



# Prince William Sound Regional Citizens' Advisory Council Strategic Plan

*This Plan is intended to summarize the Board's priorities for organizational goals and direction. Board, staff, and committee members are to refer to this Plan to help guide decision-making and project development.*

## **Vision**

Establish PWSRCAC as a premier advisory group, such that governments and industries solicit and value citizen input at all levels and stages of oil transportation decisions that potentially impact the environment

## **Mission**

Citizens promoting the environmentally safe operation of the Alyeska terminal and associated tankers

## **Core Values**

**Advocacy:** Provide a voice for citizens in the region impacted by the Exxon Valdez oil spill.

**Stewardship:** Promote and protect the people, environment, and communities of our region

**Partnership:** Collaborate with partners, volunteers, and stakeholders; facilitate open communications; and respectfully invite diverse perspectives

**Accountability:** To seek and verify information, promote scientific integrity, and encourage transparency

**People:** Recognize volunteers and staff as the most important assets of our organization

**Excellence:** Demonstrate organizational excellence and commit to continuous improvement

## **Core Functions, Goals, and Strategies**

### Maintain Compliance with OPA 90 and Alyeska Contractual Requirements

- <sup>(1)</sup> Obtain annual recertification and funding
- <sup>(2)</sup> Maintain regional balance
- <sup>(3)</sup> Link projects and programs to OPA 90 and Alyeska contract

### Prevent Oil Spills, Reduce Risks, Promote Response Readiness, and Facilitate Research

- <sup>(4)</sup> Combat complacency and reduce risk by means of observing, monitoring, informing, and advising
- <sup>(5)</sup> Monitor and advise on the condition and operation of the terminal, tankers, and spill prevention and response system
- <sup>(6)</sup> Monitor and advise on environmental indicators and reportable incidents
- <sup>(7)</sup> Monitor and advise on the development of, and compliance with, applicable laws and regulations
- <sup>(8)</sup> Advocate for funding and staffing of regulatory agencies to provide comprehensive oversight
- <sup>(9)</sup> Advocate for interagency coordination, and public transparency and participation within the regulatory framework
- <sup>(10)</sup> Advocate for continuous improvement to the environmental safety of marine terminal operations and oil transportation
- <sup>(11)</sup> Promote and facilitate effective research for scientific, operational, and technical excellence
- <sup>(12)</sup> Promote risk reduction measures, best available technologies, and best practices for oil spill prevention and response.

### Develop and Maintain Effective External and Internal Communication

- <sup>(13)</sup> Maintain and improve relationships and information sharing with key partners
- <sup>(14)</sup> Engage and educate the public, partners, and member entities
- <sup>(15)</sup> Advocate for timely and responsive information from Alyeska
- <sup>(16)</sup> Ensure availability of PWSRCAC information
- <sup>(17)</sup> Foster public awareness, responsibility, and citizen participation in our work

### Achieve Organizational Excellence

- <sup>(18)</sup> Recruit and develop knowledgeable and committed volunteers and staff
- <sup>(19)</sup> Improve efficiency of internal processes, including introducing new technology
- <sup>(20)</sup> Improve systems that preserve documentation and institutional knowledge
- <sup>(21)</sup> Be a model for citizen oversight
- <sup>(22)</sup> Assess and improve the Long Range Planning process
- <sup>(23)</sup> Demonstrate fiscal responsibility