

BASE ALAMEDA COMMAND PHILOSOPHY

360° of Mission Support

Coast Guard mission execution relies on *timely, customer-focused mission support logistics* and Base Alameda represents the absolute best of the Operational Logistics Command's force array. As the Commanding Officer, I endeavor to provide everyone on the Base Alameda team with the advocacy, resources, and work conditions necessary for optimal performance. In turn, I ask that each member internalize the tenets of this command philosophy and use it to guide their approach to mission accomplishment. Together, our shared purpose will harden and sustain the Service's operational posture, preserve future readiness, and drive mission success.

Customer First

Base Alameda's primary customer is the Coast Guard's operational force—the ships, aircraft, and crews that execute our Service's missions. Their success is inextricably tied to our ability to deliver *timely, customer-focused mission support logistics* at the place, speed, and scale of need. Whether it is technology, engineering, facilities, procurement, personnel, medical services, or family support, our work strengthens operational readiness today and preserves it for tomorrow. Moreover, every mission support decision includes proactive risk management—operational, fiscal, legal, & logistical—to deliver the best possible solutions for sustained mission execution. The Service, Pacific Area, and Southwest District will measure our value proposition on how we've enabled their success; our customer-focus must remain at the forefront.

Core Values Always

Honor, Respect, and Devotion to Duty are not just ideals; they are the standard by which we measure ourselves. These values must guide our actions, shape our decisions, and define our conduct both in and out of uniform. They must be evident in how we deliver *timely, customer-focused mission support logistics*, in how we treat each other, and in how we represent the Coast Guard in our communities. Core values are not conditional—they apply at all times, to all situations.

Own Excellence

Excellence comes from deliberate ownership—it is not a by-product of luck. Leaders at every level must take full responsibility for their roles, seek opportunities to improve Base Alameda outputs, and foster a climate that encourages innovation. If you have the authority and ability to act, do so decisively and proudly accept responsibility for the outcome. Our success depends on each of us embracing the mission, anticipating our customers' needs, and delivering *timely, customer-focused mission support logistics*.

Together, we will continue to build trust with our mission partners, strengthen their operational posture, and preserve future readiness. I look forward to working alongside each of you to deliver *timely, customer-focused mission support logistics*. As a team, we are 360° degrees of mission support.



Corey A. Braddock
Captain, U.S. Coast Guard
Commanding Officer, Base Alameda