



**Board of Directors Meeting
September 8, 2023**

Item 5A: Vision, Mission and Goals

For Discussion: *At this Board Meeting, the Board will have an initial discussion about PRAMP’s Vision and Mission. The Board will be asked to decide on a Vision, Mission and Goals at a future meeting.*

Introduction

PRAMP’s Terms of Reference was initially established in 2015, following the AER’s proceeding on Odours and Emissions in the Peace River Area (Decision 2014 ABAER 005). The Terms of Reference include a Vision, Mission and Goals. The Goals were revised by the Board of Directors in 2021.

The Board has noted that the Vision and Mission should also be revisited to ensure they set the appropriate direction for PRAMP, given the significant changes that have occurred since the Vision and Mission were last reviewed in 2019.

Current Vision, Mission and Goals

VISION

The Peace River Area heavy oil and bitumen operations’ emissions will not cause odours that affect human health.

MISSION

The Peace River Area will have an air quality monitoring program that provides credible and comprehensive data to permit the identification and appropriate response to odour and emission related issues.

GOALS (set in 2021)

1. Evidence-driven verification that air quality in the Peace River area is at acceptable levels and that emissions are being minimized.
2. Residents and stakeholders have timely access to air quality data and information in a manner that is readily understood.
3. Educators, community groups and citizens can access resources to increase understanding of and promote healthy air quality.
4. Recognized as an independent not-for-profit organization and Airshed that is focused on continuous improvement and responsible leadership in air quality monitoring.

For reference, Vision and Mission information from six other Airsheds is included as Attachment 1.

Vision: What you hope to achieve, or what success would look like in 3 to 5 years

Mission: Roadmap to achieve the Vision, or PRAMP’s role in achieving the Vision

Considerations

- PRAMP has new four-year contracts with EPA to operate the air monitoring network and to deliver its education and outreach programs.
- PRAMP's active and deposition monitoring programs are included in the Oil Sands Monitoring work plans.
- PRAMP provides air monitoring and reporting services that meet the compliance monitoring requirements for CNRL's Peace River Complex.
- Alberta and Canada report the air quality from PRAMP's AQHI station.
- PRAMP meets all provincial and federal air quality monitoring and reporting standards.
- The recent PRAMP Network Assessment conducted by AECOM did not recommend significant changes to PRAMP's monitoring network.

Discussion

1. What do you hope will be achieved by PRAMP in the next 3 to 5 years?
2. What will PRAMP's role (Mission) be in achieving the Vision?
3. If there are changes to the Vision or Mission, how might PRAMP's Goals need to be adapted?
4. Is there additional information the Board needs to be able to review the Vision and Mission? Are there additional stakeholders who could provide input?

Attachment 1: Vision and Mission information from other Airsheds

Wood Buffalo Environmental Association (WBEA)

Vision

Empower all stakeholders and rights holders with environmental data to make informed decisions.

Mission

A multi-stakeholder, consensus-based organization providing world-class environmental monitoring and reporting.

Lakeland Industry and Community Association (LICA)

(NOTE: LICA is an Airshed, Watershed and Synergy organization)

Vision

The environment in the LICA region is ecologically healthy and sustainable.

Mission

LICA collects, shares and acts upon data, indigenous knowledge and information relevant to the environment. This will be achieved through scientific study, community engagement and meaningful partnerships.

Peace Airshed Zone Association (PAZA)

From the PAZA website:

The air quality monitoring program developed by PAZA is a resource for the public to learn about local air quality, but also ensures continuous improvement of regional air quality, protection of environmental health, and influence on public policy.

PAZA's ambient air monitoring program was implemented to provide scientifically credible air quality data to assess short and long term air quality on a regional scale. It is designed to respond to local and regional air quality issues and concerns in relation to human and ecosystem health.

West Central Airshed Society (WCAS)

From the WCAS website:

The West Central Airshed is a not-for-profit, multi-stakeholder organization that monitors, reports, evaluates and educates on air quality.

Fort Air Partnership (FAP)

Vision

Public, industry and government have a clear understanding of ambient air quality in the region.

Mission

To operate a regional network to monitor and report credible and comprehensive ambient air quality information.

Parkland Airshed Management Zone (PAMZ)

Vision

Our air is clean, clear, fresh and free from emissions that affect humans, animals or the environment.

Mission

We lead in monitoring air quality and applying innovative strategies to manage the air we breathe.