

**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

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

Core Values

- Represent the interests of our stakeholders by providing an effective voice for citizens
 - The foundation of PWSRCAC is volunteerism
 - Promote vigilance and combat complacency
 - Organizational transparency and integrity through truth and objectivity
 - Foster environmental stewardship
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Overarching Goals and Objectives (see pages 14-16 for a more complete list of objectives)

- **Compliance with OPA90 and Alyeska contractual requirements.**
 - ❖ Annual re-certification and funding
 - ❖ Maintain regional balance
 - ❖ Link projects and programs to OPA90 and Alyeska contract
- **Continue to improve environmental safety of oil transportation in our region.**
 - ❖ Monitor and review development of, and compliance with, laws and regulations
 - ❖ Pursue risk-reduction measures and promote best available technologies and best practices
 - ❖ Monitor operations and promote a safe and clean marine terminal
 - ❖ Monitor and review the condition of the tanker fleet/maritime operations
 - ❖ Monitor and promote the safe operation of all Alyeska/SERVS-related on-water assets
 - ❖ Monitor and review environmental indicators
 - ❖ Promote and facilitate effective research for scientific, operational and technical excellence
- **Develop and maintain excellent external and internal communication.**
 - ❖ Advocate for government and industry measures to improve the environmental safety of oil transportation
 - ❖ Maintain and improve relationships with government, industry and communities
 - ❖ Be the model for citizen oversight and provide support for other citizens' advisory groups
 - ❖ Ensure availability of PWSRCAC information
 - ❖ Work to improve availability of information to PWSRCAC from industry sources
- **Achieve organizational excellence.**
 - ❖ Effective short and long term planning, with clear and measurable goals for projects
 - ❖ Fiscally responsible, efficient, and easily understood financial procedures and reporting
 - ❖ Committed to continuous improvement
 - ❖ Recognize people as the most important asset of the organization
 - ❖ Recruit and develop knowledgeable and committed Board members, volunteers and staff
 - ❖ Strong volunteer structure and support for volunteers