



Commander's Intent U. S. Coast Guard Pacific Area



Mission, People, Proficiency

This intent frames my general direction to the 13,000 shipmates who serve under the operational command of PACAREA and applies equally to active, reserve, civilian, and auxiliary members. It is founded on our Core Values of Honor, Respect, and Devotion to Duty, and aligned with the Commandant's Guiding Principles of Steady the Service, Honor Our Profession, Strengthen Our Partnerships, and Respect Our Shipmates. My intent is guided by the principles of *mission, people, and proficiency*. Each reinforces the other and will collectively guide PACAREA operations to successful mission outcomes. Unit Commanders, Commanding Officers, and Officers in Charge shall ensure this intent is understood and upheld throughout their unit.

Mission: Our mission is to protect those on the sea, our nation from threats delivered by sea, and the sea itself. We will maintain operational focus on search and rescue, illicit narcotics, illegal fisheries, human trafficking, maritime homeland security, preparedness, prevention, and disaster response. We will promote the efficient flow of legitimate commerce while protecting and securing our nation's global supply chain from exploitation and reducing its vulnerability to disruption. Our efforts will enhance the ability of our country to manage maritime risks by strengthening our layered defense, resolving threats early, and bolstering a system that can prevent and respond to disruptions caused by natural and man-made disasters. We will do so by aggressively employing our unique authorities, capabilities, and competencies; partnering with mission support services to maximize readiness; fully leveraging partnerships with federal, state, local, and tribal governments, joint services, the private sector, and the international community; and, communicating our value to the nation. We will optimize the return on investment from our finite resources in our prioritization and allocation of forces across the Coast Guard's 11 statutory missions. Furthermore, we will align operational tempo with the budget-driven support allocated to PACAREA, recognizing that future year funding may decline.

People: We will, on and off duty – 24/7 – embrace and embody our Core Values. Our guiding concept will be servant leadership, “service before self,” which entails cultivating positive command climates and work environments in which we commit to promoting our people's well-being and development, and in doing so, bolster the reputation of our Service. We will uphold a safe, inclusive work environment that embraces diversity, emphasizes worklife balance and family, and rewards innovation and initiative. All members of the Coast Guard family will be positive role models demonstrating moral courage and loyalty to the Service while actively engaged in mentoring others. These are the attributes of a shipmate – and people are the backbone of our service!

Proficiency: Proficiency goes beyond formal training and qualifications. It is an ability to transform specialty knowledge and experience into effective leadership and performance. Proficiency development is enabled by self-motivation, adaptability, and a commitment to excellence. We will pursue continuous mastery of our craft by providing increased levels of responsibility and leadership opportunities in specialties and sub-specialties. We will recognize those who commit to continuous learning and self-improvement of their proficiencies. We will be mindful that teamwork and coordination will be critical success factors to effectively employ proficiencies and achieve mission success.

Mission, People, Proficiency. Your daily actions and contributions continue to inspire my utmost trust and confidence. I appreciate your service, teamwork, and commitment to excellence as we build upon our legacy of courageously advancing our country's national security objectives.

VADM Paul F. Zukunft, Pacific Area Commander, sends.