A. What is the purpose of PCS?
   a. PCS was created back in 2009 as a way to provide volunteer opportunities to engage with the Alliance, and help build the capacity of smaller, local watershed and community groups to “do something” in their own backyards.
   b. To provide a gateway into the Alliance
      i. To provide a way for Alliance supporters to volunteer - and feel that they are doing something.
      ii. To create an opportunity to build a relationship with volunteers.
      iii. A donor acquisition strategy for future financial support.

B. Why Continue PCS - a case for support.
   a. PCS is the gateway into the Alliance for average citizens.
   b. PCS is a connector for local community groups, organizations, individuals, colleges, HOA’s, Boy Scouts/Girl Scouts, school groups, and garden clubs.
      i. This is the only place for neighborhood volunteers to get their hands dirty, and their boots in the mud to make a difference. We do have many tree plantings, but they are the result of a significant project going in the ground, and has a built in mechanism for staffing and securing volunteers.
   c. PCS is one of the only ways to volunteer at the Alliance
   d. PCS is part of a larger global/national/regional movement to clean up our communities.
   e. PCS builds visibility of the Alliance work, that in turn will create increased financial support
   f. PCS is the practical, “1-ft level” answer to people who just want to “do something” other than give money.
   g. It is already established and we are very well-known for PCS; infrastructure established and functional.

For our forests. For our streams. For our future.
h. An example of us being a convener.

i. Gives people the opportunity to be a part of something bigger, more like a movement.

C. Why Not Continue PCS - a case for dissolving.

a. Understaffed - no dedicated staff due to funding challenges. This is a program that sits at the nexus of programs and development (fundraising), and it is unclear who should be responsible.
  i. The program as currently structured is very time consuming for staff, and demands a lot of high-level interaction with individual site captains, specifically around coordinating material handoff and details of how the cleanup should work.

b. Under resourced - requires grant writing and fundraising. Who would be the responsible staff member?

c. We do not maintain a list of sites that need volunteer groups to clean them up - this is a challenge when the community contacts us looking for a site to coordinate around.

d. We write sponsorship grants in order to purchase materials to then hand out to other groups. There is no other funding mechanism in place for PCS. Historically, we even paid incentive stipends to organizations that coordinated more than 4 sites at a time - and we paid those groups out of our own fundraising efforts.

e. Collecting data from the events (pounds of trash removed, # of volunteers, contact information form attendees, etc) is historically a challenge.

f. In 2016, the Alliance started utilizing the numbers of volunteers that Keep PA Beautiful was engaging, which enabled us to state that we engage over 50,000 volunteers annually. The relationship with Keep PA Beautiful has been informal, but is a great risk to us and the numbers of volunteers we claim to engage. We provide supplies to Keep PA Beautiful, who then coordinates the site captains and cleanup events.

g. No longer a unique event, a lot of other groups are offering the same type of project - it could be argued that the Alliance has helped, over the last decade, to build the capacity of other organizations to host their own trash pickup events. Other regional cleanups have emerged: Alice Ferguson Foundation’s Potomac Cleanup, Keep PA Beautiful, Coastal Cleanup, to name a few.

D. How do we implement PCS in 2020 without much financial support?

A. There is an opportunity to maintain PCS in 2020 in a more limited capacity with a goal of securing funding in 2021 to hire a part-time staff member to manage and grow PCS – the Alliance will need to identify funding opportunities and secure these in 2020 in order to implement in 2021.

B. Next Steps - moving from 2020 onward.
  a. Determine what the job needs to look like to manage PCS.
  b. Review and update a job description.
c. Create a task timeline.
d. MOCHA and assign duties to communications and development team.
e. Establish how this program will grow and write goals for the future.
   i. Increase number of volunteers.
   ii. Increase business participation/fee for service.
   iii. Increase visibility for the Alliance.
   iv. Increase engagement opportunities with potential donors.
   v. Improve the substance of what we can offer.
      1. Improve the communication with site coordinators and captains.
         a. Provide more training and resources.
         b. Coordinators and site captains need to be true ambassadors of the Alliance.
      2. Create more donation opportunities.
         a. Eg, Donate $5 for a pair of gloves

D. Opportunities and Challenges:
A. Opportunities:
   a. Maintain our volunteer relationships with PCS as well as with Keep PA Beautiful.
   b. Find a volunteer interested in supporting PCS at 5 to 10 hrs. per week.
   c. Restrict PCS events to the first Saturday in April, which is how the program started in 2009.
   d. Provide as a fee-for-service opportunity with our business partners (one-time service)
   e. Integrate/incorporate opportunities during organizational sponsorship asks

B. Challenges:
   a. Limited staff capacity at present. How to divide tasking?
      i. Need regional staff to support this work as well – challenging to staff weekends consistently when have other programs/tableing opportunities asking for the same time commitment
   b. Funding for supplies and staff time – how to raise this funding consistently?
   c. How to improve collection of volunteer contact data?
   d. How to streamline the process for 2020.
   e. Event logistics - supply distribution, data collections, communications with individual event planners