



**Board of Directors Meeting
December 6, 2023**

Item 4A: Vision, Mission and Goals

For Decision: *The Board is asked to decide on the PRAMP Vision, Mission, Goals and the desired time range.*

Introduction

At the September 8, 2023 Board meeting, The Board had an initial discussion about PRAMP’s Vision and Mission. Staff shared Vision and Mission information from six other Airsheds, and those examples are included again as Attachment 1.

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 and 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.

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| <p>Vision: What you hope to achieve, or what success would look like in 3 to 5 years</p> <p>Mission: Roadmap to achieve the Vision, or PRAMP’s role in achieving the Vision</p> |
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Summary of Discussion from September 8 Board Meeting

Perspectives shared at the September 8, 2023 meeting included the following:

- Need to continue to meet Oil Sands Monitoring (OSM) program objectives; all monitoring work is currently funded through OSM.
- Vision and Mission can be fairly generic; specific expectations are noted in the PRAMP Operating Plan.
- The Vision and Mission should be inclusive of industry, public and government.
- Noting that PRAMP monitors the oil sands doesn't preclude other emission sources.
- Current mission could be expanded to include "provides credible and comprehensive data".

Options for Consideration

Vision

Current Vision: The Peace River Area heavy oil and bitumen operations' emissions will not cause odours that affect human health.

Option 1: Community, industry and governments have a clear understanding of ambient air quality in the region.

Option 2: Monitoring air quality to support human and ecosystem health in the Peace River area.

Option 3: Monitoring air quality to ensure a healthy environment in the Peace River area.

Option 4: Air quality monitoring and reporting for communities, industries and governments that supports a healthy environment in the Peace River area.

Mission

Current 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.

Option 1: Operate an ambient air quality monitoring program in the Peace River area that provides credible and comprehensive data for the community, industry and governments.

Option 2: Maintain a robust ambient air quality monitoring program that provides comprehensive data to support environmental (and human?) health.

Discussion

1. What are the views of the Board on the Vision and Mission?
2. What timeframe will the Board set for the Vision and Mission? 3 to 5 years?
3. Is the Board satisfied that the Goals set in 2021 continue to appropriately guide PRAMP's operations?

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.