

Briefing for PWSRCAC Board of Directors – May 2024

ACTION ITEM

Sponsor: Donna Schantz and the Strategic Planning Committee

Project number and name or topic: 2150 – Board of Directors

1. **Description of agenda item:** Staff and the Strategic Planning Committee are seeking Board approval of the revised one-page strategic plan, as developed by contractor Agnew::Beck, and revised by staff and the Strategic Planning Committee.

Agnew::Beck presented their revisions to the Council's one-page strategic plan at the January 24, 2024 Long Range Planning workshop. These revisions were generated in response to surveys and interviews with the Board of Directors, Committee Chairs, and staff, as well as discussions at the September 2023 Strategic Planning Workshop held in conjunction with the Board meeting in Homer. At the January 2024 meeting, some members of the Board felt the product delivered from Agnew::Beck was incomplete. Therefore, an ad-hoc Strategic Planning Committee was stood up to further develop and update the one-page plan. The current Strategic Planning Committee consists of Directors Jim Herbert, Robert Archibald, Mako Haggerty, and Amanda Bauer, and IEC member Cathy Hart, current chair of the Long Range Planning Committee.

The Strategic Planning Committee met multiple times since the January 2024 workshop to further develop the plan, using elements of the Council's currently approved plan and the proposed plan from Agnew::Beck. A close-to-final version was presented to the Board at its March 27, 2024 special meeting as an information item, to give an update on the progress thus far and to seek input from the Board before a final version is brought to the Board for approval. At that meeting, there were no recommend changes or input provided regarding the progress made to date.

2. **Why is this item important to PWSRCAC:** Having a clearly defined strategic plan to provide guidance and organizational direction is helpful to supplement the overall vision, purpose, and values of the organization.

3. **Previous actions taken by the Board on this item:**

<u>Meeting</u>	<u>Date</u>	<u>Action</u>
Board	1/2012	Adopted the one-page strategic plan. <i>Note: The one-page strategic plan is reviewed annually and has been refined over the years. The most current version is included in each annual five-year Long Range Planning document.</i>

4. **Committee Recommendation:** The Strategic Planning Committee recommends Board approval of the revised one-page strategic plan.

Approval of Council's One-Page Strategic Plan 4-4

5. **Relationship to LRP and Budget:** This effort was included in the FY2024 budget under project 2150 Board Administration and through contract 2150.24.01 with Agnew::Beck in the amount of \$18,977 for Phase 1 of this work.
6. **Action Requested of the Board of Directors:** Approve the one-page strategic plan as developed by the Strategic Planning Committee.
7. **Alternatives:** None recommended.
8. **Attachments:** Draft updated one-page strategic plan.



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

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

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

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

Develop and Maintain Effective External and Internal Communication

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

Achieve Organizational Excellence

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