

## Prince William Sound Regional Citizens' Advisory Council One-Page Strategic Plan

### **Mission Statement**

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

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### **Core Purpose**

Citizen oversight to prevent oil spills, minimize environmental impacts and promote response readiness

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### **Core Values**

- The foundation of PWSRCAC is volunteerism
  - Promote vigilance and combat complacency
  - Organizational transparency and integrity through truth and objectivity
  - Foster environmental stewardship
  - Represent the interests of our stakeholders by providing an effective voice for citizens
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### **Envisioned Future**

Be the model for citizen oversight to improve public oil transportation policy and risk management

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### **Strategic Directions**

- Enhance the effectiveness of PWSRCAC
  - ❖ Review structure and change as needed
  - ❖ Understand oil industry and regulator cultures
  - ❖ Promote understanding of stakeholder perspectives by regulators and the oil industry
  - ❖ Be an organization with effective board and committee volunteers
    - Recruit volunteers with energy and expertise
  - ❖ Develop expertise in relevant areas for staff and volunteers
  - ❖ Build strong partnerships
  - ❖ Improve project management with measureable goals
- Increase awareness of oil industry environmental and human impacts and ways stakeholders can influence policy.
  - ❖ Provide comprehensive toolkit for conducting citizen oversight
  - ❖ Educate the public on oil industry environmental protection capabilities
  - ❖ Document and publicize lessons learned
- Enhance programs to ensure scientific, operational and technical excellence
  - ❖ Promote and facilitate effective research
  - ❖ Promote best available technology and best practices

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