintained	Increased 13%	Reduced 30%	Reduced 15%
Staffing Impact	Maintained	Increased 8%	Reduced 30%	Reduced 15%
New Washougal Branch location	Y	Y	N	N
New Clark County Branch (Location TBD)	N	Y	N	N
New Clark County Bookmobile	N	Y	N	N
Collections % of Operating	12% Maintained	12% Maintained	12% Maintained	12% Maintained
Personnel % of Operating	68%	69%	64%	65%
Branch Closure	N	N	Y*	Y*
	*Note: The Vancouver Mall Library expected to close at end of lease in 2028			

The scenarios under consideration share several common elements:

	If the Levy Passes	If the Levy Does Not Pass
Library Hours	Continue current open hours, with potential for expansion	Reduced open hours across the district
Programs & Outreach	Ongoing programs and outreach for all ages	Fewer programs and outreach, including for children, seniors, and families
Staff Capacity	Stable staffing to support service and community needs	Fewer staff, impacting support and service responsiveness
Facilities & Growth	Open new Washougal Library; potential for a new Bookmobile and a new library location	Vancouver Mall Library closes when lease ends in 2028
Technology Access	Continued access to public computers, Wi-Fi, printing, and digital tools	Reduced ability to innovate and maintain computer replacement cycles
Strategic Plan Goals	Investments in innovation, learning, and welcoming spaces across the district	Long-term goals delayed or deferred
Financial Stability	Stable funding through at least 2035	deep budget/operations cuts needed to balance budget

Next Steps:

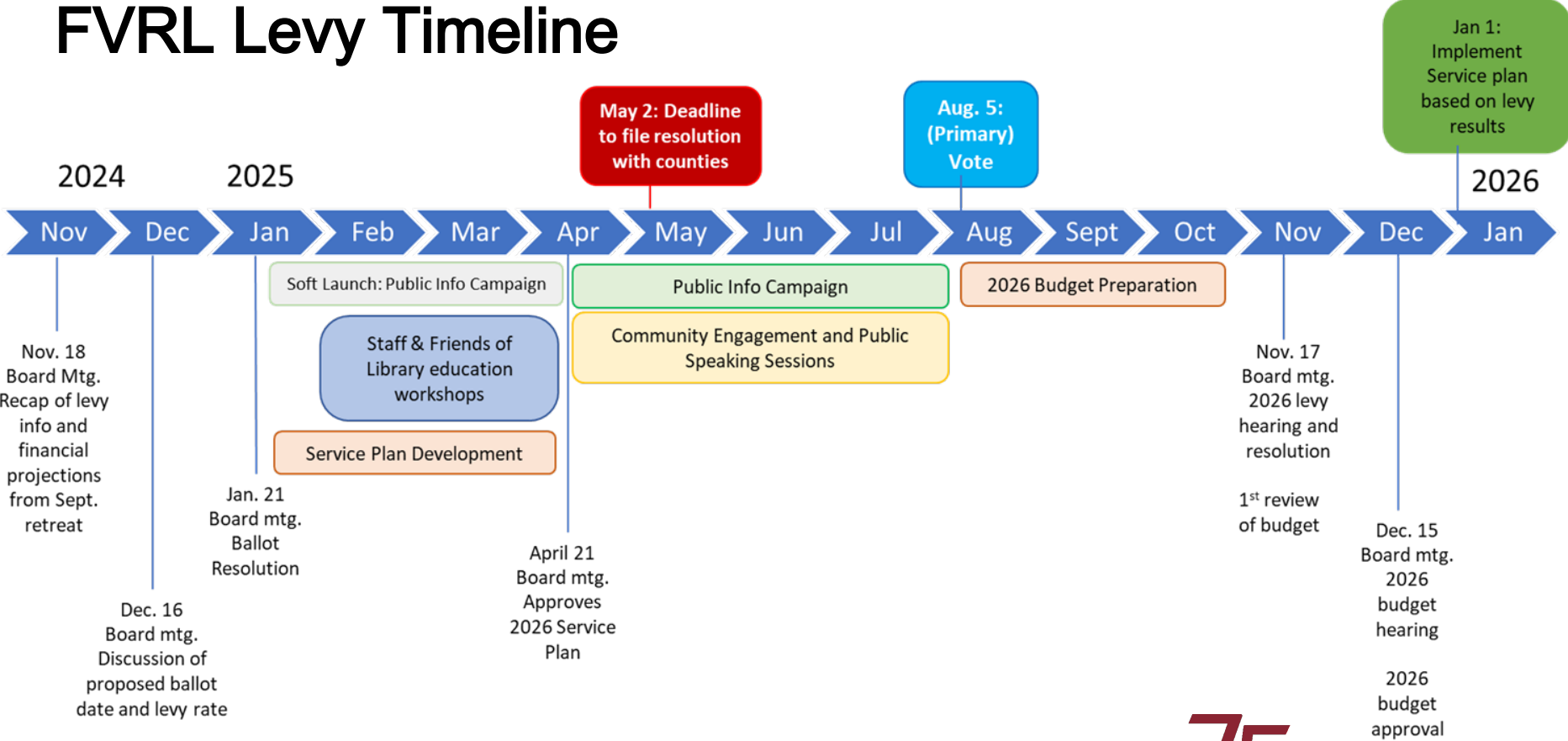
Regular Board of Trustees Meeting: Monday, April 21 at 6 p.m. at the Washougal Community Library. At this meeting, staff will seek approval on the direction for each of the outcomes of the August 5 vote, providing a detailed direction with either result. This approval will inform FVRLibraries' Information Campaign, scheduled to launch in late April.

FVRLibraries

Levy Lid Lift - Service Plan Options

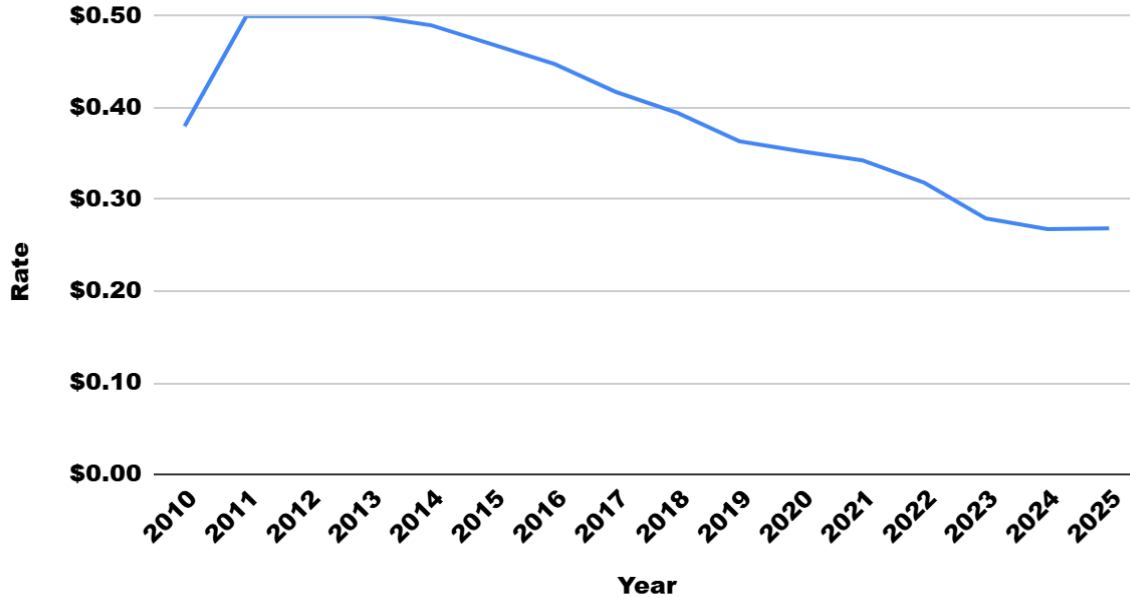
Date	4/3/2025
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FVRL Levy Timeline



Last Levy Lid Lift (\$0.50/\$1,000 TAV) on 8/17/2010 2025 rate is \$0.2686/\$1.000 TAV

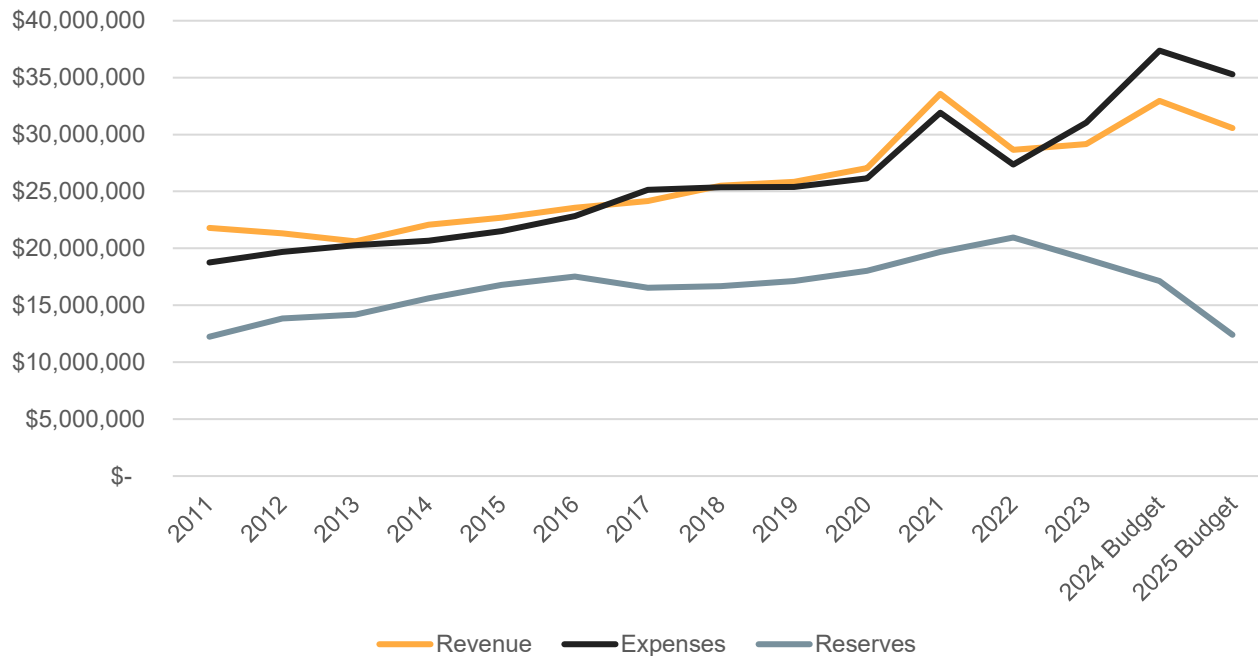
Levy Rate Over Time



Per RCW 27.12 Max allowed rate \$0.50/\$1,000 TAV

Financial History and Looking Forward: 2011-2025

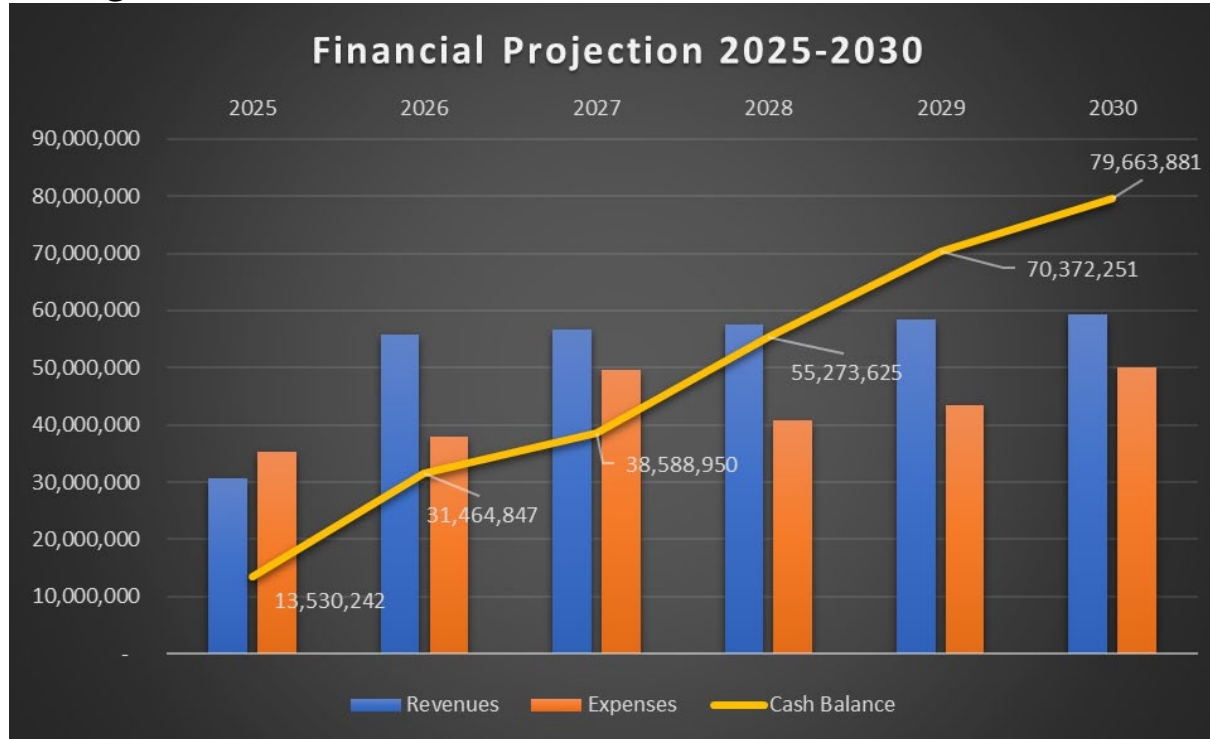
Revenue, Expenses & Reserves



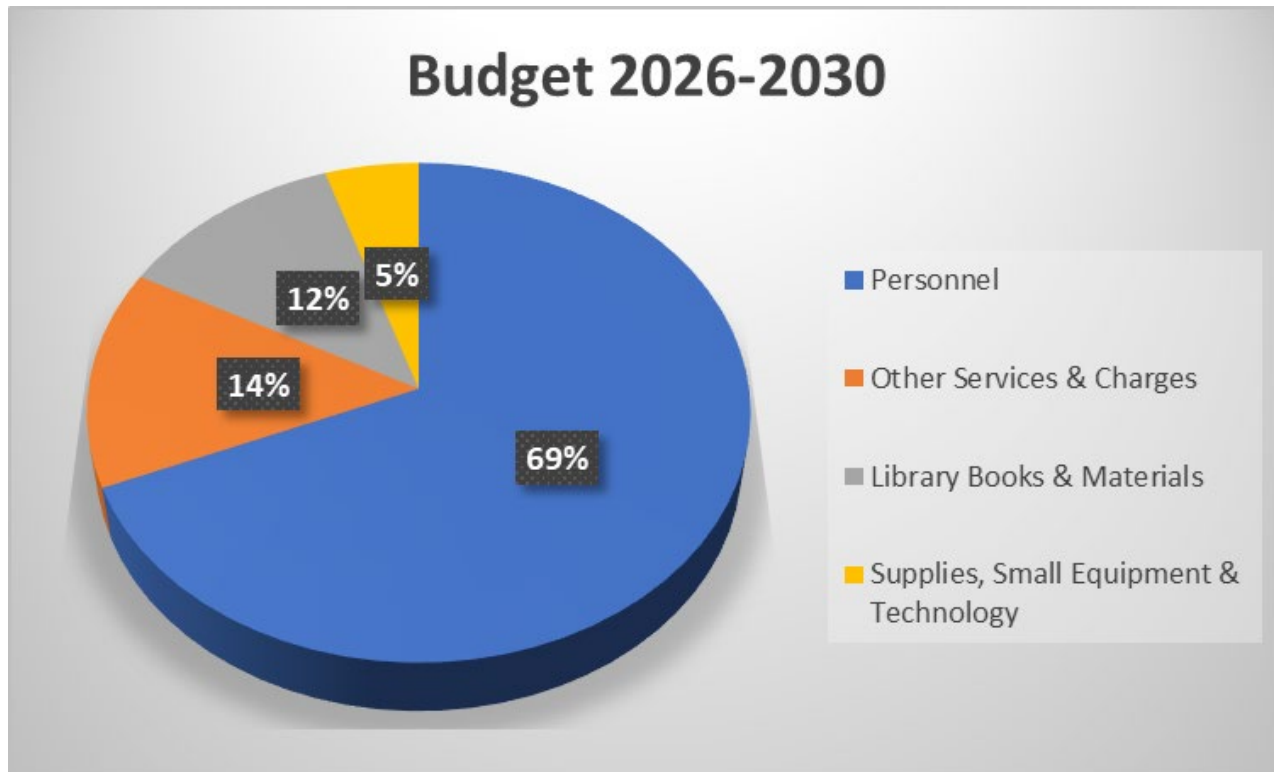
\$4.7 million gap in 2025 - Closed by use of Reserves

Continued same level of service gap grows to over \$7.6 million in 2026 - not sustainable

Levy Lid Lift Passes - **Option #1:** *2025 FVRL Service Levels Maintained - Restored levy estimated to sustain budget through 2040*



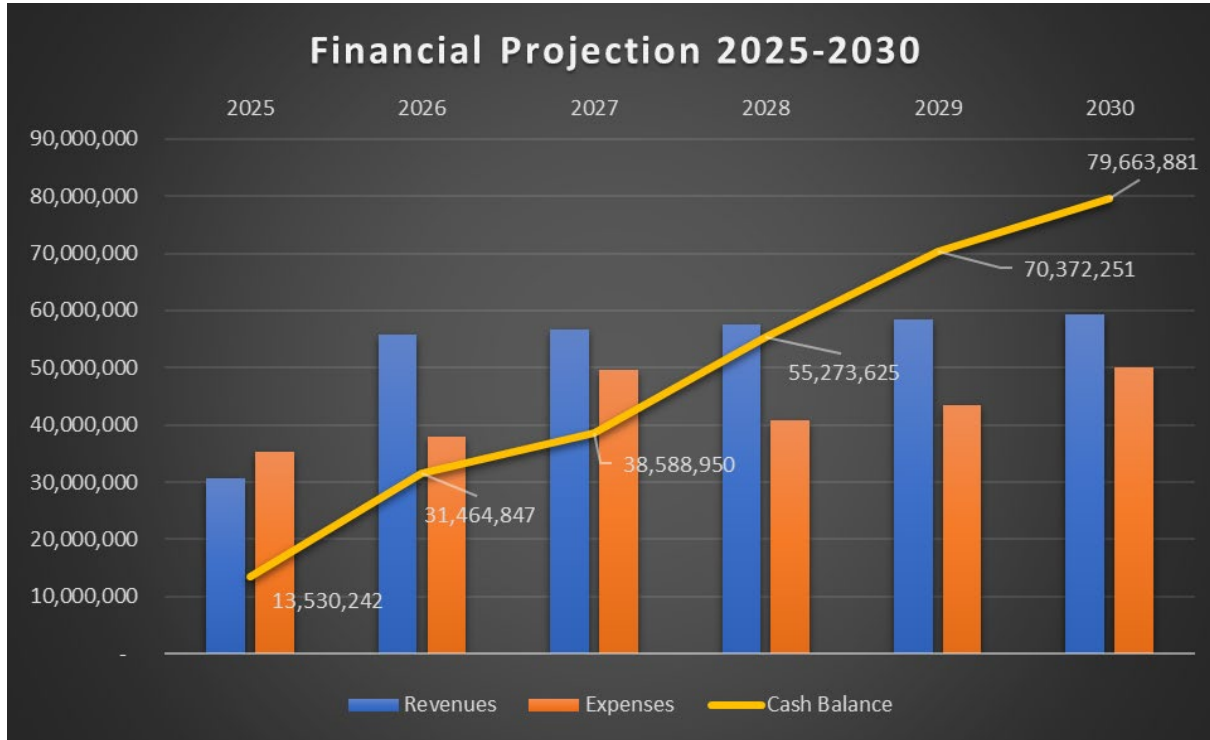
Levy Lid Lift Passes - **Option #1:** *2025 FVRL Service Levels Maintained - Restored levy estimated to sustain budget through 2040*



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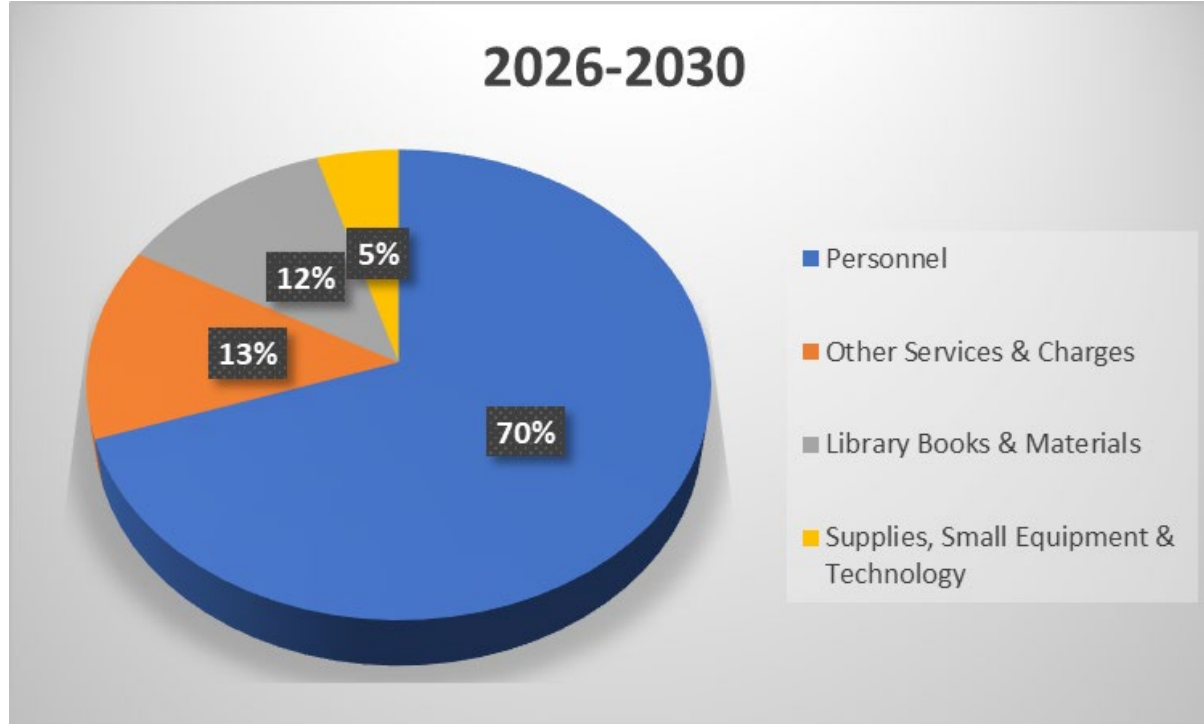
Levy Lid Lift Passes - Option #2:

2025 FVRL Service Levels Maintained - Increase FVRL Service Hours by 13% districtwide - Levy Lid Lift estimated to sustain budget through 2035



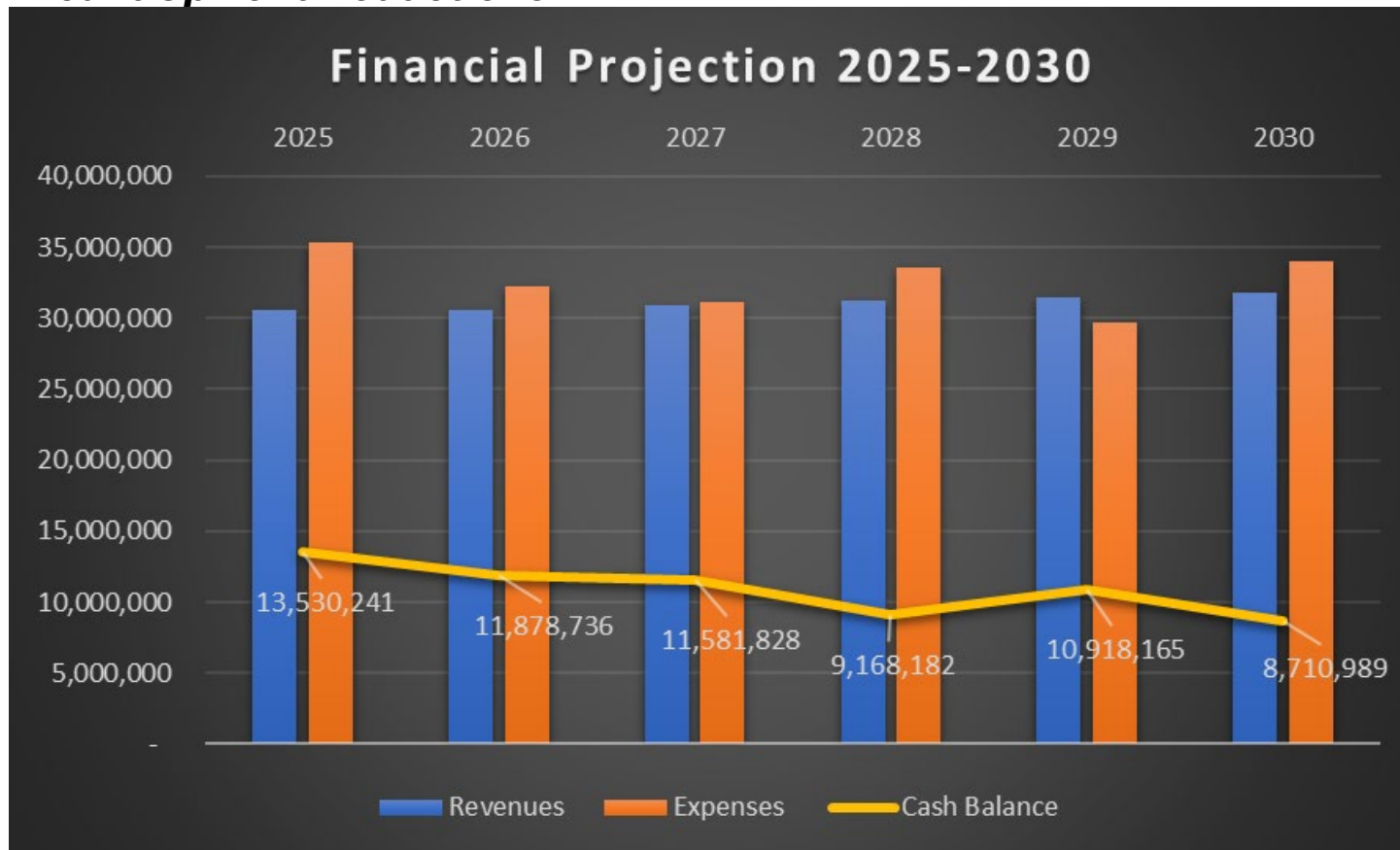
Levy Lid Lift Passes - **Option #2:**

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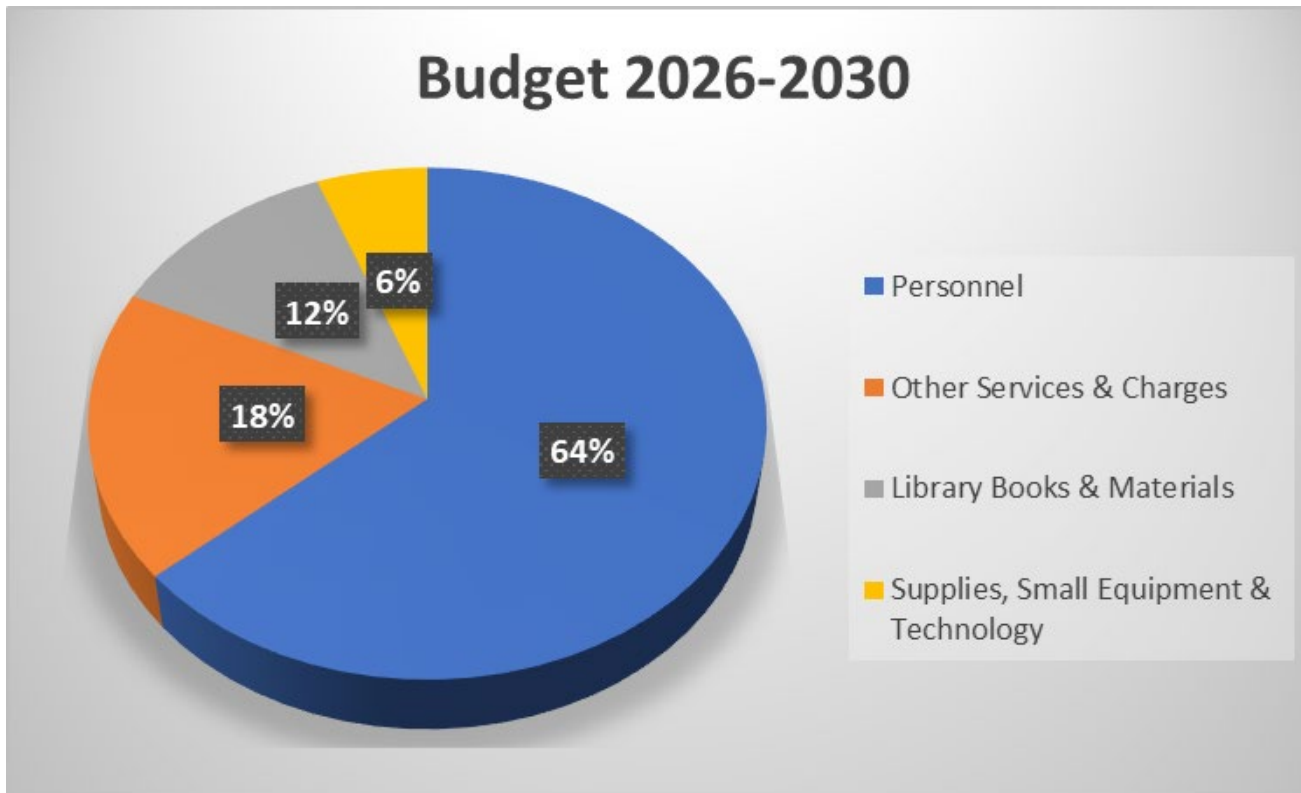


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Levy Lid Lift Fails- Option #1: Significant Upfront Reductions

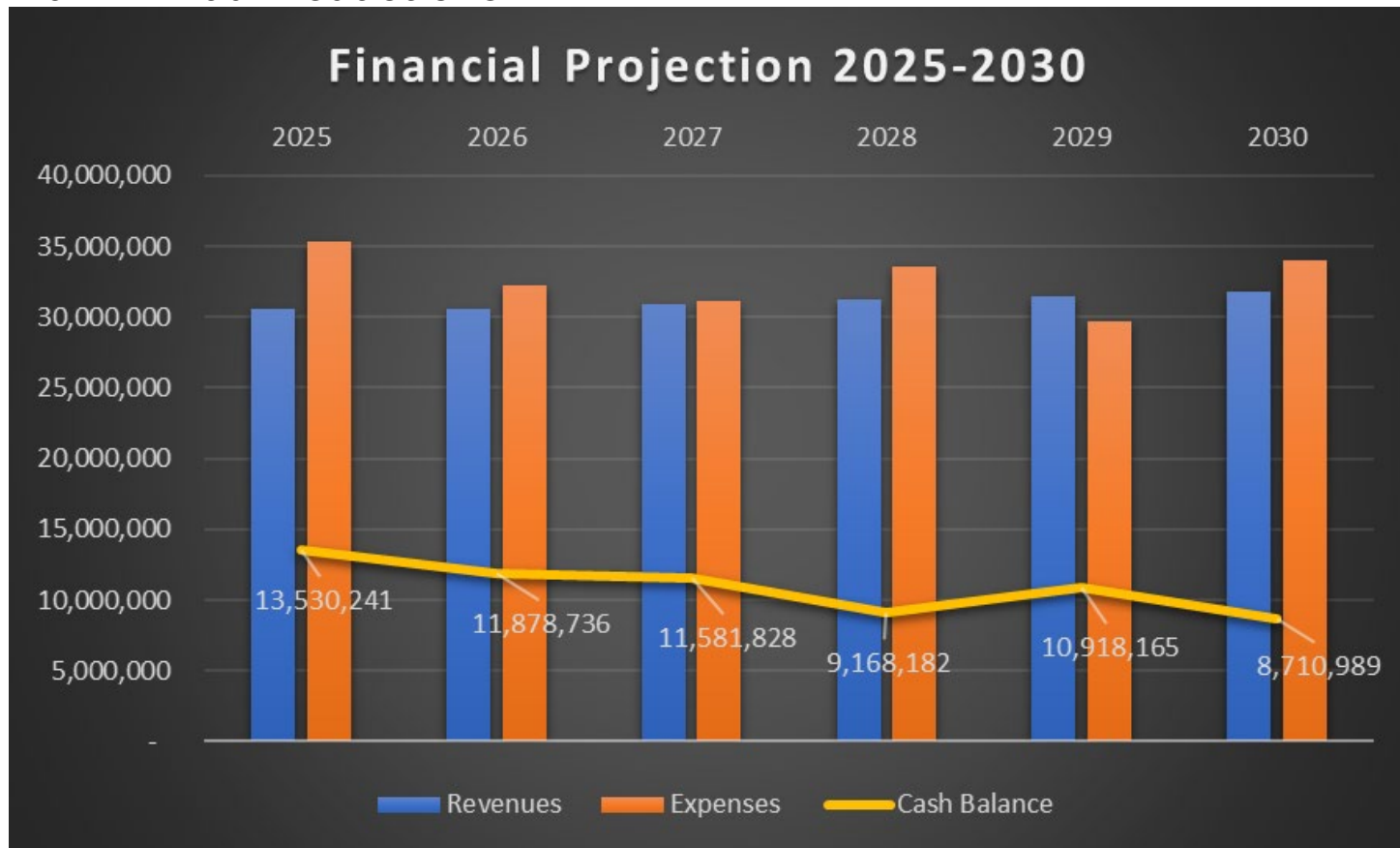


Levy Lid Lift Fails- Option #1: Significant Upfront Reductions

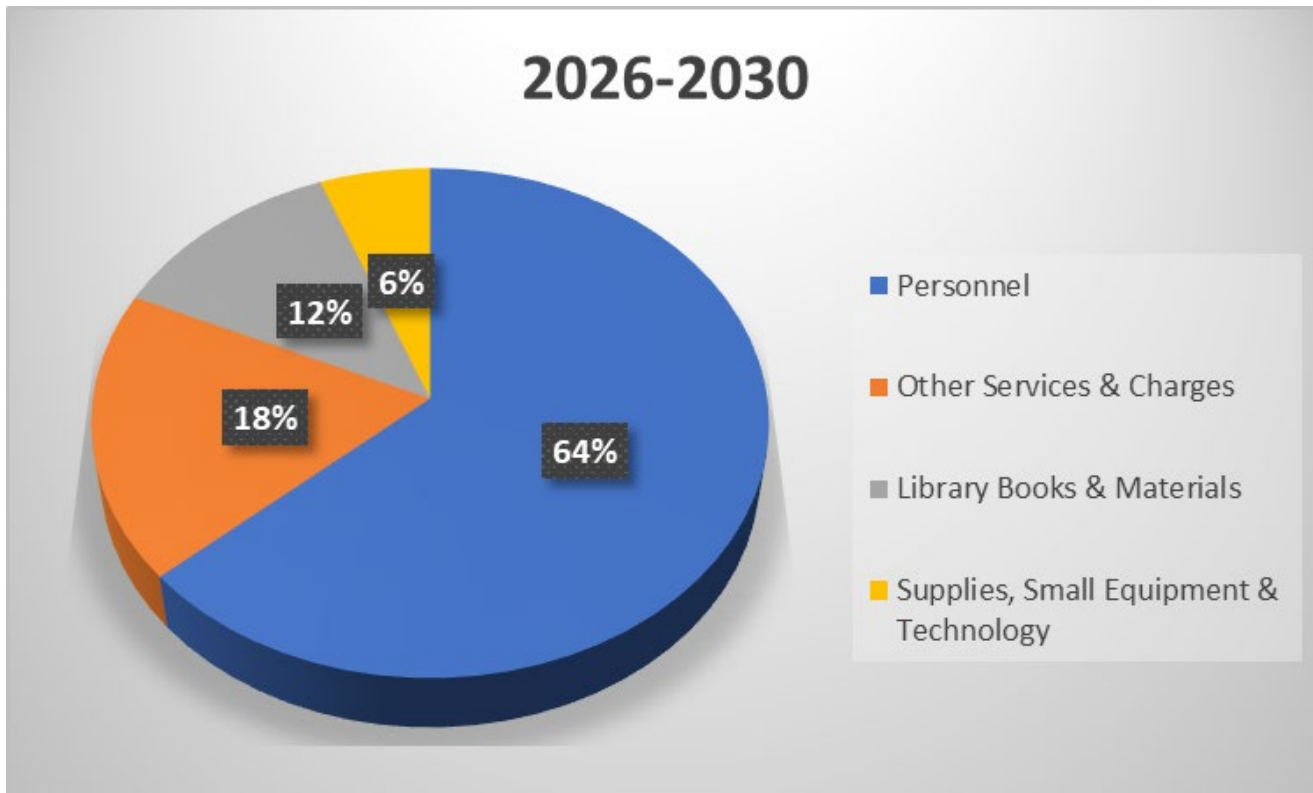


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Levy Lid Lift Fails- Option #2: Minimum Annual Reductions



Levy Lid Lift Fails- Option #2: Minimum Annual Reductions

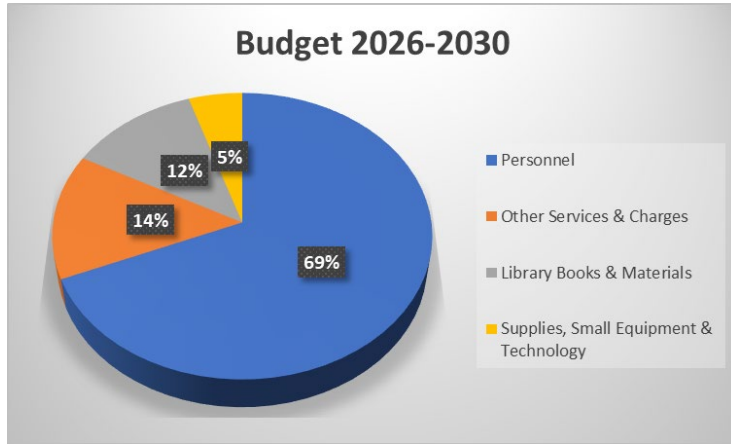


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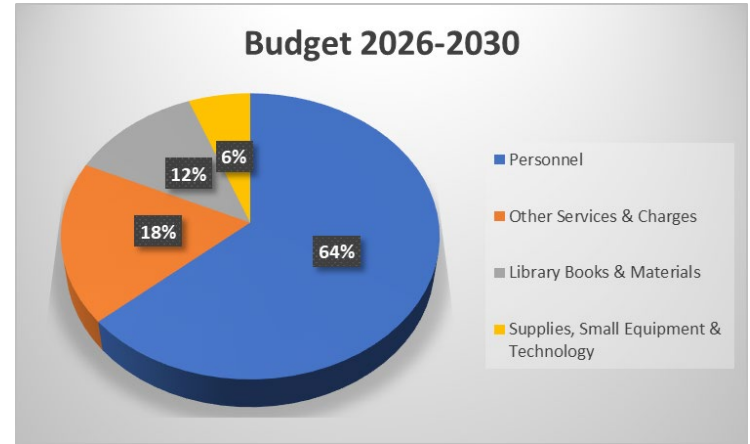
Summary Comparison of Options - 2026 Impacts

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Branch Hours	Maintained	Increased 13%	Reduced 30%	Reduced 15%
Staffing Impact	Maintained	Increased 8%	Reduced 30%	Reduced 15%
New Washougal Branch location	Y	Y	N	N
New Clark County Branch (Location TBD)	N	Y	N	N
New Clark County Bookmobile	N	Y	N	N
Collections % of Operating	12% Maintained	12% Maintained	12% Maintained	12% Maintained
Personnel % of Operating	68%	69%	64%	65%
Branch Closure	N	N	Y*	Y*
*Note: The Vancouver Mall Library expected to close at end of lease in 2028				

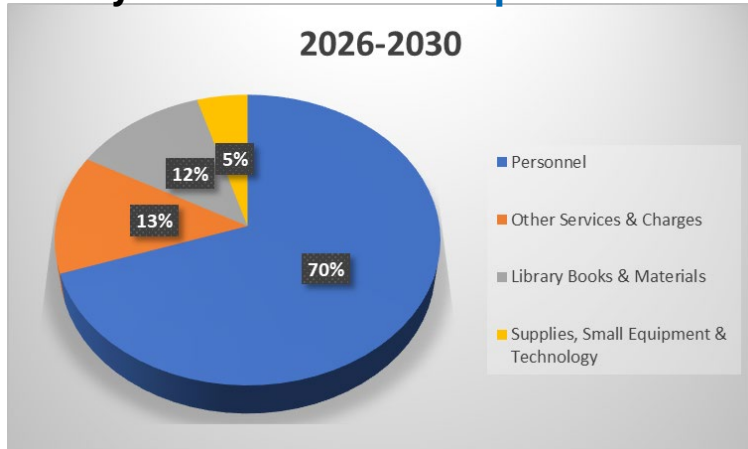
Levy Lid Lift **Passes** - Option #1



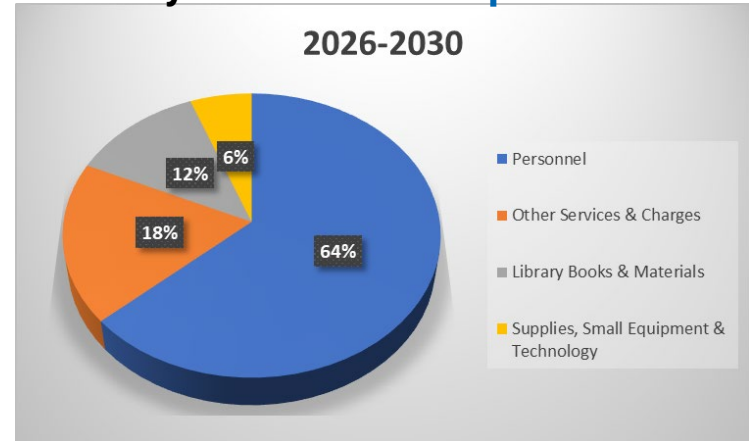
Levy Lid Lift **Fails** - Option #1



Levy Lid Lift **Passes** - Option #2



Levy Lid Lift **Fails**- Option #2



Questions?

Next Steps:

Regular Board of Trustees Meeting: Monday, April 21 at 6 p.m. at the Washougal Community Library.

At this meeting, staff will seek approval on the direction for each of the outcomes of the August 5 vote, providing a detailed direction for either result.

This approval will inform FVRLibraries' Information Campaign, scheduled to launch in late April.

Levy Lid Lift Information & Engagement Strategy

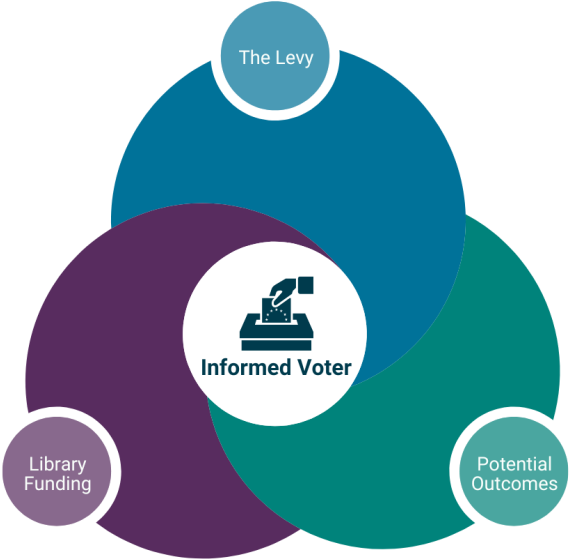
Report to the Board of Trustees | April 2025

What is an Information Campaign?

An information-only campaign provides facts—what the levy is, how property tax funding works, and what happens if the levy passes or fails. It is intended to provide voters with information so they can make an informed decision.

Three Pillars of an Information Campaign

- The levy**
What voters are being asked to decide on
- Library funding**
How property taxes sustain library services
- Potential outcomes**
What will happen if the levy passes or fails



Providing Facts to Support Informed Decisions

This information campaign will aim to ensure every voter understands what the levy supports—and what is at stake—so they can make an informed decision based on facts and lived experience. This information campaign will be designed to help the public understand a levy lid lift, what it would fund, and why it matters. It will be informational and fully compliant with RCW 42.17A.555.

Two major initiatives—the 75th Anniversary and the Strategic & Facilities Master Planning processes—also bolster the campaign, providing natural opportunities to share levy-related information through celebratory events, strategic messaging, and summer learning activities.

Who We’re Talking To: Meeting People Where They Are

FVRLibraries serves a broad and dynamic region, ranging from rural bookmobile routes to vibrant city branches to our 24/7 online digital branch (website). Our patrons include preschoolers discovering stories, teens exploring research tools, caregivers looking for parenting resources, job seekers accessing résumé help, and families creating new traditions—whether in welcoming library spaces or through virtual programs and e-resources. Across formats, FVRLibraries connects people with what they need to learn, grow, and thrive.

National data shows this is a widespread pattern:

- **54%** of people aged 13-40 visited physical libraries within the past year, and **37%** said they had used their library's digital collection.¹
- **92%** of respondents say libraries are safe spaces for their children.²
- Between 2022 and 2023, the average number of room reservations at libraries increased by **52%**, surpassing pre-pandemic 2019 levels by **18%**.³
- A 2024 economic study found that capital investments in libraries lead to higher usage and measurable improvements in literacy scores in surrounding schools.⁴

And here's what it looks like locally in 2024:

- **1.37 million** visits to FVRLibraries' physical branches
- **1.89 million** visits to FVRLibraries' digital branch (website)
- **32,000** new cards issued
- **5,200** programs hosted, with nearly **99,000** attendees
- **450,000** Wi-Fi sessions and **149,000** public computer logins
- **3.3 million** items circulated, including **1.6 million** digital checkouts

To put that in perspective:

- More people visited FVRLibraries than attended 66 sold-out Portland Trail Blazers games.
- In one year, FVRLibraries issued enough new library cards to account for more than all the students in Vancouver Public Schools, Woodland School District, Goldendale School District, and Skamania School District combined.
- We hosted enough program attendees to equal every person in Woodland, Ridgefield, and La Center coming to a library event three times.
- Patrons logged on to Wi-Fi more than twice as many times as there are people in Vancouver.

And we did it all with our Vision: Everyone in our communities is valued and empowered to succeed.

What That Looks Like in Real Life

- In **Woodland**, the new library welcomed over **600 visitors on opening day**. Weekly storytimes now draw more than **70 people**, and seniors from a nearby care center described their first visit to the new space as "fun" and "freeing."
- In **Goldendale**, the staff brought nearly **80 books** to Centerville School. A quiet student visiting the Bookmobile became engaged when staff started reading aloud—one small moment that built trust and connection.

¹ Berens, K. I., & Noorda, R. (2022). *Gen Z and Millennials: How they use public libraries and identify through media use (Executive Summary)*. Portland State University.

² EveryLibrary Institute. (2024, January 18). *Final report on parent perceptions survey and new whitepaper on demographics of book bans released*.

³ Urban Libraries Council. (2024). *2024 ULC Library Insights Report*. Gilpin, Gregory, Ezra Karger and Peter Nencka. 2024. "The Returns to Public Library Investment." *American Economic Journal: Economic Policy*, 16 (2): 78–109.

⁴ Gilpin, Gregory, Ezra Karger and Peter Nencka. 2024. "The Returns to Public Library Investment." *American Economic Journal: Economic Policy*

- In **Vancouver**, over **200 people** attended a Winter Resource Fair co-hosted by the library and 20+ local organizations. They came for housing help, job support, healthcare info, and connection.
- In **Stevenson**, the Adult Book Group grew so much that a second group, focused on young adult literature, was launched at the request of older adults eager to understand new stories and perspectives.
- Nearly **100 people** attended the annual Gingerbread House event in **La Center**. A young family told staff they planned to make it a tradition because it was fun, free, and welcoming.

What Unites These Moments

At the heart of this information campaign are shared public values:

- Access to tools and information
- Ease of entry—no membership fee, no prerequisites
- Respectful service, delivered with care and responsiveness
- Public trust, built through transparency, consistency, and accountability

Libraries are among the most widely trusted institutions in the country, because they reflect the communities they serve and are open to all.

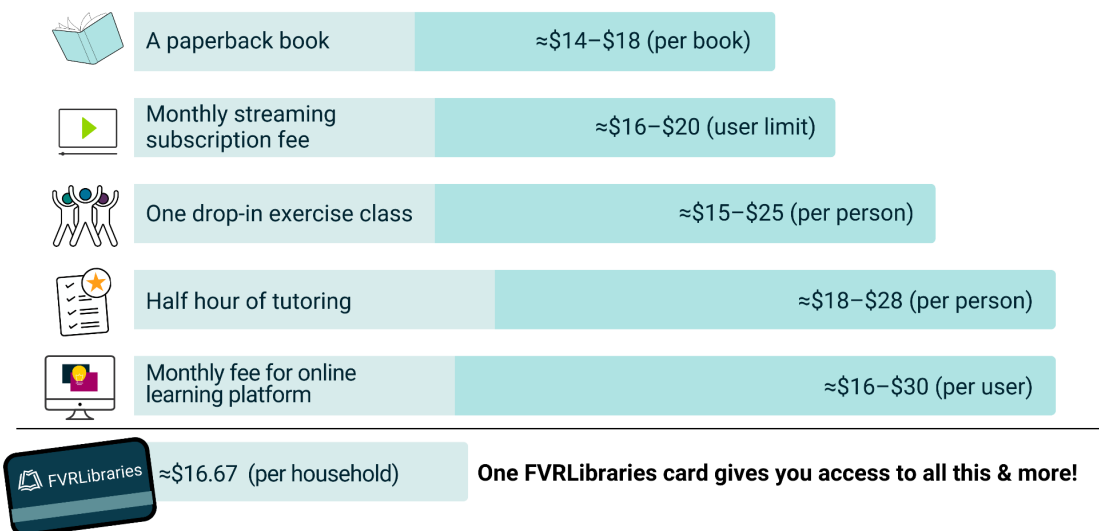
Framing the 2025 Levy Lid Lift

Fort Vancouver Regional Libraries (FVRLibraries) relies on property taxes for about 96% of its operating budget. Due to Washington State law limits, there is a 1% limit on the amount an individual taxing district can increase the property tax levy (the total amount of taxes collected) each year. A levy lid lift returns the decision to voters, allowing them to restore the levy rate and resulting funding to a sustainable level.

On August 5, 2025, district voters will decide whether to restore the levy rate to \$0.50 per \$1,000 of assessed value—the same rate approved in 2010. For a \$400,000 home (2024 average home value in FVRL District), that’s just \$16.67 per month.

What Does \$16.67/Month Really Mean?

Here’s how the monthly dollar amount compares to everyday costs—and what the library provides in return.



At FVRLibraries, this monthly support provides access to hundreds of thousands of books, various programs, online tutoring, learning platforms, public computers, Wi-Fi, and vital community services and spaces—available to **everyone** in the district, all year long.

Public Libraries: Research + Real-World Impact

Public libraries like FVRLibraries do more than offer books—they drive real outcomes in education, wellness, and economic opportunity.

What the Research Shows

- **88%** of patrons say the library supports personal growth
- **74%** say it helps them cope with life's challenges
(*IFLA Well-being Study, 2024*)
- Library capital investments lead to:
 - **+15%** in children's library visits
 - **Higher reading scores** in surrounding school districts
(*American Economic Journal: Economic Policy, 2024*)
 - Every **\$1 invested** in libraries returns **\$4–\$5** in community value
(*IMLS; Seattle Public Library Foundation, 2023*)

What That Looks Like Locally

- A senior learning to video chat with family during a tech help session
- A rural resident checking out books and receiving tax forms at a Bookmobile stop
- A teen finding a safe, welcoming space to relax and connect with friends
- A young professional developing their skills via online learning platforms that help them get their next job

From Strategy to Action: How We Deliver This Information Campaign

The Levy Lid Lift information campaign will be integrated with two major library-wide efforts: The 75th Anniversary, which brings visibility, joy, and history to the community, and the Strategic & Facilities Master Planning processes, which chart the next five and ten years, respectively, of growth and investment. Both initiatives help connect the dots for patrons—showing where we've been, where we're going, and what sustained public support makes possible.

How the 75th Anniversary Strengthens the Campaign

The 75th anniversary, which will last throughout 2025, gives us a powerful platform to highlight how the library has grown, adapted, and supported communities across generations.

This celebration:

- Increases community visibility and goodwill
- Reinforces the value of sustained public investment
- Offers an opportunity for staff to talk about the library's evolution, reach, and role
- Provides a joyful and low-pressure entry point for patrons to reconnect with services

How the Strategic Plan and Facilities Master Plan Come to Life

The Strategic Plan and Facilities Master Plan will outline FVRLibraries' roadmap for the next five and ten years. These plans will guide internal decisions and serve as tools for engaging the public in shaping the library district's future.

The planning process will encourage the following engagement:

- Invite the public to share their values, ideas, and feedback to help shape future priorities and services.
- Ground conversations in real, community-driven goals—like improving access, creating more innovative spaces, and strengthening library services.
- Help community members connect long-term goals with the resources and support needed to achieve them.

Tactical Overview: How We Reach the Public

This is an information-only campaign, and all engagement channels are designed to provide clear access to factual information.

1. Passive Communication Through Collateral

Printed and digital materials will be available in library spaces and at outreach events to explain the levy lid lift—what it is, what it would fund, and what changes depending on the outcome.

Materials include:

- Bilingual flyers and handouts
- Posters and signs with QR codes
- Info slips in newsletters and program materials
“Did You Know?” highlights tied to the Strategic Plan

Staff will not advocate or share personal opinions. These materials are intended to support fact-based information and will be freely available for patrons and partners to use. The approach is intentionally passive—information is accessible, not pushed.

Where will these collateral pieces be available?



Branches & bookmobiles



Outreach events such as community fairs & farmer's markets



Strategic plan forums & partner gatherings



Partner organizations (physical & digital)

...and more to be identified

2. Strategic Leadership Visibility at Events

Select library leadership will discuss the levy and other initiatives during arranged speaking engagements. This small group of senior leaders may also address the media and make public statements regarding the levy.

3. Additional Promotional Channels

While branch and event materials are a core tactic, this campaign will also include:

- A dedicated informational webpage with FAQs and levy background
- Press releases and earned media outreach to ensure local coverage
- Social media messaging with educational posts and links to resources
- Paid media (e.g., TV, radio, print) to boost awareness of the library being on the ballot
- Direct mail to targeted areas to help reach households that other methods may miss

Together, these efforts create a broad, accessible information landscape, allowing every community member to engage with the topic in the way that works best for them.

Closing Thoughts: Confidence Through Clarity

FVRLibraries has long been a trusted source of information, and this campaign reflects that same commitment. Our goal is to ensure everyone can access clear, factual information about the upcoming levy lid lift and its implications for the library's future.

We are approaching this work with transparency, care, and consistency:

- Sharing facts about library funding and long-term planning
- Offering resources in print, online, and at events
- Supporting staff with guidance and tools to respond legally and confidently
- Meeting people where they are—in familiar places, at trusted times, with helpful information

As with every service we provide, we aim to inform, include, and empower.



2025 Levy Lid Lift

Information & Engagement Strategy



DEFINING THE CONCEPT:

What is an information campaign?

Three Pillars of an Information Campaign

The levy

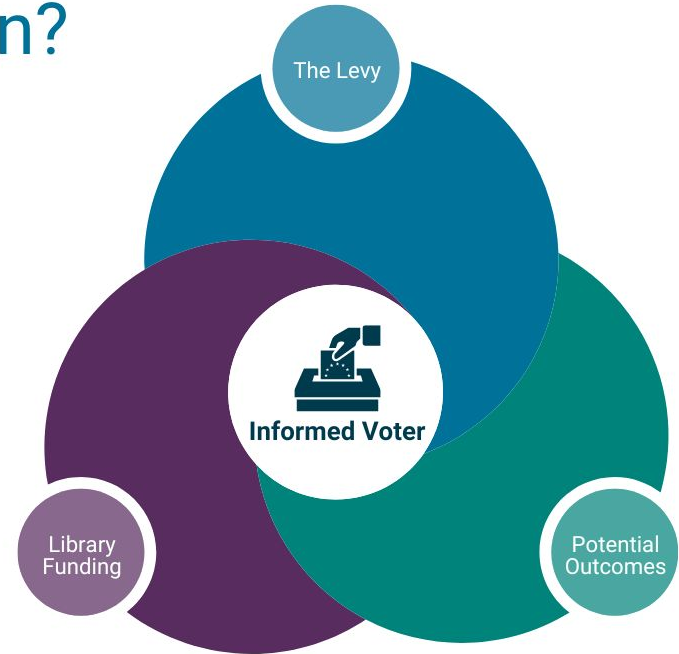
What voters are being asked to decide on

Library funding

How property taxes sustain library services

Potential outcomes

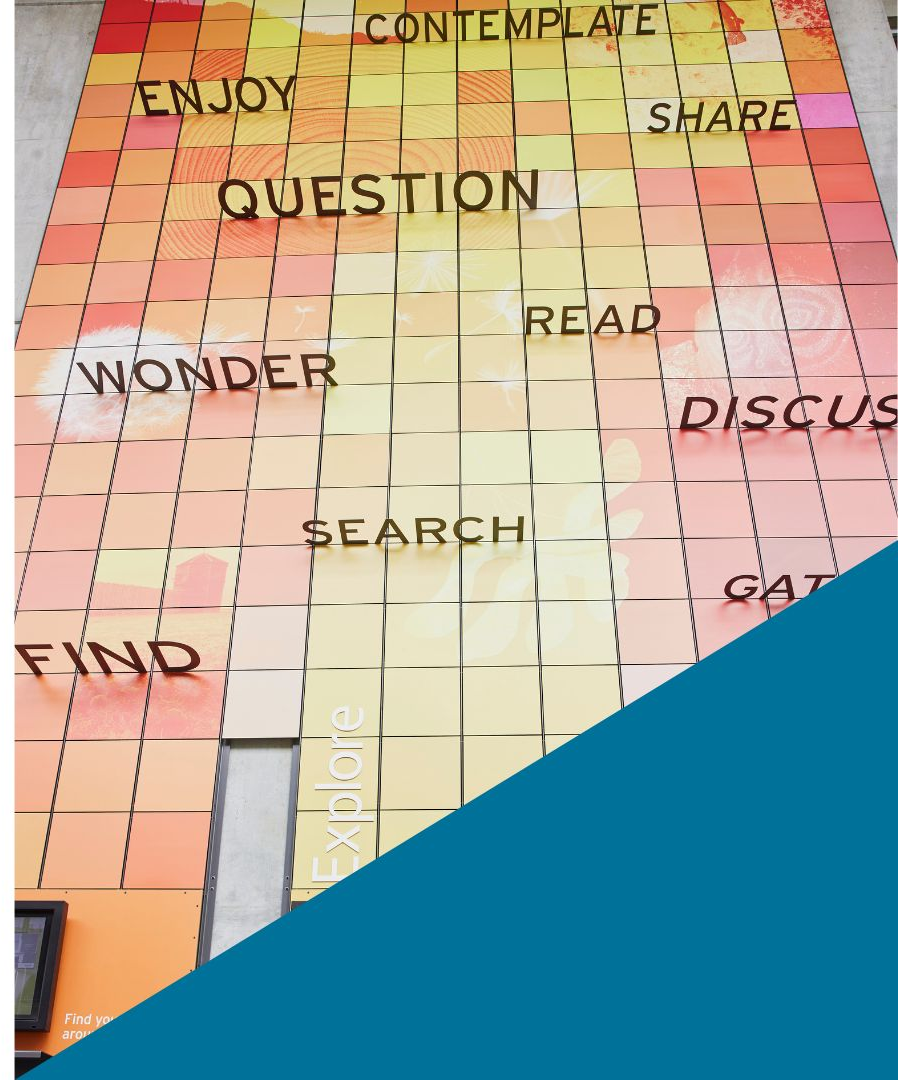
What will happen if the levy passes or fails



OVERVIEW

Today's Presentation

- Defining our Audience
- Articulating our Message
- Showcasing our Tactics

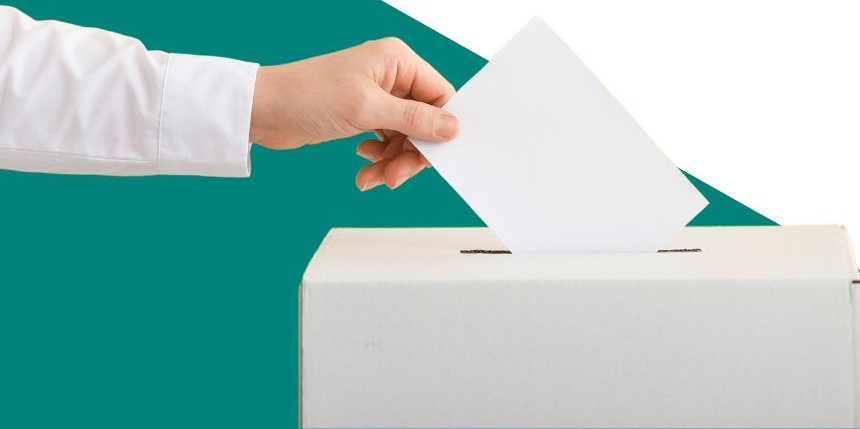


OUR AUDIENCE

Who will we be connecting with & what will guide our approach?

- All district residents, not just active library users
- Patrons and future patrons, across ages, languages, and locations
- People who value access, ease, and public trust—whether or not they visit the library

Our messaging reflects shared values and adapts across touchpoints—from printed flyers to community conversations.



OUR AUDIENCE: MEETING PEOPLE WHERE THEY ARE

Who we serve—and who we're ready to welcome



Preschoolers at storytime



Seniors attending tech-help sessions



Students exploring research tools



Families creating new traditions



Job seekers gaining skills



Teachers finding classroom resources



Rural Access via Bookmobile



Small business owner reserving a meeting space



OUR AUDIENCE: MEETING PEOPLE WHERE THEY ARE

How our communities use FVRLibraries

IN 2024:

1.37M
Visited to
Physical Branches



66 sold-out Portland Trail Blazers games at the Moda Center

32K
New Cards
were Issued



More than all the students in Vancouver, Woodland, Goldendale, & Skamania public school districts combined

99K
Program
Attendees



Equal to every resident of Woodland, Ridgefield, and La Center attending three library events

450K
Wi-Fi
Sessions



Twice as many times as there are people in Vancouver

OUR AUDIENCE: MEETING PEOPLE WHERE THEY ARE

What our community values

These principles guide how we serve—and how we communicate:

ACCESS

Tools, tech,
& information

RESPECT

Service with
dignity & care

EASE

No barriers—
free, open to all

TRUST

Consistency
& openness

These values guide how we serve—but also how we communicate. Our campaign reflects those same principles in tone, content, and approach.

Framing the 2025 Levy Lid Lift

- What happens if the levy passes and what happens if it fails?
- What is the value of \$16.67?
- How does our history and our future connect to the levy lid lift?

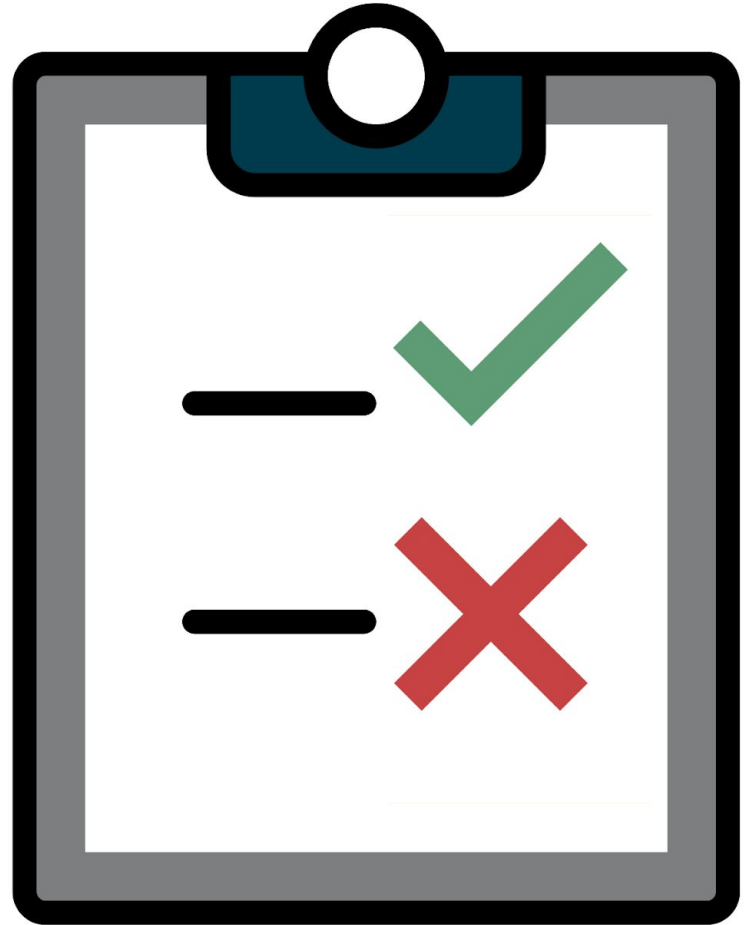


MESSAGING

Two Paths Forward: With and Without Levy Funding

On **August 5, 2025**, voters will decide whether to restore the levy rate to **\$0.50 per \$1,000 of assessed value**—the same rate approved in 2010. For a \$400,000 home, that's about **\$16.67 per month**.

The information campaign explains what each path means for services.



MESSAGING

What Does \$16.67/Month Really Mean?

How \$16.67 compares to everyday costs—and what the library provides in return.



A paperback book

≈\$14–\$18 (per book)



Monthly streaming subscription fee

≈\$16–\$20 (user limit)



One drop-in exercise class

≈\$15–\$25 (per person)



Half hour of tutoring

≈\$18–\$28 (per person)



Monthly fee for online learning platform

≈\$16–\$30 (per user)



≈\$16.67 (per household*) One FVRLibraries card gives you access to all this & more!

**Based on current average home value in the district*

MESSAGING

What Does \$16.67/Month Really Mean?

Public libraries like FVRLibraries do more than offer books—they drive real outcomes in education, wellness, & economic opportunity.

In a 2024 study:

88%

say libraries support personal growth

74%

say it helps them cope with the world

90%

say that the library increases their love of learning

Libraries Build Stronger Communities

Capital Investments in Libraries Lead to Community Results

+15%

children's visits



Student Reading Scores increase

\$1 → \$5

one dollar invested leads to five dollars in community value

MESSAGING

A Campaign Anchored in Vision & Legacy

This campaign connects our 75-year legacy
with a community-informed vision for the future.



TACTICS

How we Reach the Public

Our approach to outreach is built on three principles:

- Accessibility
- Consistency
- Neutrality



TACTICAL APPROACH

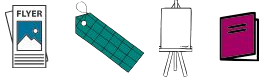
How we Reach the Public

Offer patrons accessible, approachable fact-based information.

Share levy information through leadership-led events and conversations

Expand our reach beyond our physical branches to reach all.

What we share



Where we share



Information is accessible,
factual, and neutral

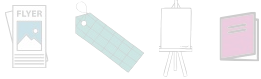


TACTICAL APPROACH

How we Reach the Public

Offer patrons accessible, approachable fact-based information.

What we share



Where we share



Information is accessible, factual, and neutral



Share levy information through leadership-led events and conversations

A small senior leadership group will present at different events.



Messaging aligned with RCW 42.17A.555



Prepared statements and media engagement will also be handled by this team

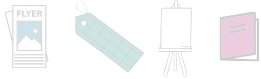
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Messaging aligned with RCW 42.17A.555



Prepared statements and media engagement will also be handled by this team

Expand our reach beyond our physical branches to reach all.

Various Media Types

Owned (e.g., FVRLibraries website & social media)



Earned (e.g., news stories, interviews, or social media shares)



Paid media (e.g., digital and print ads, TV, radio)



Direct mail



Evaluate & expand community outreach

CLOSING THOUGHTS

Confidence Through Clarity

FVRLibraries is known as a trusted source of information.

This campaign continues that tradition—sharing facts, with transparency and care.



Share clear, factual information about library funding



Offer resources in print, online, and at events



Equip staff with tools to respond legally and confidently



Meet people where they are—with helpful, accessible information

RESOLUTION 2025-05

FORT VANCOUVER REGIONAL LIBRARY DISTRICT

RESOLUTION OF THE BOARD OF TRUSTEES OF THE FORT VANCOUVER REGIONAL LIBRARY DISTRICT APPOINTING COMMITTEES TO ADVOCATE VOTER APPROVAL OR REJECTION OF PROPOSITION NO. 1 REGARDING RESTORATION OF THE DISTRICT’S REGULAR PROPERTY TAX LEVY

WHEREAS, pursuant to RCW 84.55.050, the Fort Vancouver Regional Library District (the “District”) may levy regular property taxes in any calendar year in excess of the limit factor provided for in RCW 84.55.0101 when such levy has been authorized by a proposition approved by a majority of the voters of the District voting on the proposition at a general or special election within the District; and

WHEREAS, the District has adopted Resolution 2025-01 to call for an election authorizing the District to restore its regular property tax levy to \$0.50 per \$1,000 of assessed value for collection in 2026; and

WHEREAS, pursuant to RCW 29A.32.280, the District must formally appoint a committee to prepare arguments advocating voters’ approval of the proposition and shall formally appoint a committee to prepare arguments advocating voters’ rejection of the proposition;

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

Section 1. The Board hereby formally appoints the following individuals as the committee to prepare arguments advocating voters’ approval of the proposition set forth in Resolution 2025-01 (“Proposition No. 1”). Each such individual has certified that they favor Proposition No. 1 and that they reside within the jurisdictional boundaries of the District:

Individual’s Name	Individual’s Address
Scott Anderson	670 NE Bone Rd, Stevenson, WA 98648
Cheyenne Pantoja Wright	114 W Bergen St, Goldendale, WA 98629
Jan Oliva	4025 Wauna Vista Dr, Vancouver, WA 98661


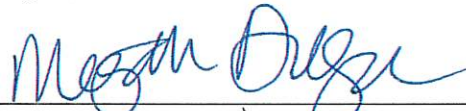

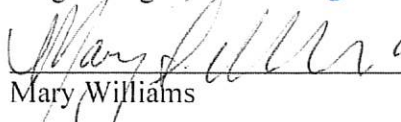

Section 2. The Board hereby formally appoints the following individuals as the committee to prepare arguments advocating voters’ rejection of Proposition No. 1 as set forth in Resolution 2025-01. Each such individual has certified that they oppose Proposition No. 1 and they reside within the jurisdictional boundaries of the District:

Individual's Name	Individual's Address
Amy Hotchkiss	7800 NE 101 st Ave, Vancouver, WA 98662

Section 3. The Executive Director is hereby authorized and directed to submit such forms, and otherwise take or cause to be taken all actions, as may be required of the District regarding committee appointment, as may be required by Clark, Skamania, Klickitat and Cowlitz Counties and their administrative rules and procedures and other applicable law.

Section 4. This resolution shall become effective immediately upon its adoption.

Adopted by the Board of Trustees of the Fort Vancouver Regional Library District at an open, public meeting thereof, held this 3rd day of April, 2025.

 <hr/> Kristy Morgan, Chair	 <hr/> Megan Dugan, Vice Chair
 <hr/> Marie Coffey, Secretary	 <hr/> Mary Williams
 <hr/> Mary Ann Duncan-Cole	<hr/> Absent from April 3 meeting Olga Hodges
<hr/> Absent from April 3 meeting Irina Kakorina	