

CleanSweep

A Litter Cleanup Registration and Data Collection App



millerdesignworks

Scott Sharadin
Creative Director

Marshall Oram
Interactive Director

Challenge



- Project initiated by Schuylkill River Greenways
 - Create an app that would collect and report data about the Schuylkill River Watershed's trash problem

Challenge

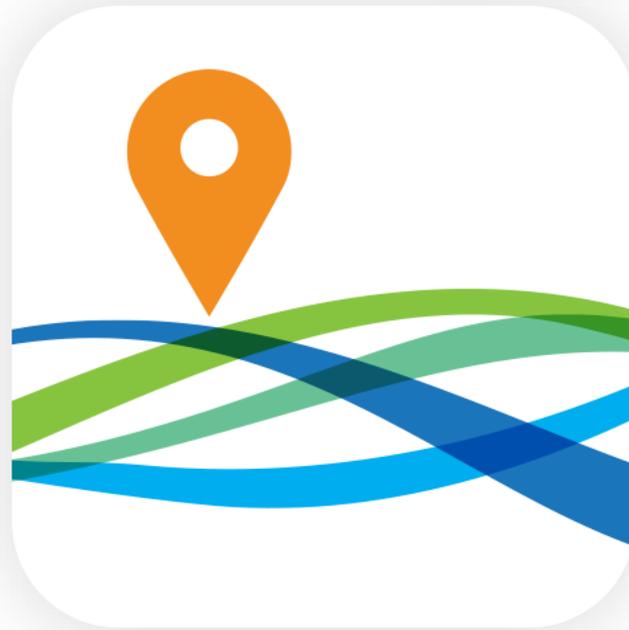
- Key objectives

- It would also help document the results of cleanup efforts to support future plans and help secure funding.
- Get input with other like-minded organizations to hear their needs and
- Try to alleviate potential duplication of efforts at both the organizational level as well as specific to an “app” or website.
- i.e. Who could “own” the app and reporting, and what are the key data points needed
- convened several brainstorming sessions with various stakeholders
- Became clear that the Schuylkill Action Network was the natural "owner" for the project and effort, and that tying into the Schuylkill Scrub as a program made the most sense.

Solution

- Identified the potentially involved organizations in the cleanup process
 - Keep America Beautiful/Keep Pennsylvania Beautiful
 - Schuylkill Action Network
 - Schuylkill River Greenway
- Through a series of brainstorming meetings, defined the app functionality and reporting goals as well as registration process for the cleanups
- With a better handle on the goals and scope of work we came back with a proposed smart phone app and web dashboard solution.

CleanSweep



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- The new app and dashboard would help watershed cleanup efforts by
 - help register their cleanups and teams by tying into the existing Keep Pennsylvania Beautiful registration process and database
 - easily record the results of their cleanups
 - aggregate and visually display the results on a web dashboard
 - provide admin reporting capabilities to help facilitate awareness and potential funding resources



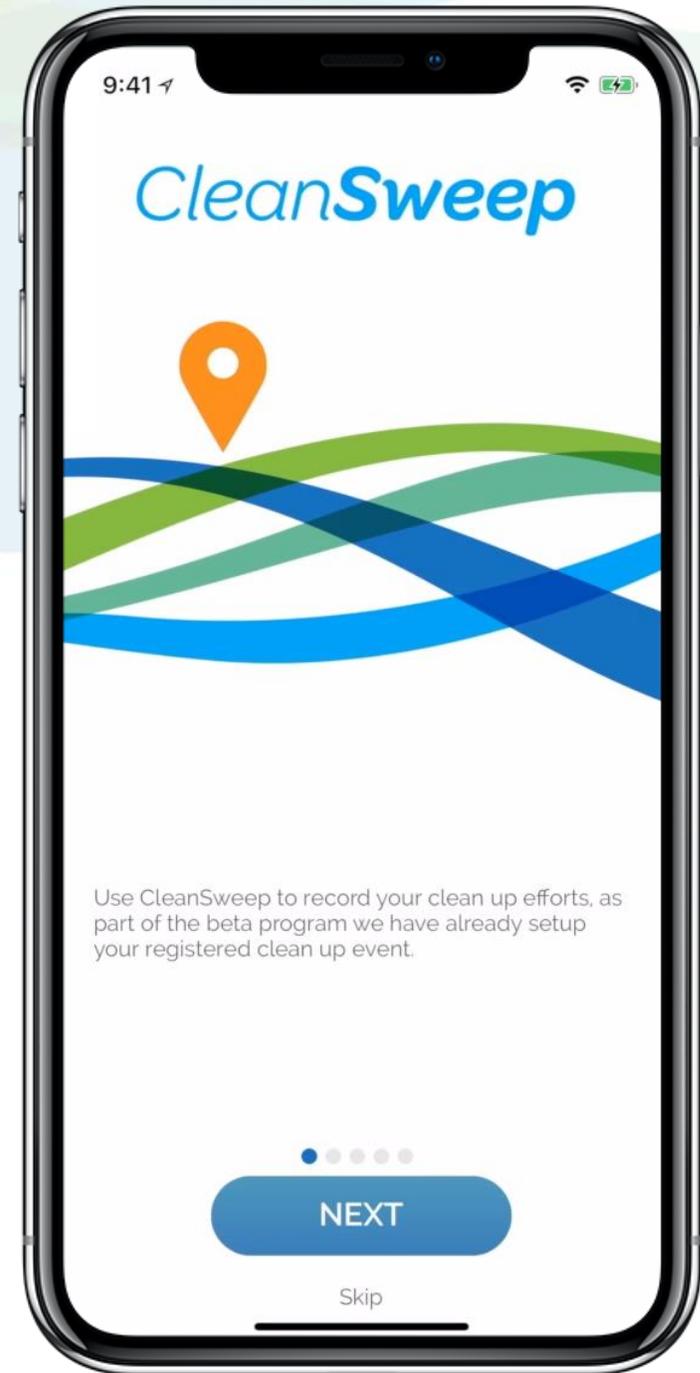
CleanSweep

- We started with a laundry list of things to track, but quickly realized you can only expect so much from someone using a tool like this
- What does it report?
 - Narrowed it down to key info about the organizer, the organization, the cleanup details itself, and # of participants
 - We tried to standardize to # of bags of trash, recyclables, tires, and other kinds of removals can be noted e.g. refrigerators, shopping carts, etc.
- Let's run through it



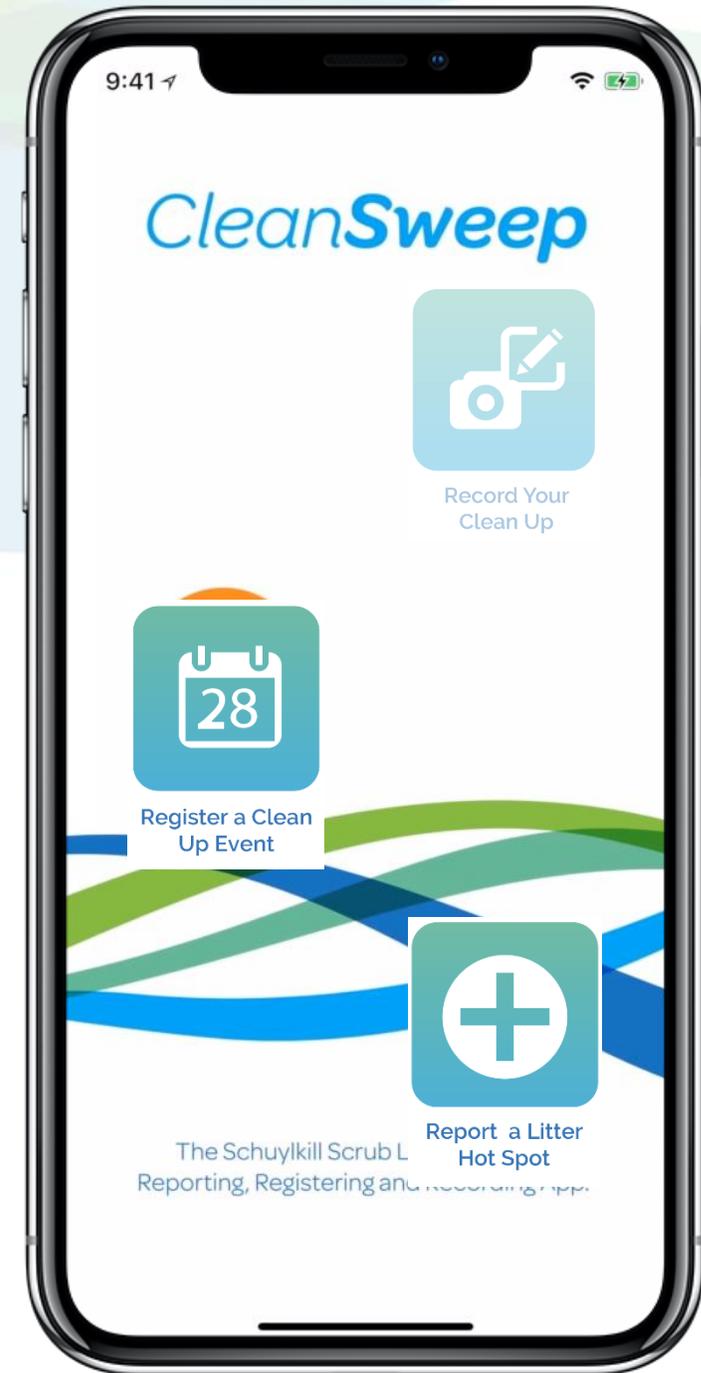
Welcome / On-Boarding

- New Users are greeted with a series of on-boarding screens
 - Provide an overview of functionality
 - Orient users to the app



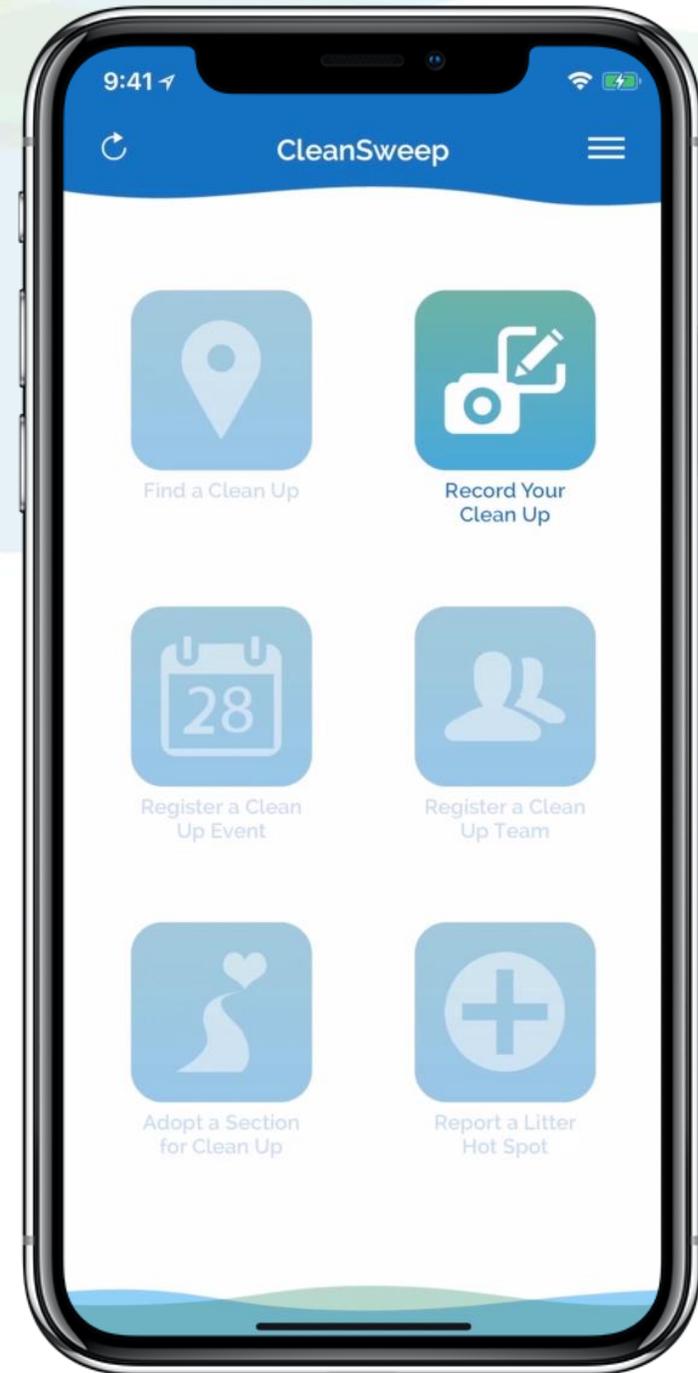
Main Menu Highlights

- **Register a new cleanup:** interfaces directly with the KeepPABeautiful.com website to register a new cleanup event.
 - KPAB handles moderating events through their existing process.
 - Approved events are automatically sync'd to your list of cleanups.
 - Those who choose to register events directly with KeepPABeautiful.com will have events sync'd by email to the app.
- **Report a litter hot spot:** uses GPS to report the location, the app will encourage these users to take action themselves and create their own ad-hoc cleanup event.
- **Record a cleanup:**



Record A Cleanup

- Recording is streamlined so it's quick and easy
 - Choose the cleanup to record
 - Select, set the crop of, and upload photos taken throughout the cleanup event.
 - Fill in the values of the measurable results of their cleanup in either bags or lbs.
 - Add a few notes about the cleanup: things not captured in the measurable results or anything else they want to note.
 - Lastly indicate how many volunteers participated.
 - Review and submit.



Results and the CleanSweep Dashboard

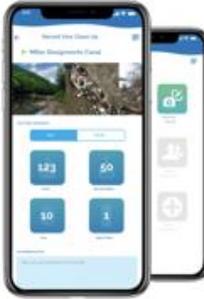
- The website serves a dual purpose of marketing the effort and summarizing report results
- Report results are sync'd with KeepPABeautiful.com's website backend and go through existing moderation process
- Approved results are returned the CleanSweep Dashboard website



About Cleanup Results What's Happening Gallery Find a Cleanup

CleanSweep

CleanSweep makes it easy to make a difference locally. Use CleanSweep to find and record your clean up efforts, register clean up events and teams, adopt and report litter hotspots. Check back here to see the progress and data being collected by people like you. Measuring results can help secure ongoing funding and cleanup efforts like these.



Get the CleanSweep App & Manual!

Download on the App Store

ANDROID APP ON Google play

PDF manual

Record Your Clean Up Efforts

As a Clean Up Coordinator, you will be able to document and record the successes of your team's clean up right in the app. Encourage your volunteers to take photos and take some yourself. After you submit the information, it will be collected with others and appear on the dashboard below.

Here are the results of the 2018 cleanups so far:

530
trash bags

What's next?

- What Marshall has shown has been the beta release which was distributed to a select group of cleanup organizers this last spring for field testing, and the dashboard is showing those results.
- Potentially can be scaled to include other geographic areas and other clean up efforts and organizations.
- Incorporating feedback from the testers and are in the process of finishing up the app and dashboard for a phase one launch for the spring Schuylkill Scrub season.
- The handbook has been printed and will be distributed this spring as well.
- We hope that this will be a fun easy tool to use and that a central visual repository for the clean up results will encourage greater public effort, first to prevent, and second to remediate, litter entering our watersheds.