

mỗi ngày  
**one day** một việc  
un día **one action**  
una acción

# MILESTONES NARRATIVE

Trena Noval | Sue Mark  
Lead Artists

March, 2024

*A social media based public art project created for the city San José, supporting Climate Smart San José's environmental action goals. Supported by the City of San José's Public Art Program and Environmental Services Department.*

# ONE DAY / ONE ACTION OVERVIEW

*What does climate change mean to you?*

[One Day / One Action](#) is a social media based public art project created for the city of San José, California, designed to connect the community with the critical issue of our climate crisis. Grounded in community stories, it offers everyday actions and practices for exploring wellbeing in this time of climate change. Social media prompts supporting San José's [Climate Smart](#) sustainability goals were developed through a rich collaborative process designed by public practice artists Trena Noval and Sue Mark.

The project's content cultivates environmental awareness, inspires sustainable practices, and highlights traditional knowledge. Recognizing that San José is the 10th largest city in the United States, and one of the most diverse, this multilingual campaign is presented in Spanish, Vietnamese, and English.

For climate action to translate into impactful change, we each need to make at least one simple yet meaningful action every day. Storytelling, the heart of One Day / One Action, compels people to engage and share their actions collectively moving us toward a more environmentally conscious way of life. One Day / One Action stories unfolded live via social media in 2023 from Summer Solstice to Winter Solstice. These stories are designed to be evergreen and available on an open-source website for reposting by those who are inspired.



## **MILESTONES :: 2019**

### **One Day / One Action Inception**

*How to move a city of nearly one million people to carbon neutrality by 2030?*

San José's Public Art Program Senior Project Manager, Mary Rubin, contacted public practice artists Trena Noval and Sue Mark to consult as "thought partners" on an initiative for San José Clean Energy Program, and the program's positive impact on the climate and San José's transition to a zero-carbon city. Trena and Sue combined decades of experience as social practice artists who create projects that weave and connect diverse community groups positioned them to lead a creative brainstorming session with staff on the potential of developing a meaningful project.

As community engaged creative practitioners, relationship-building is interwoven throughout project development: meeting people where they are; to listen and learn about community needs, create safe contexts for engaging dialog; and craft meaningful, accessible ways for everyone to participate. Trena and Sue are comfortable with nuance and complexity. Their projects operate in the liminal spaces between municipal policies and resident actions to create experiences that subvert assumptions, invite imagination and challenge stagnant thinking. With an interest and concern for the environment, and the potential of a project focused on climate, both artists were compelled.

Based on the initial conversations with the San José Clean Energy staff, Trena and Sue proposed a concept focused on connecting and engaging San José's residents with information about the City's Environmental Services Department climate change mitigation efforts, of which Clean Energy contributes.

To alleviate the overwhelming sense of dread and numbness that often accompany information about the dire condition of the environment, the artists proposed developing a "perpetual calendar" composed of accessible climate-friendly actions that could be shared with neighbors and community organizations at public events like farmers markets, health fairs, community festivals, and more. Trena and Sue's presentation to Clean Energy Program left the staff confused: they did not understand how creative community engagement could generate momentum towards their goal of advertising clean energy; however Clean Energy staff recognized the alignment with the overarching Climate Smart Program and programming.

### **Observations, Challenges, and Learnings**

- The initial meeting with the Clean Energy staff provided rich content for a project. While the Public Art Program staff understood the potential for a meaningful project with community impact, Clean Energy staff had strong ideas on outcomes for their funding. That said, Clean Energy staff recommended the alignment with the overarching Climate Smart programming.

- The standard public art commissions are aligned with capital projects. Artists are hired to work with predetermined resources. In this case, without Clean Energy funding, there was no clear project opportunity. Still, Public Art Program staff believed in the potential of a project aligned with Climate Smart. They worked diligently to find alignments. Because socially driven process-based work is not easily understood, finding a committed project partner, and funding, proved challenging.
- Social practice work is iterative thus writing a scope of work that fits within a standard City contract template, was challenging.
- There was a great deal of interest in the potential of this project to “measure impact” and potentially “move the needle.”

## **MILESTONES :: 2020**

### **One Day / One Action Funding**

In early 2020, after additional presentations of the artists’ concept with Environmental Services staff, and their Climate Smart Community Stakeholders Group, the project was viewed as consistent with, and an asset to, the City and its stakeholders’ vision for community engagement. Funding was identified through the Public Art Program.

In March, the entire world was thrown into chaos by the COVID-19 pandemic. While One Day / One Action was first designed for in-person conversations at community events, the pandemic changed everything. How do you engage with people when it is no longer safe to gather? This was a creative challenge for the artists whose work relies heavily on face-to-face interactions. With the uncertainty of the pandemic as a backdrop, the artists pivoted One Day / One Action to a social media-based initiative, with the potential to engage with people across the city to safely access content.

### **Observations, Challenges, and Learnings**

- As the project was to be developed as a tool for Climate Smart community outreach, the Environmental Services Communication Team was consulted to facilitate content deployment. Unfortunately, because of the pandemic and the shelter in place order, all City communications resources were redeployed to managing pandemic response.
- City resources, including staff, were deployed to first responder activities. This delayed Public Art staff being able to identify partnerships within the City.
- While the pandemic created challenges, it forced the pivot to social media which ultimately offered positive potentials, including:
  - o City-wide exposure to reach a larger audience
  - o Minimal waste in terms of paper and/or other materials
  - o A more dynamic visual and graphic presentation of content



# MILESTONES :: 2021

## One Day / One Action Concept Formation

*How do we personally and collectively commit to making change?*

Because of the strong beliefs of the San José's Public Art Program's leaders, Trena and Sue were invited to develop their concepts with public art funding for a year-long project in partnership with the Environmental Service Department's Climate Smart initiative

A foundational question: If it is challenging to think about change on an individual level, how can we engage, inspire, and mobilize people? An entire city?

The complex nature of the climate crisis has no quick and easy solutions; the accompanying emotions this crisis stirs up are also complex. Still, most of us know that we must make changes in our own lives and communities to support the Earth's wellbeing and the survival of all beings. San José, California, located in the heart of Silicon Valley, is one of the first US cities to align with [the Paris Agreement](#). This municipal-level achievement is significant. But the overwhelming information about climate change can lead to numbing paralysis. Eco-anxiety and chronic despair are very real according to a [United Nations report](#).

Changing a habit takes an incredible amount of intentionality—[research tells us that it can take up to 60 days to develop a new habit](#). Making change can be like moving a mountain. It takes willingness, time, patience, and a critical shift in mindset. It must be intentional. To start this process, we need to first develop a climate of care. One Day / One Action is rooted in this core understanding: to encourage people to change, we must reach their hearts.

To develop a concept structure and goals for One Day / One Action, Sue and Trena extensively researched San José's Climate Smart's foundation, reports, planned policies, and evaluations. Initial conversations with Julie Benabente, Climate Smart's Deputy Director, encouraged focus on issues, and solutions, that did not make it into the text of the Climate Smart Plan

Some of the artists' key findings revealed that:

- The Climate Smart Plan is not widely recognized throughout the San José community.
- Climate Smart's outreach was missing key Vietnamese and Spanish speaking residents who each comprise nearly 1/3 of the city's population (Spanish/Latino: 30%, Asian, 38%—[from San José Census, July 2022](#)).
- Much of the initial Climate Smart Challenge prompts involved a consumer-based response to sustainability (e.g. purchasing appliances—electric stoves, low flow toilets; purchasing electric cars, installing solar panels, and other home-based conversions).
- A potential lack of community awareness, understanding, and buy-in to the [Good Life 2.0](#), the foundation for Climate Smart's initiative. The Good Life 2.0, promotes 'better not bigger

lifestyles'. Their research “..found that people are increasingly aspiring to lifestyles that are about living smarter, cleaner and better.”

- Multicultural and youth voices were missing from the conversation.
- Food-ways issues are largely not addressed in Climate Smart. As we all eat every day, this subject is a prime opportunity for amplification.

These findings became a springboard for One Day / One Action. In response, the artists considered the following goals that are foundational to the project structure:

Initial Goals:

- Build environmental awareness.
- Encourage daily change.
- Engage the public imagination.
- Deepen community relationship and resilience.
- Strengthen individual and collective resilience.
- Content should be multilingual.



## Strategic Framework

One Day / One Action is rooted in many layers of interwoven relationships: from the start, the project has been based on creative engagement working across different types of groups and organizations to build new relationships. Thus, development of the initiative purposefully engaged partners to develop and deploy content. The realization of One Day/One Action involves a team of collaborators including artists, creatives, advisors, and partners. The following describes the component parts of this strategy:

### Advisory Council – Content Advisement

- Rationale: A group of individuals formed to steer the relational strategy for sharing inclusive stories about climate friendly habits that are not based on consumerism (practices and mindsets versus consumer purchases).
- Formation: Identify six-member council, experts in climate and community change practices, including youth voices, and a SJ Climate Smart representative.
- Function: Climate friendly prompts will be generated from local, indigenous and cultural practices (to pull from local wisdom), food culture advocacy, culled from an intergenerational advisory council from San José and beyond.

### Community Organization Networks – Content Deployment

- Rationale: Organizations supporting the project by encouraging interaction with and beyond social media in their communities
- Formation: Five San José partner organizations will support project outreach and connection with their communities.
- Function: Advises content for cultural context in relation to the communities they serve. Each organization will amplify One Day / One Action social media content through their channels to reach an increasingly wider local audience.

### Creative Team - Content Generation & Production

- Team: Hire diverse local graphic designers, social media manager, copywriter, and translators. Focus on hiring BIPOC and San José based talent.
- Develop measurable goals with a social media manager.
- Gather stories from the community, share with a large audience via posting with different community organizations, use curated hashtags.
- Have all social media content point to a One Day / One Action website, a place to archive prompts, contextual content, info on organizations and steering committee, links for more San José resources.
- Translate all prompts and captions into Vietnamese and Spanish.
- Recruit a creative writer as copy editor to assist with social media content ‘voice’.

On December 7, 2021, the artist presented their Concept Proposal to the Public Art Committee. The artists concluded their presentation with this message quoted from community organizer Marshall Ganz: “*Storytelling is at the heart of all social change work.*” One Day / One Action social media content would grow as a series of interweaving stories. The Public Art Committee had supportive

feedback about One Day / One Action's novel approach to public art, including ways to reach community members who are not active on social media. The PAC unanimously approved the concept proposal for One Day / One Action.

### **Observations, Challenges, and Learnings**

- Identifying a strong connection with Climate Smart outreach was essential: the manager in charge of Climate Smart activities was essential to the project advancement.
- Not able to engage the Environmental Services Department communications to deploy content.
- Writing about the project in a way that could be easily understood by stakeholders and general public was challenging; having strong support from City's project management staff was essential.
- While the focus on relationship and network development made sense for the project, it was time and labor intensive. This process-based aspect of the project was not easily recognized as part of the project aesthetic. While the Public Art Staff understood, it was challenging to communicate this to other City representatives who might support efforts.

## **MILESTONES :: 2022**

### **One Day / One Action Strategic Development**

*How do you hold on to hope?*

#### **Social Media Development**

The One Day One Action deployment strategy was to be developed with a social media manager. Before this could happen, the artists, not seasoned social media content creators, enlisted consultation from Marie-Claire Rensch, digital communications manager and concept designer with experience in strategy development, online marketing, and community building for strategic guidance. Before recruiting project partners and advisors, it was necessary to have a firm understanding of how to work with social media strategy to hire and manage a dedicated social media manager.

Topics discussed with Marie-Claire included:

- Best practices for attracting followers.
- Ways to partner with community organizations for content sharing.
- Overall goal for users: where to lead them from the post.
- Posting frequency and schedulers for posting.
- Ways to manage multiple languages in captions.
- Strategies to gather community stories including hashtag usage, crowdsourcing.
- Identifying the primary audience for One Day / One Action.
- Balancing different social media channels for different users (Boomers generally use Facebook, GenZ, GenX are on Instagram in different ways, Chinese folks use WeChat, Latinx folks use WhatsApp).
- Process for developing social media kits to share with community partners.

- Necessity for a project copy writer for post captions.
- Importance of a graphic designer to create the campaign's overall branding.
- Potential budget allocations for different creative team members.

Marie-Claire provided important insights on ways to define a One Day / One Action's Social Media Manager role: responsibilities, qualifications, pay rate and recruitment efforts. The basic job manager would:

- Organize content roll out via different organizations' feeds.
- Focus on posting strategy and scheduling with different orgs.
- Create a metrics reporting process for organizations to measure impact.

From our job posting, we interviewed three candidates with Marie-Claire's support. We selected Aziza Jackson, who has years of experience working with social media as a tool to support and inform large municipalities, including leading strategic communications efforts for the City and County of San Francisco during the COVID-19 pandemic.

Aziza led the initial formation for One Day / One Action's social media plan. One Day / One Action was conceptualized to include an evolving website that would hold growing content. The San José Cultural Affairs Instagram account would be the primary location for all posts and community organizations would choose which content to re-post. A central concern: how to identify strategies for a short-term campaign that would have wide-spread reach. After nine months of working with Aziza, she transferred to a new position and was no longer able to manage this additional role. In early winter 2023, we hired Gregory Collins as the project's Social Media Manager.

### **Community Partner Research & Development**

One Day / One Action's fundamental position on climate resiliency is that relationships are key to living sustainably—from home to neighborhood to larger community to city-wide. With a goal to broaden outreach and access, local organizations were to be engaged as partners.

The artists worked with Climate Smart staff to better understand unique ways that One Day / One Action could support their initiative in the community. The artists asked Climate Smart staff these questions in the beginning of partner and advisor recruitment:

- What is your strategy or vision of community engagement on Climate Smart?
- What do you want Climate Smart to look like day-to-day in the community?
- How do all the Climate Smart plans and community resources work together?
- How can One Day / One Action help your Climate Engagers?
- Which community orgs can you suggest for us to meet?

Prior to reaching out to potential community partners, Sue and Trena formulated a project overview including key goals, values and a timeline. The refined One Day / One Action values and goals, forming the project mission, follow:

- Support the City of San José's Climate Smart sustainability goals.

- Embrace our Californian climate by building environmental awareness.
- Be accessible and culturally responsive across San José's diverse communities.
- Highlight sustainable practices & traditional knowledge.
- Focus on people's everyday actions to highlight individual and communal impact.
- Be sharable beyond social media for intergenerational participation.
- Engage the public imagination towards action.

From Spring to Fall 2022, One Day / One Action met with many potential community partners. Starting with leads from San José Office of Cultural Affairs Public Art Program, Climate Smart as well as suggestions from Public Art Committee members, Sue and Trena sent outreach emails to many community groups and spent hundreds of hours meeting community organizations across the City, including Mothers Out Front, Go Green Teams, San José Public Library, The Tech Interactive, CommUniverCity, Food Empowerment Project, Vietnamese cultural groups, Latinx cultural groups, Peninsula Open Space Trust, RedBud Resource Group, The Long Now Foundation, Institute for the Future, San José Youth Commission, San José & Silicon Valley Youth Climate Action, ProSpanica. See APPENDIX 'Meeting Compendium' for a complete listing of project meetings.

The artists, with the project social media manager, developed these questions for prospective community partners:

- What is the role of your organizations in the San José community?
- What kinds of things do you do, and who are the communities you work with?
- What is your organization's social media strategy? What other outreach tools do you use?
- Are you using responsive/call to action social media posts? How do you show what your audience/participants are doing?
- How could we bring some of our content to your media spaces? Which channels have the most activity?
- How might we coordinate bridging social media prompts with real-life connections, especially with folks who are not on social media?
- Which community orgs do you work with?
- How do you work with San José municipal efforts and environmental policies?
- What are your pressing needs in regard to social media and community engagement?

The artists' original goal was to enroll five partners. Over the course of the project's life cycle, there were several changes; two initial partners were not able to participate because of capacity issues and a misalignment with One Day / One Action content and their organizationally branded content. In the end, we had eleven community partners sharing One Day / One Action content across multiple social media platforms.

By leveraging the social media paradigm with our community partners as trusted messengers, One Day / One Action stories reached tens of thousands of people across the city, more than would have been conceivable through a singular project social media feed for a short-term campaign. One Day / One Action did not seek to become a social media viral sensation. Instead, throughout the project we

sought to reach a diverse and local audience through community partner postings. One Day / One Action community partners are well-known in San José: One Day / One Action content would be more readily received by audiences through a trusted messenger, an account that they already follow and know.

We requested that community partners post a minimum of once a week, tag One Day / One Action in their posts and regularly share their social media metrics with the creative team. Once we onboarded the community partners via a letter of agreement, we organized a group meeting to share the look and feel of the content, the strategy for sharing content with them as well as our timeline. After joining this community partner hub, we asked partners to answer an onboarding survey with these questions:

- We want to feature you on our website as a Community Partner. Please add a description of your organization's mission and goals.
- Please tell us about any community events you have planned for the spring April - June, 2023.
- What most excites you about being a One Day / One Action community partner? What fears do you have about it?
- As an organization, what helps you thrive?

Organizations provided these reasons why they were eager to participate in One Day / One Action:

*“We are eager to share our work and expand our supporter base within the Community!” –Food Empowerment Project*

*“Excited to collaborate with the local community! No fears, just hoping to understand more of the deliverables.” –The Tech Interactive*

*“Being able to build relationships with other orgs around climate change issues.”  
–Veggielution*

*“It fits right into our region: Innovative and Progressive” –CommUniverCity*

*“Excited for the partnership and to support the movement of people taking more green actions. We can't wait to reach new audiences and spread the word about sustainability and caring for our environment! Only fears relate to overall capacity and making sure we are the best partners we can be.”*

*–Santa Clara Open Space Authority*



*Community Partners, One Day / One Action's Climate Cafe, Veggjelution Farm, October 2023*

## **COMMUNITY PARTNERS**

When community members receive information from a trusted, vetted resource, they are more likely to engage and make change. Thus, the artists engaged a network of six hub local organizations to disseminate One Day/One Action social media prompts. At least once a week, community partners committed to sharing content and engaging with their community over 6 months. They were also responsible for collecting and sharing engagement metrics with the project's Social Media Manager.

### **[Chopsticks Alley](#)**

Chopsticks Alley Art promotes Southeast Asian cultural heritage through the arts to foster greater understanding and connect communities. They were instrumental in supporting One Day / One Action outreach into the Southeast Asian community of San José, sharing the unique cultural approach climate action. See a One Day / One Action story from the Chopstick Alley community [here](#). [@chopsticksalleyart](#)

### **[Vietnamese American Round Table](#)**

The Vietnamese American Roundtable (VAR) envisions a strong and unified Vietnamese American community that works towards improving San José's quality of life. VAR supported One Day / One Action through connecting us to the Vietnamese community of San José. See a story featured on One Day / One Action from VAR member [here](#). [@varoundtable](#)



### **[Veggielution](#)**

Veggielution, a 6-acre community farm connects people from diverse backgrounds through food and farming to build community in East San José. Veggielution shared knowledge about the importance of local food pathways as models of community-centered sustainability. They also shared stories from their programs for youth and community that teach about stewarding a healthy environment. See Veggielution stories featured on One Day / One Action [here](#) and [here](#) and [here](#). [@veggielution](#)

### **[¡Sí Se Puede! Collective](#)**

¡Sí Se Puede! is a collective of 5 nonprofits, including Veggielution, serving community leaders, parents, youth, organizers, artists, and workers to align programs and services. Together, they leverage their creativity, services and advocacy to create opportunities and access to basic needs, education, literacy and community engagement in San José's Mayfair community.

### **[Food Empowerment Project](#)**

The Food Empowerment Project seeks to create a more just and sustainable world by recognizing the power of one's food choices. They supported our understanding of a vegan lifestyle. See One Day / One Action Food Empowerment stories [here](#) and [here](#). [@foodempowermentproject](#)

### **[Santa Clara Valley Open Space Authority](#)**

The Santa Clara Valley Open Space Authority conserves the regional natural environment of Santa Clara County (San José's homelands), connecting people to their regional natural environments. Open Space helped us to learn about the vibrant network of interconnected natural places, and understand how important our human and cultural relationships are to these places. See a One Day / One Action Open Space Authority story [here](#). [@open\\_space\\_authority](#)

### **[CommUniverCity](#)**

CommUniverCity is a unique partnership between San José State University, the City of San José, serving underserved communities in Central San José. CommUniverCity's model brings together students and faculty to engage in community needs, designing projects that support the potential for sustainable, meaningful change through collective action. CommUniverCity was a vital partner for One Day One Action, connecting us to University faculty, students and departments that became the heart of many One Day / One Action stories that are featured throughout One Day / One Action's [digital mural](#). [@cucsjsu](#)

### **[San José State University Community Garden](#)**

The Community Garden is on a quarter acre of land on the SJSU campus. Students learn and participate through a cooperative process and cultural exchange of growing, and harvesting food sustainably. We met the Garden early on in our process and through them we heard many student stories. Learn more about their practices [here](#). [@sjsugarden](#)

### [San José State University Office of Sustainability](#)

SJSU Office of Sustainability offers a wide range of academic courses and programs on climate action and how to better understand and take action to reduce their ecological footprint. Students connected with One Day / One Action's through our partnership with the Environmental Studies program. Student interns interviewed lead artists Trena Noval and Sue Mark for their monthly podcast series. To learn more about One Day / One Action listen to the episode: [From Idea to Impact: One Day / One Action](#). [@sjsugreencampus](#)

### [San José Office of Cultural Affairs Public Art Program](#)

San José's Public Art Program, is the lead agency supporting the development of a rich arts and cultural environment for the City of San José. The Public Art Program is an invaluable partner, connecting us across the city and supporting all aspects of our development throughout our project. See their stories [here](#) and [here](#). [@sjculture](#)

### [City of San José Environmental Services Department \(ESD\)](#)

ESD's mission is to deliver world-class utility services and programs to improve the City of San José's health, environment and economy. In 2018 they created Climate Smart San José, laying out San José's plan to address climate change. Climate Smart is a community-wide initiative to reduce air pollution, save water and improve quality of life, ushering in a plan for creating a carbon neutral City by 2030. ESD supports One Day / One Action as a funder, connecting us to information and people across the City. Learn more about the work they do [here](#). [@sjenvironment](#)

## **Content Development**

### **Research & Development**

One Day / One Action's content development methods emerged via two overlapping strategies: a diverse group of community organizations deploying information and a council of local experts. Story-based messages were developed through a collaborative process involving university students, local knowledge-bearers, educators, scientists, city staff, artists, and community members from across San José.

The artists sent invitational emails to dozens of local knowledge bearers, based on recommendations from community partners and allies, other local experts from San José State University Environmental Studies and Anthropology Professors, Center for Cultural Power, Facilitating Power, author Britt Wray, Project Drawdown's Paul Hawkin, Intersectional Environmentalists, Othering and Belonging Institute, curators from the Tech Interactive, Silicon Valley Youth Climate Activists, psychiatrists focusing on eco-anxiety, and more. The goal: to create an intergenerational and diverse advisory council.

To support the development for One Day/One Action 's social media prompts, the artists identified, interviewed, and selected, an advisory council composed of diverse individuals with areas of expertise such as climate change experts, behavioral science, eco-anxiety phycologist, youth activists, environmental educator and social media influencer, and foodway experts. The Council was

responsible for supporting content development. See APPENDIX for full council member bios for council members.

The artists' primary method of gathering and developing content has been through conversations with the Advisory Council. On February 7, 2023, the artists convened an initial direction-setting meeting with the Council. Primary content gathering was conducted via 90-minute interviews with each of the Council members. From this content, the creative team worked to shape media posts. On May 8, 2023, and May 16, 2023, in two groups, Councilmembers met to review the design and media strategy.

In addition to the Advisory Council, the artists met with SJSU and San Jose City College students offering the opportunity to contribute to content as part of course study. Also engaged with content are SJSU students and faculty of CommUniverCity, and the departments of Art, Anthropology, and Environmental Studies.



Advisory Council Members:

- **Mila Bekele:** Silicon Valley Youth Climate Action
- **Julie Benabente,** Deputy Director of San José's Climate Smart
- **Emily Schwing:** Veggielution Interim Executive Director & ¡Sí Se Puede! Collective
- **Isaias Hernandez:** Environmental educator, activist, and social media influencer
- **Michelle Maranowski:** Researcher and curator/designer behind the Tech Interactive Museum's [Solve for the Earth](#) exhibit
- **Urmila Vudali:** Annual Youth Climate Action Summit organizer (Tech Interactive)
- **Jann Turner:** Psychotherapist specializing in eco-anxiety

## Social Media Concept Development & Branding

One Day / One Action brought on local designer [Studio Silog](#) to conceive of the project's logo and branding. This was important to establish prior to developing the campaign's content. The project needed a highly competent designer who could quickly generate imagery that would complement the campaign's evolving content. The logo design needed to reflect the ethos and values of the project: movement towards change, uplifting, accessibility and legibility across diverse communities in San José.

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## Observations, Challenges, and Learnings

- Trena and Sue had first conceived of One Day / One Action as rolling collaged mural consisting of hundreds of visual prompts that would fit together to form one large design. The San José Cultural Affairs feed would be the anchor location to see the totality of the design. San José Cultural Affairs would give the keys for their account to the One Day / One Action social media manager to upload 3-6 connected mural posts over the weekend. See initial project visuals in APPENDIX, PAC Presentation.

However, input from our graphic designer Studio Silog/Chris Abueg and Social Media Manager Gregory Collins, we learned that there would be several challenges with this approach:

- It would be impossible to keep the visual integrity of the mural over the 6-month campaign
- Weekends are typically a low interaction time for social media
- Community partners would very unlikely post three tiles sequentially
- It would be very difficult to incorporate the informational depth we were seeking on visual tiles

The more effective approach suggested by both Gregory and Chris:

- Develop a dedicated One Day / One Action Instagram account to maintain visual fidelity and a regular posting schedule 4-5 days a week.

- Create posts that would be visually branded to form an interconnected aesthetic that would also succeed as standalone tiles.
- Design for primary legibility on Instagram and share on other platforms used by partners including Facebook and YouTube.
- Prompt styles: static carousel posts, reels, audiograms, and interactive questions for stories.

## MILESTONES :: 2023

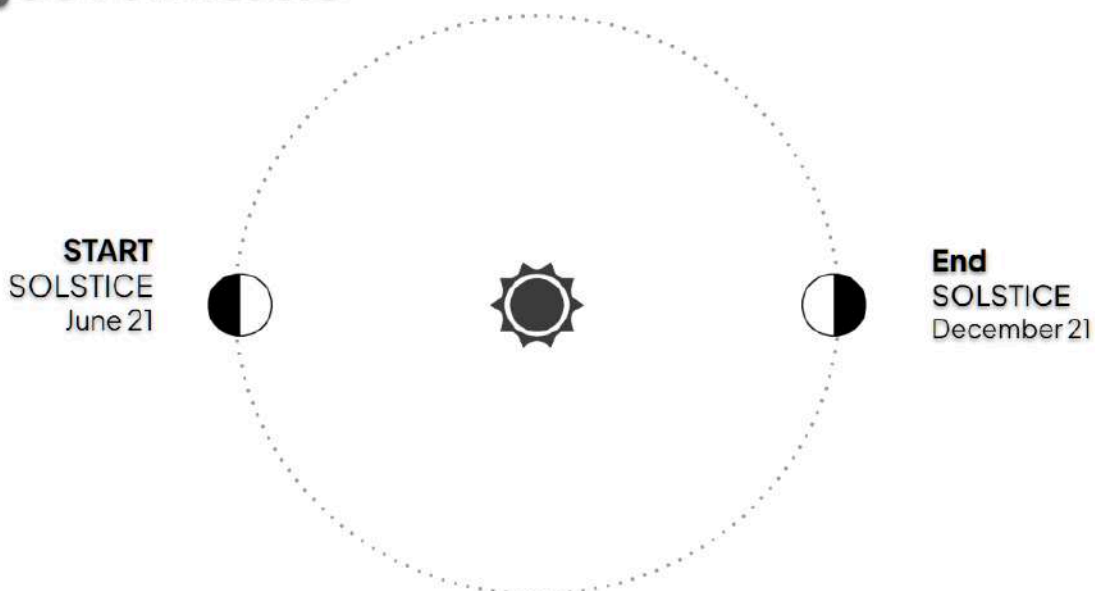
### One Day / One Action Content Development & Rollout

*Imagine a thousand you's doing the same small thing repeated over time.*

One Day / One Action's message development and sharing methods emerged via two overlapping relational hubs: a diverse group of community organizations and a council of local experts. One Day / One Action story-based messages were developed in a collaborative process involving university students, local knowledge-bearers, educators, scientists, city staff, artists, and community members from across San José.

The artists identified a color scheme and roll-out timeline aligned with the changing seasons of the natural world for the duration of the social media campaign. The prompts would be shared with partners across Instagram and Facebook for six months, from Summer to Winter Solstice, 2023. The ombre color tones, many drawn directly from images of San José's regional landscape, would stand out as points of respite among the general visual noise of social media.

## Project Timeline



# Colorways Timeline

## Six Rounds

Start  
SOLSTICE  
June 21



Jun 21  
to July



August



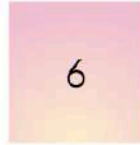
September



October



November



December  
Dec 21

End  
SOLSTICE  
December 21



Trena and Sue identified thematic content areas and prompt style types to uplift Climate Smart's goals, engage a diverse audience and offer accessible information to encourage change:

Monthly content themes:

- What does climate change mean to you?
- What does moving towards carbon neutrality mean?
- What does electrification mean?
- Sharing cultural and intergenerational knowledge
- How do we change what we want?
- What moves you to try new things?

Style Types included in monthly prompts:

- Understanding information (definitions)
- Questions for engagement
- Conversation prompts for connection
- Emotional processing strategies
- Ideas for new habits

The lead artists developed a dialogic approach for creating content with the Advisory Council members and community partners over six months. Rather than fear driving the narrative, One Day / One Action uses inspiration, hope and emotional awareness. The One Day / One Action Advisory Council met four times from February - May 2023:

*February 2023: One Introductory Meeting*

*Feb - April 2023: Seven Individual Council Meetings*

*May 2023: Two meetings to outline the content generation process*

Individual council member meetings formed the source material for One Day / One Action content. Trena, Sue and Genine (our copy writer/editor) used a scaffolded and informal approach to draw out wisdom, stories, knowledge and experiences to later create prompts. During the 90-minute recorded meetings, we explored these questions:

- How do you imagine planting seeds for real-world action? What could/does it look like?
- How could climate activism be different if the focus were to inspire wonder and curiosity?
- What is an important talisman for you and why?
- What moves you and/or your community to try new things?
- What keeps you up at night? What moves you to wake up in the morning?
- What helps you thrive? What gives you hope?
- What are you reading / watching / inspired by?
- As a result of our changing climate - What is one habit you recently changed?
  - What was your cycle for change?
  - How did you learn this? What were the steps?



- Who taught you or inspired you to try?
- How did you know you had mastered this - it became automatic, so you did not have to think about it anymore?
- How do you feel now?
- How have you grown this or taken new risks? (mundane into delight)

With Genine, One Day / One Action's copyeditor and poet, Trena and Sue explored all of the transcripts to extract pieces of conversations that would ultimately form campaign prompts. The lead artists worked with council members to expand, refine and edit text. In some cases, council members recorded their messages to form audiograms for the campaign.

In addition to gathering prompt content from council member conversations, Trena and Sue extensively researched climate change educational materials to make complex topics, including carbon neutrality and electrification, and San José regional climate issues more accessible. The artists also sourced inspiring quotes from international climate change thought leaders, activists, and scientists including Alisha Siddiq, adrienne maree brown, Ayana Elizabeth Johnson, Rebecca Solnit, Robin Wall Kimmerer and Britt Wray.

Trena and Sue, with the support of community partner CommUniverSity, conducted virtual and in-person writing workshops around One Day / One Action's themes with six professors and their students. It was important for One Day / One Action to include voices of San José young adults in content creation. We worked with over 100 students, many of whom created video, audio and text-based stories. One Day / One Action featured twelve of these stories. Workshops were led with these professors:

San José State University:

- *Dr Katherine Cushing*, Chair and Professor, Department of Environmental Studies, Director, Director, Global Studies
- *Dr Ellen Metzger*, Professor, Geology and Science Education Co-Director, Bay Area Environmental STEM Institute (BAESI)
- *Valerie Mendoza*, Associate Professor, Department of Art and Art History
- *Dr Molly Hankwitz*, Art History & Visual Culture

San José City College:

- *Ernesto Garay*, Ethnic Studies

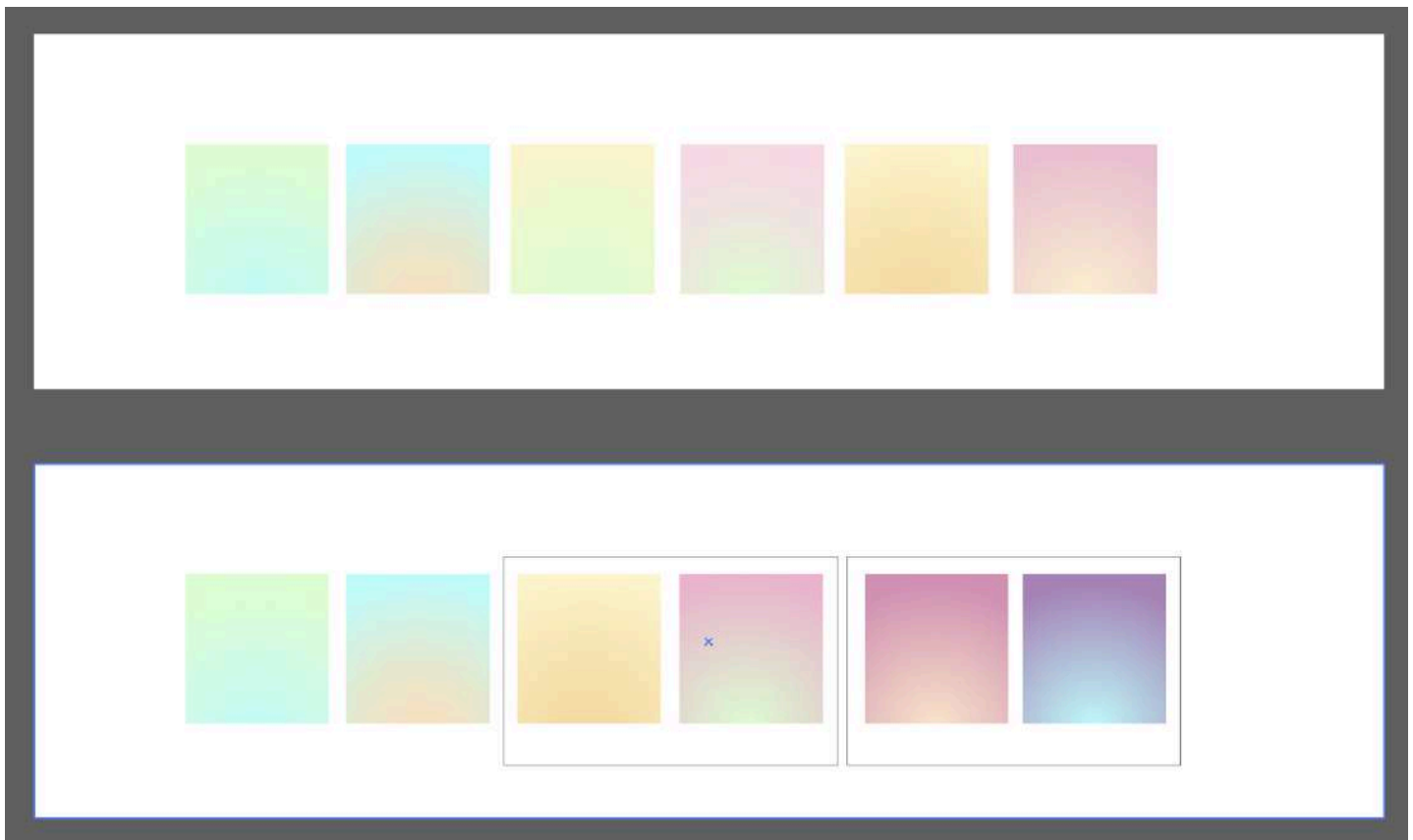
Rather than creating all of the content in advance of One Day / One Action's launch, content was created in monthly batches and shared with partners in social media kits. While this was a more challenging and perhaps time-consuming approach, this allowed One Day / One Action to be responsive to ways that people were interacting with the content. This emergent approach allowed One Day / One Action to be nimble and flexible. Content production, from initial prompt and caption text drafting to final reviews was at minimum a month-long process. Production included multiple steps with content passing from the lead artists to city staff for vetting, proofreading by the



copywriter, translation to Spanish and Vietnamese, and design development. See APPENDIX for all social media kits.

Some changes over the cycle of the campaign:

- Included more photos and less graphics
- Expanded caption text (which led to fewer posts created)
- Shifted the color scheme from pastels to deeper hues
- Created more reels and fewer static carousel posts
- Developed up to 6 interactive questions and polls for stories
- Featured more stories from the community
- Incorporated community partner contributions:
  - Chopsticks Alley shared a Vietnamese elder’s gardening story
  - Food Empowerment Network vegan transition story
  - SJSU Community Garden created a video video
  - Open Space Authority provided text for a post about MÁYYAN 'OOYÁKMA – COYOTE RIDGE
  - Veggielution shared a story from one of their youth summer interns
  - Hoang Truong, One Day / One Action Vietnamese translator recorded a story



*Revised color-ways for One Day / One Action content phases*

### Social Media Analytics: Key Take-Aways

Social Media Manager Gregory Collins created a detailed analytic report of One Day / One Action's impacts. He culled metrics from One Day / One Action's dedicated feed and community partners' posting.

It is important to note that had One Day / One Action been created only as a standalone feed, these impacts would have been impossible to achieve in six months.



Here are highlights from the data analysis report. (Full Data Analysis Report can be found after the Narrative Milestones):

Impact: It's essential to recognize that each partner brings a unique audience. As such, the potential reach must be evaluated on a partner-specific basis, acknowledging the varying degrees of influence each partner wields within their community.

Partner Participation: The involvement of partners played a central role in amplifying the campaign's reach. Examining the extent of partner engagement, as well as the nature of their contributions, sheds light on the collaborative strength that underpins successful social initiatives.

Thought-Provoking Prompts: The effectiveness of prompts designed to stimulate reflection and conversation among the audience reflects the campaign's ability to transcend mere content consumption. Analyzing the responses to these prompts illuminates the depth of community engagement and the campaign's ability to spark meaningful dialogue.

Consistency in Posting: Regular and consistent posting maintained a steady presence in the audience's feed, contributing to sustained interest and participation. This element emphasizes the importance of a well-executed content calendar and strategic timing in maintaining campaign momentum.

This thorough examination not only celebrates the achievements of the One Day / One Action Campaign in just six months, but also serves as a guide for future endeavors. It underscores the critical significance of tailoring content to resonate with the target audience and crafting strategic messages that align with the overarching goals of community impact. The lessons derived from this analysis pave the way for more informed, intentional, and impactful social media campaigns in the future.

## **One Day / One Action Climate Café**

*“What do you love about being alive on Earth? How do you grieve for Earth?”*

To nurture community relationships and engage deeper conversations about climate change, we adapted a process called Climate Café. Hosting a Climate Café can create a safe container for your community to share emotions and stories around the climate crisis and support first steps towards community action, change and resiliency.

The lead artists worked closely with council member and psychotherapist Jann Turner to develop a meaningful Climate Café workshop. This team attended a climate cafe training workshop hosted by [The Climate Therapy Alliance of North America](#). The One Day / One Action Climate Café was supported by community partner Veggielution, who generously agreed to host the event at their inspiring 7-acre farm in San José's Emma Prusch Farm Park. All community partners and allies were

invited to join the event held in October 2023. Veggielution helped to recruit [Quelites Cooperative](#) to cater the event. Quelites Cooperative is a vegan women owned Latinx catering business that was seeded through Veggielution’s Eastside Grown Fellowship program.

This 3-hour event included project introductions by Mary Rubin, Micheal Ogilvie from San José’s Public Art Program and the lead artists. Jann Turner then led several small group experiences to allow participants to talk about their feelings in relation to climate change. The intention was to create an embodied experience and make climate change a common topic for everyday conversations and to develop skills around emotional resilience and emotional self-care. Climate Cafés are an opportunity to explore a range of emotions that naturally emerge and may not be comfortable. The Climate Café is not about creating an action plan for change. Jann reiterated that in order to make meaningful change, we must know who we are and how we feel. With Jann, Sue and Trena created a Climate Café toolkit that was shared with all of the event’s participants. See APPENDIX for the One Day / One Action Climate Café Toolkit and more event photos.



*Top Left:  
Sue Mark, Michael Ogilvie, Mary Rubin, Trena Noval  
Top Right:  
Quelites Cooperative  
Bottom Left:  
Jann Turner*





*Climate Café Workshop participants*

## **Observations, Challenges, and Learnings**

- Feedback on the Climate café was very positive. The interactions were reportedly powerful. The meaning we make of this is there is no substitute for person-to-person experience.

## **REFLECTIONS ON CAMPAIGN:**

- We were able to partner with amazing community organizations for most of the project's six-month campaign. We were able to build authentic trusting relationships even though we could not meet in person.
- The pandemic normalized zoom as an effective relationship building tool.
- Each partnership was unique, and several community organizations stepped forward to support the project in powerful ways outside of social media. While CommUniverCity was not able to post any One Day / One Action content, they took on our work as one of their community initiatives. As such, they connected us with several SJSU professors. This led us to

being able to visit classrooms and engage with students who created climate change stories, a dozen of which were featured in the campaign. In addition, CommUniverCity facilitated our connections with professors who could lead us to connect with the Muwekma Ohlone tribe. We met with nearly one hundred students.

- The combined approach using social media to share messages, along with Trena and Sue's creative practice that embeds deep engagement meant that One Day / One Action fulfilled its primary goal to inform a wide and diverse San José public about Climate Smart. Through One Day / One Action's social media impressions, combined with the hundreds of hours of meetings the creative team held with community partners, allies and university students, the project's messages reached thousands of people.
- One Day / One Action was committed from the outset to amplify indigenous knowledge from the tribes in the San José area. Due to the sensitivity and politics of working with tribal members, we were not able to include as much content as we hoped. A few ways that we were able to share indigenous knowledge:
  - Santa Clara Open Space Authority authored a prompt amplifying the opening of the Máyyan 'Ooyákma - Coyote Ridge Open Space Preserve which is located within the ethnohistoric territory of the Muwekma Ohlone Tribe of the San Francisco Bay Area.
  - Through One Day / One Action allies Mosaic America and NUMU (New Museum Los Gatos), we were able to create an audiogram featuring a Muwekma Ohlone young adult talking about his relationship to a new mural tribute to the tribe. The audio came from a StoryMap, a collaboration between San José State University graduate student Alexandra Garcia, the Muwekma Ohlone Tribe, Mosaic America, and New Museum Los Gatos (NUMU). The Culture Map highlights the culturally significant ancestral heritage sites around the Bay Area.
  - We featured a quote from National Indigenous Scientist, Scholar and Author Robin Wall Kimmerer in our posting.
- Though it was more time consuming than we had anticipated, it was powerful to have an opportunity to create the social media content in such an emergent and responsive way. Over the months we shifted from a more graphic to image-based post design. Towards the end of the campaign, we focused increasingly on sharing community stories instead of offering more technical climate awareness terminology. The campaign's color scheme also veered from its original design, moving from light infused pastels to rich deep tones. If all of the posts had been created in advance of the campaign's launch, we would not have been able to be adaptive in our designs.

- All prompt and caption text were translated into three languages. Partners were able to post captions in all three languages on Facebook, which did not impose the same character-count limitations as Instagram.
- It was very challenging to retain one social media manager for the duration of the project's life cycle. It might have been more beneficial to have allocated more of our budget to hire a combined social media and design agency with a team that could provide wrap-around services including strategic PR. Over the 18 months of the project's production period, we worked with three very different social media managers.
- Working with different posting schedulers and calendars was challenging and partners reflected in a post-project survey that it was often difficult to include more One Day / One Action posts because of their already heavy social media calendars.
- Posting took more time than our social media manager had and thus required the Public Art Program staff to post. As reported by Mary Rubin, Public Art Project Manager who did the posting, to post all content took significant time per month.
- One Day / One Action attempted to deepen engagement and traction via Instagram's boosting and 'collaborate' capacities. Unfortunately, we could not take advantage of either of these strategies because of Meta blocking the content several times.
- As Climate Smart was one of the beneficiaries of content, not being able to enroll the ESD Communications staff hampered our ability to expand our messaging and audience..
- The project lacked promotions outside of the social media feeds. To generate excitement and buy-in before the campaign's launch, during the live posting period and at the campaign's conclusion, it would have been helpful to have more ways to involve the community and incentivize that involvement. Press releases, media articles, flyers, emails to regional community organizations and nonprofits could have been useful.

## REFLECTIONS ON GOALS:

- **Goal of building community awareness of Climate Smart and/or climate friendly actions available to us and encourage daily change:**
  - Initially the artists' goal was to build community awareness of individual actions. They quickly learned that the Climate Smart Plan was not widely understood by community members. Thus, this became an additional focus.
    - 40% of One Day / One Action posts referenced Climate Smart directly.
    - Hundreds of students now know about Climate Smart via the campaign posts, workshops at San José State University, San José State University partner posts and podcast

- Most effective hashtags to build awareness around climate issues were: *#climatechange* and *#climatechangeawareness*. See following Data Analysis Report for all hashtags used in the campaign.
  
- Working with Community Groups as trusted partners to deploy content and reach their followers was a successful strategy and did extend the reach of the content, and the potential to increase awareness and care of individual community members. See following Data Analysis Report for details.
  
- **Goal to engage the public imagination:**
  - With social media being the primary platform for deployment, it is challenging to know how many hearts were touched or who was moved. During in-person meetings with the Advisory Council, community partners, translators, student groups, and at the Climate Café, many participants expressed gratitude to be part of this creative climate awareness efforts.
  
  - While the Climate Café was a successful event in terms of user experience, this type of event is difficult to scale up on a City-wide scale. The best we can hope for is the Climate Café as a model. San José State University Library presented the Climate Cafe as a model to their Student Support Services program. Community partners expressed an interest in adapting portions of the workshop at events and meetings.
  
  - Artists led workshops with one hundred university students increasing their knowledge about climate change in general as well as regional efforts including Climate Smart. All students participated in creating audio, video and text based stories around climate change topics. A portion of the students permitted the artists to include their stories as part of One Day / One Action.
  
  - Community partner organizations and council members contributed personal stories for the One Day /One Action campaign. Approximately 50% of these stories were created as audiograms featuring the author’s voice.
  
  - 50% of all posts were created by One Day / One Action were stories about resilience and actions shared by residents from the San Jose community.
  
- **Goal of deepening community relationships and resilience and building individual and collective resilience:**
  - One Day / One Action campaign boasted an expansive potential reach, extending its influence to a substantial audience of 177,588 individuals. This expansive figure underscores the campaign's considerable platform, offering a robust channel for disseminating its core message and initiatives.



- This estimation becomes even more significant when we consider the amalgamation of diverse organizations participating in the campaign. The collective impact and outreach potential of the One Day / One Action initiative are vividly highlighted through this network, showcasing the collaborative strength of various entities working in unison towards a common goal. This interconnected web of participating organizations not only amplifies the campaign's voice but also ensures a multifaceted approach, catering to a broad spectrum of interests within the extensive audience reached.
- Community partners expressed the significance of meeting with other aligned regional organizations through One Day / One Action.
- Posts featuring content associated with our valued partner organizations, including but not limited to Food Empowerment and Veggielution, witnessed a remarkable surge in engagement, surpassing the typical interaction rates. The community responded enthusiastically to our initial announcements of these partnerships, underscoring the significance of forging alliances with impactful organizations. Moreover, our thought-provoking prompts ignited meaningful conversations, resonating deeply with our audience and fostering a sense of collective contemplation.
- Notably, there was a robust engagement with content rooted in the San Jose community. Posts showcasing local landmarks and establishing connections with various aspects of the community garnered considerable attention and interaction. This underscores the importance of fostering a strong bond with our immediate surroundings and community, affirming the notion that content with a local touch can significantly enhance audience engagement and connection.
- A dynamic aspect of the campaign involved changes in our partnership landscape. Although partners evolved throughout the initiative, we learned that establishing consistent communication channels and seeking feedback, particularly regarding potential artwork, prompts, and reels, could positively influence their posting frequency. Despite encountering challenges, such as the inaccessibility of collaboration tools on Instagram for scheduling posts, and difficulties coordinating a community Zoom call, individual outreach proved successful. One-on-one meetings with partners yielded a plethora of valuable feedback, enhancing the quality and relevance of future posts.
- **Content should be multilingual:**
  - 200 post text and captions were translated into Vietnamese and Spanish.
  - Logo in 3 languages appeared hundreds of times in One Day / One Action posts, stories and community partner postings

- With all content being translated into Vietnamese and Spanish, the capacity to reach community is now available for others to use going forward in the future.
- Multilingual content connects communities who might otherwise be peripheral or marginalized and creates connection and a more resilient community.

mỗi ngày  
**one day** một việc  
un día **one action**  
una acción

# DATA ANALYSIS

Gregory Collins | Social Media Manager

March, 2024

*A social media based public art project created for the city San José, supporting Climate Smart San José's environmental action goals. Supported by the City of San José's Public Art Program and Environmental Services Department.*

# ONE DAY ONE ACTION FULL SOCIAL MEDIA NUMBERS REPORT

The One Day One Action Social Media Campaign was strategically designed to catalyze positive change by seamlessly blending impactful art with compelling environmental content across multiple platforms such, as Instagram, Facebook, and YouTube. This comprehensive report offers an in-depth exploration, providing a meticulous breakdown and analysis of the campaign's dynamics. By delving into the intricate details, we aim to spotlight key metrics that measure the campaign's effectiveness, as well as shed light on noteworthy observations that emerged throughout its course.

REPORT  
COVERAGE DATES

JUNE 16th THROUGH DECEMBER 23

## SPECIAL NOTE:

The reported metrics, encompassing Impressions, Reel plays, Shares, and Saves, unfortunately omit data from San Jose State University Green Campus. This exclusion is attributed to our inability to establish contact with their new Social Media representative, a transition that coincided with the Christmas break. However, it's essential to note that available data does incorporate the number of Likes and total posts, elements accessible to the public and crucial for providing a comprehensive overview.

Additionally, it is imperative to acknowledge certain limitations in the data analysis. For some posts originating from both our account and other campaign partners, specific data points such as Impressions and Reel plays are unavailable. This can be attributed to the timing of account transitions to a business profile or unforeseen network challenges faced during the campaign. It's important to recognize that this limitation might result in an underrepresentation of the actual reach and impact of the campaign, as these unaccounted data points, if available, could potentially significantly elevate the reported numbers.

These challenges underscore the dynamic nature of social media analytics and the inherent complexities associated with obtaining precise data. Despite these constraints, the accessible metrics provide valuable insights into the campaign's performance, and the available information, coupled with an understanding of the limitations, allows for a nuanced interpretation of the reported results. As we navigate through the intricacies of data collection and reporting, it becomes imperative to approach these insights with a comprehensive understanding of the contextual nuances shaping the campaign's impact.

# ONE DAY ONE ACTION FULL SOCIAL MEDIA NUMBERS REPORT

(INSTAGRAM) TOTAL R E A C H (Includes All Partner DATA)

**Total Reach:** The campaign achieved a total reach of 37,980, with an average impression per post of 408.38. This highlights the substantial audience reached by the campaign.

**37980** TOTAL IMPRESSIONS

408.38 average impression per post

**194** TOTAL POSTS

173.99 average post per day

**2917** TOTAL LIKES

15.04 average like per post

**191** TOTAL SAVES

2.10 average save per post

**130** TOTAL COMMENTS

1.86 Average comments per post

**19224** TOTAL REEL PLAYS

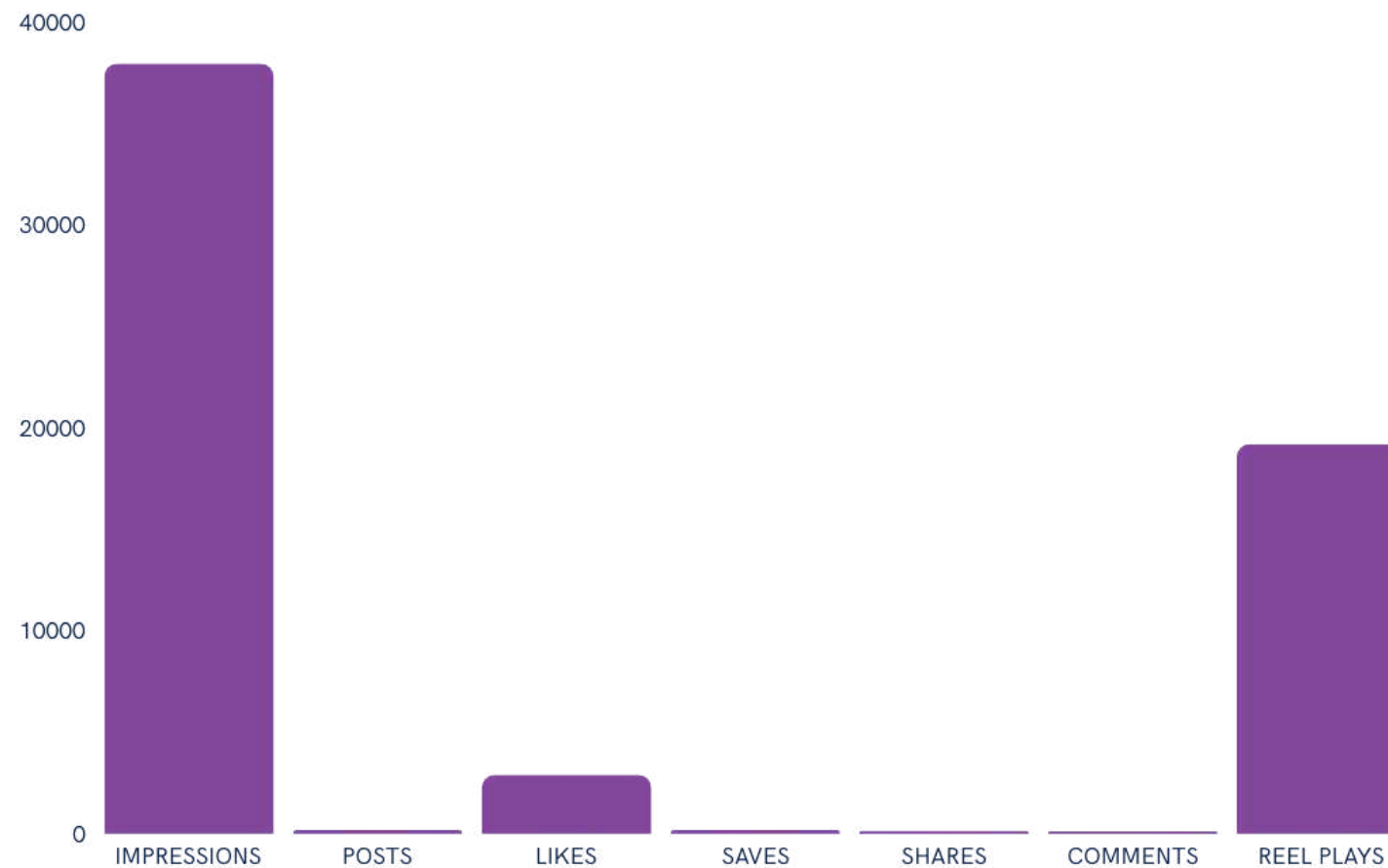
369.70 average play per reel

**214** AVERAGE VIEW PER REEL

142.85 typical



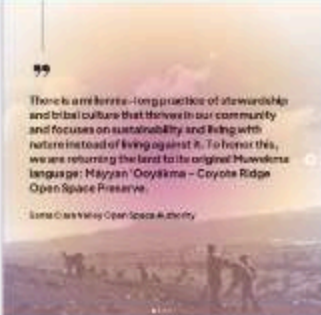
**163** SHARES

1.19 average share per post



# ONE DAY ONE ACTION FULL SOCIAL MEDIA NUMBERS REPORT

## TOP 5 MOST ENGAGED POSTS

	IMPRESSIONS	POST CONTENT	LIKES	PLAYS	SAVES	SHARES	COMMENTS	*Some data on select posts are not available due to timing of account type transisiton to business profile or other unforeseen challenges
NUMBER 1	*3226	 <p>San José, CA is one of the first US cities to align with the Paris Agreement.</p>	272	*1016	*18	*24	12	
NUMBER 2	*1914	 <p>We breathe with trees</p>	115	N/A	11	3	0	
NUMBER 3	1476	 <p>There is a relearn - long practice of stewardship and tribal culture that flows in our community and focuses on sustainability and being who return instead of being against it. To honor this, we are returning the land to its original Muisca language: Mayyan 'Ooykma - Coyote Ridge Open Space Preserve. Local Working Open Space Authority.</p>	106	N/A	5	6	0	



## ONE DAY ONE ACTION FULL SOCIAL MEDIA NUMBERS REPORT

NUMBER 4	1807*		100	N/A	9	4	6	
NUMBER 5	1603		41	1603	6	1	0	

### Observation:

Posts featuring content associated with our valued partner organizations, including but not limited to **Food Empowerment** and **Veggielution**, witnessed a remarkable surge in engagement, surpassing the **typical interaction rates**. The **community responded** enthusiastically to our initial announcements of **these partnerships**, underscoring the significance of forging alliances with **impactful organizations**. Moreover, our thought-provoking **prompts ignited** meaningful conversations, **resonating deeply** with our audience and fostering a sense of collective contemplation.

Notably, there was a robust engagement with content rooted in the **San Jose** community. Posts showcasing local landmarks and **establishing connections with various** aspects of the community garnered considerable attention and interaction. This **underscores the importance** of fostering a strong bond with our immediate surroundings and community, **affirming the notion** that content with a local touch can significantly enhance audience engagement and connection.

# ONE DAY ONE ACTION FULL SOCIAL MEDIA NUMBERS REPORT

## (FACEBOOK) ONE DAY ONE ACTION ACCOUNT

**2030** TOTAL IMPRESSIONS

**494** PROFILE VISITS

**134** TOTAL POST LIKES

**44** TOTAL SHARES

**12** PAGE LIKES

**18** TOTAL COMMENTS

**1.1K** REACH

### Observation:

The Facebook account **played a pivotal role** in amplifying the overall reach and engagement metrics of the **campaign**, actively contributing to profile visits and interactions. **It's important to highlight** that, unlike Instagram, comprehensive Facebook data collection from all our **partners was not undertaken**. This discrepancy in data coverage emphasizes the need to interpret the **reported Facebook** metrics within the context of the available dataset.

Furthermore, a noteworthy factor **impacting the Facebook** account's performance was a malfunction in the **scheduled posting feature**. This technical glitch resulted in an **unforeseen delay** in the publication of posts on the Facebook account, extending over a few weeks. The consequences of this **malfunction had implications** for the regularity and timeliness of content dissemination, potentially **influencing engagement** patterns and audience interactions during that period.

**Navigating through these intricacies**, it becomes apparent that while the Facebook account contributed significantly to the **campaign's overall success**, the incomplete data collection and scheduling challenges warrant a nuanced interpretation of the **reported metrics**. Acknowledging these limitations is crucial for a **comprehensive understanding** of the factors influencing the Facebook account's performance and its implications on the **broader campaign** objectives. As we delve into the analysis, the transparency **surrounding data** collection nuances ensures a more accurate **and informed assessment** of the impact and reach achieved through the Facebook component of the campaign.



# ONE DAY ONE ACTION FULL SOCIAL MEDIA NUMBERS REPORT

(YOUTUBE) ONE DAY ONE ACTION ACCOUNT

**285** VIEWS

**2.6h** WATCH TIME

**8** SUBSCRIBERS

**15** POST LIKES

## Observation:

The YouTube channel **experienced a notable surge** in engagement, amassing a total of 285 views, signifying a **commendable level of interest from the audience**. It's imperative to highlight that the YouTube account has a specific focus on **Reels and Videos**. However, a crucial aspect to consider is the platform's constraint on Reels, which are confined to a **maximum duration of 60 seconds**. This limitation has a significant impact on the presentation of certain videos, especially those developed in a vertical format.

A noteworthy observation is that **due to the time limit restriction** on Reels, some videos designed in a vertical orientation are necessitated to be posted as long-form videos. This deviation from the intended format might potentially **influence viewer preference**, as longer videos may be perceived as less desirable for certain content types.

Understanding these nuances is essential for a **comprehensive analysis** of the YouTube channel's performance. Despite the impressive engagement, **recognizing the platform-specific challenges**, such as the time constraint on Reels and its impact on video presentation, provides **valuable insights** into the dynamics shaping user experience. As we delve into the metrics, this **awareness ensures** a more nuanced interpretation of the YouTube channel's effectiveness in **reaching and resonating with the audience**.

# ONE DAY ONE ACTION FULL SOCIAL MEDIA NUMBERS REPORT

## POTENTIAL REACH

**Estimating the potential reach of the One Day One Action Social Media Campaign** involves a comprehensive evaluation of the combined followers across the participating accounts on Instagram and Facebook. It's crucial to note that the campaign's initiation in **June** marked the beginning of its trajectory, and some of our valued partners only joined the initiative as late as **November**. This temporal diversity in partner involvement adds a nuanced layer to our reach analysis.

**To delve into the intricacies of our potential reach, let's examine the detailed breakdown:**

**Instagram and Facebook Fusion:** The cumulative followership across both Instagram and Facebook accounts participating in the campaign forms the baseline for estimating our potential reach.

**Dynamic Growth Over Time:** Considering the staggered entry of partners from June to November, we need to account for the evolving nature of our reach. This entails assessing the growth patterns in followership for each participating account during the respective periods of engagement.

**Partner-Specific Impact:** It's essential to recognize that each partner brings a unique audience. As such, the potential reach must be evaluated on a partner-specific basis, acknowledging the varying degrees of influence each partner wields within their community.

By meticulously considering these factors, **we aim to present a nuanced and accurate depiction** of the potential reach of our **One Day One Action Social Media Campaign**, acknowledging the evolving landscape shaped by partner **collaborations over time**.

# ONE DAY ONE ACTION FULL SOCIAL MEDIA NUMBERS REPORT

## Facebook

**SJ Cultural Affairs: 2,700 followers**

SJ Enviro Services: 30,000 followers (Note: No Page, but uses City of SJ)

**SJSU Green Campus: 368 followers**

SJSU Garden: Not applicable (Facebook Group with no page)

**Vietnamese American Round Table: 3,600 followers**

Chopsticks Alley: 1,000 followers

**Veggielution: 6,700 followers**

Si Se Puede Collective: 1,100 followers

**Food Empowerment Project: 30,000 followers**

Open Space Authority: 27,000 followers

1D/1A: 16 followers

**Total Facebook Followers: 72,484**

## Instagram

SJ Cultural Affairs: 4,749 followers

**SJ Enviro Services: 3,425 followers**

SJSU Green Campus: 2,972 followers

**SJSU Garden: 2,500 followers (in a Facebook Group, not on Instagram)**

Vietnamese American Round Table: 1,455 followers

**Chopsticks Alley: 1,381 followers**

Veggielution: 4,391 followers

**Si Se Puede Collective: 1,282 followers**

Food Empowerment Project: 47,400 followers

**Open Space Authority: 7,407 followers**

1D/1A: 142 followers

**Total Instagram Followers: 77,104**

**If we include the City of San Jose**, which is not included in the Instagram list:

Additional Facebook Followers (City of San Jose): **25,000**

Total Potential Reach (Instagram and Facebook): **177,588**

**Incorporating the followership** of the City of San Jose's Facebook page into the equation, the One Day One Action Campaign **boasted an expansive potential reach**, extending its influence to a substantial audience of 177,588 individuals. This expansive figure **underscores the campaign's considerable platform**, offering a robust channel for disseminating its core message and initiatives.

This estimation becomes even more significant when we consider the **amalgamation of diverse organizations** participating in the campaign. The collective impact and outreach potential of the One Day One Action initiative are vividly highlighted through this network, **showcasing the collaborative strength** of various entities working in unison towards a common goal. This **interconnected web of participating** organizations not only amplifies the campaign's voice but also ensures a multifaceted approach, catering to a broad spectrum of interests within the extensive audience reached.

# ONE DAY ONE ACTION FULL SOCIAL MEDIA NUMBERS REPORT

## LESSONS LEARNED

- Numerous **valuable insights** have been gleaned from the **One Day One Action** social media campaign, providing a wealth of lessons that contribute to the ongoing refinement of our strategies.
- First and foremost, the significance of consistency in posting has emerged as a critical factor in building momentum and **maximizing potential reach and engagement**. However, we encountered challenges with the Facebook native schedule early in the campaign, causing **delays in our posting schedule**. To address this, we **switched** to an alternative platform, Hootsuite, which offered more **reliable scheduling** options to ensure a steady and consistent flow of content.
- A dynamic aspect of the campaign **involved changes in our partnership landscape**. Although partners evolved throughout the initiative, we learned that **establishing consistent communication channels** and **seeking feedback**, particularly regarding potential artwork, prompts, and reels, could positively influence their posting frequency. **Despite encountering challenges**, such as the inaccessibility of collaboration tools on Instagram for **scheduling posts**, and **difficulties coordinating a community Zoom call**, individual outreach proved successful. One-on-one meetings with partners yielded a plethora of valuable feedback, enhancing the quality and relevance of future posts.
- Lastly, the campaign witnessed several **transitions in social media managers**. Fortunately, our current manager assumed their role in May, just a month before the **campaign's commencement**, and has been an integral part of the team ever since. This experience underscores the importance of stability in team dynamics, emphasizing **the need for a consistent and dedicated team** to navigate the evolving landscape of a social media campaign successfully.
- These lessons learned provide a solid foundation **for future endeavors**, guiding us toward more effective collaboration, **improved communication strategies**, and heightened adaptability in the face of evolving challenges.

# ONE DAY ONE ACTION FULL SOCIAL MEDIA NUMBERS REPORT

## CONCLUSION

**The resonance of the One Day One Action Social Media Campaign** echoed powerfully across various platforms, showcasing a noteworthy impact marked by elevated engagement levels and the adept deployment of diverse content strategies, both instrumental in steering the campaign towards success. The campaign's triumph can be attributed to a **confluence of factors**, where standout posts, active partner participation, thought-provoking prompts, and a commitment to consistent posting emerged as pivotal elements in **propelling interactions** and cultivating positive change within the community.

**Within this comprehensive analysis**, certain key factors come to the forefront:

**Standout Posts:** Specific content pieces that captured attention, sparked discussions, or evoked strong reactions contributed significantly to the campaign's overall impact. Understanding the characteristics of these standout posts provides valuable insights into audience preferences and effective communication strategies.

**Partner Participation:** The involvement of partners played a central role in amplifying the campaign's reach. Examining the extent of partner engagement, as well as the nature of their contributions, sheds light on the collaborative strength that underpins successful social initiatives.

**Thought-Provoking Prompts:** The effectiveness of prompts designed to stimulate reflection and conversation among the audience reflects the campaign's ability to transcend mere content consumption. Analyzing the responses to these prompts illuminates the depth of community engagement and the campaign's ability to spark meaningful dialogue.

**Consistency in Posting:** Regular and consistent posting maintained a steady presence in the audience's feed, contributing to sustained interest and participation. This element emphasizes the importance of a well-executed content calendar and strategic timing in maintaining campaign momentum.

This thorough examination not only celebrates the achievements of the **One Day One Action Campaign** but also serves as a guide for future endeavors. It underscores the critical significance of tailoring content to resonate with the target audience and crafting strategic messages that align with the overarching goals of community impact. The lessons derived from this analysis pave the way for more informed, **intentional, and impactful social media campaigns** in the future.

# ONE DAY ONE ACTION FULL SOCIAL MEDIA NUMBERS REPORT

## ATTACHMENT

**Enclosed, you will discover a comprehensive dataset encapsulating** the analytics for all posts featured on our Instagram account. This detailed collection of data offers a profound insight into the performance metrics, engagement levels, and audience interactions associated with each individual post.

**This inclusive report encompasses a range** of key parameters, including but not limited to Impressions, Likes, Shares, Saves, and Comments. The thorough examination of these metrics allows for a nuanced understanding of the resonance and impact of each post within our Instagram community.

**By presenting this comprehensive compilation,** we aim to provide a transparent and thorough overview of the Instagram account's performance, facilitating a more in-depth analysis of the content that resonated most with our audience.

mỗi ngày  
**one day** một việc  
un día **one action**  
una acción

# INSTAGRAM DATA

Gregory Collins | Social Media Manager

March, 2024

*A social media based public art project created for the city San José, supporting Climate Smart San José's environmental action goals. Supported by the City of San José's Public Art Program and Environmental Services Department.*





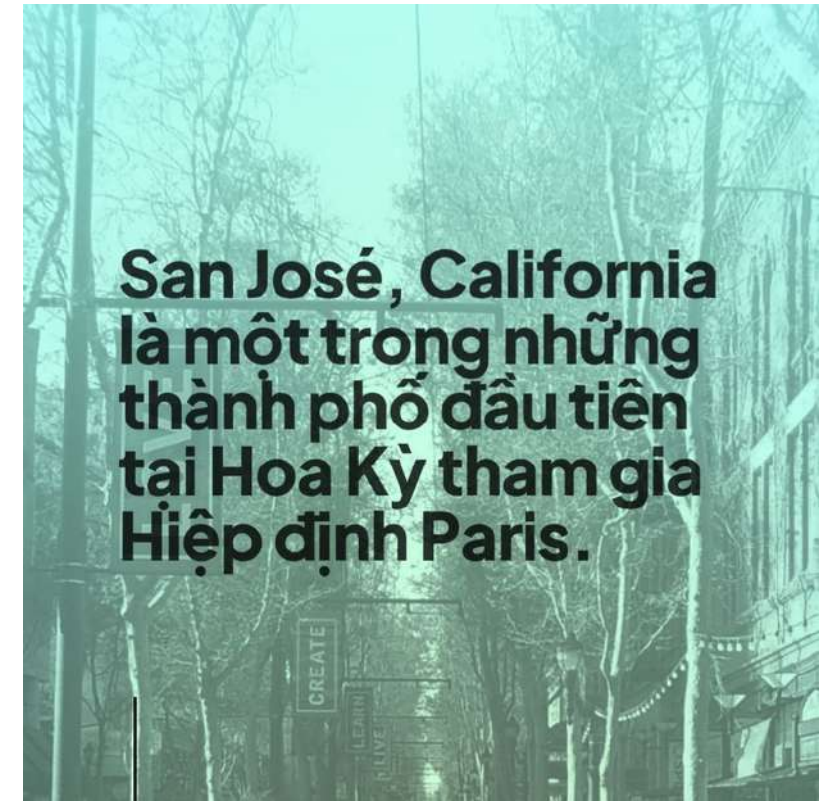
Eng. Rate	29.71%
Likes	33
Comments	8

WED, JUN 21, 2023



Eng. Rate	23.19%
Likes	30
Comments	2

WED, JUL 05, 2023



Eng. Rate	23.19%
Likes	25
Comments	7

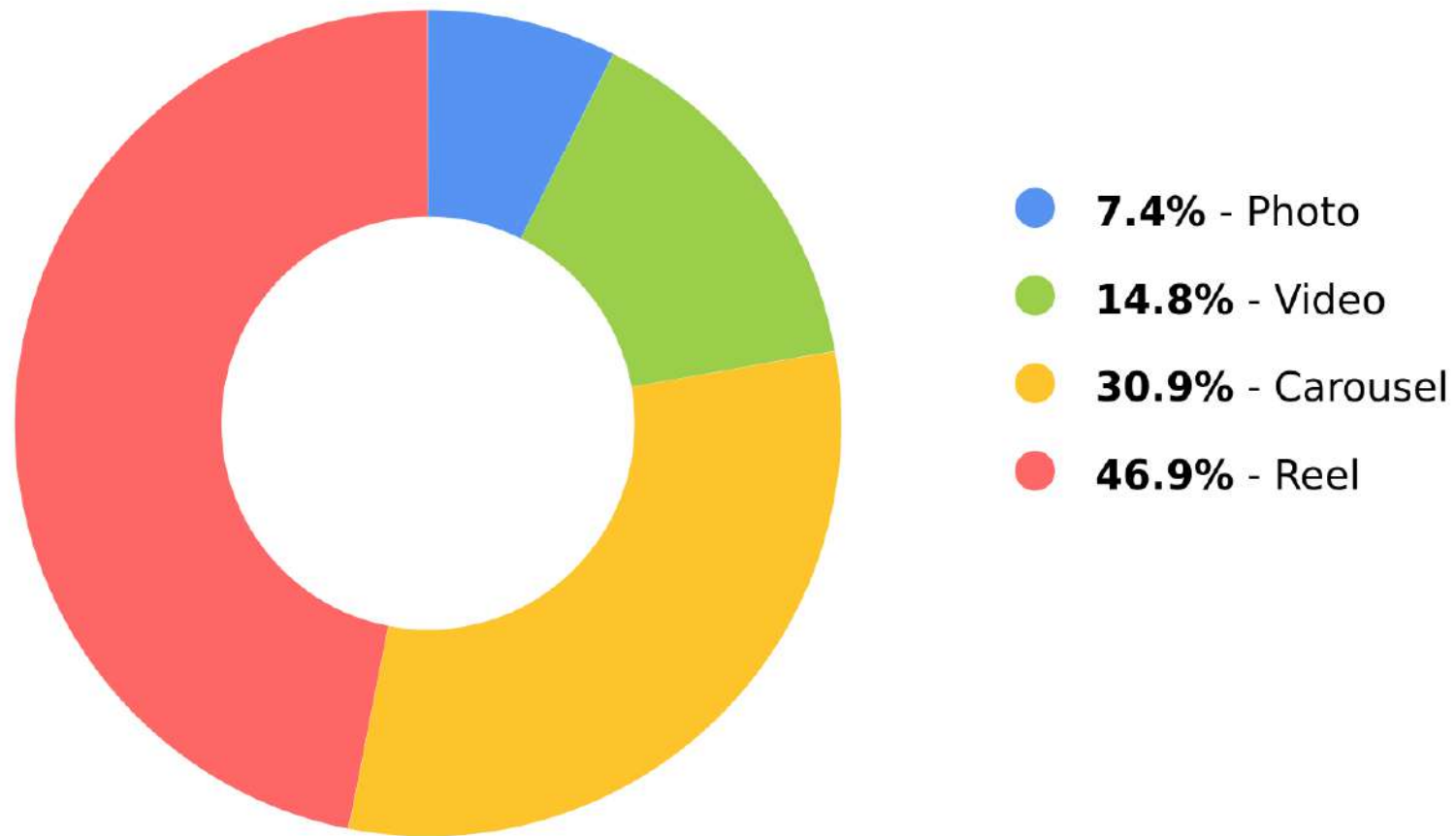
FRI, JUL 14, 2023





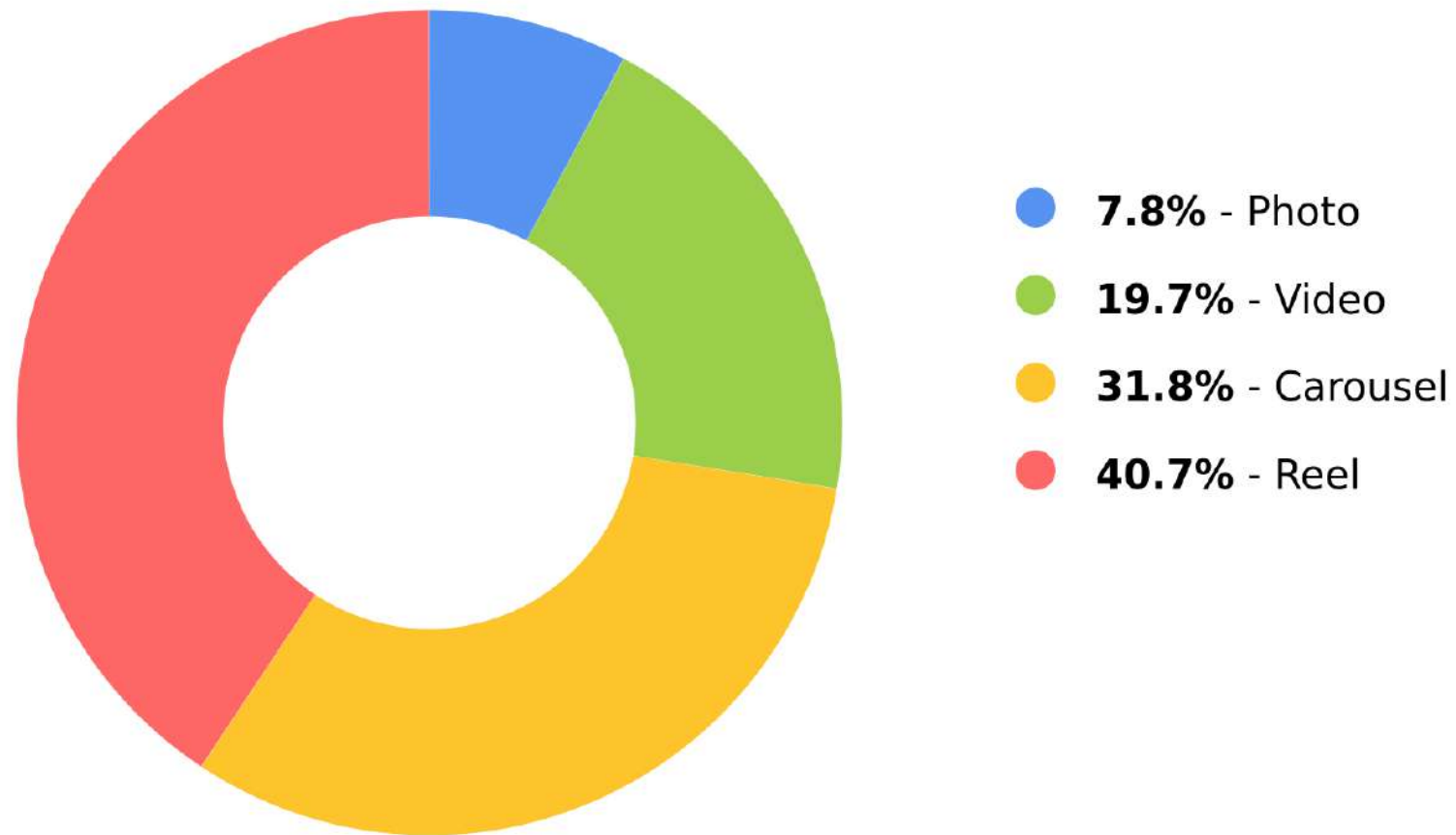


## Post Types





## Most Engaging Post Types



Followers

137

Follower Change

137

↑ 100%

Max. Follower Change

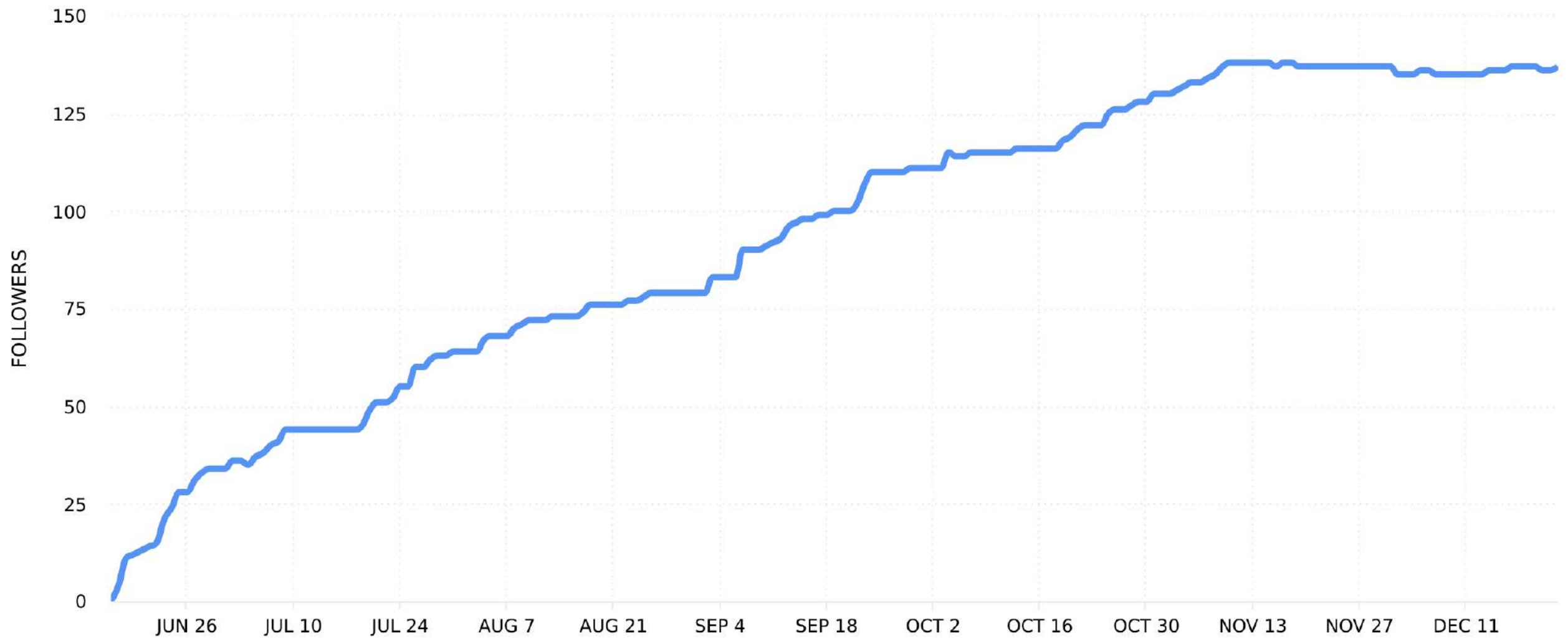
7

Jun 17, 2023

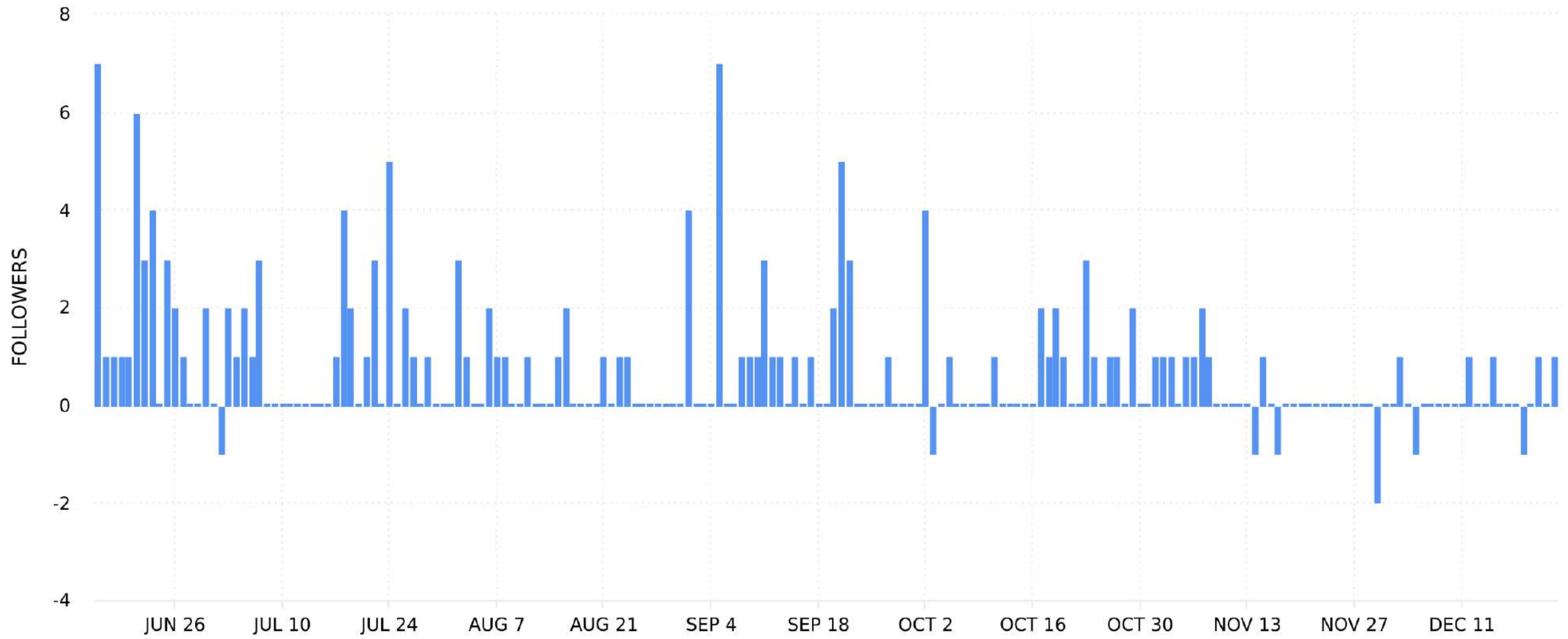
Avg. Follower Change

+0.72

## Followers



# Follower Change



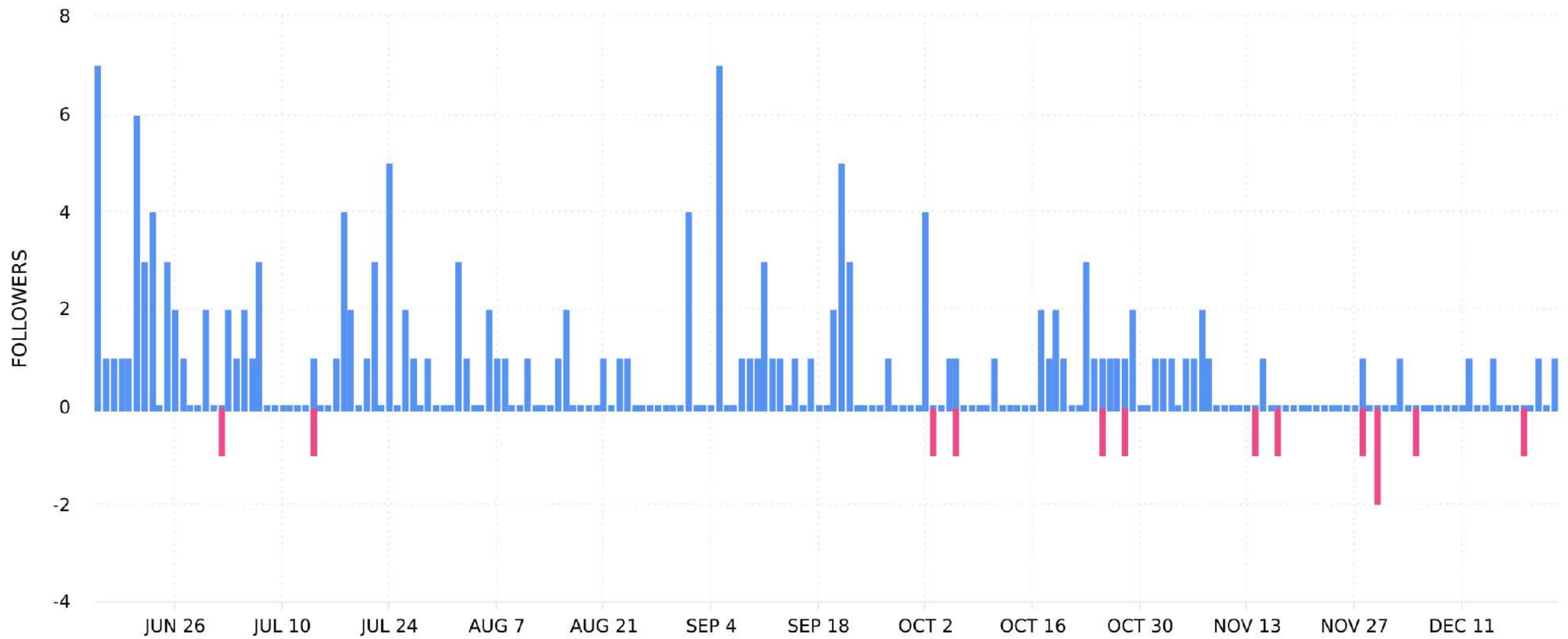
Gained Followers

**+147**

Lost Followers

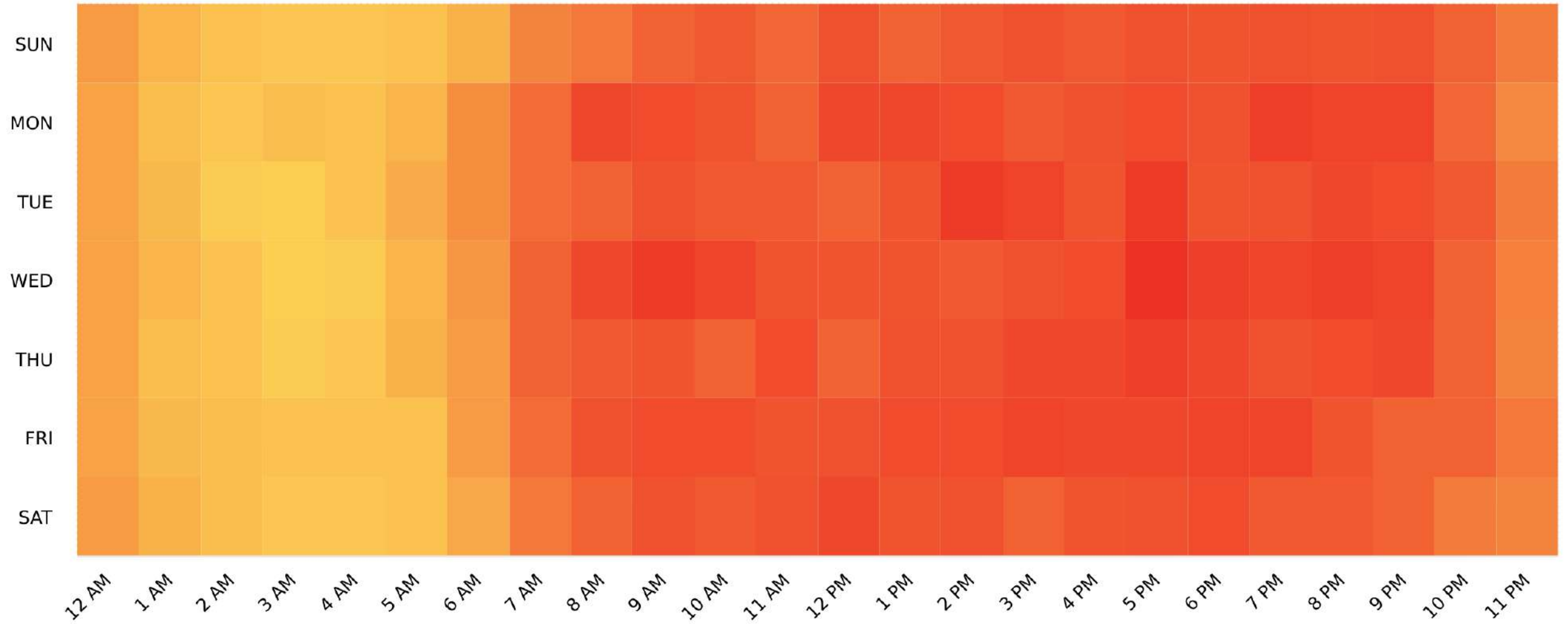
**-13**

## Gained and Lost Followers



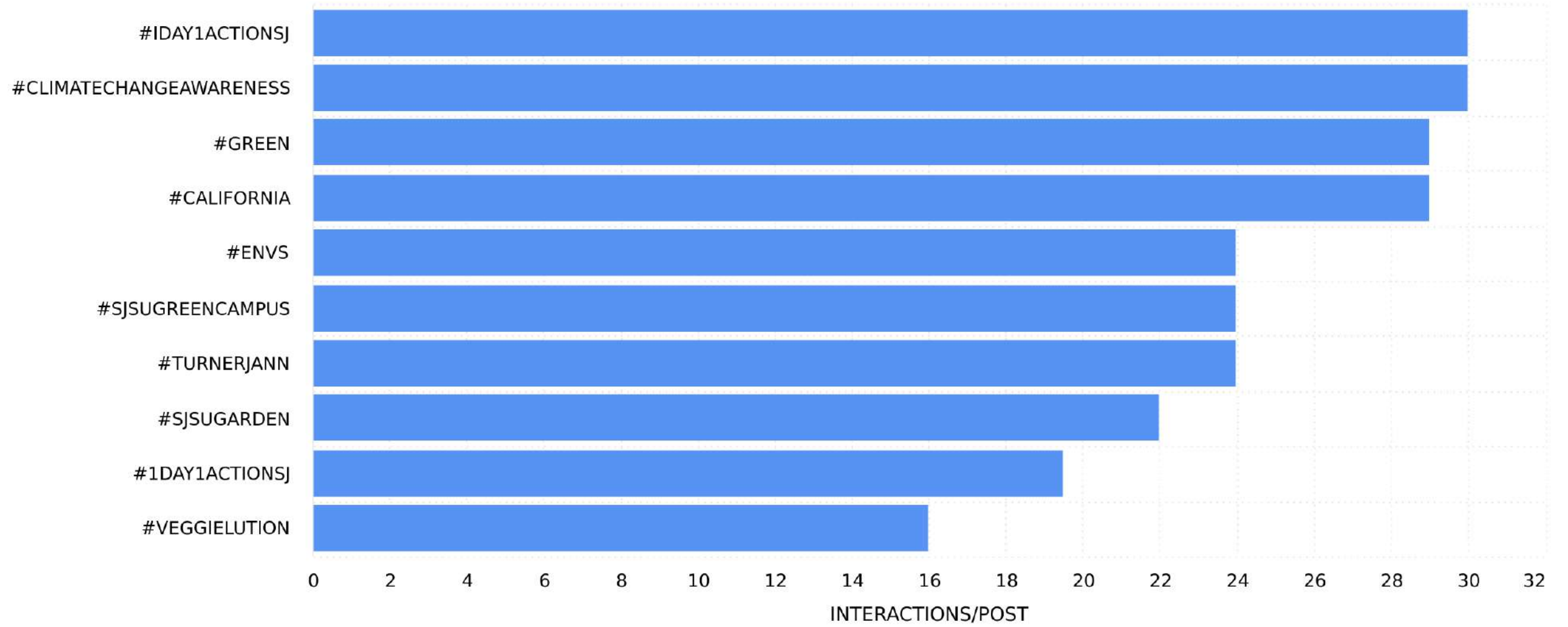


# Followers Online





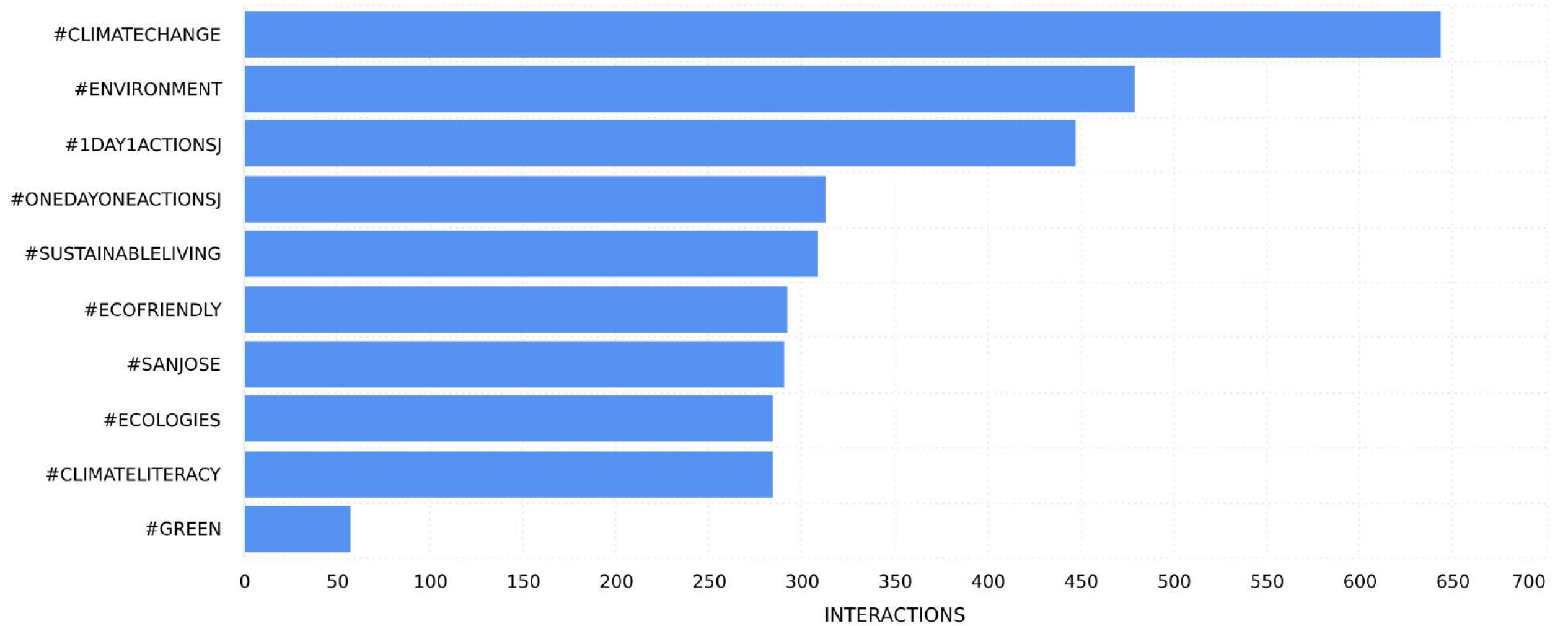
## Most Effective Hashtags





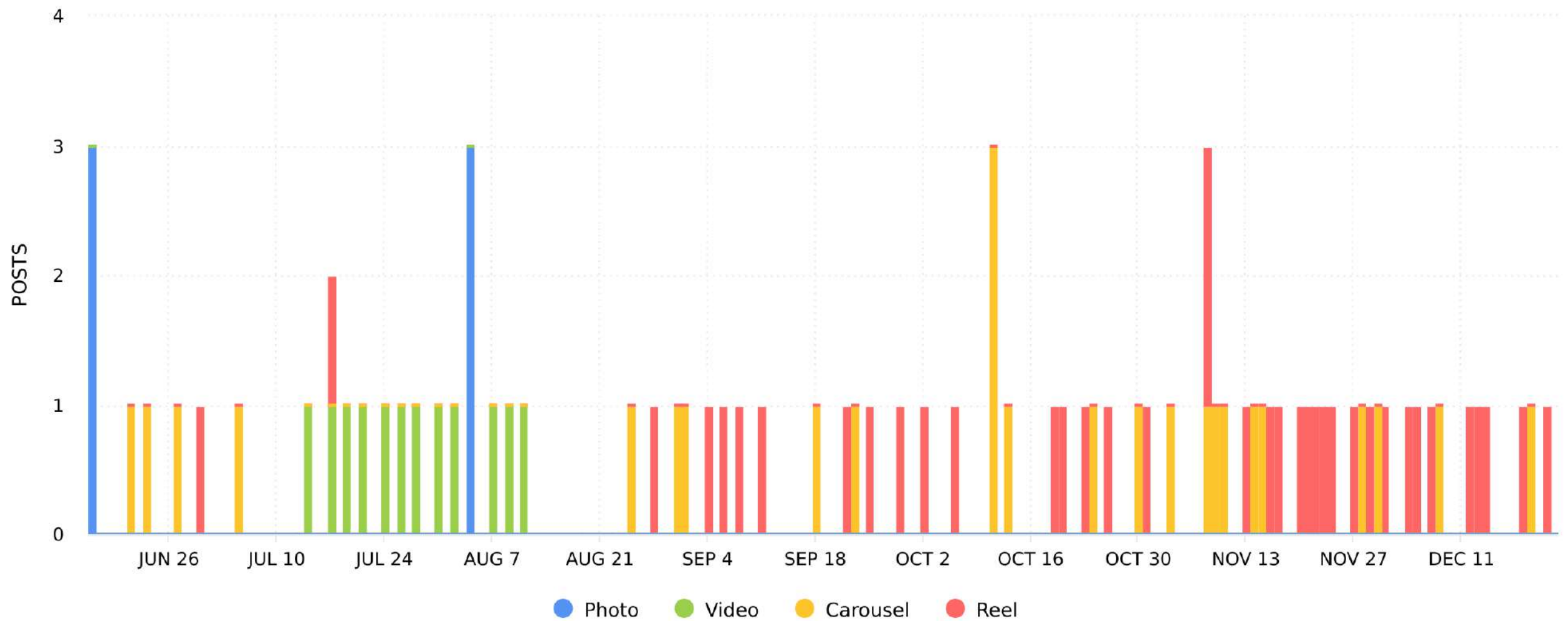


# Top Hashtags by Interactions



Posts **81**      Photos **6**      Videos **12**      Carousels **25**      Reels **38**

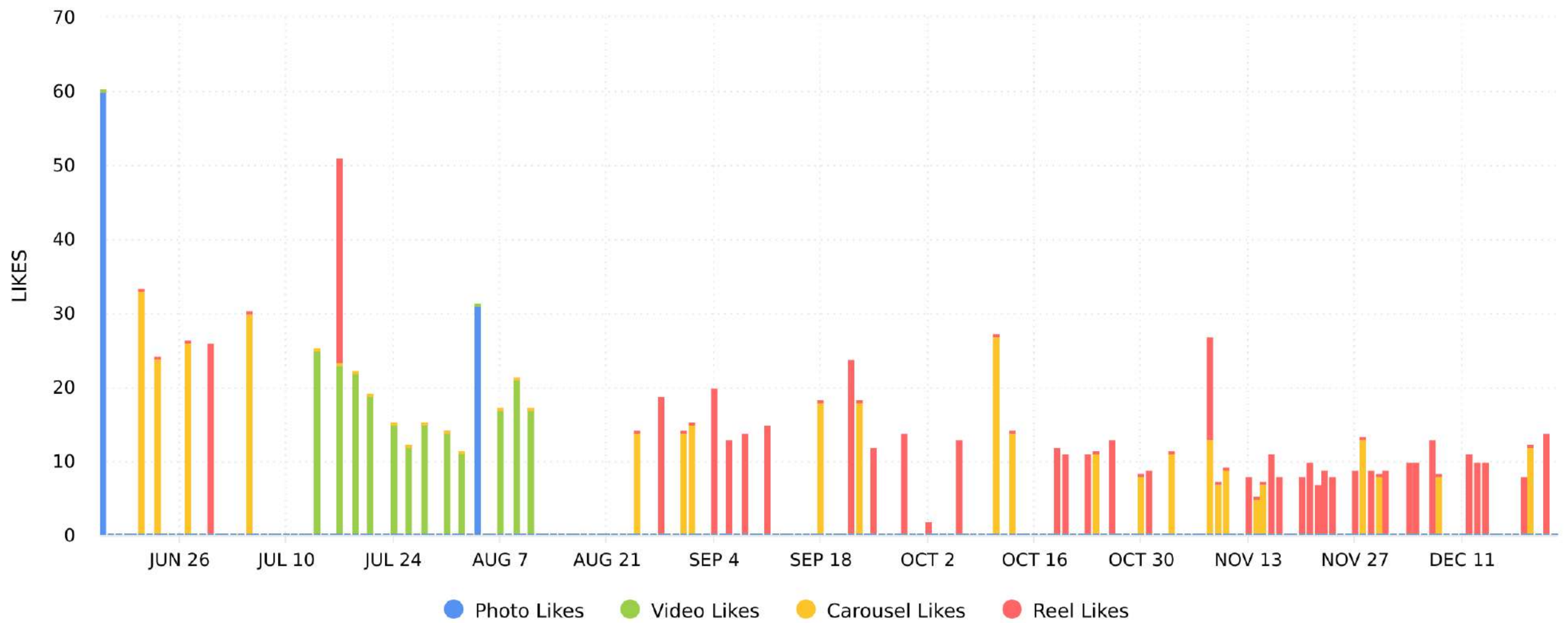
### Number of Posts



Likes  
**1,099**

Avg. Likes  
**13.6**

### Likes



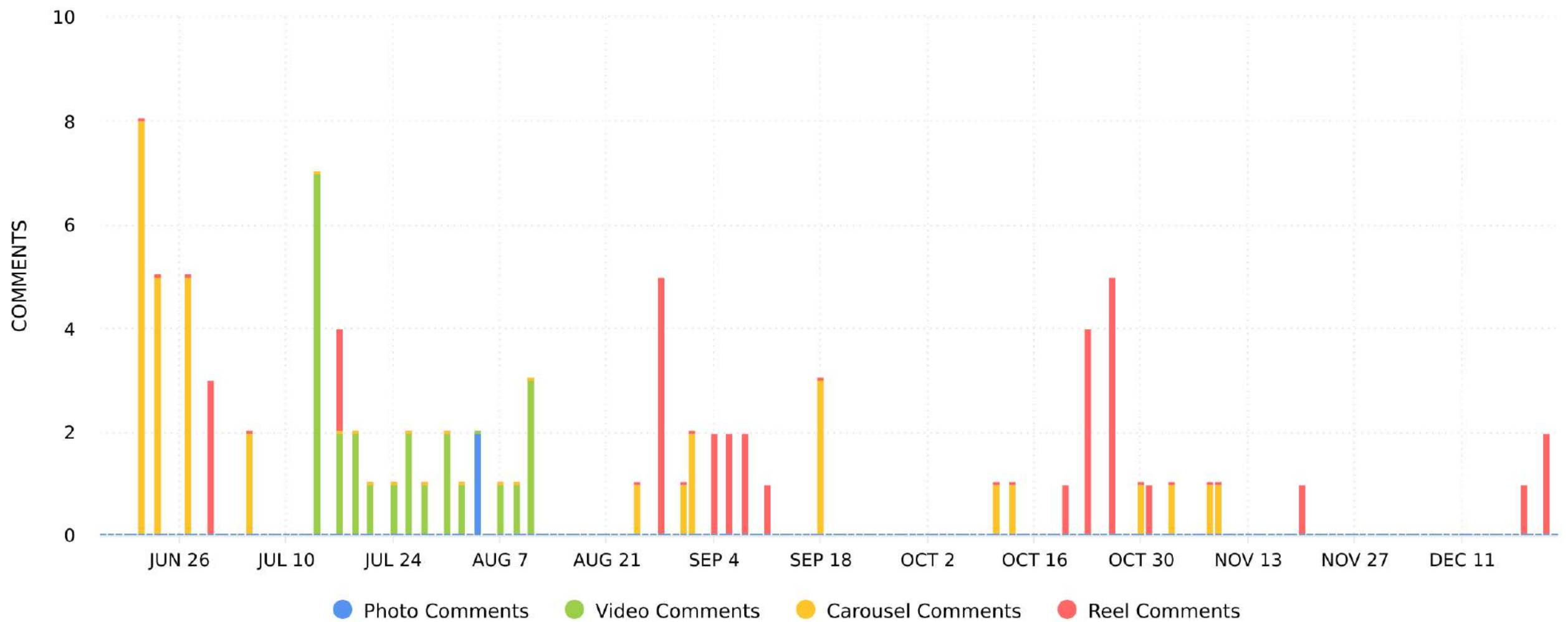
Comments

91

Avg. Comments

1.1

## Comments



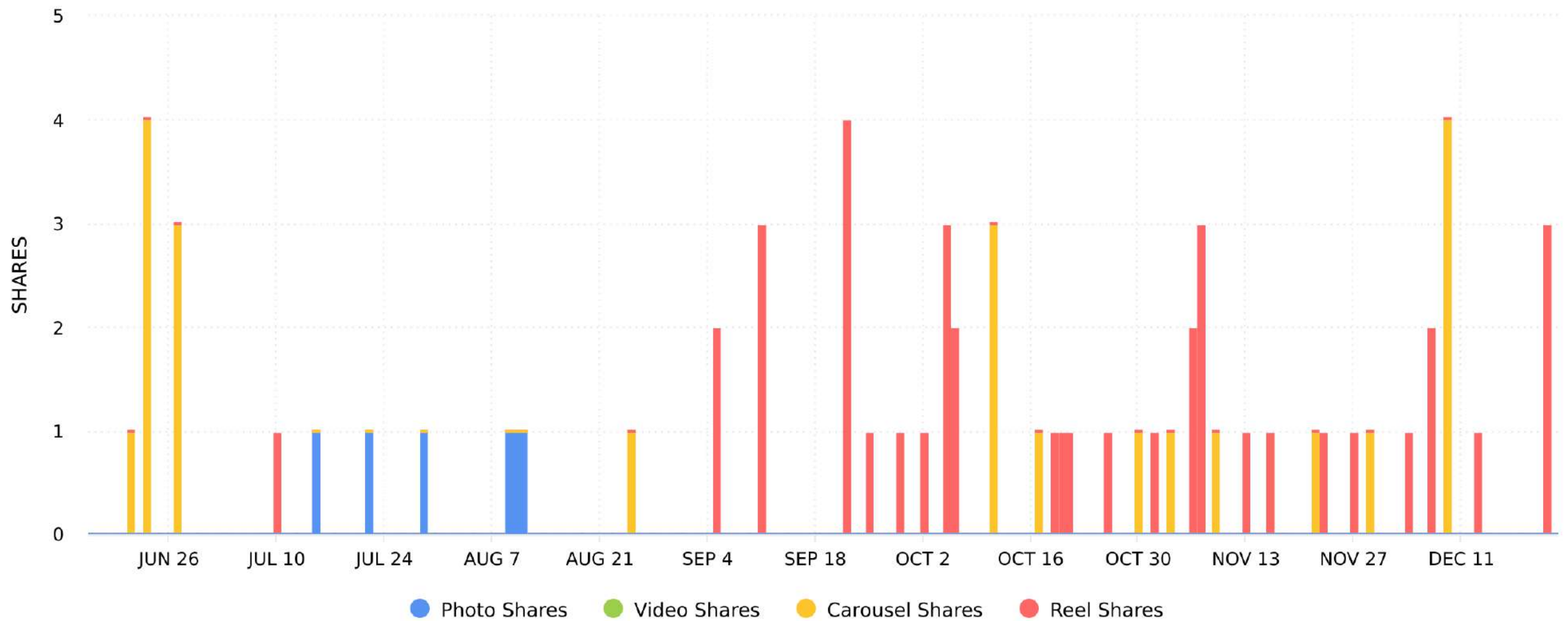
Shares

67

Avg. Shares

0.3

### Shares



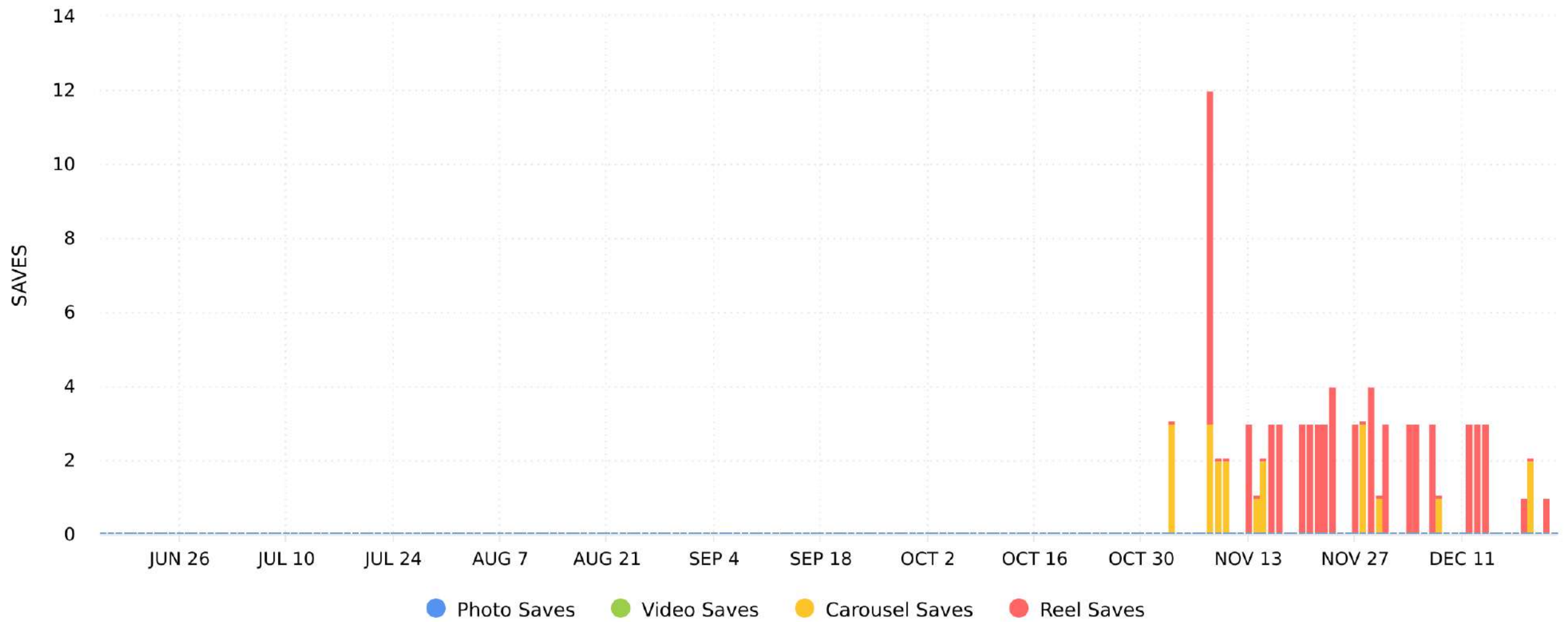
Saves

84

Avg. Saves

1

# Saves





Video Views

-

Avg. Views

-

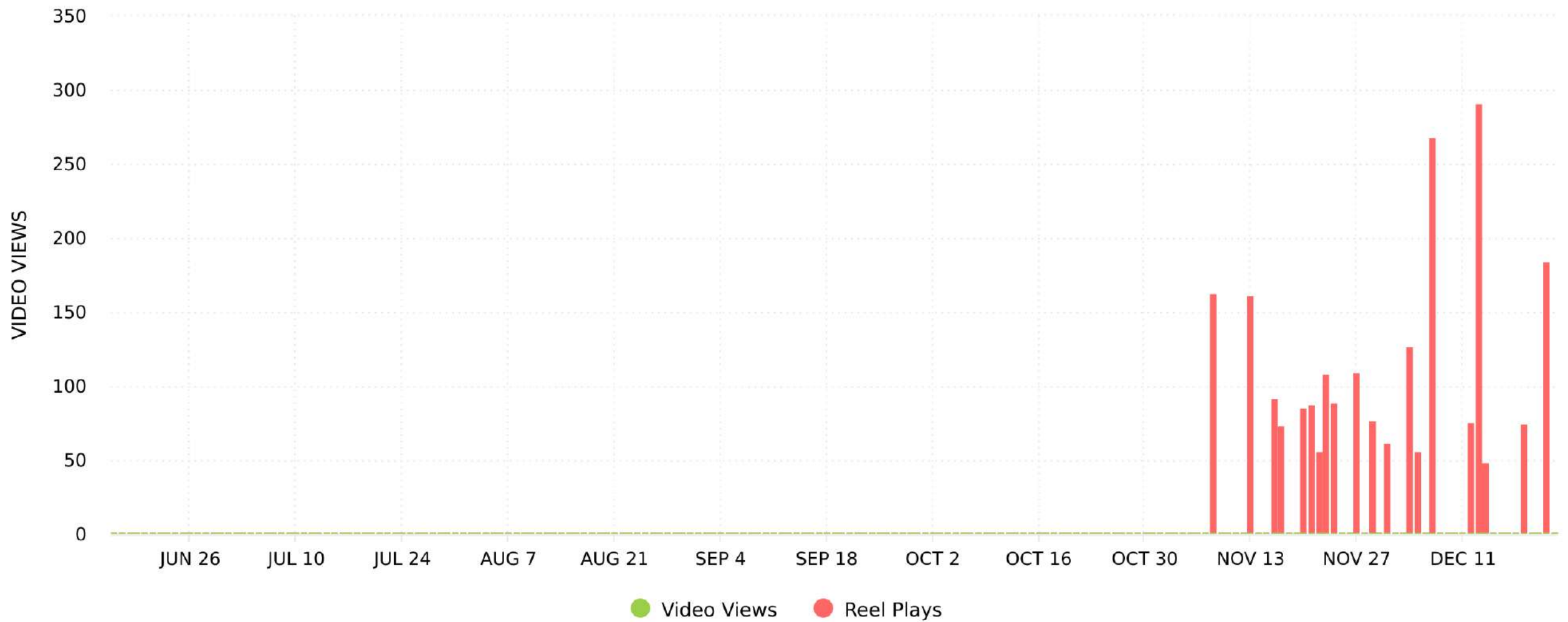
Reel Plays

2,296

Avg. Reel Plays

60.4

### Plays/Video Views

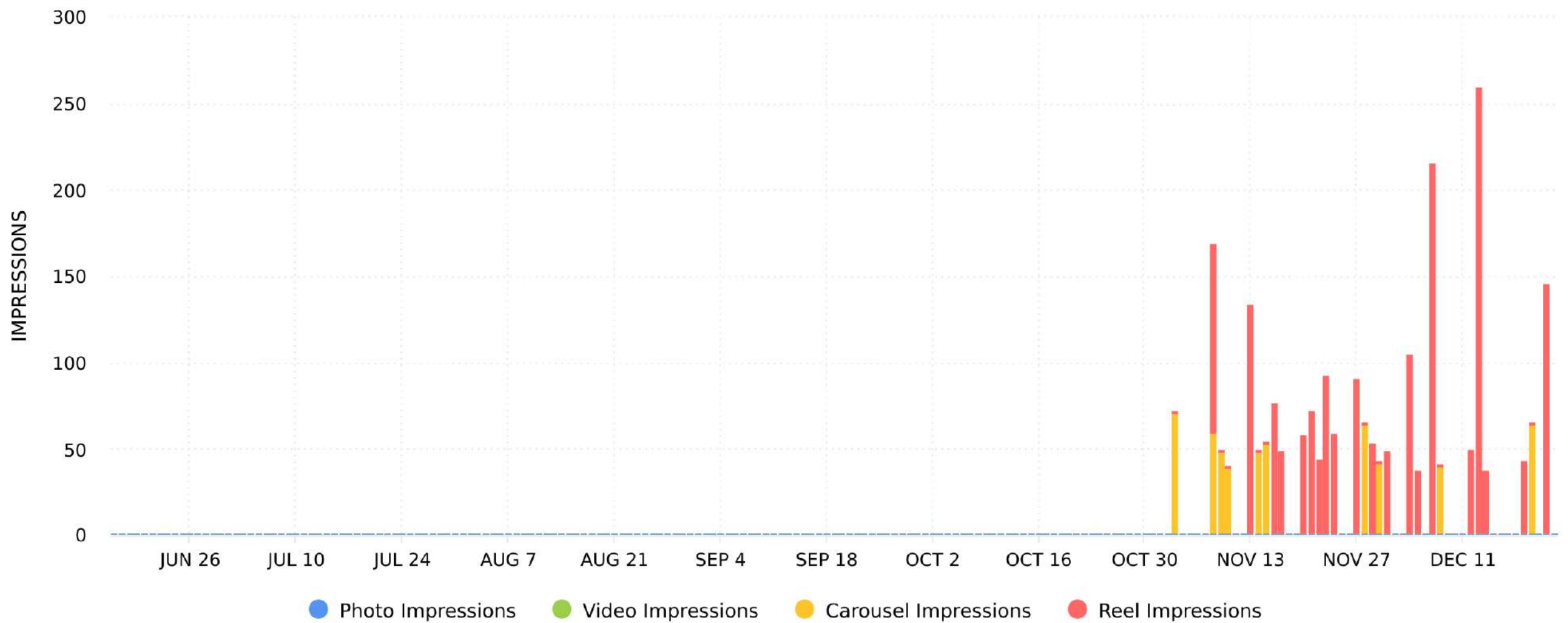




Impressions  
**2,320**

Avg. Impressions per Post  
**28.6**

## Impressions



Avg. Photo Reach

2.88

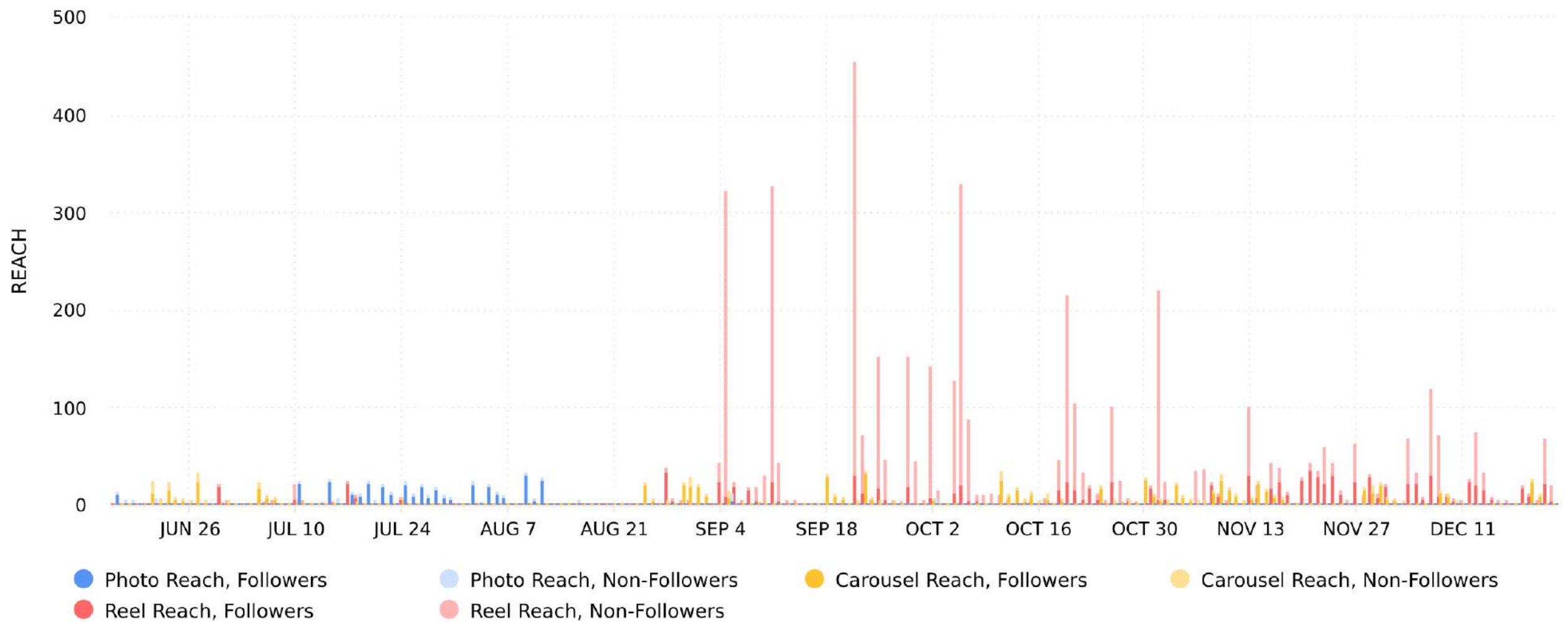
Avg. Carousel Reach

5.61

Avg. Reel Reach

26.28

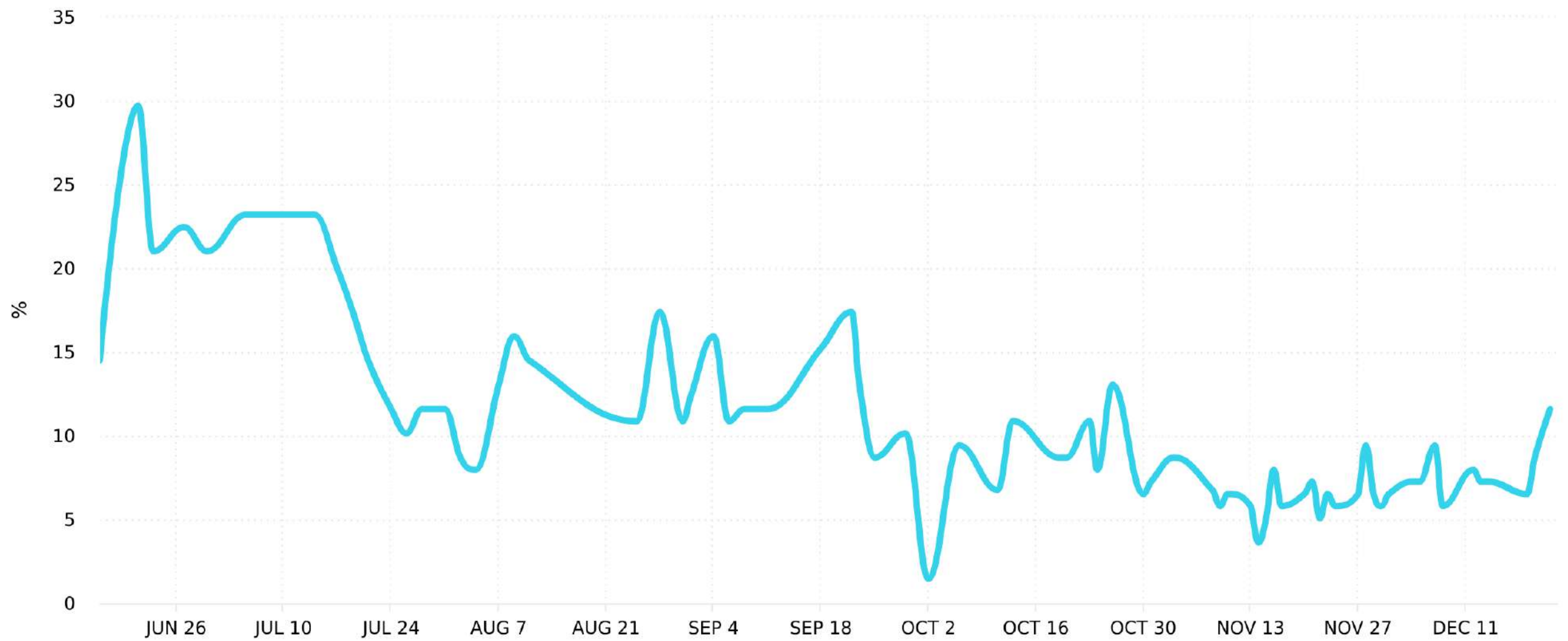
## Reach



Avg. Post ER  
**10.7%**

Max. Post ER  
**29.71%**  
Jun 21, 2023

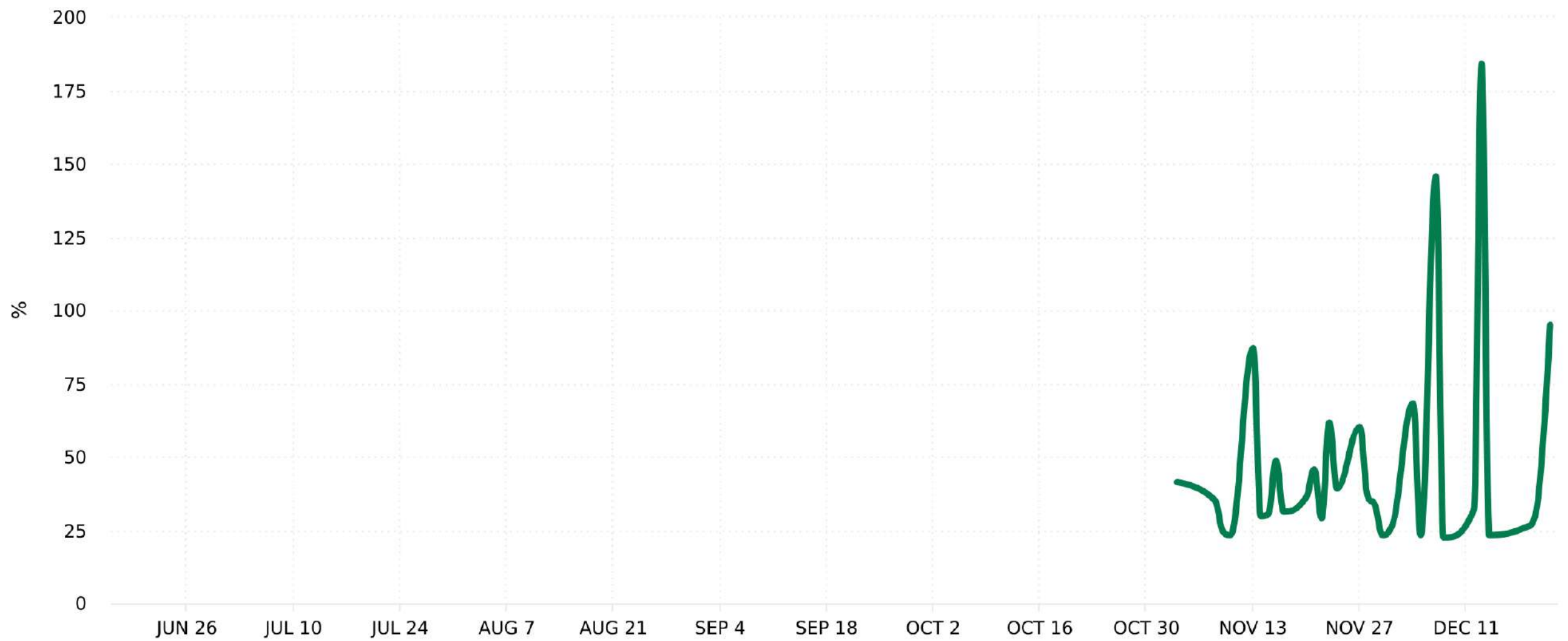
## Post Engagement Rate



Avg. Reach Rate  
**47.96%**

Max. Reach Rate  
**184.06%**  
Dec 13, 2023

## Reach Rate



Avg. ER by Reach

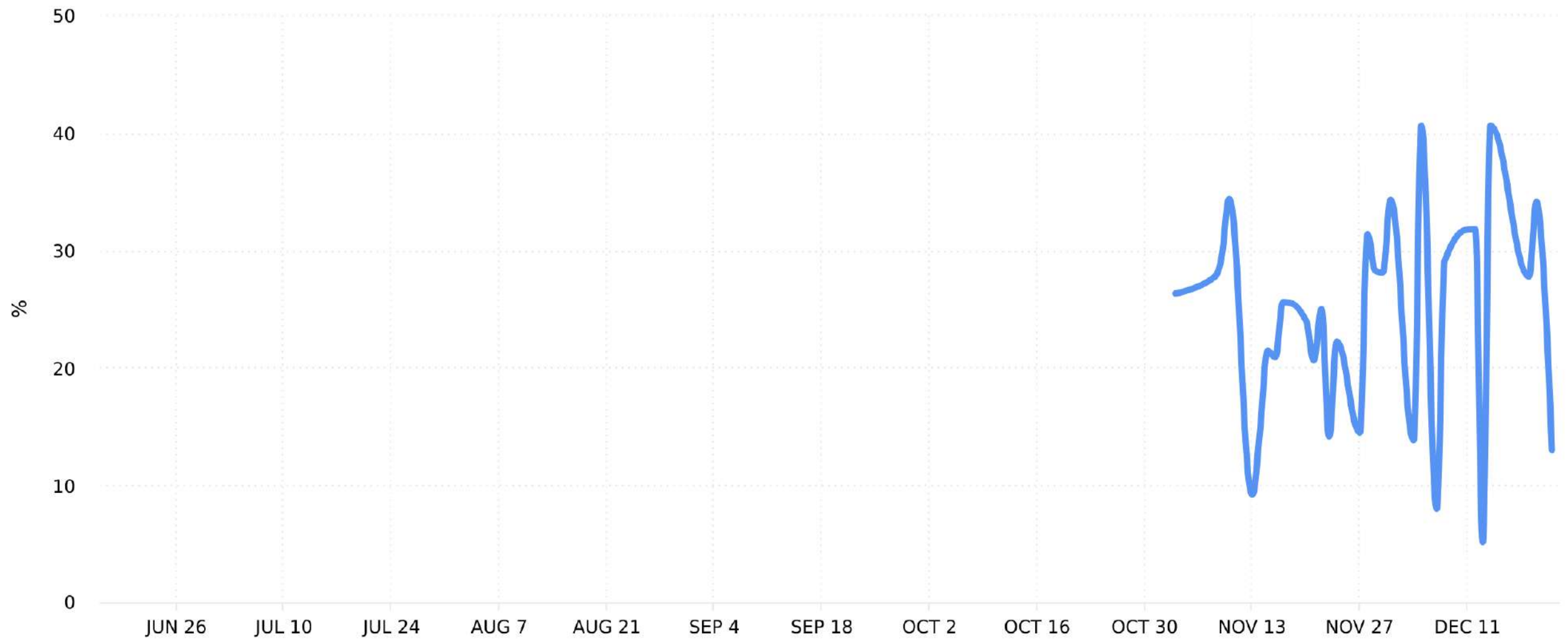
**24%**

Max. ER by Reach

**40.62%**

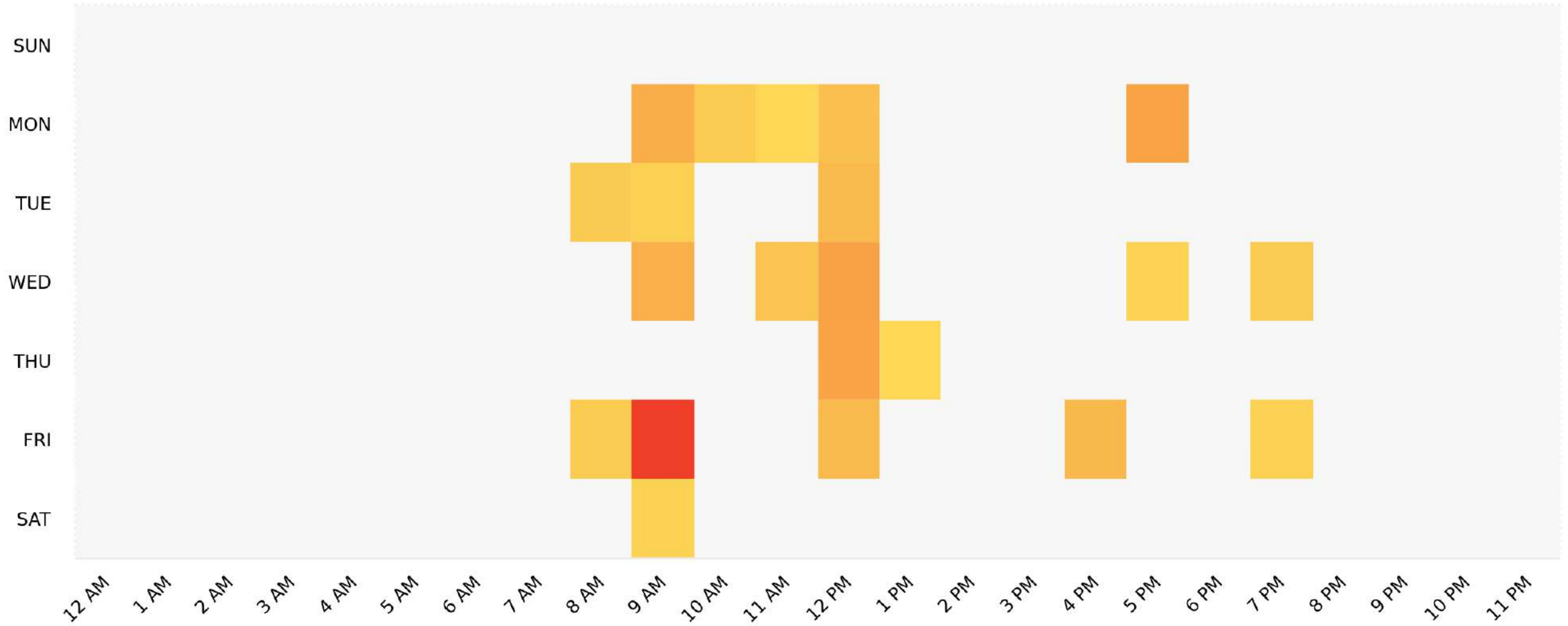
Dec 05, 2023

### Engagement Rate by Reach



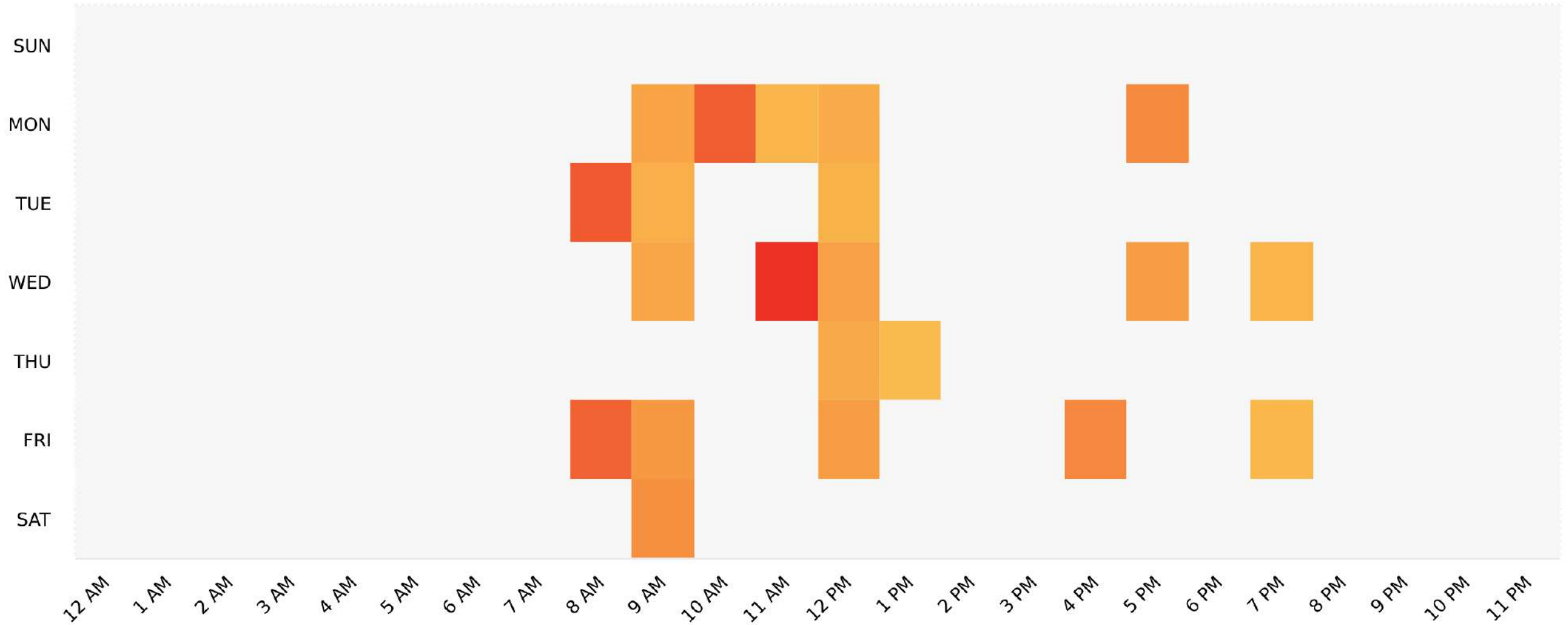


# Best Time to Post





## Best Time to Post (Engagement)





Max. Reach

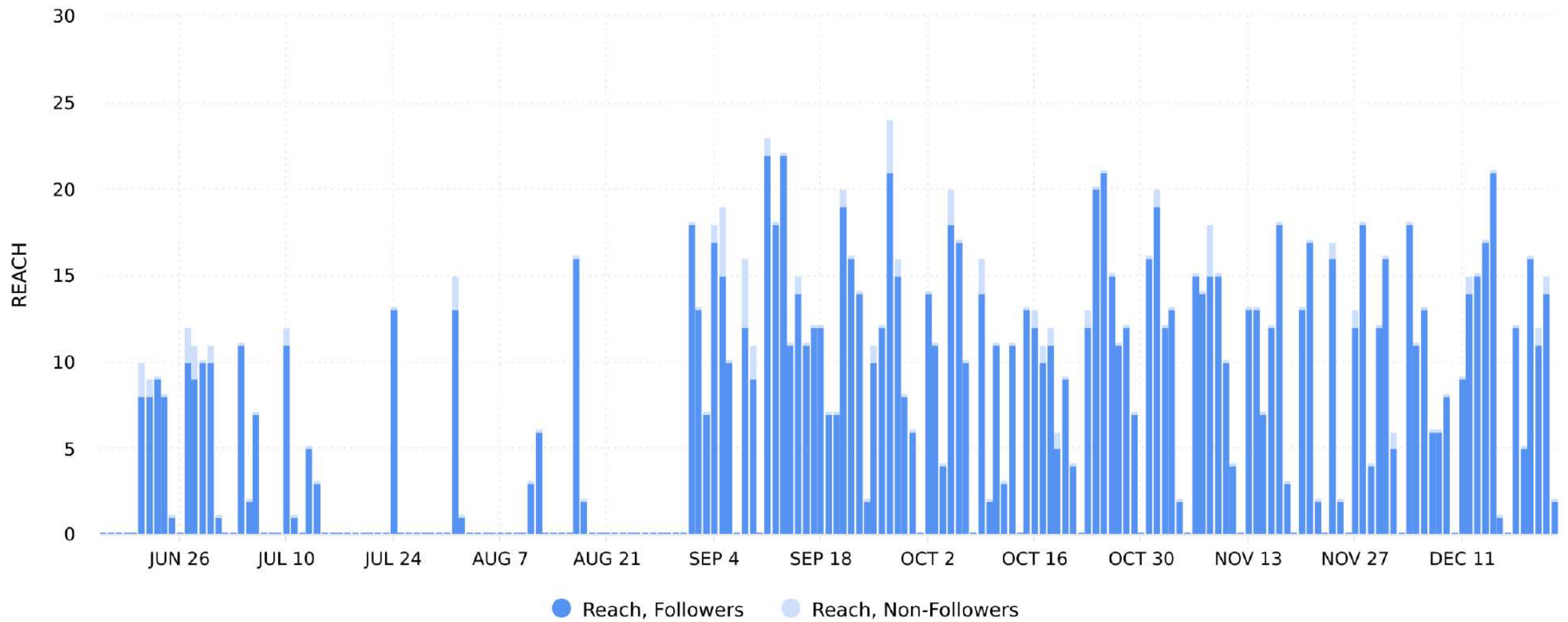
24

Sep 27, 2023

Avg. Reach

7.18

### Reach



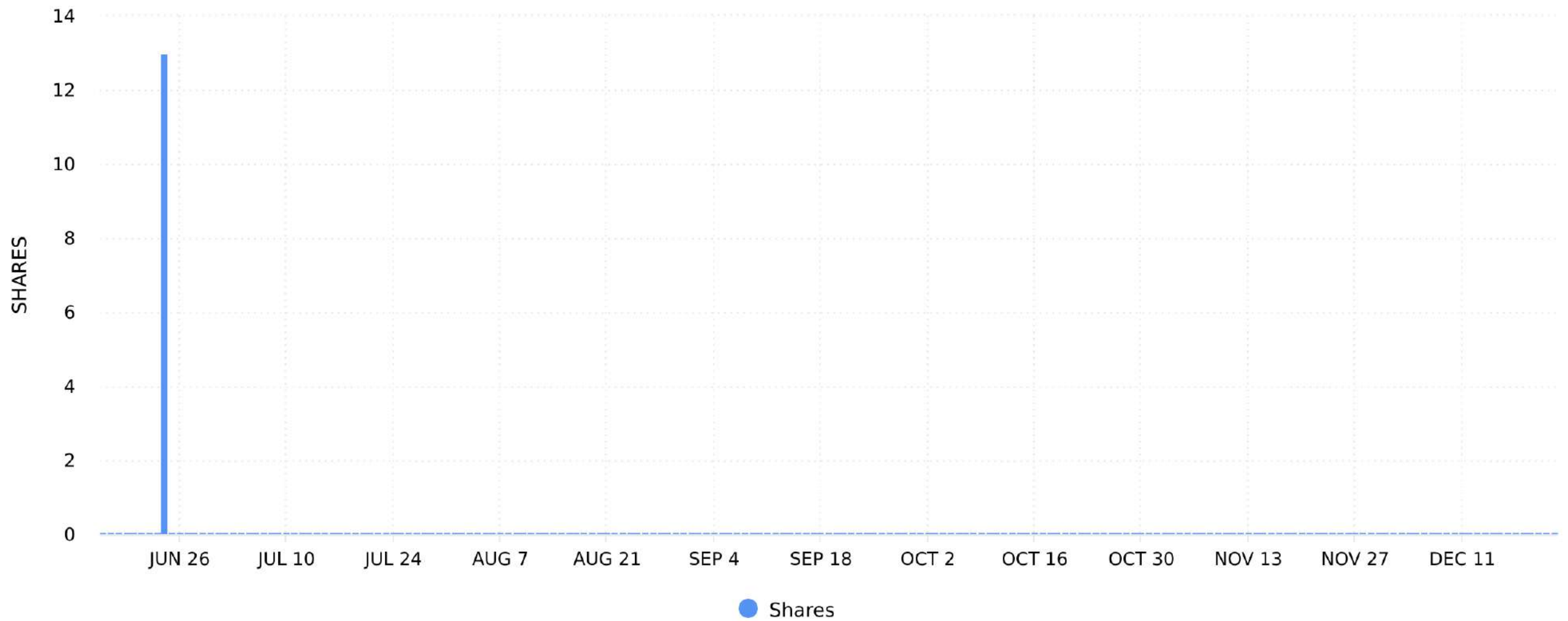
Shares

13

Avg. Shares

0.1

Shares



Profile Visits

923

Max. Profile Visits

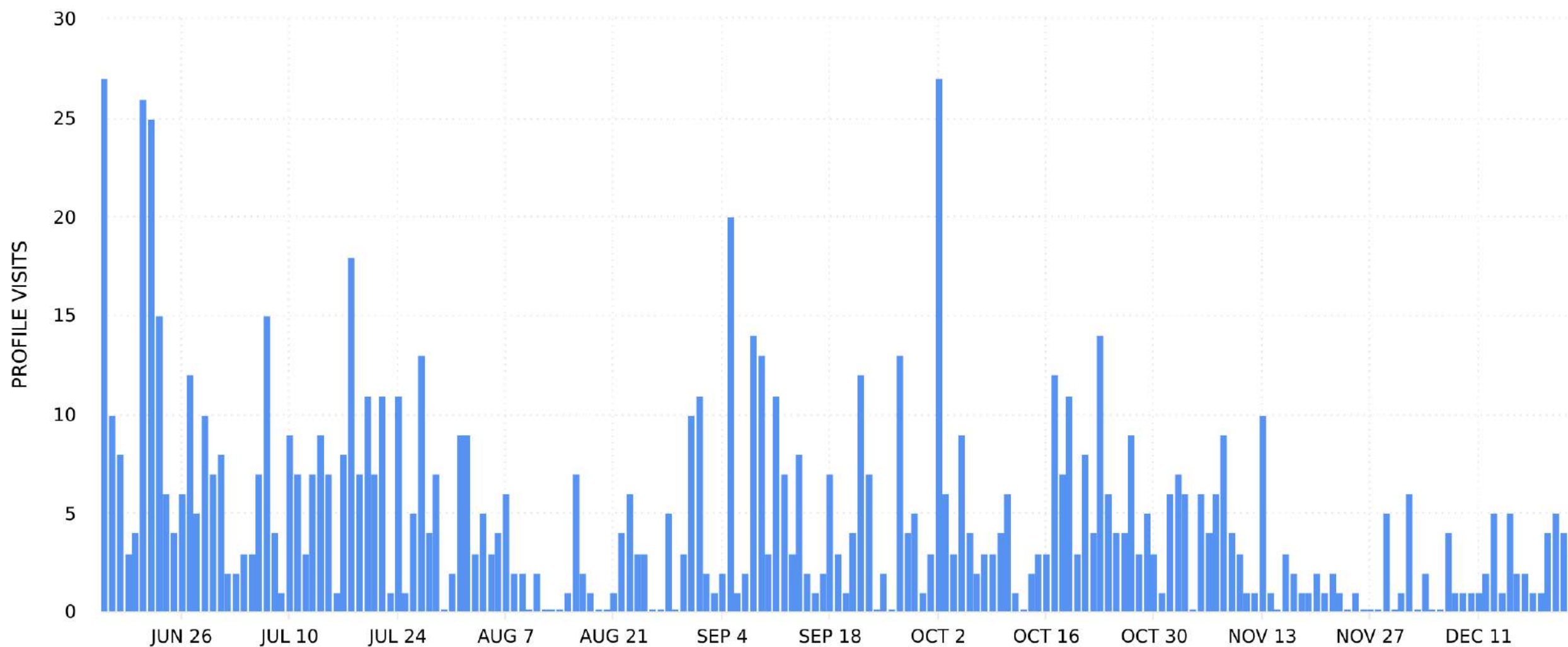
27

Jun 16, 2023

Avg. Profile Visits

4.8

## Profile Visits



Impressions

**11,574**

Max. Impressions

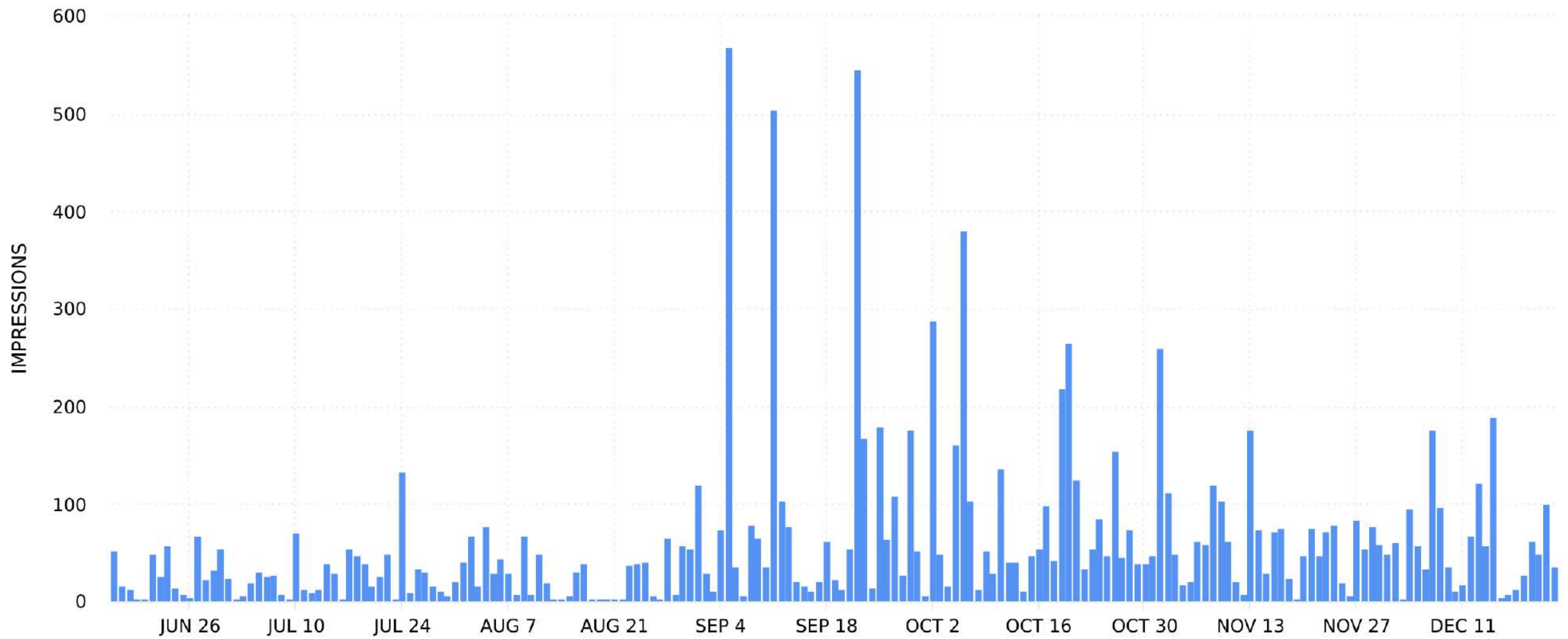
**569**

Sep 05, 2023

Avg. Impressions

**60.6**

## Impressions





Total Reach

-

Max. Reach

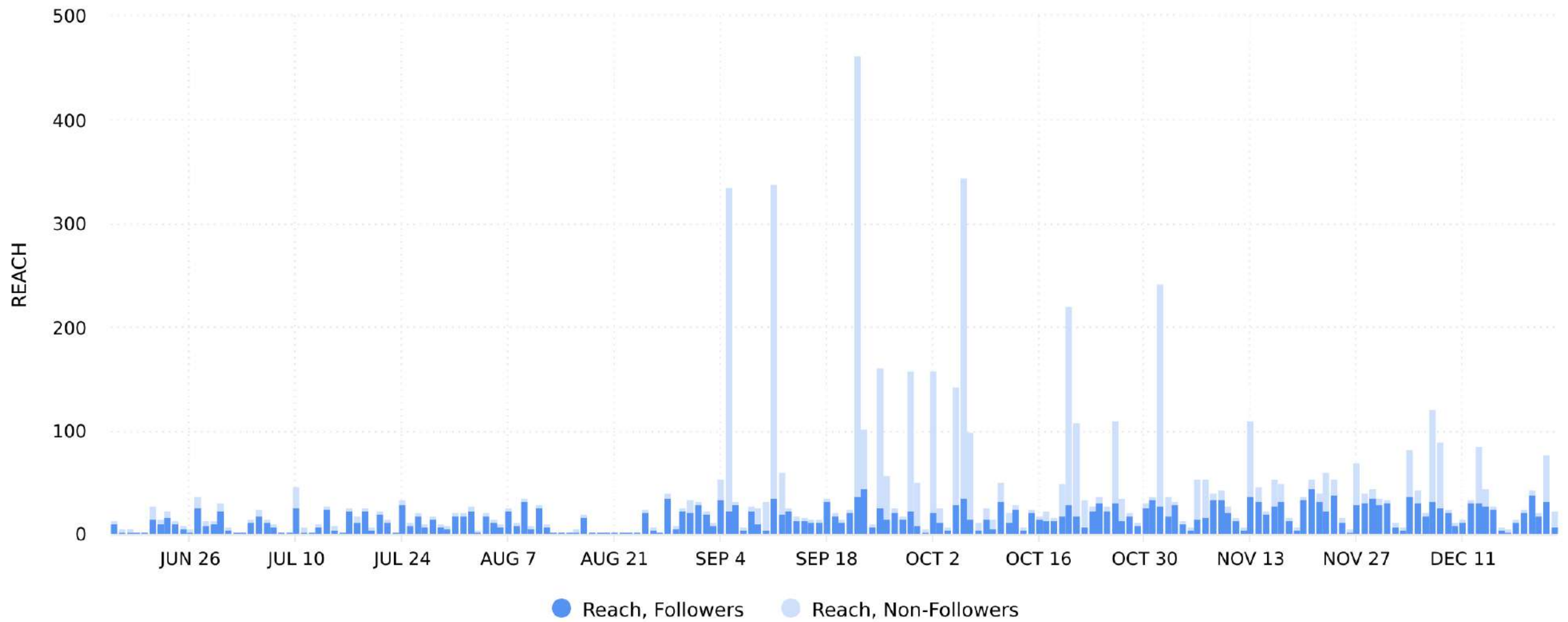
463

Sep 22, 2023

Avg. Reach

37.59

# Reach



Total Accounts Engaged

Max. Accounts Engaged

Avg. Accounts Engaged

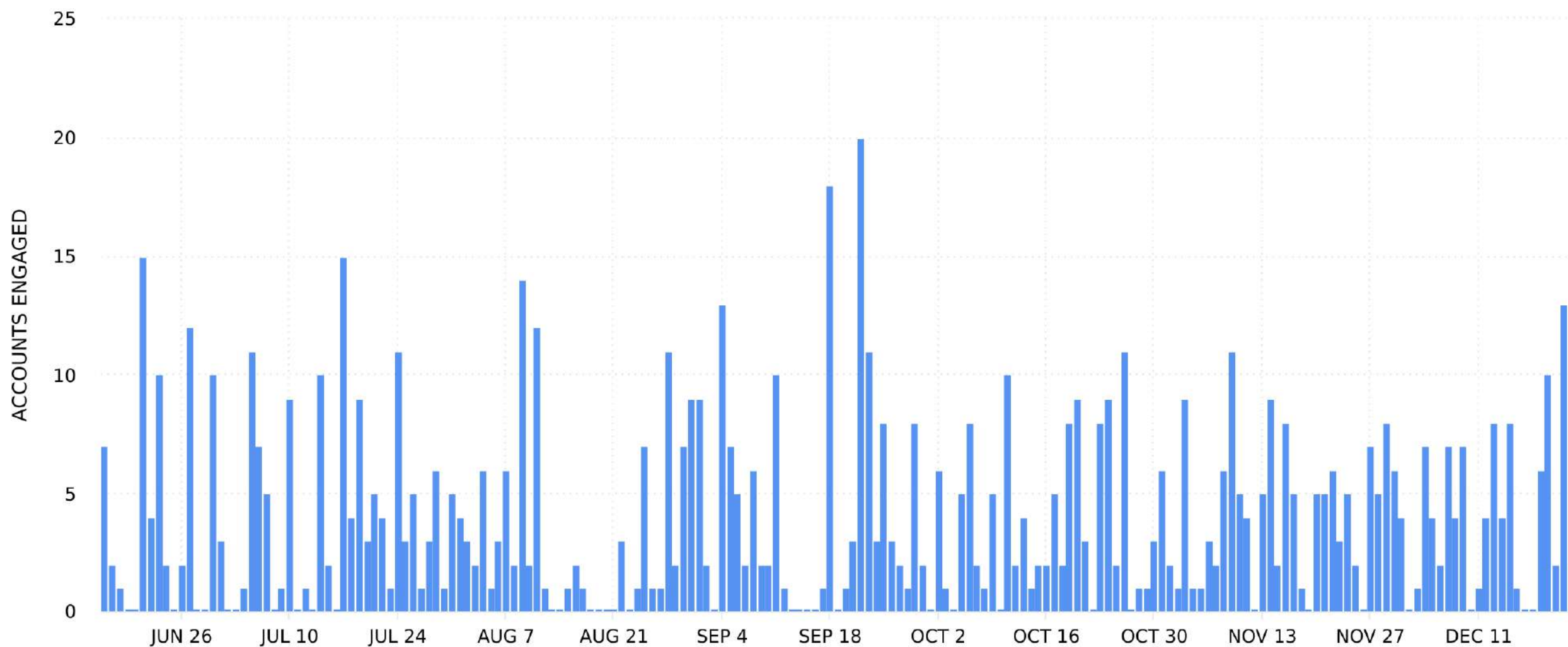
-

20

4.04

Sep 22, 2023

## Accounts Engaged





Engagement Rate

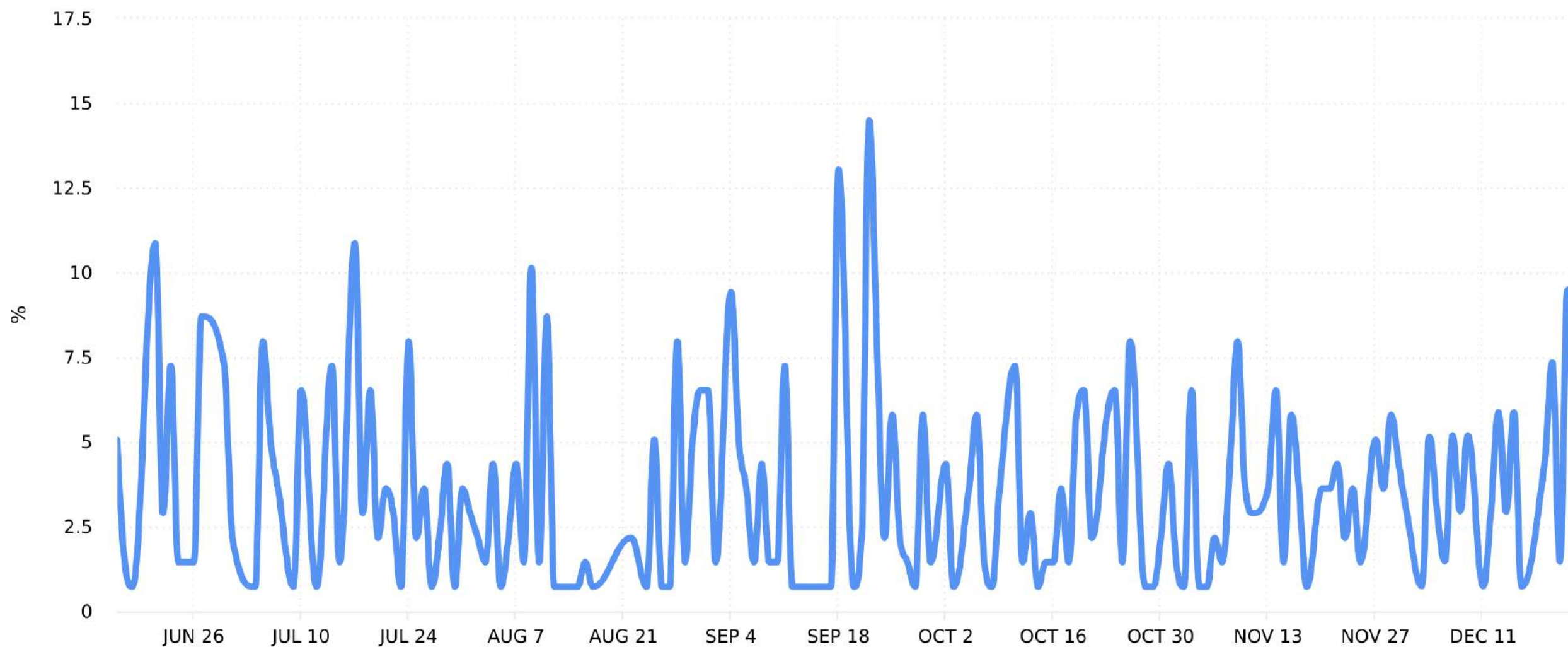
**3.61%**

Max. ER

**14.49%**

Sep 22, 2023

## Engagement Rate





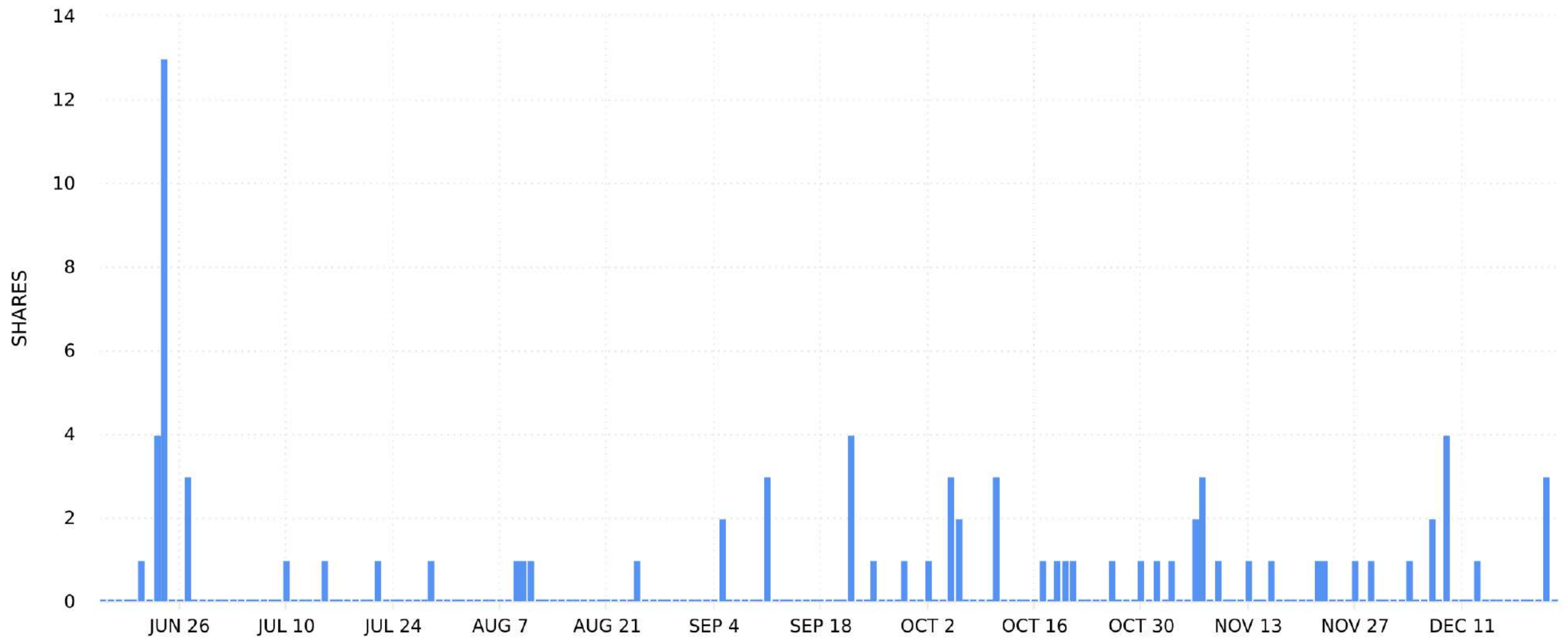
Shares

80

Avg. Shares

0.4

## Shares



Website Taps

54

Max. Website Taps

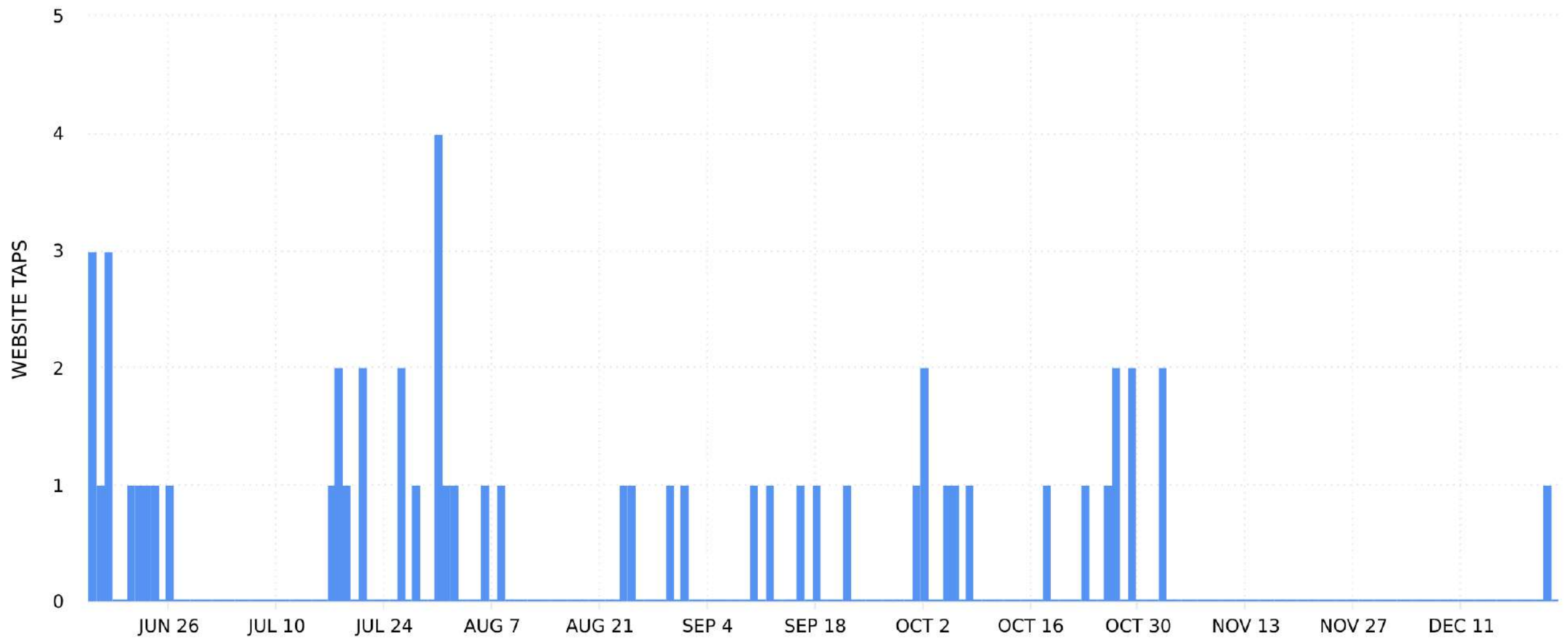
4

Jul 31, 2023

Avg. Website Taps

0.3

## Website Taps



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una acción

# APPENDIX

Trena Noval | Sue Mark  
Lead Artists

March, 2024

*A social media based public art project created for the city San José, supporting Climate Smart San José's environmental action goals. Supported by the City of San José's Public Art Program and Environmental Services Department.*

# ONE DAY / ONE ACTION APPENDIX

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# JOIN One Day /One Action San José!



**One Day/One Action** reframes how we can *all* be a part of climate action, one day at a time, now and into the future. This multilingual public art initiative supports the Climate Smart San José Plan's sustainability goals by inviting people to deepen their environmental awareness and encourages everyone to build climate-friendly habits. Over six months, from the Summer Solstice (June 2023) to the Winter Solstice (December 2023), hundreds of One Day/One Action prompts are being shared across San José via multiple community partner social media channels.

## SPREAD THE WORD in your community!

Join **One Day/One Action** to share your ideas, perspectives & experiences. Help grow our movement by **LIKING, SHARING, SAVING & COMMENTING!**

Follow our growing content on:

San José Cultural Affairs: [@sjculture](https://www.instagram.com/sjculture)

Instagram: [@1day1actionsj](https://www.instagram.com/1day1actionsj)

Facebook: [@OneDayOneActionSJ](https://www.facebook.com/OneDayOneActionSJ)

*One Day/One Action is a creative project by Trena Noval & Sue Mark supported by The City of San José Public Art Program (@sjculture) & Environmental Services Department (@sjenvironment)*



# JOIN One Day /One Action San José!

**SUPPORT & FOLLOW our Community Partners  
that share One Day/One Action content!**

CommUniverCity San José: [@cucsjsu](#)

Food Empowerment Project: [@foodempowermentproject](#)

Santa Clara Valley Open Space Authority: [@open\\_space\\_authority](#)

¡Sí Se Puede! Collective: [@sisepuedecollective](#)

SJSU Office of Sustainability: [@sjsugreencampus](#)

SJSU Community Gardens: [@sjsugarden](#)

Veggielution: [@veggielution](#)

Vietnamese American Round Table: [@varoundtable](#)

**SCAN to Learn More**



*One Day/One Action is a creative project by Trena Noval & Sue Mark supported by The City of San José Public Art Program (@sjculture) & Environmental Services Department (@sjenvironment)*

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un día **one action**  
una acción

# ONE DAY / ONE ACTION

## COMMUNITY PARTNERS

### [Chopsticks Alley](#)

Chopsticks Alley Art promotes Southeast Asian cultural heritage through the arts to foster greater understanding and connect communities. They were instrumental in supporting One Day / One Action outreach into the Southeast Asian community of San José, sharing the unique cultural approach climate action. See a One Day / One Action story from the Chopstick Alley community [here](#). [@chopsticksalleyart](#)

### [Vietnamese American Round Table](#)

The Vietnamese American Roundtable (VAR) envisions a strong and unified Vietnamese American community that works towards improving San José's quality of life. VAR supported One Day / One Action through connecting us to the Vietnamese community of San José. See a story featured on One Day / One Action from VAR member [here](#). [@varoundtable](#)

### [Veggielution](#)

Veggielution, a 6-acre community farm connects people from diverse backgrounds through food and farming to build community in East San José. Veggielution shared knowledge about the importance of local food pathways as models of community-centered sustainability. They also shared stories from their programs for youth and community that teach about stewarding a healthy environment. See Veggielution stories featured on One Day / One Action Veggielution [here](#) and [here](#) and [here](#). [@veggielution](#)

### [iSí Se Puede! Collective](#)

iSí Se Puede! is a collective of 5 nonprofits, including Veggielution, serving community leaders, parents, youth, organizers, artists, and workers to align programs and services. Together, they leverage their creativity, services and advocacy to create opportunities and access to basic needs, education, literacy and community engagement in San José's Mayfair community.

### [Food Empowerment Project](#)

The Food Empowerment Project seeks to create a more just and sustainable world by recognizing the power of one's food choices. They supported our understanding of a vegan lifestyle. See One Day / One Action Food Empowerment stories [here](#) and [here](#). [@foodempowermentproject](#)

### [Santa Clara Valley Open Space Authority](#)



The Santa Clara Valley Open Space Authority conserves the regional natural environment of Santa Clara County (San José's homelands), connecting people to their regional natural environments. Open Space helped us to learn about the vibrant network of interconnected natural places, and understand how important our human and cultural relationships are to these places. See a One Day / One Action Open Space Authority story [here](#). [@open\\_space\\_authority](#)

### **[CommUniverCity](#)**

CommUniverCity is a unique partnership between San José State University, the City of San José, serving underserved communities in Central San José. CommUniverCity's model brings together students and faculty to engage in community needs, designing projects that support the potential for sustainable, meaningful change through collective action. CommUniverCity is a vital partner for One Day One Action, connecting us to University faculty, students and departments that became the heart of many One Day / One Action stories that are featured throughout the [digital mural](#). [@cucsjsu](#)

### **[San José State University Community Garden](#)**

The Community Garden is on a quarter acre of land on the SJSU campus. Students learn and participate through a cooperative process and cultural exchange of growing, and harvesting food sustainably. We meet the Garden early on in our process and through them we meet and hear student stories. See a community garden they created for One Day / One Action [here](#). [@sjsugarden](#)

### **[San José State University Office of Sustainability](#)**

SJSU Office of Sustainability offers a wide range of academic courses and programs on climate action and how to better understand and take action to reduce their ecological footprint. Students connected with One Day / One Action's through our partnership with the Environmental Studies program. Student interns interviewed lead artists Trena Noval and Sue Mark for their monthly podcast series. Listen to the episode: [From Idea to Impact: One Day / One Action](#). [@sjsugreencampus](#)

### **[San José Office of Cultural Affairs Public Art Program](#)**

Our main funder and support network, San Jose's Public Art Program, is the lead agency supporting the development of a rich arts and cultural environment for the City of San José. The Public Art Program is an invaluable partner, connecting us across the city and supporting all aspects of our development throughout our project. See their stories [here](#) and [here](#). [@sjculture](#)

### **[City of San José Environmental Services Department](#)**

ESD's mission is to deliver world-class utility services and programs to improve the City of San José's health, environment and economy. In 2018 they created Climate Smart San José (Climate Smart), laying out San José's plan to address climate change. Climate Smart is a community wide initiative to reduce air pollution, save water and improve quality of life, ushering in a plan for creating a carbon neutral City by 2030. ESD supports One Day / One Action as a funder, connecting us to information and people across the City. Learn more about the work they do [here](#). [@sjenvironment](#)

# ONE DAY / ONE ACTION

## ADVISORY COUNCIL MEMBER BIOGRAPHIES

### **Mila Bekele**, Youth Activist

*"Conversations are a starting point to understand how to address climate change. Conversations turn us toward each other so we can find ways to change together."*

Mila joined us in 2022 as a senior in high school, inspired to work against climate change after experiencing its impacts in her own community and by the wave of global student activism that amplified in 2019. She is a long-standing member of San Jose team of [Silicon Valley Youth Climate Action](#), where she focuses on youth climate education. Mila was instrumental in supporting and honoring youth perspectives. Her keen perceptions of youth centered needs and experience as a youth activist were invaluable to our research and developing content. She is currently a university student and a research assistant at [Right Livelihood Center](#), investigating how successful movements for social change impacts students' worldviews and engagement in activism around social justice and sustainability. See Mila's story [here](#) and [here](#).

### **Julie Benabente**, Deputy Director of San Jose's Climate Smart

*"Imagine a thousand you's doing the same small thing repeated over time."*

Julie has been working on environmental programs for local governments for over 20 years. As an Advisory Council member she brought more than 10 years of expertise and focus on city-wide efforts to develop and facilitate climate initiatives. Julie played a lead role in forming [San José Clean Energy](#), developing [Climate Smart San José](#), developing San José's all-electric building requirements, and passing the City's carbon neutral by 2030 goal. She also brought the perspective of a mother who is raising kids with environmental awareness and questions about the future. We are grateful to Julie for the stories she shared that supported our understanding, as well as the technical aspects of city-wide networks across San Jose that are supporting the city towards carbon neutrality by 2030. See Julie's story [here](#).

### **Genine Lentine**, Creative Writer, Conversation Facilitator, Editor

*"It matters that..."*

Genine offered our process and development many things: creative vision, language support, editorial assistance and most importantly for our council she was a master conversation facilitator. She guided our many meetings with creative and thoughtful writing and reflection prompts as well as expertly culling themes, phrases and language that came from our

conversations and eventually became many of the messages of One Day / One Action. Genine is an author and poet. As an Artist-in-Residence at San Francisco Zen Center, she curated The Expert's Mind & Nothing is Hidden, a series of readings, screenings & talks. For seven years, she stewarded [The Meadow](#) at the former San Francisco Art Institute where she also taught writing. She currently teaches writing workshops & works 1:1 with writers & artists. Learn more about Genine [here](#) and @geninelentine.

**Isaias Hernandez**, Environmental Educator, Activist and Creative Media Maker

*"Change is being comfortable with nuance. Multiple truths can coexist."*

Isaias brought us the perspective of a seasoned public educator. His creative approach to environmental literacy inspired us. Isaias is more commonly known by his moniker, [Queer Brown Vegan](#): the independent media platform he started to bring intersectional environmental education to all. His contributions of storytelling, and understanding of the spiritual and emotional side of environmentalism helped us to deconstruct complex issues, while centering diversity and authenticity that would resonate with our local community. Isaias has been featured in several noteworthy publications, including Vogue, New York Times, The Washington Post, The Guardian, and Yale Climate Communications. His environmental social media advocacy earned him recognition as a top climate creator by Harvard C-CHANGE. Follow Isaias [@queerbrownvegan](#) See his story [here](#) and [here](#).

**Michelle Maranowski**, Researcher, Educator, Scientist, Inspirer of Wonder

*"We need to shift our understanding to a more sensory or emotional way of knowing. This moves us into the realm of inspiring wonder and curiosity."*

Dr. Michelle Maranowski is an engineer and climate advocate. As a Council member, Michelle's experiences as a researcher and educator helped shape One Day/One Action. Her background in climate justice advocacy led her to research and develop [Solve for Earth](#) for San Jose's Tech Interactive Museum, a major exhibition on sustainability, climate change and action. As a Senior Research Associate Santa Clara University, she created programs to disseminate technical content that support students and faculty. Michelle's commitment to community and her broad background in science and engineering, and her love of brainstorming ideas and solutions brought a deep sense of inspiration and wonder to our work in developing content. See Michelle's story [here](#).

**Mary Rubin**, Public Art Visionary, Project Manager, Guide to City Structures

*"Art has the power to catalyze change."*

Mary is the Senior Project Manager for San Jose Public Art Programs, and served as the city manager for *One Day/One Action*. Mary's vision and interest in supporting creative conversations about environmental justice, initiated this project in 2019, and helped us

throughout our process, introducing us to community members and organizations that could support the expertise that we needed for the development of our Council and Community Partners. She supported us in creating the first series of conversations during COVID on zoom with various stakeholders. Mary's commitment to support public art that promotes social change and environmental justice helped us to bring One Day/One Action to fruition. See Mary's story [here](#) and follow her work @sjculture.

### **Emily Schwing, Land Stewardship, Urban Farming & Food Justice,**

*"There is a sense of awe that comes from being outside. When you're in a natural environment, you feel a sense of belonging, a reciprocity. Being in a natural environment puts you in touch with the sublime, and you understand that you are a part of that place."*

Emily's deep knowledge of food justice and land stewardship filled an important role in our Council. Specifically her work to develop programming that supports local immigrants and youth as leaders in foodways and sovereignty, giving us insight into important community work that is happening in San Jose. She helped us to create content that reframed how we are connected to the land as a way to develop a sense of belonging—a value that is vital in creating the ongoing health of all of our futures. Emily has worked as a leader at Veggielution, a sustainable urban farm in the middle of San Jose, creating thriving opportunities for people to engage with whole, fresh, organic produce as a system of care and nourishment. In her current role as Acting Executive Director, Emily oversees strategy and programs for [Veggielution](#). See Emily's story [here](#) and [here](#), follow her work @Veggielution.

### **Jann Turner, Psychotherapist, Mental Health and Mindfulness Guide**

*"Having conversations that allow us to express our feelings about climate change should be as normal as talking about sports! Asking ourselves and each other questions like these can support our own emotional well-being as well that of our families and community. When will you start this conversation?"*

Jann brought to One Day/One Action the knowledge and importance of how our natural environments are vital to our mental health and wellbeing. Jan has been a practicing psychotherapist in San Jose for the past 34 years, specializing in Climate Anxiety. She became aware of the issues of climate change in the 1970's and has been a passionate advocate for all Earthlings, always with the intention to balance the angst of the future with the beauty of the moment. Jann has become a very important collaborator for our project helping us not only with content framing, but also creating with us the first public Climate Cafe in San Jose, held at Veggielution in October 2023. For her third act, Jann is exploring and being witness to the remaining wild places of the US and Canada by road tripping the backroads. She is a member of the [Climate Psychology Alliance](#). See Jann's story [here](#) and [here](#).

**Urmila Vudali, College Youth Activist and Scientist**

*"Including and listening to diverse youth voices is a big driver in creating real environmental justice. We want to see ourselves included. It's also very awesome to see people who we know are not usually part of the conversation, having a voice."*

Urmila joined our council as our University Youth Activist and Science Specialist—she is studying Molecular and Cellular Biology at UC Berkeley. Urmila came to us as an activist for climate action. She first began this passion when she was a teenager living in San Jose, including serving on the Student Board at the Tech Interactive where she helped to design and facilitate their first [Youth Climate Action Summit](#), and leading a county wide effort for Santa Clara County in bring awareness to [microplastics](#). Urmala shared the importance of our ancestral stories as a model of resilience and resistance, and how important it is to center equity in everything we do. See Urmilla's story [here](#) and [here](#).

# ONE DAY / ONE ACTION

## CREATIVE TEAM BIOGRAPHIES

### **Trena Noval, Lead Artist**

**Trena** is an artist, educator, researcher and writer, whose work engages participatory research strategies, generosity, cross-disciplinary platforms, community-centered stories and engagement. At the heart of her work is the investigation of the intersections of social and natural ecologies that shape our public imaginations. Through engaging intergenerational temporary and ongoing communities of collective thinking and actions in a variety of contexts, her work aims to support cultural perspectives, shared conversations and stories of resilience to engage important issues of our time. She has been a lead artist on many creative public commissions including working with urban planners, scientists, educators, social scientists, activists, historians, writers and indigenous culture bears to rethink our reciprocal relations to local environments, integrating cultural and environmental knowledge as a system for collective care and stewardship. Trena's work has been supported by Montalvo Arts Center, the City of Santa Rose, City of San Jose Public Art, Intersection for the Arts, and Jindal Foundation and National Gallery of Modern Art in India and more. She brings this transdisciplinary lens to uplift and amplify community practices, stories and conversations that can support creative solutions for our changing planet.

Learn more about Trena's work here, follow @fieldworks\_collaborative

### **Sue Mark, Lead Artist**

For more than two decades, Oakland-based 'marksearch', led by cultural researcher, artist, and literacy educator **Sue Mark**, has been designing interactive opportunities for communities to amplify and preserve neighborhood narratives in Oakland, across California, nationally and internationally. Through strategies like neighbor-led walking discussions, community celebrations, skill-sharing workshops, interactive story-telling and published community scholarship, projects center the voices and expertise of everyday people. marksearch collaborates with neighbor groups, community organizations, citizen historians, local knowledge-bearers, and activists to realize these local actions. marksearch projects collectively gather, celebrate, amplify and preserve multi-faceted neighborhood narratives that nurture long-term resiliency. marksearch has received generous support from many foundations including: The Fulbright Commission, [National Endowment for the Arts](#), [The Creative Work Fund](#), [The Kenneth Rainin Foundation](#), [Oakland's Cultural Funding Program](#), and [The California Humanities](#). marksearch is honored to be fellows at Berkeley's [Kala Art Institute](#) (2014-2022) and with the [US Japan Friendship Commission](#) (2019-2021). Sue Mark is currently the *Community Engagement & Design Specialist* for the African American History & Engagement project, a partnership between California State Parks and the California African American Museum (CAAM) to research, document, and interpret Black community histories in California State Parks. [marksearch.org](http://marksearch.org), follow @commons\_archive

### **Gregory Collins, Social Media Manager**

Gregory's background in nonprofit leadership brought a community centered lens to the management of our social media process. Renowned for effective communication and resourcefulness, Gregory excels in collaborative project delivery across diverse sectors such as modeling, fashion, sports, education, cannabis, and nonprofits. His proficiency encompasses content creation, storytelling, branding, strategic planning, and social media strategy implementation. Learn more about Gregory's work [here](#), follow him @gregory\_d\_collins

### **Aziza Jackson, Social Media Concept Development**

Aziza supported One Day / One Action in the development of the initial social media design and concept. Aziza has years of experience working with social media as a tool to support and inform large municipalities, including leading strategic communications efforts for the City and County of San Francisco during the COVID-19 pandemic. She is currently Director of Public Affairs and Strategic Communications at Cal Maritime. Learn more about Aziza [here](#).

### **StudioSilog, Chris Abueg, Visual Design**

Chris Abueg is the founder and creative director of Studiosilog, a creative design studio focused on social impact. Chris helped us to visualize the movement of our content from Spring through Winter, bringing One Day / One Action alive. Chris's visual conceptual support and keen vision for the design of the project allowed us to craft a moving and meaningful experience for our public. Before launching his studio, he was the Senior Designer at SDG agency and a graphic designer at the Brooklyn Museum. He graduated from The Cooper Union School of Art. Learn more about StudioSilog [here](#).

### **Genine Lentine, Copy Writer/Editor**

Genine Lentine is a writer, editor, educator, avid observer of the natural world and creative visionary. She supported One Day / One Action as our language expert, guiding and culling key ideas and concepts from our numerous meetings and helping us with the language of our content. Genine own writing and poems have been published widely. She has curated numerous readings and conversational exchanges among writers and creatives. Learn more about Genine's work [here](#).

### **Hoang Truong, Vietnamese Translator**

Hoang Truong has been serving the San Jose community as a specialist and educator for eight years. His background in public health and a passion for working with the community brought a keen and nuanced understanding to the vernacular and cultural practices of San Jose's Vietnamese community. Hoang also supported One Day / One Action through introducing us to organizations who later became community partners. His community leadership and support opened the doors to people and stories from the vibrant and diverse Vietnamese community of San Jose. See Hoang's story for One Day / One Action [here](#).



### **Omar Rodriguez (Kooltura), Spanish Translator**

Omar Rodriguez is the owner and Marketing Director at [Kooltura Marketing](#)—an entrepreneur driven by a profound passion for cultural marketing and branding. Over the past 14 years, he has cultivated meaningful partnerships and engaged deeply with local non-profit organizations and community members, which have played a pivotal role in Kooltura’s growth and impact. Omar’s focus has been on creating opportunities and services that bring community members together to celebrate heritage and culture throughout the City of San José. Learn more about Follow [@koolturamarketing](#)

### **Ana Rueda de Vidales, Spanish Translator**

Ana Rueda de Vidales is the Co-founder of [J.A.V. Language Solutions LLC](#), a boutique interpreting & translation agency that provides services to nonprofits, businesses, city councils, school districts, law firms, and courts. She is a Certified Court Interpreter by the Judicial Council of California and a Certified Healthcare Interpreter through the Commission of Healthcare interpreters (CCHI). She also is a foreign lawyer authorized to practice law in El Salvador, where she practiced for over 15 years working for several law firms.

# OneDay/OneAction

Social Media Content Kit

June: 21st-30th

mỗi ngày  
**one day** một việc  
un día **one action**  
una acción

# J1-General Post



CLICK BELOW TO FIND FILES:

**Post**

**Story/REEL**

**Captions w/  
Translations**

---

## J2-General Post

How do we  
make changes  
individually &  
together?

CLICK BELOW TO FIND FILES

[Post](#)

[Story/REEL](#)

[Captions w/  
Translations](#)

---

# J3-General Post



CLICK BELOW TO FIND FILES

**Post**

**Story/REEL**

**Captions w/  
Translations**

---

# J4-General Post

**Climate**

CLICK BELOW TO FIND FILES

**Post**

**Story/REEL**

**Captions w/**

**Translations**

# J5-General Post

”

What brings you joy?  
What are you good at?  
What needs doing?

Ayana Elizabeth Johnson  
MARINE BIOLOGIST, POLICY EXPERT,  
CLIMATE WARRIOR

CLICK BELOW TO FIND FILES

**Post**

**Story/REEL**

**Captions w/  
Translations**



# J6-General Post

**Feel your  
feelings:**

love and grief and  
anger and worry  
and hope and joy

CLICK BELOW TO FIND FILES

**Post**

**Story/REEL**

**Captions w/  
Translations**

---

# Hashtag Bank

## **ALWAYS USE:**

#1day1actionsj

## **Pick 1-2 or as many as you like:**

#onedayoneactionsj

#climatechange

#ecofriendly

#sustainableliving

#environment

#SanJose

# One Day One Action Logo

The following images can be used for other posting purposes including the cover of the profile highlights for our stories.

## Campaign Intro Text

Logo (Picture)



Logo (Animated)

# OneDay/OneAction

## Social Media Content Kit

**Phase 2** What does Climate Change Mean to You?

**IG Account:** @1day1actionsj

**YouTube:** @1Day1ActionSJ

**Facebook:** One Day One Action SJ



# General Posting Guidelines

We're thrilled to provide you with these posting guidelines! The SJ community is in for a treat as we have 21 incredible pieces of content lined up for this phase. Get ready to spread the joy and share these amazing posts!

- **Minimum of 1 post a week.**  
But you are free to post more.
- **Post at least 2 interactive stories** (media included on slide 4)
- **Please follow @1day1actionsj on IG and tag us** when posting
- **Please include hashtag #1day1actionsj** when posting and include 1 or 2 hashtags from the bank

## Hashtag Bank

#onedayoneactionsj

#sustainableliving

#climatechange

#environment

#ecofriendly

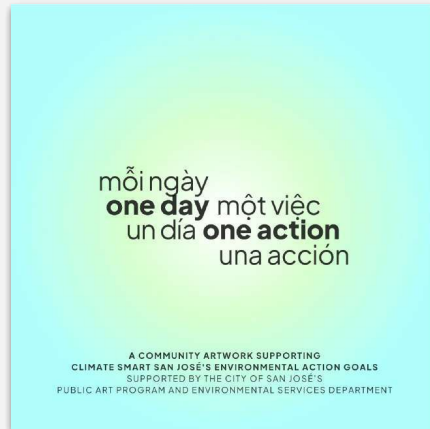
#SanJose

# One Day One Action Logo

The following images can be used for other posting purposes including the cover of the profile highlights for our stories.

## Campaign Intro Text

Logo (Picture)



Logo (Animated)

# Interactive Stories



## Reminder:

Please **follow** @1day1actionsj on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

[Background Image 1](#)

[Background Image 2](#)

[Questions for Stories](#)

---



# J07-San Jose



## Reminder:

Please **follow** @1day1actionsj on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

[Post version 1](#)

[Post version 2](#)

[Captions w/  
Translations](#)

---

# J08-Greenhouse Gases



## Reminder:

Please **follow** @1day1actionsj on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

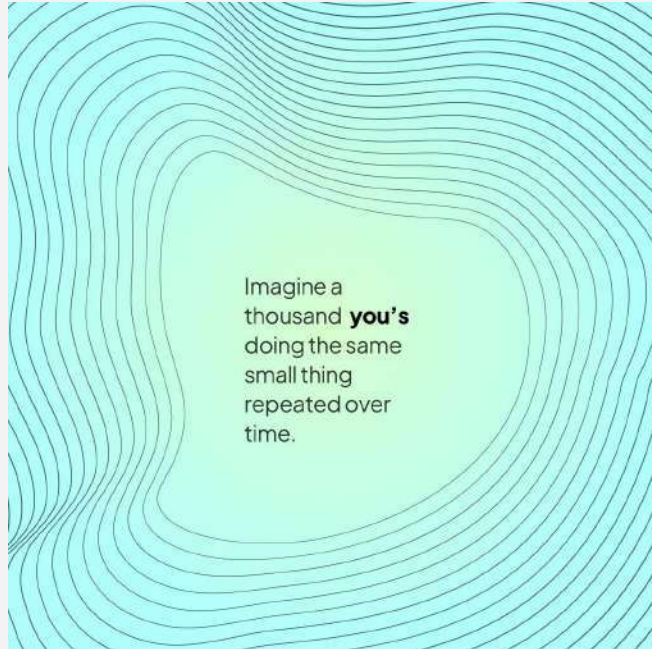
[Post](#)

[Captions w/](#)

[Translations](#)

---

# J09-Thousand



## Reminder:

Please **follow @1day1actionsj**  
on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

[Post Animation](#)

[Post Stills](#)

[Captions w/  
Translations](#)

---

# J10-Partners



## Reminder:

Please **follow** @1day1actionsj  
on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

**Post Animation**

**Post Stills**

**Captions w/  
Translations**

---

# J11-Art



## **Reminder:**

Please **follow @1day1actionsj**  
on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

**Post Animation**

**Post Stills**

**Captions w/  
Translations**

---

# J12-Relationships



## Reminder:

Please **follow** @1day1actionsj on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

**Post  
Animation**

**Captions w/  
Translations**

---

# J13-Council



## Reminder:

Please **follow** @1day1actionsj  
on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

**Post Animation**

**Post Stills**

**Captions w/  
Translations**

---



# J14-Audio

## #queerbrownvegan



### Reminder:

Please **follow** @1day1actionsj on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

[Post Animation  
\(Audio\)](#)

[Captions w/  
Translations](#)

---

# J15-Quote



## Reminder:

Please **follow** @1day1actionsj on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

**Post**  
**Animation**

**Captions w/  
Translations**

# J16-18 General Post



## Reminder:

Please **follow** @1day1actionsj on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

[Post Animation \(MURAL\)](#)

[Post Stills \(MURAL\)](#)

[Captions w/ Translations](#)

---

# J19 Audio



## Reminder:

Please **follow** @1day1actionsj on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

[Post Animation Audio](#)

[Captions w/ Translations](#)

# J20 Quote



## Reminder:

Please **follow** @1day1actionsj on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

**Post**  
**Animation**

**Captions w/  
Translations**

# J21 Sustainability



## Reminder:

Please **follow @1day1actionsj** on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

**Post**  
**Animation**

**Captions w/**  
**Translations**

---

# OneDay/OneAction

Social Media Content Kit

**Phase 3** Carbon Neutrality

**IG Account:** @1day1actionsj

**YouTube:** @1Day1ActionSJ

**Facebook:** One Day One Action SJ





# General Posting Guidelines

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But you are free to post more.
- **Post at least 2 interactive stories** (media included on slide 4)
- **Please follow @1day1actionsj on IG and tag us** when posting
- **Please include hashtag #1day1actionsj** when posting and include 1 or 2 hashtags from the bank

## Hashtag Bank

#onedayoneactionsj

#sustainableliving

#climatechange

#environment

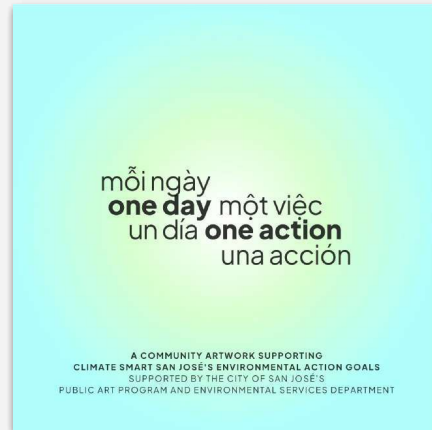
#ecofriendly

#SanJose

# One Day One Action Logo

The following images and text can be used for other posting purposes including the cover of the profile highlights for our stories and as an introduction for the project.

## Campaign Intro and Overview Text



## Logo Image

# Interactive Stories (1)



## Reminder:

Please **follow** @1day1actionsj on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

[Background Image 1](#)

[Background Image 2](#)

[Question Text](#)

---

# Interactive Stories (2)



## Reminder:

Please **follow** @1day1actionsj  
on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

[Background  
Image 3](#)

[Background  
Image 4](#)

[Question Text](#)

---

A01



**Reminder:**  
Please **follow** @1day1actionsj  
on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

**Post/Media**

**Captions w/**

**Translations**

A02



**Reminder:**

Please **follow @1day1actionsj**  
on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

A03



**Reminder:**

Please **follow @1day1actionsj** on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**



A04



**Reminder:**

Please **follow** @1day1actionsj  
on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

Post

Captions w/

Translations

---

A05



**Reminder:**

Please **follow** @1day1actionsj  
on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

---

A06



**Reminder:**

Please **follow** @1day1actionsj  
on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

**Post**  
**Animation**

**Captions w/**  
**Translations**

---

A07



**Reminder:**

Please **follow** @1day1actionsj  
on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

—

A08



**Reminder:**

Please **follow** @1day1actionsj on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

A09



**Reminder:**

Please **follow** @1day1actionsj on IG and **tag us** when posting.

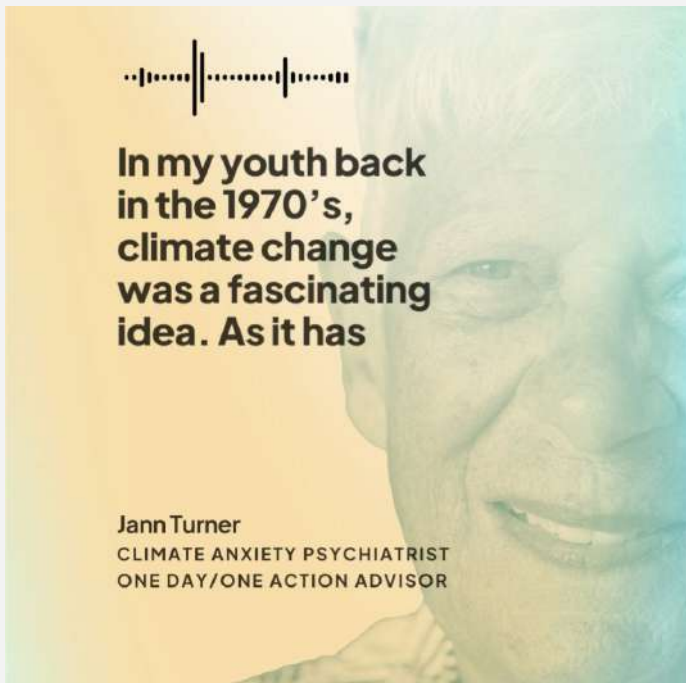
CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

A10



**Reminder:**

Please **follow** @1day1actionsj on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

---

A11



**Reminder:**

Please **follow** @1day1actionsj on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**



A12

Every time I talk to  
my grandparents  
about their youth,

Urmila Vudali  
COLLEGE STUDENT  
ONE DAY/ONE  
ACTION ADVISOR



**Reminder:**

Please **follow** @1day1actionsj  
on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

---

A13



**Reminder:**

Please **follow** @1day1actionsj on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

—

A14



**Reminder:**

Please **follow @1day1actionsj** on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

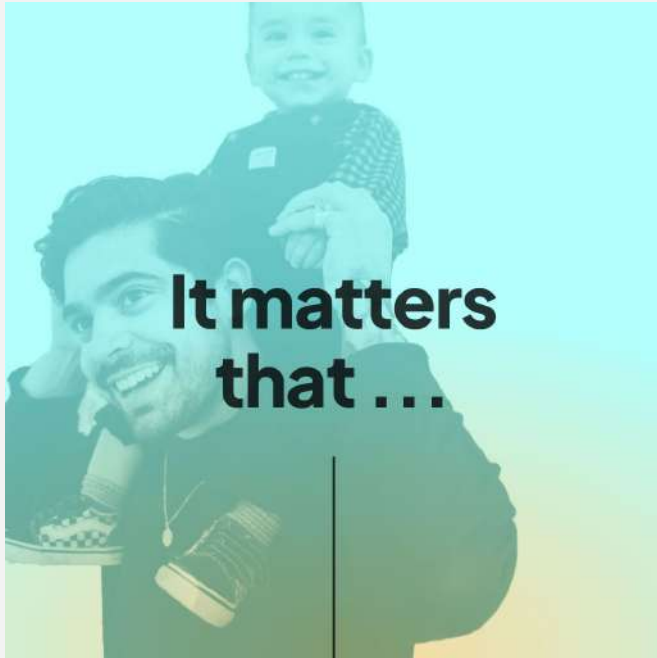
**Post**

**Captions w/**

**Translations**

\_\_\_\_\_

A15



**Reminder:**

Please **follow** @1day1actionsj  
on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

—

A16



**Reminder:**

Please **follow** @1day1actionsj  
on IG and **tag us** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

—————

# OneDay/OneAction

Social Media Content Kit

**Phase 4** Electrification

**IG Account:** @1day1actionsj

**YouTube:** @1Day1ActionSJ

**Facebook:** One Day One Action SJ

mỗi ngày  
**one day** một việc  
un día **one action**  
una acción

A COMMUNITY PROJECT WITH THE CITY OF  
SAN JOSÉ'S PUBLIC ART PROGRAM AND ENVIRONMENTAL  
SERVICE DEPARTMENT

# General Posting Guidelines

We're excited for you to share this new content with your communities!

- **Post *at least* 1 prompt per week**  
You are free to post more!
- **Post *at least* 2 interactive stories each month**  
Media included on slides 4 & 5
- **Please tag [@1day1actionsj](#) when posting**  
Tag any of our community partners listed below!
- **Please include hashtag [#1day1actionsj](#) when posting**  
Add 1 or 2 hashtags from the bank, add your own!

## HASHTAGS

[#onedayoneactionsj](#)    [#sustainableliving](#)  
[#climatechange](#)    [#environment](#)  
[#ecofriendly](#)    [#SanJose](#)  
[#climateliteracy](#)    [#ecologies](#)

## PARTNERS

[@chopsticksalleyart](#)    [@sjsugreencampus](#)  
[@foodempowermentproject](#)    [@sjsugarden](#)  
[@open\\_space\\_authority](#)    [@veggielution](#)  
[@sisepuedecollective](#)    [@varoundtable](#)  
[@sjculture](#)    [@sjenvironment](#)

# One Day / One Action Overview

This image and text can be used to introduce your audiences to the project.

## Campaign Intro & Overview Text



## Logo Image



# Interactive Stories :: 1



CLICK BELOW TO FIND FILES:

[Background Image 1](#)

[Background Image 2](#)

[Background Image 3](#)

**REMEMBER:**

Please **tag @1day1actionsj** when posting.

[Question Text](#)

# Interactive Stories :: 2



CLICK BELOW TO FIND FILES:

[Background Image 4](#)

[Background Image 5](#)

[Background Image 6](#)

**REMEMBER:**

Please **tag @1day1actionsj** when posting.


[Question Text](#)

# S01-S03 mural

CLICK BELOW TO FIND FILES:

Post

Captions w/  
Translations



Thành phố Điện năng  
San José 2030!



Electric City  
San José 2030!

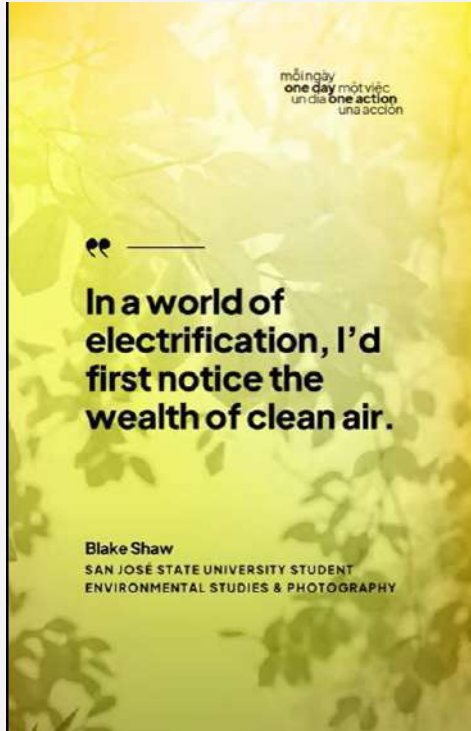


¡Ciudad Eléctrica  
San José 2030!

## REMEMBER:

Please **tag @1day1actionsj** when posting.

# S05



## REMEMBER:

Please **tag @1day1actionsj** when posting.

CLICK BELOW TO FIND FILES:

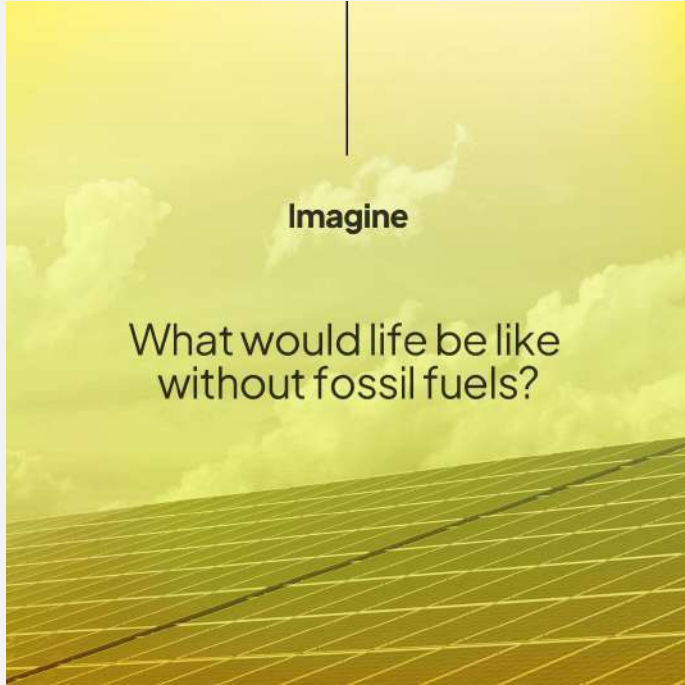
**Post**

**Captions w/**

**Translations**

\_\_\_\_\_

# S04



## REMEMBER:

Please **tag @1day1actionsj** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

---

# S06



**REMEMBER:**

Please **tag @1day1actionsj** when posting.

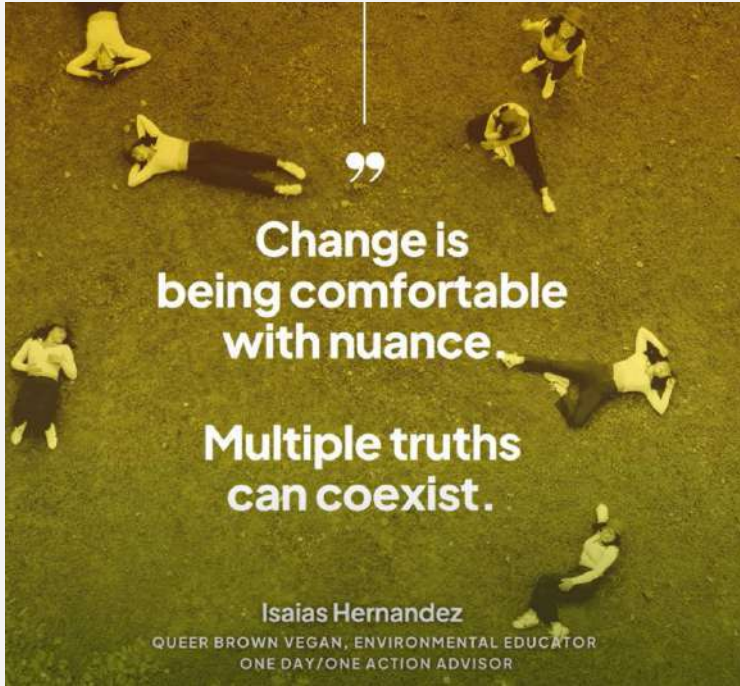
CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

**S07**



**REMEMBER:**

Please **tag @1day1actionsj** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

# S08



## REMEMBER:

Please **tag @1day1actionsj** when posting.

CLICK BELOW TO FIND FILES:

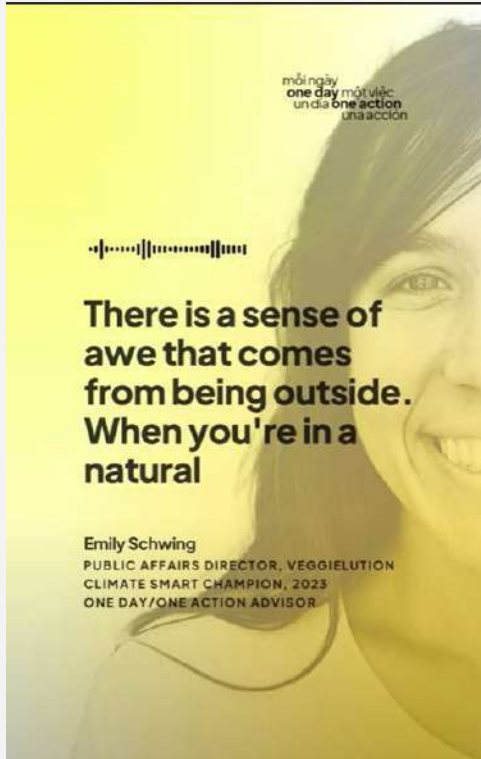
[Post](#)

[Captions w/](#)

[Translations](#)



# S09



## REMEMBER:

Please **tag @1day1actionsj** when posting.

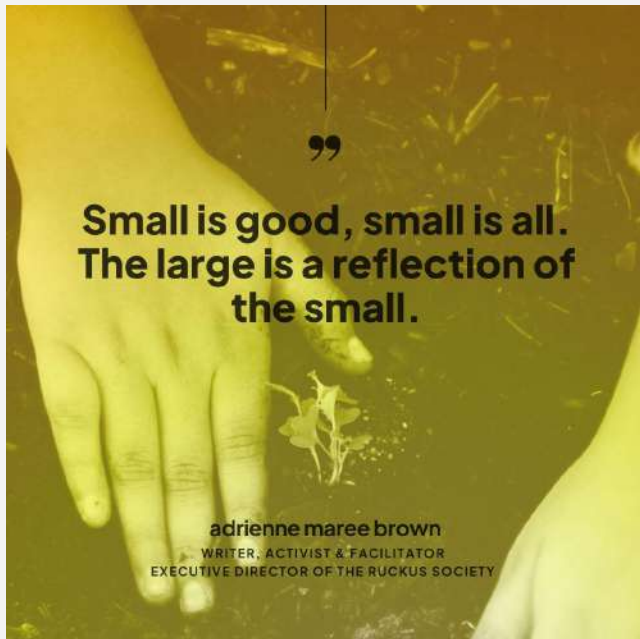
CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

# S10



## REMEMBER:

Please **tag @1day1actionsj** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

---

**S11**



**City Hall can't do  
everything...**

**REMEMBER:**

*Please **tag @1day1actionsj** when posting.*

**CLICK BELOW TO FIND FILES:**

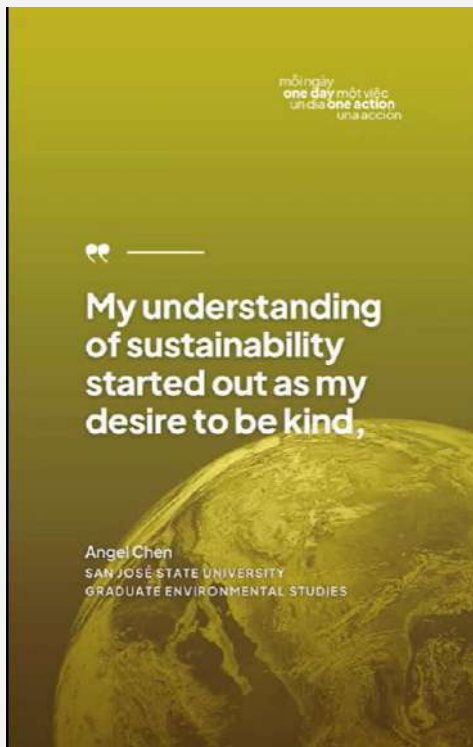
**Post**

**Captions w/**

**Translations**

\_\_\_\_\_

# S12



**REMEMBER:**

Please **tag @1day1actionsj** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

\_\_\_\_\_

# S13



## REMEMBER:

Please **tag @1day1actionsj** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

# S14



## REMEMBER:

Please **tag @1day1actionsj** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

---

# S15



**REMEMBER:**

Please **tag @1day1actionsj** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

—

# S16



## REMEMBER:

Please **tag @1day1actionsj** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

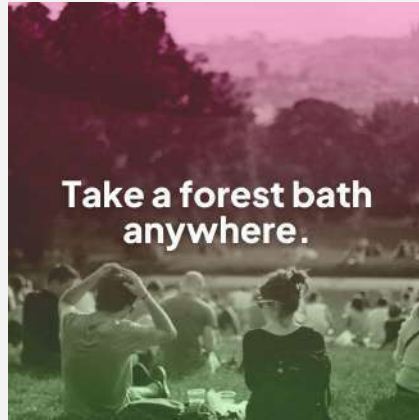
**Translations**

---



# S17-S18 mural

CLICK BELOW TO FIND FILES:



[Post](#)

[Captions w/  
Translations](#)

## REMEMBER:

Please **tag @1day1actionsj** when posting.

**S20**



**REMEMBER:**

Please **tag @1day1actionsj** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

---

# S21



## REMEMBER:

Please **tag @1day1actionsj** when posting.

CLICK BELOW TO FIND FILES:

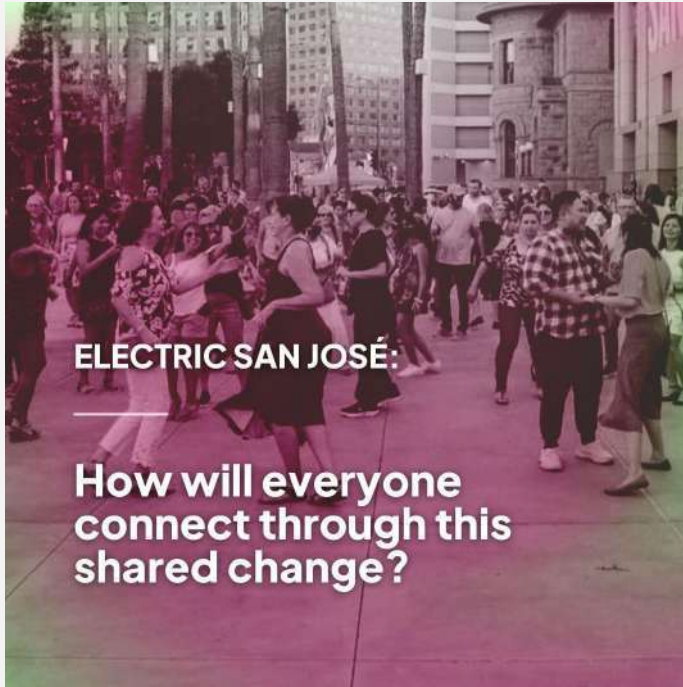
**Post**

**Captions w/**

**Translations**

---

**S22**



**REMEMBER:**

Please **tag @1day1actionsj** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

\_\_\_\_\_

# S23



## REMEMBER:

Please **tag @1day1actionsj** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**

---

# S24



**REMEMBER:**

Please **tag @1day1actionsj** when posting.

CLICK BELOW TO FIND FILES:

**Post**

**Captions w/**

**Translations**



**S25**



**REMEMBER:**

Please **tag @1day1actionsj** when posting.

**CLICK BELOW TO FIND FILES:**

**Post**

**Captions w/**

**Translations**

---

# OneDay/OneAction

Social Media Content Kit

**Phase 5** Change What We Want

**IG Account:** @1day1actionsj

**YouTube:** @1Day1ActionSJ

**Facebook:** One Day One Action SJ

mỗi ngày  
**one day** một việc  
un día **one action**  
una acción

A COMMUNITY PROJECT WITH THE CITY OF  
SAN JOSÉ'S PUBLIC ART PROGRAM AND ENVIRONMENTAL  
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[#climatechange](#)    [#environment](#)  
[#ecofriendly](#)    [#SanJose](#)  
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[@sjculture](#)    [@sjenvironment](#)

# One Day / One Action Overview

This image and text can be used to introduce your audiences to the project.

## Campaign Intro & Overview Text



## Logo Image

# Interactive Stories :: 1



CLICK BELOW TO FIND FILES:

[Background Image 1](#)

[Background Image 2](#)

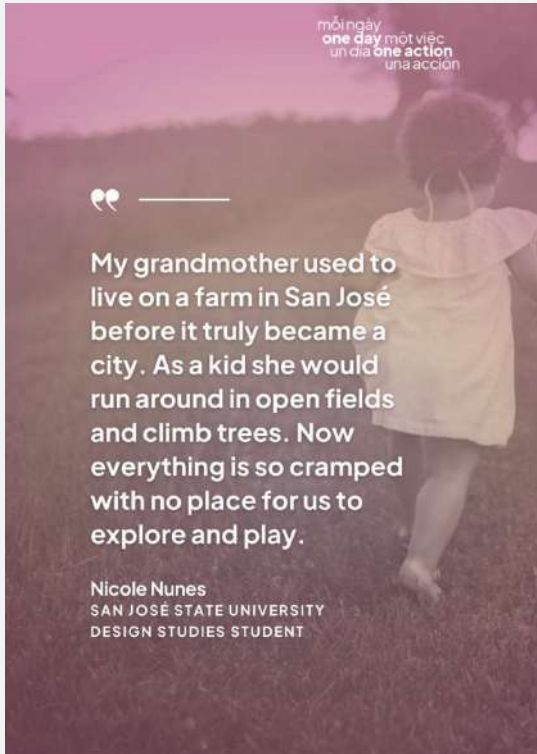
[Background Image 3](#)

**REMEMBER:**

Please **tag @1day1actionsj** when posting.

[Question Text](#)

# N01



## REMEMBER:

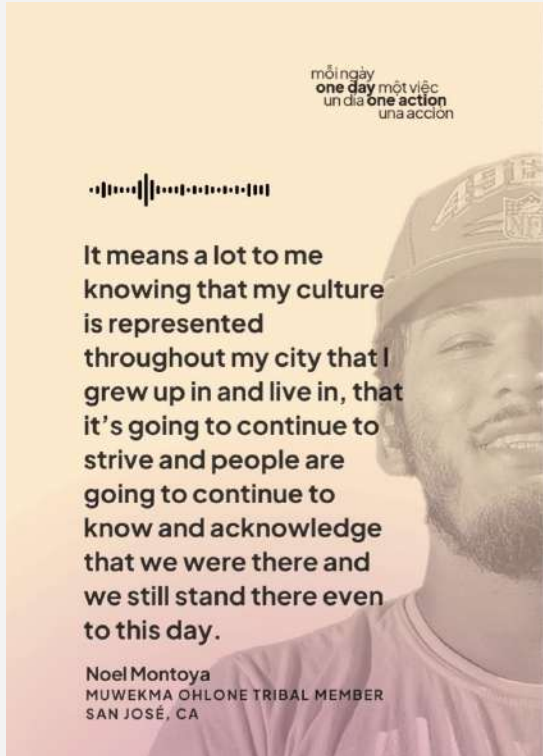
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# N02



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# N03



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Please add:

**#annenbergpenn**

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# N04



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# N05



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# N06



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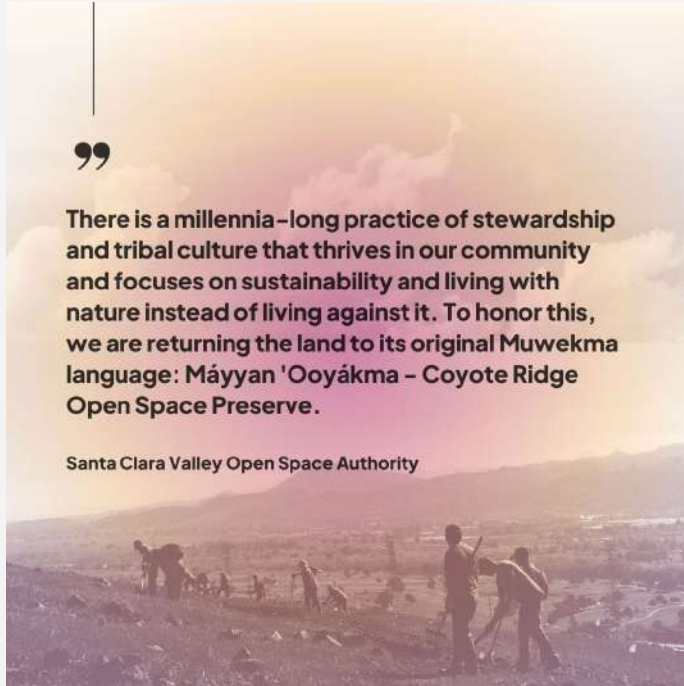
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Translations

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# N07



”

There is a millennia-long practice of stewardship and tribal culture that thrives in our community and focuses on sustainability and living with nature instead of living against it. To honor this, we are returning the land to its original Muwekma language: Máyyan 'Ooyákma - Coyote Ridge Open Space Preserve.

Santa Clara Valley Open Space Authority

## REMEMBER:

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**Translations**

# N08

mai ngày  
**one day** một việc  
un día **one action**  
una acción

” —

This summer, I learned how what we put into our earth and air affects us. Learning to teach others about environmental justice and climate change really opens your eyes and makes you more self-aware. I started to realize how important it is to take care of this planet. Through this lens, I have been better able to help others learn.

Diana Soto  
'DIG CREW'  
YOUTH DEVELOPMENT PROGRAM  
VEGGIELUTION, SAN JOSE



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**Translations**

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# N09



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# N10



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# N11



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**Translations**

# N12



mỗi ngày  
**one day** một việc  
un día **one action**  
una acción

“ ———

Sustainability in my personal life is making sure I have a sustainable mindset each and every day. Still, it is daunting. It's hard to think what individual people can do when corporations hold so much power and can create change whenever they want to, but choose not to.

Ava Newton  
SAN JOSÉ STATE UNIVERSITY,  
GLOBAL STUDIES GRADUATE

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# N14



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**Translations**

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# N15

one day một việc  
un día one action  
una acción



I am moved by innovations backed by science and evidence over time. I am all for better alternative solutions, but just because they sound better on paper doesn't mean they will be better as a whole for society in reality.

Daniel Mendez  
SAN JOSÉ STATE  
UNIVERSITY STUDENT



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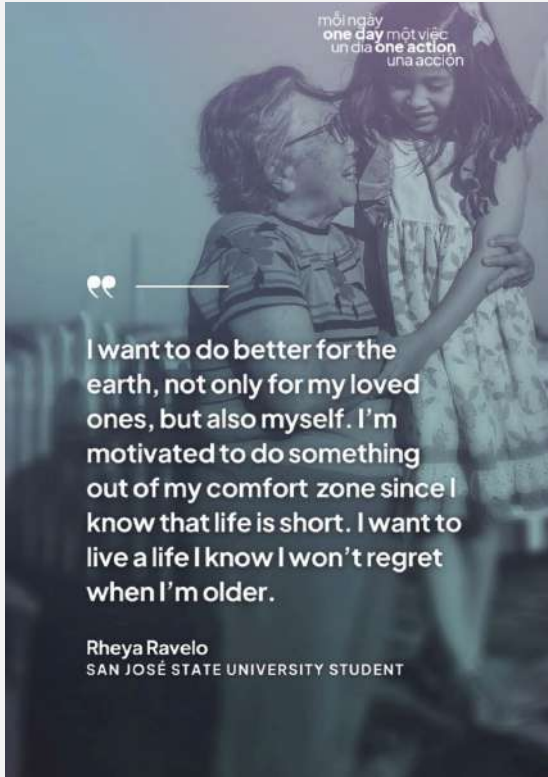
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Translations

# N16



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# N17



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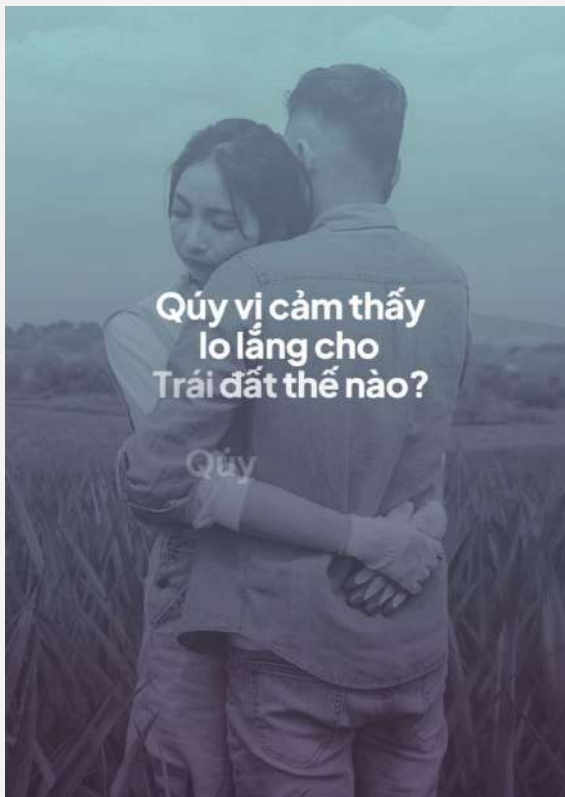
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# N18



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**N19**



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# N20



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**Translations**

## ONE DAY / ONE ACTION PROMPT TAGLINES

One Day/One Action reframes how we can all contribute to climate action, one day at a time, now and into the future.

Dự án Mỗi ngày/Một việc định hình lại cách tất cả chúng ta có thể thực hiện để bảo vệ khí hậu, từng ngày một, từ giờ cho đến tương lai.

Un Día/Una Acción replantea la forma en cómo podemos contribuir todos a la acción por el clima, un día a la vez, para el presente y en el futuro.

One Day/One Action invites everyone in San José and beyond to take one simple, meaningful action each day to support our planet.

Dự án Mỗi ngày/Một việc mời gọi mọi người tại San José và các nơi khác thực hiện một hành động đơn giản, có ý nghĩa mỗi ngày để bảo vệ hành tinh của chúng ta.

Un Día/Una Acción invita a todos los habitantes de San José y sus alrededores, a realizar una acción sencilla y significativa cada día para apoyar a nuestro planeta.

One Day/One Action inspires people to plant seeds for real-world actions that support our environment.

Dự án Mỗi ngày/Một việc truyền cảm hứng cho mọi người giống như việc gieo hạt giống cho các hành động thực tế nhằm bảo vệ môi trường của chúng ta.

Un Día/Una Acción inspira a la gente a plantar semillas para acciones reales en el mundo que apoyen al medio ambiente.

One Day/One Action believes creative ideas can support community resilience.

Dự án Mỗi ngày/Một việc tin rằng các ý tưởng sáng tạo có thể hỗ trợ khả năng phục hồi của cộng đồng.

Un Día/Una Acción cree que las ideas creativas pueden contribuir a la resiliencia de las comunidades.



# ONE DAY / ONE ACTION PROMPT TAGLINES

One Day/One Action is a community-wide effort across San José and beyond, inviting people to share their experiences to live with more environmental awareness.

Dự án Mỗi ngày/Một việc mời gọi toàn thể cộng đồng trên khắp San José và các nơi khác chia sẻ kinh nghiệm của họ để nâng cao nhận thức về môi trường.

Un Día/Una Acción es un esfuerzo de la comunidad de San José y vecindarios aledaños, que invita a las personas a compartir sus experiencias para vivir con más conciencia medioambiental.

One Day/One Action is a way for all San José residents to see themselves as part of the process of creating a healthy future.

Dự án Mỗi ngày/Một việc là cách để tất cả các cư dân San José nhận ra bản thân mình là một phần của quá trình tạo ra một tương lai lành mạnh.

Un Día/Una Acción es una forma de que todos los habitantes de San José se vean a sí mismos como parte del proceso de creación de un futuro saludable.

By bringing many voices together, One Day/One Action’s process is a model for community-centered sustainability.

Bằng cách hội tụ nhiều tiếng nói khác nhau, dự án Mỗi ngày/Một việc là mô hình cho sự bền vững tập trung vào cộng đồng.

Al reunir muchas voces, el proceso de Un Día/Una Acción es un modelo de sostenibilidad centrado en la comunidad.

One Day/One Action - take one climate-friendly action at a time, now and into the future.

Dự án Mỗi Ngày/Một Việc - thực hiện một hành động thân thiện với khí hậu từng ngày, từ giờ cho đến tương lai.

Un Día/Una Acción - tome una acción climática a la vez, ahora y en el futuro.

## ONE DAY / ONE ACTION PROMPT TAGLINES

One Day/One Action supports the power of ongoing collective climate actions to create a thriving future.

Dự án Mỗi Ngày/Một Việc ủng hộ sức mạnh từ những hành động hợp tác chống biến đổi khí hậu để tạo nên một tương lai tươi đẹp."

Un Día/Una Acción apoya el poder de las acciones climáticas colectivas con el propósito de crear un futuro próspero.

One Day/One is a powerful way for neighbors to connect and talk about climate change.

Dự án Mỗi Ngày/Một Việc là một cách hữu hiệu để hàng xóm kết nối và chia sẻ về vấn đề biến đổi khí hậu.

Un Día/Una Acción es una forma poderosa para que los vecinos se conecten y hablen sobre el cambio climático.

One Day/One Action - sharing stories about our actions moves us all toward a more environmentally conscious way of life.

Dự án Mỗi Ngày/Một Việc - chia sẻ những câu chuyện về hành động của chúng ta giúp thúc đẩy mọi người hướng tới một lối sống có ý thức hơn với môi trường.

Un Día/Una Acción - compartiendo historias sobre nuestras acciones nos mueve a todos hacia una forma de vida más consciente del medio ambiente.

One Day/One Action is a creative initiative that inspires people to build new climate-friendly habits.

Dự án Mỗi Ngày/Một Việc là một sáng kiến nhằm khuyến khích mọi người hình thành những thói quen mới thân thiện với khí hậu.

Un Día/Una Acción es una iniciativa creativa que inspira a las personas a desarrollar nuevos hábitos sobre el cambio climático.

mỗi ngày  
**one day** một việc  
un día **one action**  
una acción

A COMMUNITY ARTWORK SUPPORTING  
CLIMATE SMART SAN JOSÉ'S ENVIRONMENTAL ACTION GOALS  
SUPPORTED BY THE CITY OF SAN JOSÉ'S  
PUBLIC ART PROGRAM AND ENVIRONMENTAL SERVICES DEPARTMENT

# ONE DAY ONE ACTION

## CLIMATE CAFE TOOL KIT



*One Day One Action is a community artwork supporting 'Climate Smart' San José's Environmental action goals.*

*One Day One Action is supported by the City of San José's Public Art Program and Environmental Services Department*

# INTRODUCTION

## *How can we make conversations about the climate as common as talking about the weather?*

The climate is changing. We all know this. What is this experience like for me as an individual, for us as a community? Where and how do we talk about it?

[\*One Day One Action\*](#), a community-wide multilingual storytelling public art project for San José, has evolved to address these questions. Through a collaborative process involving university students, local knowledge-bearers, educators, scientists, city staff, and artists, *One Day One Action* developed thoughtfully designed social media prompts that support San José's [Climate Smart](#) sustainability goals. *One Day One Action* content cultivates environmental awareness, inspires sustainable practices and highlights traditional knowledge. The *One Day One Action* digital mural grew on a dedicated Instagram feed from the Summer Solstice (June 21) to the Winter Solstice (December 21) in 2023. *One Day One Action* prompts, seeds for change, are being spread across social media via nearly a dozen mission-aligned San José organizations. You can see our content [@1day1actionsj](#).

Shifting social media actions into the real world is a key goal for *One Day One Action*. To nurture community relationships and engage deeper conversations about climate change, we have adapted a process called [Climate Cafes](#). Hosting a Climate Cafe can create a safe container for your community to share emotions and stories around the climate crisis and support first steps towards community action, change and resiliency.

*One Day One Action* held a Climate Cafe (October, 2023) with community partners at Veggielution, an inspiring urban farm in the heart of San José. For our Climate Cafe, we modified activities from the [Emotional Resilience Toolkit for Climate Work](#), compiled by the Climate Therapy Alliance of North America (Pacific Northwest Chapter, 2019). This excellent resource includes many approaches and activities that you can use to create your own version of a Climate Cafe.

We are sharing activities and practices that we developed for our Climate Cafe. We hope these ideas support your explorations to help your communities feel safe and comfortable talking about climate change.

Jann Turner, Psychotherapist, *One Day One Action Advisor*  
Trena Noval & Sue Mark, *One Day One Action Lead Artists*

Reach out to us with any questions: [1day1actionsj@gmail.com](mailto:1day1actionsj@gmail.com)

# FRAMING

Shared vulnerability through the Climate Cafe experience can lighten the emotional burden that we as individuals can feel with regards to climate change. The complex nature of the climate crisis has no quick and easy solutions; the accompanying emotions are also complex with no quick and easy solutions. These Cafes may facilitate a capacity for deeper engagement, increasing our capacity to bear the unbearable. The importance of sharing is so we are not sitting in isolation about our emotions, but sitting in the same space WITH our emotions.

Two important tools that Climate Cafes can help us cultivate are *emotional resilience* and *emotional self-care*. *Emotional resilience* includes increasing our capacity to bear witness to the difficulties we are facing; sharing our experiences with the support of others in community can help increase that ability. *Emotional self-care* includes knowing how to emotionally nourish ourselves, and recognizing that it is important to take breaks to replenish and refuel. Both *emotional resilience* and *emotional self-care* practices can help us ride the waves of our emotions, and the news, helping us to keep engaged in this very necessary work.

A Climate Cafe is not a therapy group. The intention is not to lead anyone to any kind of conclusion or solve problems. It is an exploration of thoughts and feelings. The intention is to experience a community interaction focused on climate conversation, and to make this normal. These conversations create space and opportunities to grieve and make room for what's next. Until we know who we are in all of our emotions, thoughts, and feelings, we cannot know what to do.

## ***To develop a Climate Cafe, consider these recommendations:***

1. Climate Cafe conversations can be stand-alone events or part of larger community gatherings. It is best to set aside a minimum of 30 minutes for a Climate Cafe.
2. Support your event with nourishment such as tea or coffee, snacks or lunch.
3. Include transition time between activities: movement, breathing exercises or...
4. If time allows you can also open and close with a short mindfulness practice.
5. Use a gentle chime or bell to let participants know when it's time to change storytellers.
6. Before you begin, allow participants to ask questions so that sharing time runs smoothly.
7. Allow for bio breaks during the gathering
8. Have tissues on hand as powerful emotions can bubble up.
9. This process can happen either in person or online using zoom rooms.

# EMOTIONAL SELF-CARE ACTIVITY

## *Share a Natural Object*

### PROCESS:

- Choose a partner.
- Partners are invited to share a story, reflection, or emotion about an object from nature.
- Each partner speaks for 5 minutes. Take turns and refrain from interrupting.
- Listen when others are speaking, and be mindful of time.
- The event host/leader rings a chime or bell at 5 minutes to let partners know when to switch.
- There are no right or wrong responses. Respect everyone's perspective

### SET-UP:

- Each table/group has a small basket of natural objects.
- Participants can be invited to bring their own natural object prior to the event.
- Interaction questions can be printed and shared on each table.

### QUESTIONS FOR SHARING:

- How does this object connect you to your experience of the Earth?
- Why did you choose this object? What does it evoke?
- What feelings arise?

*This is a time for deep listening; refrain from engaging in conversation or feedback.*

# EMOTIONAL RESILIENCE ACTIVITY

## *Open-ended Inquiry Into Your Feelings About Climate Change*

### PROCESS:

- Form small groups of 3-5 people.
- Each member speaks for 5 minutes.
- Take turns and refrain from interrupting, offering responses or feedback.
- Listen when others are speaking, and be mindful of time.
- The event host/leader rings a chime at 5 minutes to let members know when to switch.
- There are no right or wrong responses. Respect everyone's perspective.
- Sitting in silence is ok---it may be hard to express emotions in the moment

### SET-UP:

- Interaction questions can be printed and shared on each table.

### SHARE YOUR RESPONSE TO ONE QUESTION:

- How do you experience grief for the Earth?
- What climate-related feelings do you carry around with you during the week?
- What do you love and appreciate about being alive on Earth?

*This is a place for sharing your feelings about the climate crisis to whatever degree is comfortable. This is not about creating an action plan for change.*

# MINDFULNESS ACTIVITIES

## BREATHING

12 minutes a day of mindful breathing will change your mind. Mindful breathing trains us to focus our mind on where we want to be instead of where our mind wants to take us, which is always in the past or the future. In the past we can hold onto stories that are full of regret or grief. These stories can be projected onto the future as fear and anxiety.

When we choose to focus our attention through our senses, we can understand our immediate present experience. We can be alive in our life instead of in our thoughts. This is the pathway to appreciate the truth about the significant potential of small actions.

Mindful breathing shifts our neural pathways from reactivity to responsiveness. This allows for a greater sense of calm and a way to know ourselves better. Until we know who we are, we will not know what to do. Knowing who I am means knowing as much as possible about myself - ALL my feelings - grief and sorrow, anger and disappointment, hopes and joys, and denial. Allowing ourselves to know it all—in communication with others, can help us to understand our feelings more clearly.

## STOP TECHNIQUE

S - Stop what you are doing

T - Take a deep, cleansing mindful breath

O - Observe what's going on inside you and in your environment

P - Proceed with what you were doing

Set an alarm on your phone to practice this technique any time during the day. Notice what's happening in the present moment without judgment. At different times during the day, pay attention to your environment - the trees, other cars, weather, your body. Become present through your senses.

## CREATIVE MINDFUL PRACTICE—DOODLE MEDITATION

Creative mindfulness practices can also have a grounding, calming effect on our nervous systems. Doodle meditations are easy to do and help create an experiential and visual space to hold your feelings.

- Start by putting on some soothing music and setting your timer for 5 minutes
- Add a feeling or thought that came up during the Climate Cafe or during your day to the center of a piece of paper (8.5x11 standard paper will do!)
- Begin to create a circle or lines around your thought - creating a kind of nest to hold it.
- Allow yourself to let go of how it looks but just go with the flow of the moment
- If you are with a group and feel comfortable - share your doodle meditation with others.
- To create an ongoing practice—can keep a journal or notebook of doodle meditations.



# RESOURCES

[How to hold story-sharing circles](#)

[Climate Cafes](#)

[Emotional Resilience Toolkit for Climate Work](#)

[San Jose's Climate Smart Initiative](#)

[About One Day One Action](#)

[Climate Psychology Alliance of North America](#)





**One Day / One Action Climate Café, October 2023, Veggielution Farm, San José**





**One Day / One Action Climate Café, October 2023, Veggielution Farm, San José**



**One Day / One Action Climate Café, October 2023, Veggielution Farm, San José**





**One Day / One Action Climate Café, October 2023, Veggielution Farm, San José**





**One Day / One Action Climate Café, October 2023, Veggielution Farm, San José**





**One Day / One Action Climate Café, October 2023, Veggielution Farm, San José**

# ONE DAY / ONE ACTION

## TESTIMONIALS

*“Now that the posts are scheduled...WOW. The One Day One Action content and visuals are truly beautiful. This has been an epic and amazing body of work and effort on your part. Your creative team was terrific, each talented in their own way. Your work with the Advisory Council was deeply poetic and allowed for inspired perspectives to emerge. While some partners were more engaged than others, your process of engagement was powerful.”*

--Mary Rubin

*“Thank you for the great event yesterday. We dropped in with ourselves, connected with each other, laughed, and some of us even cried. I think we felt witnessed, and in that not so isolated. At my table, the intimacy that quickly developed between the four of us was quenching. I appreciated every special detail from beginning to end.”*

--Mary Rubin

*“Our involvement with "One Day / One Action" has heightened our awareness and responsibility towards climate action. It's led to a meaningful shift in our attitudes, making us more proactive in adopting and advocating for sustainable practices both personally and organizationally. Reflecting on this experience, we feel a stronger connection to the collective effort against climate change.”*

--San Jose State University Community Garden

*It was a holistic approach to climate advocacy which we really appreciated!*

--Food Empowerment Project

*One Day / One Action made me realize the different ways people are making the move to be sustainable. Whether that is a student teaching others about composting, a business following a vegan menu, an organization advocating for electrification, or people simply attempting to be more sustainable. These are all great and inspiring ways to better our world!*

--Veggielution / Si Se Puede Collective



*The project stressed how important community connections are to resilience. From beginning to end, I felt that the Climate Cafe was well done. Creating a platform for people to drop in with themselves and each other, and share experience, seems important. Many of us felt our feelings. Connections were made internally and externally.*

--City of San Jose Cultural Affairs

*Loved the chance to broaden my view of climate change from the specific area I work in (environmental conservation) to better appreciate the bigger picture!*

*We will likely continue to use the themes/topics/captions to use with our imagery and branding! One of the obstacles to this campaign was that the imagery/branding was so different from our usual content, I don't think it reached as much as our audience that usually interacts with our content. The messaging and prompts are so good, we want to try and work it into our style and voice to reach more of our regular audience in the future!*

--Santa Clara Open Space Authority

*Our involvement with One Day / One Action reinforced the foundation upon which my knowledge of climate change stood. I'm grateful to have help facilitate the distribution of climate change knowledge to our audience, who may have had this sort of exposure for the first time.*

--Vietnamese American Round Table

*What a project! I am genuinely moved by your email and celebrate this day with you. Who could have seen the unfolding of 1D1A? And, the visible outcomes are testament to your trust in allowing risk and uncertainty - and so much remains in mystery. What seeds have been sown? I feel so much gratitude for having been included in this endeavor - so much to say about that. Some other time! Wishing all peaceful, joyful, mindful holidays! Our love for the Earth and each other is what prompts healing.*

--Jann Turner

**ONE**

**ONE**

**Day**

**Action**

**365**

**Proposal for Collective Action**

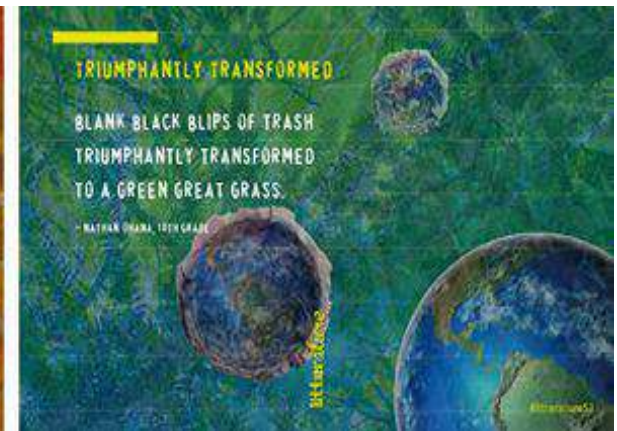
*Presentation Pitch: San Jose Environmental Services  
January, 2020*

# **The Power of Public Art**

**Engages community in new  
actions & awareness**

**Socially Engaged Art**

*Examples of Environmental Projects*



## Literature

2018

A collaboration between Mike Mcgee (Poet), Carlos Perez (Graphic Designer), and San José's students (Young Poets)





## ***FOG Waste***

2017 - 2018

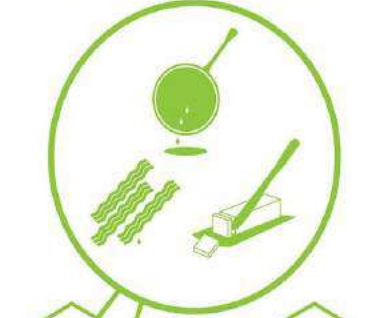


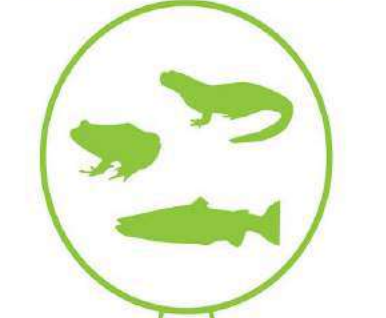
**Artists: Claire Napawan & Brett Snyder**



There are more than 12 million feet of sanitary sewer in San Jose.

Hay mas de 12 millones de pies de alcantarillado sanitario en San Jose.

Replacing previously unremarkable informational flyers with new bold door-hangers

<p><b>Did you know that these are all FOGWASTE?</b> Sabia que son todos los residuos FOGWASTE?</p>  <p><b>FOGWASTE is any food residue that contains Fat, Oil, and Grease and can cause sewer back-ups in your home.</b> FOGWASTE es cualquier residuo de alimento que contiene grasas, aceites, y grasa, y puede conducir a las copias de seguridad en su hogar</p>	<p><b>What should you do if you see water at a manhole?</b> Qué debe hacer si ve el agua en un pozo de registro?</p>  <p><b>If you suspect a sewer overflow, call 408.945.300 24 hours a day, 7 days a week</b> Si sospecha que un desbordamiento de alcantarillado, llame 408.945.300, 24 horas al día, 7 días a la semana.</p>	<p><b>Do you know how to dispose of FOGWASTE?</b> Sabes cómo deshacerte de la FOGWASTE?</p>  <p><b>FOGWASTE should always go in the trash, never a drain.</b> FOGWASTE siempre debe ir a la basura, nunca un desagüe.</p>	<p><b>Did you know all sinks drain to the Bay?</b> Sabia que son todos los residuos FOGWASTE?</p>  <p><b>Learn more: <a href="http://sjenvironment.org">sjenvironment.org</a> and Contribute: #FOGWASTE</b> Aprender más: <a href="http://sjenvironment.org">sjenvironment.org</a> and contribuir: #FOGWASTE</p>
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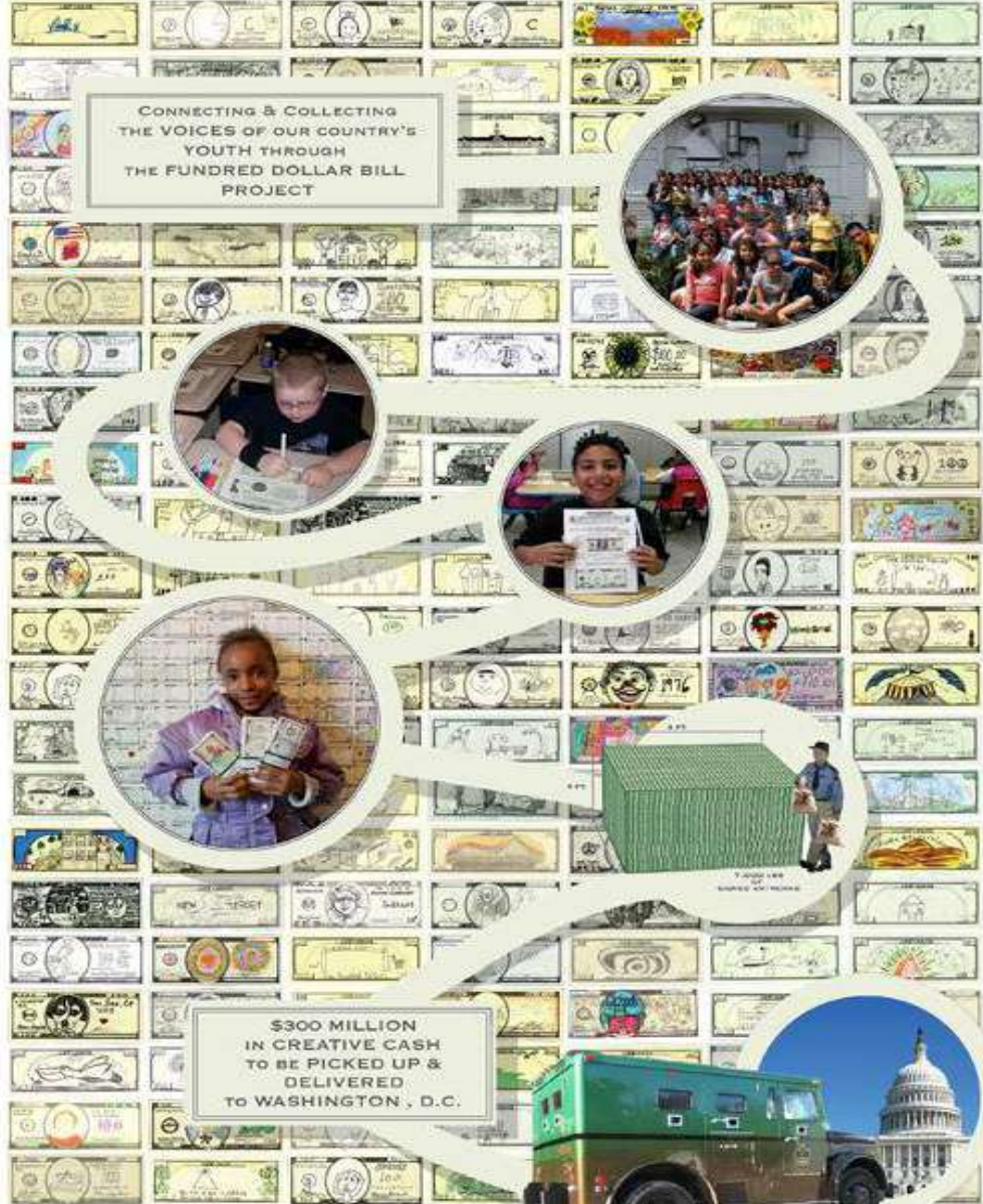
FOGWASTE is a public art project by artists Claire Napawan and Brett Snyder, in collaboration with the San Jose Public Art Program, the Department of Transportation, and the Environmental Service Departments. Special thanks to the communities of San Jose that contributed their ideas. (c) 2015



# Funded Dollar Bill Project

2006 - 2019

Artist: Mel Chin



On its first 18,000 mile journey across the U.S.A. (fueled by used vegetable oil, collected from school cafeterias) the armored truck gathered hundreds of thousands of donated drawings.





**Trena Noval | Sue Mark**

**CREATIVE ACTIONS IN COMMUNITIES**

**BUILD**

**DEEPEN**

**STRENGTHEN**

**Relationships**

Special Report on Climate Change and Land / Intergovernmental Panel on Climate Change

Date: 2019

Special Report on the Ocean and Cryosphere in a Changing Climate / Intergovernmental Panel on Climate Change

Date: 2019

Special Report on Global Warming of 1.5°C / Intergovernmental Panel on Climate Change

Date: 2018

AR5 - 5th IPCC Assessment Report / Intergovernmental Panel on Climate Change

Date: 2013-2014

The Heat is On - NDC Global Outlook Report 2019 / UN Development Programme and UN Climate Change

Date: 2019

UNEP Emissions Gap Report / UNEP

Date: 2019 (since 2012)

State of Climate Services / World Meteorological Organization

Date: 2019

The Global Climate in 2015–2019 / World Meteorological Organization

Date: 2019

WMO Greenhouse Gas Bulletin / World Meteorological Organization

Date: 2019 (since 2006)

Global Landscape of Climate Finance 2019 / Climate Policy Initiative

Date: 2019

International Energy Outlook / Energy Information Administration

Date: 2019 (since 1995)

Lancet Countdown

Date: 2019

State and Trends of Carbon Pricing 2019 / World Bank

Date: 2019

US National Climate Assessment / U.S. Global Change Research Program

Date: 2018, revised 2019

Climate Science Special Report (CSSR) / U.S. Global Change Research Program (USGCRP)

Date: 2017

International Energy Outlook / Energy Information Administration

Date: 2019 (since 1995)

Lancet Countdown

Date: 2019

State and Trends of Carbon Pricing 2019 / World Bank

Date: 2019

US National Climate Assessment / U.S. Global Change Research Program

Date: 2018, revised 2019

Climate Science Special Report (CSSR) / U.S. Global Change Research Program (USGCRP)

Date: 2017

Food, Water, Energy and Climate Outlook / MIT Joint Program on the Science and Policy of Global Change

Date: 2018

Trends in global CO2 emissions / PBL Netherlands Environmental Assessment Agency

Date: 2018 (since 2009)

REthinking energy 2017 / International Renewable Energy Agency (IRENA)

Date: 2017

Assessing The Post-2020 Clean Energy Landscape / World Resources Institute

Date: 2015

The Economic Consequences of Climate Change / OECD

Date: 2015

Shock Waves: Managing the Impacts of Climate Change on Poverty / World Bank

Date: 2015

Ocean Acidification Summary for Policymakers: Third Symposium on the Ocean in a High-CO2 World

Date: 2012

Climate Change and the UN Security Council / Shirley V. Scott (Editor); Charlotte Ku (Editor) Date: 2018

Accelerating Climate Action: Refocusing Policies Through a Well-Being Lens, by OECD (OECD 2019, 193 pages, 49 page highlight available as free download [here](#))

Burning Problems, Inspiring Solutions: Sharing Lessons on Action Against Tobacco and Fossil Fuels, by Lourdes Sanchez, Ivetta Gerasimchuk, and Jessica Beagley (International Institute for Sustainable Development 2019, 31 pages, free download available [here](#))

Are the Public Ready for Net Zero: Recommendations for Building a Positive Public Discourse, by Chris Shaw, Adam G... (Climate Outlook 2019, 52 pages, free download available [here](#))

Are the Public Ready for Net Zero: Recommendations for Building a Positive Public Discourse, by Chris Shaw, Adam Corner, and Jamie Clarke (Climate Outreach 2019, 52 pages, free download available here)

The State of Climate Adaptation in Public Health: An Assessment of 16 U.S. States, by Rachel M. Gregg, Kathryn N. Braddock, and Jessi M. Kershner (EcoAdapt 2019, 91 pages, free download available here)

Health Care's Climate Footprint: How the Health Sector Contributes to the Global Climate Crisis and Opportunities for Action, by Health Care Without Harm (Arup/Health Care Without Harm 2019, 48 pages, free download available here)

Malaria Eradication Within a Generation: Ambitious, Achievable, and Necessary, by Richard G.A. Feachem et al (The Lancet 2019, 57 pages, free download available here, registration required)

Community Resilience Indicator Analysis: County-Level Analysis of Commonly Used Indicators from Peer-Reviewed Research, by Lesley Edgemon, Carol Freeman, Carmella Burdi, Jessica Trail, Karen Marsh, and Kyle Pfeiffer (U.S. Federal Emergency Management Administration 2018, 88 pages, free download available here.)

Texas Continues to Recover Two Years After Hurricane Harvey, edited by Robert Sanborn et al (Children at Risk 2019, 73 pages, free download available here)

Surging Waters: Science Empowering Communities in the Face of Flooding, by Allison M. Truhlar and Caitlin Bergstrom (American Geophysical Union 2019, 58 pages, free download available here)

The Ocean and Cryosphere in a Changing Climate: Summary for Policymakers, by H.O. Pörtner, D.C. Roberts, V. Masson-Delmotte, P. Zhai, M. Tignor, E. Poloczanska, K. Mintenbeck, M. Nicolai, A. Okem, J. Petzold, B. Rama, N. Weyer (eds.) (UN Intergovernmental Panel on Climate Change 2019, 45 pages, free download available here, the 1170-page full report can be downloaded here)

A Decision Framework for Intervention to Increase the Persistence and Resilience of Coral Reefs, by (National Academy of Sciences 2019, pages, free download available here – registration required)

2019 in climate science: A continued warming trend and 'bleak' research By Dana Nuccitelli, Tuesday, January 7, 2020

What is climate change adaptation, and why does it matter? Some climate change is now inevitable. Many communities are trying to adapt to the consequences. By Daisy Simmons, Monday, December 30, 2019

What the world will look like in 2040 A.D. By Amy Brady, Monday, December 23, 2019

Community Resilience Indicators and National-Level Measures: A Draft Interagency Concept, FEMA, Department of Homeland Security, October 2019



**“The true direness of climate news is undermined by this chaotic information landscape.”**



# **HOW**

**do we personally  
& collectively  
commit to making  
CHANGE?**

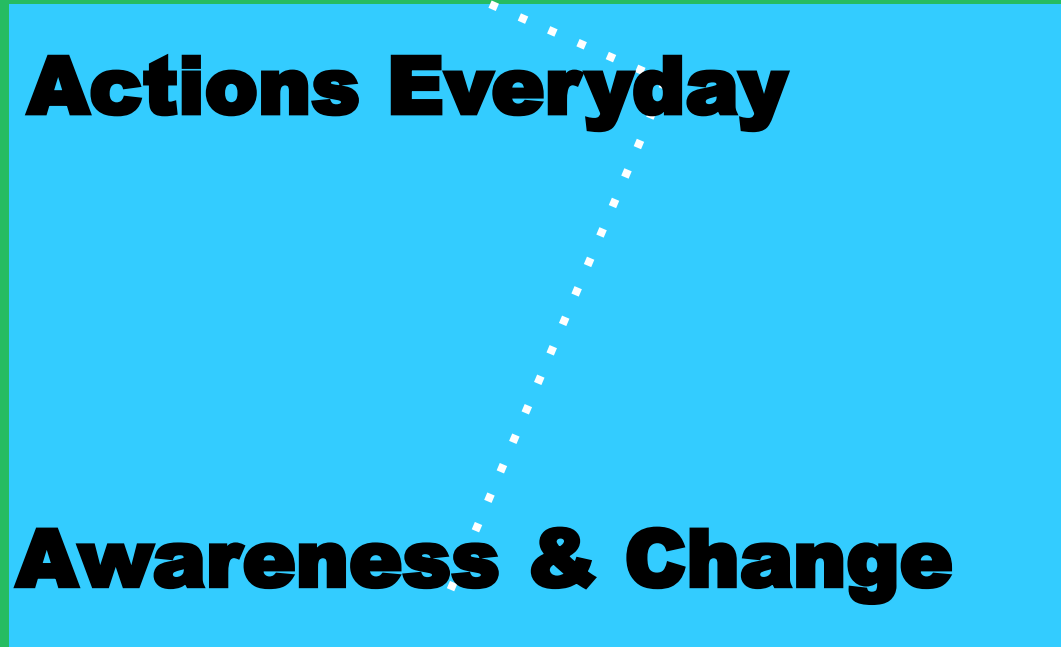


# FRAMEWORK

**Information Overload**

**Small Actions Everyday**

**Support Awareness & Change**



**ONE**

**ONE**

**Day**

**Action**

**365**

**Proposal for Collective Action**

# PERPETUAL CALENDAR

Something new **EVERY DAY**

small **MANAGEABLE**

**every year** to build change

# PERPETUAL CALENDAR



# **PROCESS**

## **Steering Committee**

**Knowledge  
Base**

**city staff**

**regional experts**

**organizations**

**youth activists**

# **PROCESS**

## **Steering Committee**

- ▷ Guide Content**
- ▷ Networking Sources**
- ▷ Select 365 Actions**
- ▷ Review Design**

# **POSSIBLE THEMES**

**water saving strategies**

**household energy options**

**mobility/transportation**

**shopping tips**

**climate-friendly food education**

**community actions**

**indigenous practices**

**sustainable land use**



# **PROCESS**

## **Production Team**

### **VISUALS**

Commission local designer

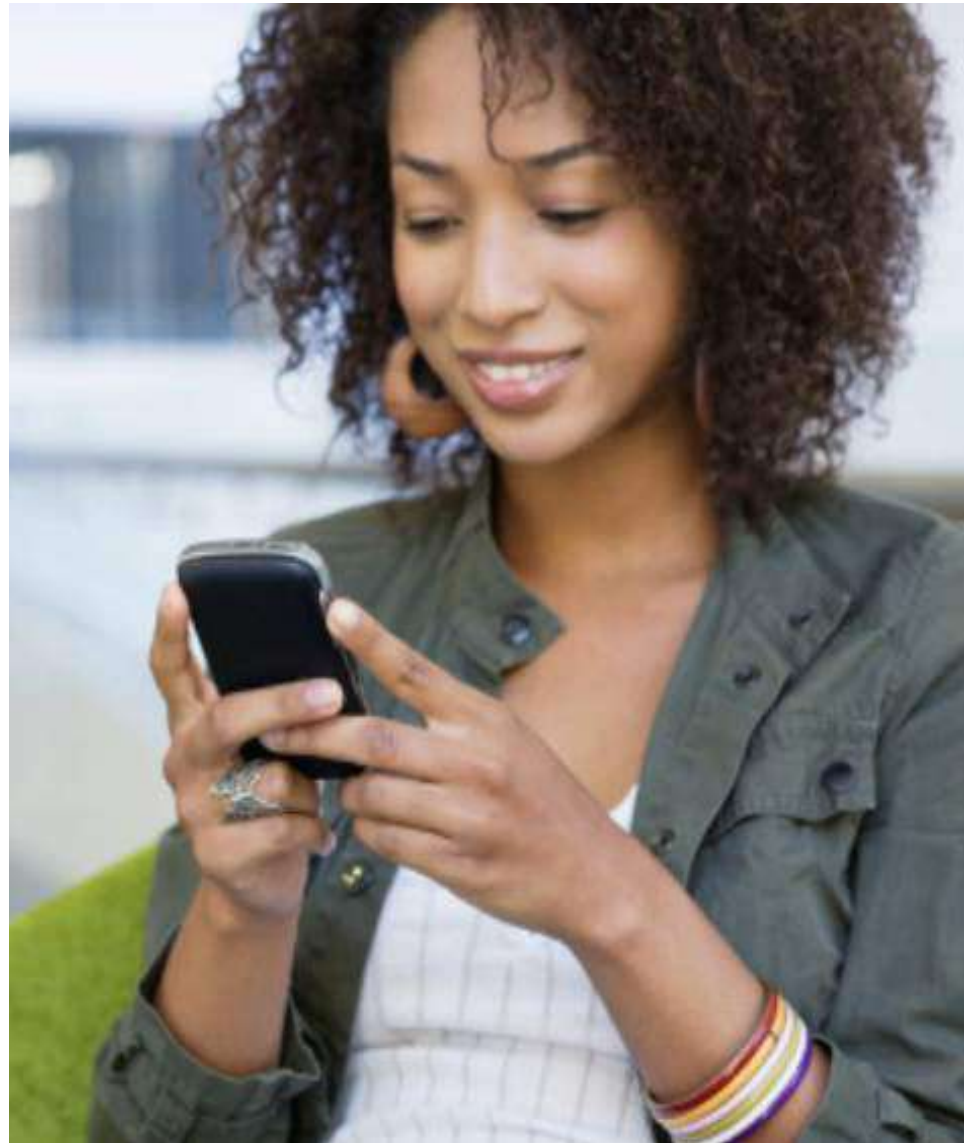
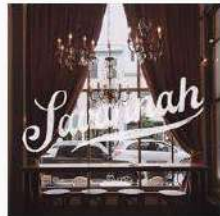
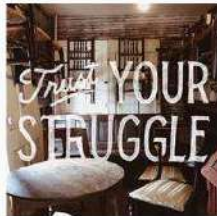
### **TRANSLATION**

City services for Spanish, Chinese, Vietnamese

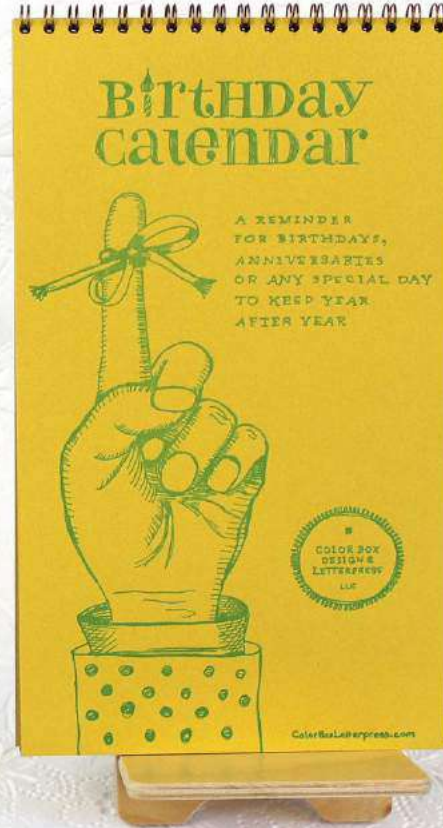
### **OUTREACH & ENGAGEMENT**

Digital, in-person

# Initial Engagement



# Print Prototype



# FLOW

**Information Overload**



**Engaging & Fun Actions**

**Encourage Change**

# Creative Process

## **ENGAGES RESIDENTS**

Creates hope, awareness & interaction

## **ELEVATES YOUTH / CULTURAL VOICES**

New ways to engage with our changing world

## **INCREASES PUBLIC PARTICIPATION**

Friendly & fun, inspiring curiosity, make the invisible visible

Believe in the *patience* &  
*possibility* of **CHANGE**

--Proverb

**Thank You!**

**1 DAY**

**1 ACTION**

**Everyday Simple & Meaningful Climate Actions**

**Trena Noval | Sue Mark**



**1DAY  
1ACTION**

# **Amplify SJ Climate Smart Initiatives**

## **Multi-lingual climate-attuned social media campaign:**

- *Build environmental awareness*
- *Encourage daily shifts*
- *Engage the public imagination*
- *Deepen community relationships*
- *Strengthen individual & collective resilience*

**1DAY  
1ACTION**

**How do we personally & collectively  
commit to change?**

**1DAY  
1ACTION**

# Content Focus

*Environmental Community Action/Stories*

*Youth Voices/Dreams for Future*

*Observing/Engage with Our Changing Climate*

*Climate Attuned Food Practices*

*Amplify Cultural & Indigenous Knowledge*

*Community Belonging*

**1DAY  
1ACTION**

## **Creative Team**

**Social Media Specialist: Aziza Jackson**

**Copywriter/Editor: Genine Lentine**

**SJ Translators: Hoang Truong, Ana Vidales**

**Graphic Designer: in progress - hire in September**

**1DAY  
1ACTION**

# Advisory Council

**Member vetting (in progress)**

**Extend invitations (September/October 2022)**

**Council meeting #1 (October/November 2022)**

**Content gathering (November - February 2023)**

**Council meeting #2 / final vetting (Feb/March 2023)**

**1DAY  
1ACTION**

# Process Flow

**Rubric Development (October 2022)**

**Content Collection (November - February 2023)**

**Prototype Prompts + PAC (March/April 2023)**

**Prompt Production (April/May 2023)**

**Launch 6 Month Campaign (May 2023)**

**End Campaign (Fall 2023)**

**Final Report (December 2023)**

**1DAY  
1ACTION**

# **Social Media Strategy**

- Platforms: Instagram and Facebook**
- Primary: SJ Cultural Affairs Insta Feed @sjculture**
- Content sourced from Advisory Council**
- Community Orgs support wider dissemination**
- Using Text Prompts, Images, Video Stories**
- Creating Mural tiles that will unfold over a day/  
once a week**



**1DAY  
1ACTION**

# Community Partners

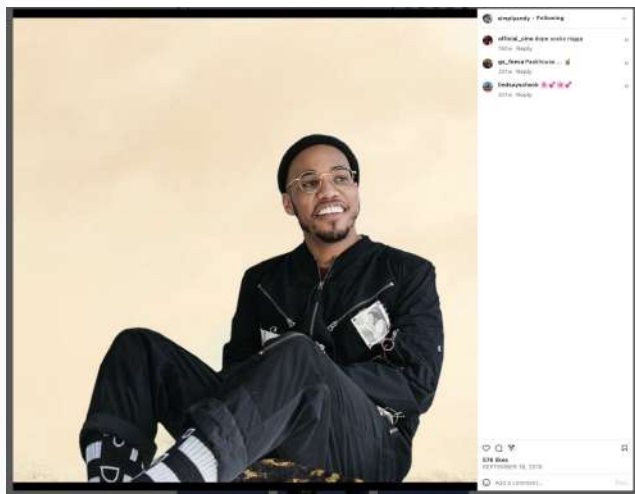
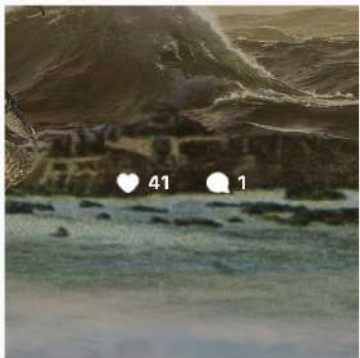
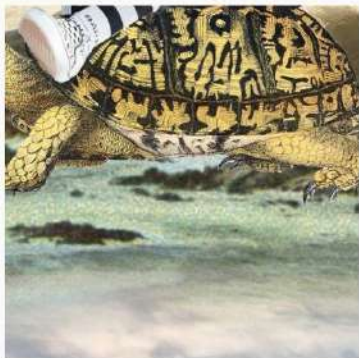
**Supported by 5 Local Hub Organizations:**

- **Veggielution (¡Sí Se Puede! Collective)**
- **The Tech Interactive**
- **CommUniverCity**
- **Người Việt ở San Jose (Vietnamese in San Jose)**
- **Org that is environmental or land based  
(interviewing - confirm by end of August)**

**1DAY  
1ACTION**

# Visual Framing Example

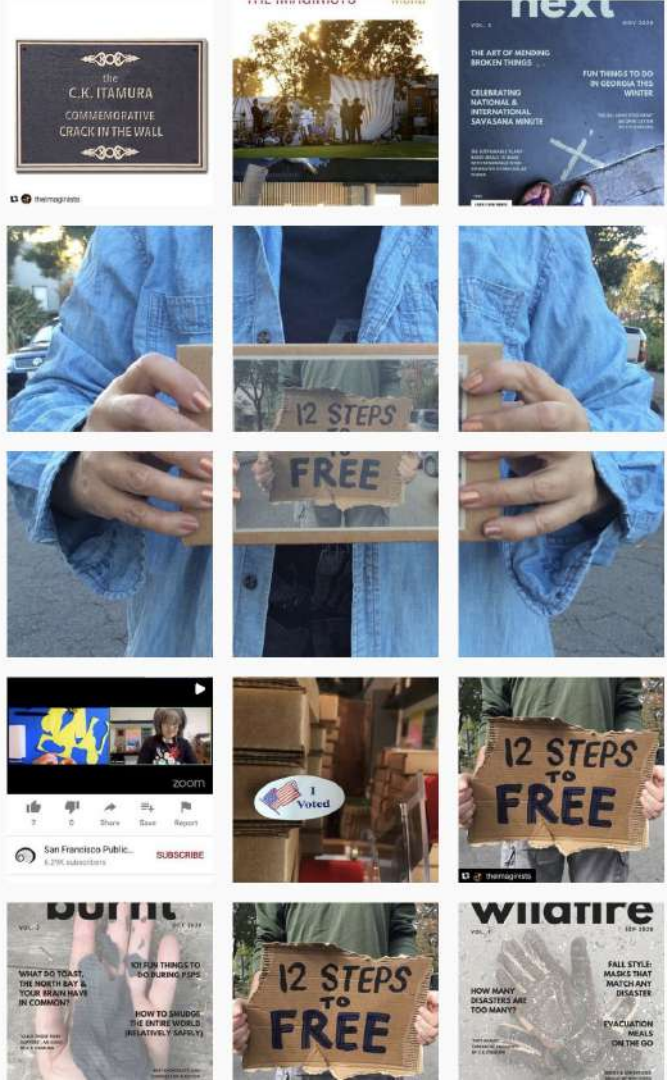
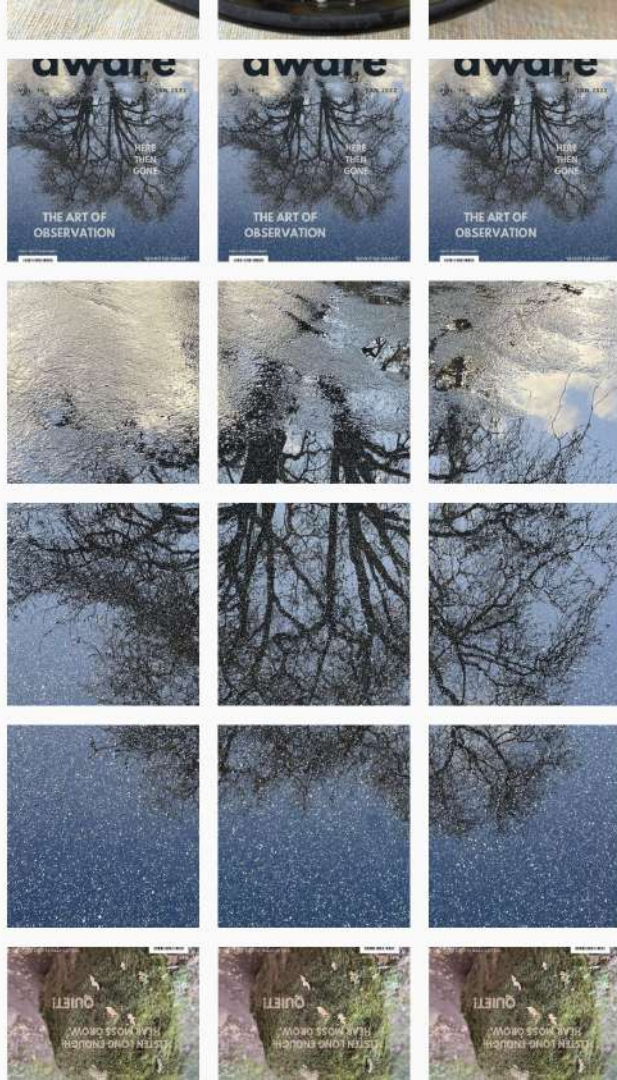
Tile Mural - Anderson .Paak @simplyandy



# 1DAY 1ACTION

## Visual Framing Example

C.K.Itamura  
@peachfarmstudio



**1DAY  
1ACTION**

## **Supporting Website**

- *Archive Prompts*
- *Contextualize Information*
- *Share Research & Process*
- *Creative Team Bios*
- *Steering Council & Community Org Profiles*
- *Point to Resources*

**1DAY  
1ACTION**

# Community in Real Time

**Two Community Gatherings - *Zoom / In-Person***

- **Project launch (May 2023)**
- **Close of project (Fall 2023)**

**Purpose**

- **Bridging between social media and real-time community (with community partners)**
- ***Assemble Experts and Community***
- ***Story Sharing to Engage Community Participation***
- ***Discussions About the Future***



**1DAY  
1ACTION**

# **COMMUNITY GATHERING**

**Conversations in Real-Time**

- *Assemble Experts*
- *Story Sharing*
- *Discussions About the Future*
- *Zoom or In-Person*



**1DAY  
1ACTION**

# *Social Media Visual Concept Ideas*

*Abstractions + Observations - Sho Shibuya, New York Times Project*



**1DAY**  
**1ACTION**

# **STRATEGIC PROCESS**

*Steering Committee -- experts to guide content*

*City Agency Advisors -- context & content review*

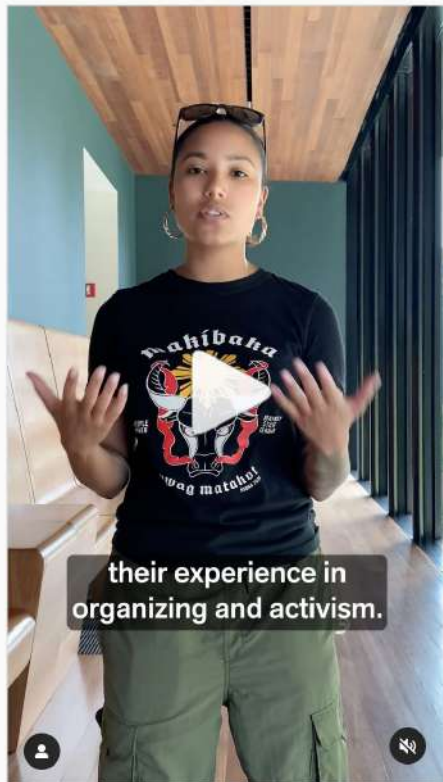
*Community Organizations -- relationships & outreach*

*San José community -- engagement & stories*

**1DAY  
1ACTION**

# Social Media Visual Concept Ideas

Video + Stories (de Young Museum + Youth Art Exchange)



deyoungmuseum • Follow

Original audio



The future is bright 🌟 We spoke to Bay Area youth activists about how they got involved in their work and how art plays a role in social justice movements.

Stop by the de Young tomorrow at 2pm PDT for a panel discussion with these activists about how art and activism intersect. This will be part of a day-long celebration with @youthartx featuring a pop-up exhibition, fashion show, live music and more. More info is available on our website!

7h

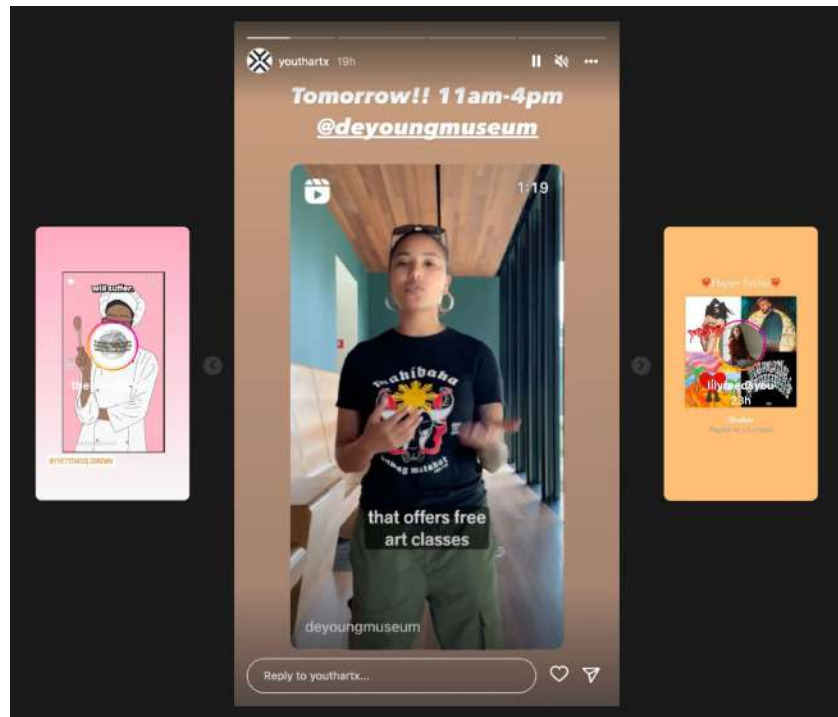


Liked by youthartx and 132 others

7 HOURS AGO

Add a comment...

Post



**1DAY**  
**1ACTION**

# **INSPIRATIONAL PROMPTS**

*Environmental Community Action*

*Elevate Youth Voices*

*Engage with Our Changing Climate*

*Highlight Healthy Food Practices*

*Amplify Cultural & Indigenous Knowledge*

*Make the Invisible Visible*

**1DAY**  
**1ACTION**

## **WHY use social media?**

- *Facilitate community engagement & story sharing*
- *Broad reach across San José residents*
- *Safe community interaction during COVID-19*

**1DAY  
1ACTION**

## **CREATIVE TEAM**

*Artists: Sue Mark & Trena Noval*

*Social Media Specialist: Aziza Jackson*

*Project Manager: Mary Rubin*

*Translators: Hoang Truong, Ana Vidales*

*Copywriter: Currently Seeking*

*Graphic Designers: Currently Seeking*

**1DAY  
1ACTION**

## **TIMELINE 2022 - 2023**

*Identify Creative Team // FEBRUARY-MAY*

*Context Development - City Depts // FEBRUARY-MAY*

*Invite Partner Community Orgs // APRIL-JULY*

*Invite Expert Steering Committee // AUGUST*



**1DAY  
1ACTION**

## **TIMELINE 2022 - 2023**

*Generate Prompts - Steering Committee // SEPT-DEC*

*Roll-out Prompts // SEPT-DEC*

*Build & Populate Website // SEPT-DEC*

*Culminating Community Summit // WINTER 2023*

*Final Report // WINTER 2023*

mỗi ngày  
**one day** một việc  
un día **one action**  
una acción

# San Jose Public Art Project

Fall, 2023

*Everyday Simple & Meaningful Climate Actions*

Trena Noval | Sue Mark

*A community project that shares stories & information about Climate Smart San José*

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un día **one action**  
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**How do we personally & collectively  
commit to change?**

# Project Goals

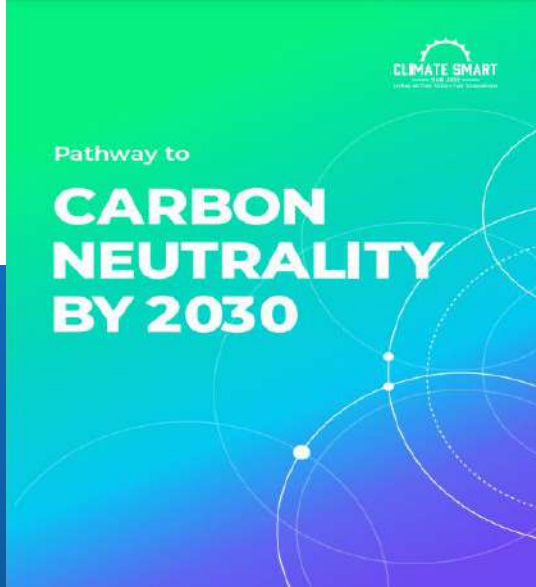
*simple & meaning actions every day*

- Support San José's Climate Smart plan
- Plant seeds for real-world actions
- Create new & meaningful relationships to build community across SJ
- Connect online material with real-time experiences
- Inspire wonder & curiosity to engage climate action
- Multilingual access: Spanish, Vietnamese, English

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**one day** một việc  
un día **one action**  
una acción

A photograph of a city street, likely in San José, CA, featuring tram tracks on the ground, trees lining the sidewalks, and buildings in the background. The image is overlaid with a teal tint. A text box is positioned in the center-left of the image.

**San José, CA is  
one of the first  
US cities to align  
with the Paris  
Agreement.**



# CLIMATE SMART SAN JOSE

A People-Centered Plan for a  
Low-Carbon City

**2018** Council approves Climate Smart plan

**2019** Council approves Climate Emergency resolution

**2021** Council adopts goal of carbon neutrality by 2030

**Learn more:** [Climate Smart San Jose](#)

[Sign up for 'Climate Smart Challenge'](#)





**Carbon neutrality is a pressing topic when we try to understand climate change and sustainability.**

**So what does it mean?**

Carbon neutrality means achieving a balance between the carbon we produce and the earth's ability to absorb human-made carbon emissions. When we balance the carbon dioxide created by our everyday activities with the earth's ability to absorb these emissions—that's carbon neutrality.

Tech Interactive: [Solve For Earth](#)

The background consists of numerous thin, light blue wavy lines that flow and curve across the frame, creating a sense of movement and depth. These lines converge to form a central, irregularly shaped white space where the text is located.

Imagine a  
thousand **you's**  
doing the same  
small thing  
repeated over  
time.

# STRATEGIC NETWORKS

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un día **one action**  
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Community Organizations → Relationships, Social Media

Advisory Council → Experts to Guide Content

City Agency Advisors → Context, Content Review

University Students → Amplifying Youth Voices

San José Community → Connecting Beyond Social Media

# COMMUNITY PARTNERS

SJ Office of Cultural Affairs

SJSU Office of Sustainability

SJSU Community Gardens

Santa Clara Valley Open Space Authority

Vietnamese American Round Table

Chopsticks Alley

Veggielution

¡Sí Se Puede! Collective

Food Empowerment Project

# Monthly Sharing

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un día **one action**  
una acción

**20 posts & 4 stories each month**

Released on *One Day One Action* Instagram, Facebook & YouTube accounts

**Shared with multiple community partners across San José**

**REACH ACROSS ALL ACCOUNTS**

**80K+ Instagram Followers**

**100K+ Facebook Followers**

# Project Timeline

social media campaign &  
public events

**START**  
SOLSTICE  
June 21



**End**  
SOLSTICE  
December 21



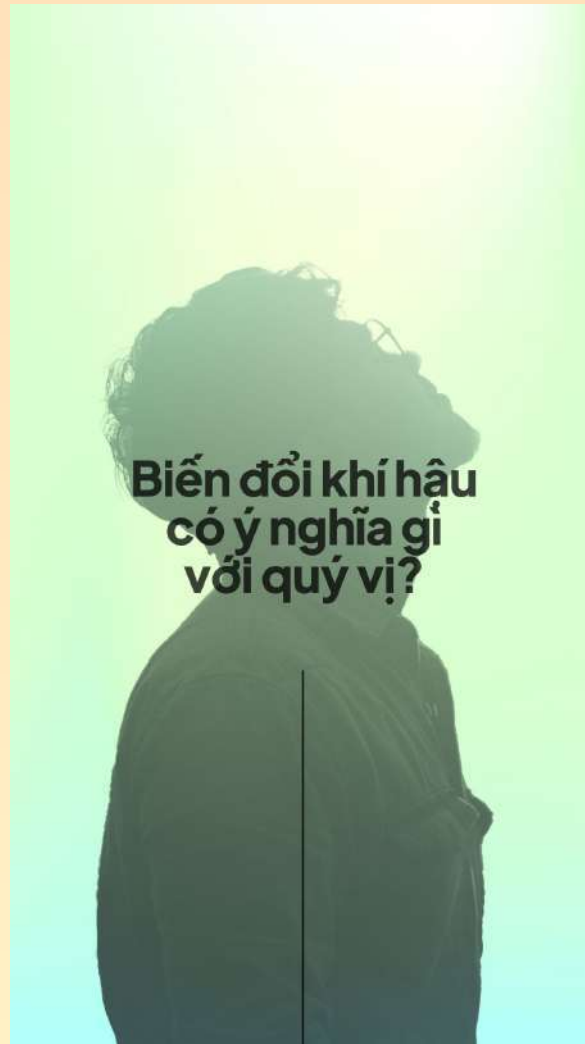
***Before we start...***

***@1day1actionsj***

***Please like, share, save,  
comment & follow!***







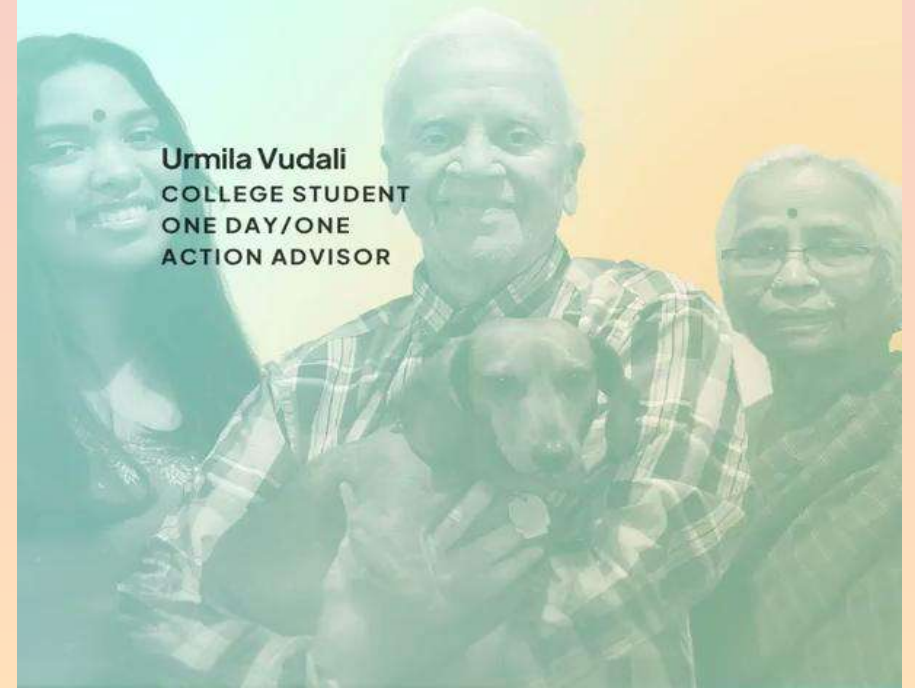
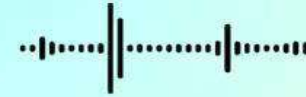
***What does Climate Change mean to you?***  
*(turn and talk)*

# ***What intergenerational stories can you share about our changing planet or sustainability practices?***

***Which stories from your community and culture connect you with nature?***

***What past experiences have you had with your family or on your own connect you with the natural world?***

mỗi ngày  
**one day** một việc  
un día **one action**  
una acción



**Urmila Vudali**  
COLLEGE STUDENT  
ONE DAY/ONE  
ACTION ADVISOR

# *How do we change what we want?*

*What are your strategies to live with less consumerism?*

*What is something that is broken that you have kept and fixed? Why?*

*How do you balance hope with climate anxiety?*

[Climate Smart Champions](#)

mỗi ngày  
**one day** một việc  
un dia **one action**  
una accion

” —

**Conversations are  
a starting point to  
understand how to  
address climate  
change.**

Mila Bekele  
CLIMATE SMART SAN JOSE YOUTH  
CLIMATE CHAMPION 2023  
ONE DAY/ONE ACTION ADVISOR

# ***What moves you to try new things?***

*How have you changed one of your habits?*

*What are ways you've changed to support  
your local environment?*

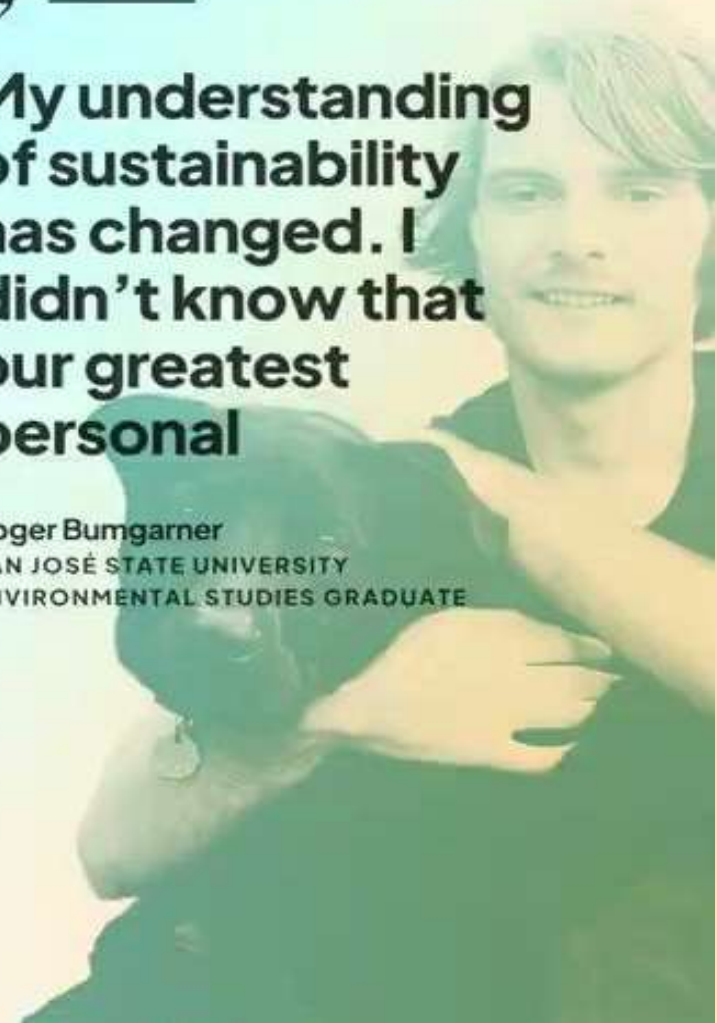
*How can do you find comfort in acting  
imperfectly?*

mỗi ngày  
**one day** một việc  
un día **one action**  
una acción

” —

**My understanding  
of sustainability  
has changed. I  
didn't know that  
our greatest  
personal**

Roger Bumgarner  
SAN JOSÉ STATE UNIVERSITY  
ENVIRONMENTAL STUDIES GRADUATE



# Tell Your Story

- Pick a prompt to respond
- Reflect on the story you want to tell
  - quiet write to capture your ideas, words & phrases
- Turn & share your story with a partner

mỗi ngày  
**one day** một việc  
un día **one action**  
una acción

“ ———

Listening to  
someone else's  
story can give  
us a new way of  
seeing the  
world...

Emily Falk

DISTINGUISHED FELLOW OF THE ANNENBERG  
PUBLIC POLICY CENTER

# **Craft Your Story**

- Go back and shape your story into 2-4 concise sentences**
- Add to google doc**
- Whole group share**
- One Day One Action Story process**



“ ———

**Hope is dynamic –**  
it is forever  
changing because  
you are a  
participant.

Cornel West  
AMERICAN PHILOSOPHER

***Thank You!***





# Memorandum

**TO:** PUBLIC ART COMMITTEE

**FROM:** MICHAEL OGILVIE

**SUBJECT:** SEE BELOW

**DATE:** November 29, 2021

---

**Council District:** Citywide

**SUBJECT: CONCEPT PROPOSALS FOR THE ONE DAY ONE CLIMATE ACTION  
SOCIAL ENGAGEMENT**

## **RECOMMENDATION**

Report on selection of artists Trena Noval and Sue Mark, and review and take action on their Conceptual Proposal for One Day One Action creative social engagement campaign.

**DATE OF ARTIST SELECTION:** October 2019

**ARTWORK BUDGET:** \$100,000.

**LOCATION:** City-wide social engagement and on-line artist driven social media campaign.

## **PROJECT DESCRIPTION**

### **Background**

The Climate Smart San José Plan, adopted by the City Council in 2018, lays out how the City and its citizens will do our part to address climate change. It is a communitywide initiative to reduce greenhouse gas production, air pollution, save water, and improve quality of life. The plan calls for every resident and business in San José to adopt climate smart practices, and cultivate habits in support of environmental stewardship. For climate actions to translate into consequential impact will require ongoing collective and committed action by all people.

In June, 2019, exploring the potential of a partnership with Clean Energy, artists Trena Noval and Sue Mark were consulted as a thought partners to brainstorm creative ideas with Environmental Service staff.

That development process resulted in a proposal for a creative media campaign that aligned to support San José's Climate Smart Plan. After additional review of the artists' concept with Environmental Services staff, and their Climate Smart Community Stakeholders Group, the project was viewed as consistent with, and a valuable asset to, the City and its stakeholders' vision for community engagement.

**Concept Proposal**

*IDay/IAction*, proposes a creative social media campaign presenting a collection of accessible climate smart action prompts designed to support increased awareness of the [City of San José's Climate Smart Plan](#) and the Environmental Service Department's ongoing community engagement efforts. *IDay/IAction* will be developed to activate the public imagination, and to encourage daily alterations in actions required for us as individuals to address our changing futures.

Content of the social media prompts will be developed in collaboration with a steering committee of regional experts, organizations, youth climate activists, and City staff. It will consider San José's diverse communities and their cultural traditions, and include environmental inspirations from local and global youth; information on local resources as well as additional global resources, and other content as advised by the Steering Committee. The collection of prompts will be aesthetically designed by local graphic designer(s), and presented in San José's primary languages (English, Spanish, and Vietnamese).

The campaign deployment strategy (via Instagram, Facebook, etc.) will be developed with a social media manager who will join the team. With a goal to broaden outreach and access, local organizations will be engaged as partners.

The artists envision that *IDay/IAction* will culminate with a virtual community climate summit, an interactive event designed to share the stories and the practices that have unfolded over the course of the project.

**PUBLIC OUTREACH**

The project development process will engage local stakeholder organizations and will be multi-generational. The deployment of the campaign will be developed to engage San José's diverse, multi-cultural community.

/s/

MICHAEL OGILVIE  
Public Art Director



PUBLIC ART COMMITTEE:  
ITEM:

# Memorandum

**TO:** PUBLIC ART COMMITTEE

**FROM:** MICHAEL OGILVIE

**SUBJECT:** SEE BELOW

**DATE:** March 30, 2023

**Council District:** Citywide

**SUBJECT: DESIGN DEVELOPMENT PROPOSAL FOR ONE DAY/ONE ACTION CLIMATE FOCUSED SOCIAL ENGAGEMENT BY ARTISTS TRENA NOVAL AND SUE MARK.**

**DATE OF ARTIST SELECTION:** October 2019

**DATE OF CONCEPT DESIGN PROPOSAL:** December 7, 2021

**DATE OF SCHEMATIC DESIGN PROPOSAL:** August 2, 2022

**BUDGET:** \$100,000.

**LOCATION:** City-wide social engagement and on-line artist driven social media campaign.

## **Background**

The [Climate Smart San José Plan](#), adopted by the City Council in 2018, lays out how the City and its citizens will do our part to address climate change. It is a communitywide initiative to reduce greenhouse gas production, air pollution, save water, and improve quality of life. For climate actions to translate into consequential impact requires ongoing collective and committed action by all people. Thus, the plan calls for every resident and business in San José to adopt climate smart practices and cultivate habits in support of environmental stewardship.

In June 2019, Public Art staff was invited to explore a potential partnership with the City's Environmental Services Department. Bay Area artists Trena Noval and Sue Mark were consulted to brainstorm creative ideas with Environmental Services staff which resulted in a proposal for a creative media campaign to support San José's Climate Smart Plan by increasing the plan's public recognition and amplifying community engagement.

## **Concept**

*One Day/One Action* is an artwork focused on connecting the community with the critical issue of our climate crisis. The project frames how we can all contribute to climate action, with simple, yet meaningful actions, one day at a time, now and into the future. It is a multi-lingual communications initiative

developed in support of San José's **Climate Smart** sustainability goals by inviting people to deepen their environmental awareness and encourage the building of climate-friendly habits. Foundational to the project is building networks across the city where creative ideas can support building community resilience.

Content, developed in collaboration with an Advisory Council, will cultivate environmental awareness, inspire sustainable practices, highlight traditional knowledge, and amplify perspectives from local and global youth activists. To efficiently reach as many San José residents as possible, the content will be deployed on Instagram and Facebook. A collection of 200 prompts, designed by a local graphic designer, will be translated into Spanish and Vietnamese. Recognizing the value of trusted sources, the artists fostered relationships with six local community organizations as partners to share content on their social media accounts, thus broadening outreach and access.

While encouraging people to change their habits, especially around the climate crisis, is challenging, through cultivating curiosity and touching people's hearts the project hopes to compel shifting habits towards more climate attuned behaviors.

### **Strategic Framework**

The realization of *One Day/One Action* involves a team of collaborators including artists, creatives, advisors, and partners. The following describes the component parts of this strategy.

### **Creative Team**

The artists assembled the following creative team to support production:

- **Genine Lentine** (Bay Area): Copywriter, editor, and poet collaborating on content development and final copy.
- **Chris Abueg, StudioSilog** (Bay Area): creative design focused on social impact, graphic strategy, and prompt and web design.
- **Hoang Truong** (San Jose): Vietnamese translations.
- **Ana Vidales** (San Jose): Spanish translation.
- **Gregory Collins** (Bay Area): Social Media Manager supporting outreach and engagement.

### **Content Development:**

To support the development for *One Day/One Action*'s social media prompts, the artists identified, interviewed, and selected, an advisory council composed of diverse individuals with areas of expertise such as climate change experts, behavioral science, eco-anxiety psychologist, youth activists, environmental educator and social media influencer, and foodway experts. The Council was responsible for supporting content development. The roster of Councilmembers follows:

- **Mila Bekele: High School student**, Silicon Valley Youth Climate Action, youth-led nonprofit that empowers teens and young adults to combat climate change with impactful education and policy initiatives.
- **Marciella Fuentes and Emily Schwing: Veggielution & Si Se Puede Collective:** (5 nonprofits in Mayfair, working together to ensure their community has what it needs to thrive)
- **Isaias Hernandez:** GenZ environmental educator and activist with experience in intersectional environmental work. He is well-known in his field under the social moniker, QueerBrownVegan, an independent media platform with a global audience of over 100,000+ followers.

- **Michelle Maranowski:** Senior Research Associate, Santa Clara University, and curator/designer behind the Tech Museum’s “Solve for the Earth” Exhibit.
- **Urmila Vudali: College student,** past Tech Museum Student Board, helping to plan and organize the Annual Youth Climate Action Summit, inspiring and organizing Bay Area youth to broaden their understanding of climate change and become architects of change through innovative technology.
- **Jann Turner: Physiotherapist specializing in climate anxiety.** She is a member of the International and National Climate Psychology Alliance and resident of San Jose for over 30 years.
- **Julie Benabente:** The City’s Director of Climate Smart San José

The artists’ primary method of gathering and developing content has been through conversations with the Advisory Council. On February 7, 2023, the artists convened an initial direction-setting meeting with the Council. Primary content gathering was conducted via 90-minute interviews with each of the Council members. From this content, the creative team, worked to shape media posts. On May 8, 2023, and May 16, 2023, in two groups, Councilmembers met to review the design and media strategy.

In addition to the Advisory Council, the artists met with SJSU and San Jose City College students offering the opportunity to contribute to content as part of course study. Also engaged with content are SJSU students and faculty of CommUniverCity, and the departments of Art, Anthropology, and Environmental Studies.

Social Media Strategy: Twenty-four unique posts will be released every month between the summer and winter solstices, June 21, 2023, through December 21, 2023. A newly created *One Day/One Action* Instagram account will be the principal creative platform for sharing content. There, each post will have its own aesthetic integrity and will also become a puzzle piece to a cohesive “digital mural.” The project will also have a presence on Facebook as well as its own website.

*One Day/One Action* unique content is organized by monthly themes:

- What does climate change mean to you? / Project context and defining key terms.
- What does it mean to move toward carbon neutrality? / Defining terms.
- What does electrification mean? / Defining terms.
- Looking back and looking forward / Generational family knowledge as model.
- How do we change what we want? / Shifting paradigms around needs/wants.
- What moves us to try new things? / How do we build new habits?

Content, graphic design and post captions, are designed to develop deeper understanding of the issues, connect people to their feelings, cultivate curiosity, and start conversations with others. Over the course of the 6 months, the creative team will be learning from audience reaction, informing creation of fresh content. Thus, the project will be iterative in order to align with the community.

Community Partners: When community members receive information from a trusted, vetted resource, they are more likely to engage and make change. Thus, the artists engaged a network of six hub local organizations to disseminate *One Day/One Action* social media prompts. At least once a week, community partners are committed to sharing content and engaging with their community over 6 months. They are also responsible for collecting and sharing engagement metrics with the projects Social Media Manager.

The following community partners organizations will be supporting outreach to their community and networks:

- CommUniverCity
- Food Empowerment Project
- Người Việt ở San José (Vietnamese in San José)
- Santa Clara Open Space Authority
- The Tech Museum
- Veggielution

Posts will also be released weekly on the Office of Cultural Affairs Instagram and Facebook accounts. The project’s Social Media Manager will work with partners to collect engagement metrics from their audience.

**Community Event:** The artists will facilitate two public *community story exchanges* virtually or in person. The first gathering will be held as a launch to the social media campaign. The second will be held towards the end of the project.

**Final Report:** At the conclusion of the project, the artists will submit a final report with project documentation, quantitative and qualitative findings, and potentially include commentary from partner organizations.

**Schedule:** The project will be active from the summer solstice, on June 21, 2023, through the winter solstice, on December 21, 2023. The final report will be submitted in February 2024.

**PUBLIC OUTREACH**

Outreach has been foundational to developing and designing *OneDay/OneAction*. The artists engage individuals and local stakeholder organizations across the city, including:

Date	Purpose	Participants	Location	<b>Convener</b>
12/07/2021	PAC review of Concept Proposal	PAC	Online via Zoom	SJPA
07/28/22	Project research, visioning, and partnership development	Tech Interactive Exhibit Design and social media Teams	Tech Museum	Artists
07/28/22	Project research, visioning, and partnership development	Veggielution staff	Veggielution at Emma Prusch Farm Park	Artists
08/2/22	PAC review of Schematic Proposal	PAC	Online via Zoom	SJPA
10/07/22	Content generation	Professor Nate Bogie, SJSU, sustainability	Online via Zoom	Artists

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10/14/22	Advisory Council development	Danny Ho-Saeg, curator and content developer Tech Interactive	Online via Zoom	Artists
10/14/22	Content generation	Professor Katherine Cushing SJSU, Environmental Studies Dept Chair	Online via Zoom	Artists
10/21/22	Partnership development and community engagement	Lauren Ornelas, Founder and President, Food Empowerment Project	Online via Zoom	Artists
10/28/22	Council Member development	Michelle Maranowski, Senior Research Associate, Santa Clara University	Online via Zoom	Artists
10/28/22	Council Member development	Emily Schwing, Veggielution & Si Se Puede Collective	Online via Zoom	Artists
11/04/22	Council Member development	Jann Turner, Climate Therapist	Online via Zoom	Artists
11/04/22	Content generation	Ellen Metzger, SJSU Professor of Sustainability	Online via Zoom	Artists
11/04/22	Partnership development and community engagement	Kavita Gupta, 10 Strands, connecting education, environment, and community	Online via Zoom	Artists
11/08/22	Muwekma Ohlone engagement strategy and indigenous relationships	Redbud Resource Center, 'Beyond Land Acknowledgement' Training	Online via Zoom	Artists
11/18/22	Community development	SJSU Humanities & Arts in Action - Professors	Online via Zoom	Artists
12/01/22	Partnership Development	Food Empowerment Project's Communiation Team (Brittany Ebeling, Ethan Eldreth, Alejandra Tolley)	Online via Zoom	Artists
12/01/22	Partnership Development and	Mosaic America (Usha Srinivasan, Priya Das,	Online via Zoom	Artists



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	Muwekma Ohlone engagement strategy	Robin Treen, SJ Museum of Modern Art)		
01/13/23	Partnership Development and Muwekma Ohlone engagement strategy	Monica Arellano, Muwekma Ohlone Tribal Leader, Professor Jan English Lueck (SJSU Anthropology Department), Alexandra Garcia (SJSU Anthropology Department Master's Student), Professor Alan Leventhal (SJSU Anthropology Department, Muwekma Ohlone historian), Cristiano Colantoni (Director of Exhibitions + Collections, NUMU	Online via Zoom	Artists
02/07/23	PAC Meeting	PAC Informational Update (by Mary Rubin)	Online via Zoom	SJPA
02/07/23	Content generation	Council Mtg #1: Mila Bekele, Julie Benabente, Isaias Hernandez, Michelle Maranowski, Emily Schwing, Jann Turner, Urmila Vudali	Online via Zoom	Artists
02/15/23	Content generation	SJSU, Office of Sustainability: Professor Molly Hankwitz, Art History & Visual Culture, Debbie Andres, Green Campus Lead	Online via Zoom	Artists
02/17/23	Content generation	Advisory Council Jann Turner	Online via Zoom	Artists
03/02/23	Content generation	Advisory Council Mila Bekele	Online via Zoom	Artists
03/03/23	Content generation	Advisory Council Julie Benabente	Online via Zoom	Artists
02/18/23	Content generation	Advisory Council Michelle Maranowski	Online via Zoom	Artists

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03/10/23	Content generation	San Jose City Community College, Professor Ernesto Garay	Online via Zoom	Artists
03/11/23	Content generation	Advisory Council Urmila Vudali	Online via Zoom	Artists
03/23/23	Content generation	Advisory Council Emily Schwing	Online via Zoom	Artists
03/23/23	Partnership and Content Development, and Muwekma Ohlone engagement strategy	New Museum of Los Gatos: Kimberly Snyder, Interim Executive Director; Cristiano Colantoni, Director of Exhibitions + Collections; Alexandra Schindler, Registrar + History Programs Manager; Michèle Jubilee, Education Curator	New Museum of Los Gatos	Artists
03/24/23	Content generation	Advisory Council Isaias Hernandez	Online via Zoom	Artists
03/24/23	Partnership Development	Vietnamese American Organization: Quyen Mai, Director	Online via Zoom	Artists
04/04/23	Content generation	SJSU Student Workshop, Video/Art, Professor Valerie Mendoza	SJSU	Artists
04/18/23	Content generation	San Jose City Community College, Student Workshop, Ethnic Studies, Professor Ernesto Garay	San Jose City College	Artists
05/8/23	Design Review	Council Meeting #2: Emily Schwing, Urmila Vudali, Julie Benebente	Online via Zoom	Artists
05/11/23	Partner Development	Vietnamese in San Jose Facebook Group, Tuonganh Nguyen	Online via Zoom	Artists
05/16/23	Design Review	Council Meeting #2: Isaias Hernandez, Jann Turner, Mila Bekele, Michelle Marinowski,	Online via Zoom	Artists

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05/18/23	Community Partner Social Media Strategy	SJSU Community Gardens, Veggielution, Food Empowerment Project, Tech Interactive, Gregory Collins, Mary Rubin	Online via Zoom	Artists
5/20/23	Community Development	Climate Cafe Leadership Training organized by Climate Psychology Alliance of North America	Online via Zoom	Artists
05/24/23	Community Partner Social Media Strategy	Open Space Authority	Online via Zoom	Artists

/s/

MICHAEL OGILVIE  
Public Art Director

## ONE DAY / ONE ACTION MEETINGS COMPENDIUM, 2019 - 2024

***Note: Trena and Sue maintained minimum 1 meeting per week 2021-2023 (~100 meetings)***

<b>Date</b>	<b>Meeting Topic</b>	<b>Attendees (in addition to lead artists)</b>
03/15/24	Final Reporting Presentation	Michael Olgivie, SJ Public Art Program, Director, Mary Rubin, SJ Public Art Program, Senior Project Manager, Julie Benabente, Climate Smart Deputy Director, Gregory Collins, Social Media Manager
03/05/24	Social media-campaign data analysis	Gregory Collins, Social Media Manager
02/19/24	Social media-campaign data analysis	Gregory Collins, Social Media Manager
02/16/24	Website design plan	Studio Silog/Chris Abueg
02/01/24	Social media data analysis prep	Gregory Collins, Social Media Manager
01/19/24	Final report planning	Mary Rubin, SJ Public Art Program, Senior Project Manager
01/19/24	Website planning & design	Studio Silog/Chris Abueg
12/8/23	Website planning	Studio Silog/Chris Abueg
11/08/23	Social Media strategic planning	Gregory Collins, Social Media Manager
11/03/23	NUMU community engagement	Jamie Donofrio, Communications Manager, Kimberly Snyder, Exec Director
10/30/23	Climate Cafe event reflections	Jann Turner, Advisory Council Member
10/27/23	SJSU Office of Sustainability interview	Student-led interview (podcast): Maral Amiri
10/18/23	Climate Cafe event at Veggielution	Multiple community partners (30 attendees)
10/10/23	Climate Smart Working Group presentation	Julie Benebente, Climate Smart lead

10/06/23	Social Media strategic planning	Gregory Collins, Social Media Manager
10/02/23	SJSU Class Workshop	Professor Molly Hankwitz, <i>Writing Workshop for Fine Art</i>
10/02/23	Veggielution site visit: Climate Cafe prep	Abigail Hindson, Veggielution Advocacy Manager & Elena Cantoral, Quelites Cooperative
09/29/23	Community Partner Check-in: SJSU Office of Sustainability	Debbie Andres, Program Director, Maral Amiri, Student Intern
09/22/23	Community Partner Check-in: Vietnamese American Round Table	Huan Pham, Outreach & Communications Coordinator
09/22/23	Content Design Meeting	Studio Silog/Chris Abueg
09/21/23	Climate Smart Working Group Presentation	Julie Benebente, Climate Smart Deputy Director
09/20/23	Community Partner Check-in: Santa Clara Open Space Authority	Annamarie Pilon, Social Media & Communications Coordinator
09/19/23	Community Partner Check-in: SJSU Community Garden	Matthew Spadoni, Coordinator
09/19/23	Community Partner Check-in: Food Empowerment Project	Alejandra Tolley, Social Media & Communications Coordinator
09/15/23	Community Partner Check-in: Veggielution & Sí Se Puede Collective	Maricella Fuentes, Social Media & Communications Coordinator
09/14/23	Community Partner Check-in: Strategic Planning	Gregory Collins, Social Media Manager
09/01/23	Content Development Meeting	Genine Lentine, Copy Writer
08/18/23	Climate Cafe Event Planning Meeting	Jann Turner, Advisory Council Member
08/11/23	Social Media Strategic Planning	Gregory Collins, Social Media Manager
07/14/23	SJSU Class Workshop Planning	Professor Valerie Mendoza, Art & Art History Dept

07/14/23	Social Media Strategic Planning	Gregory Collins, Social Media Manager
07/13/23	Climate Cafe Event Planning	Emily Schwing, Veggielution Public Affairs Director
06/26/23	Climate Cafe Event Planning	Jann Turner, Advisory Council Member
06/21/23	1D/1A Campaign Launch	
06/07/23	Public Art Committee Presentation	
06/02/23	Public Art Committee Presentation Planning	Mary Rubin, SJ Public Art Program, Senior Project Manager
05/24/23	Open Space Authority Community Partner Meeting: Social Media Strategy	Annamarie Pilon, Social Media & Communications Coordinator, Gregory Collins, Social Media Manager
05/20/23	Climate Cafe Leadership Training Workshop: Climate Psychology Alliance of North America	Jann Turner, psychotherapist, Advisory Council Member
05/18/23	Community Partner Meeting: Social Media Strategy	SJSU Community Gardens, Veggielution, Food Empowerment Project, Tech Interactive, Gregory Collins, Mary Rubin, SJ Public Art Program, Senior Project Manager
05/16/23	Council Meeting #2: design review, enviro terms, media contributions	Isaias Hernandez, Jann Turner, Mila Bekele, Michelle Marinowski, Mary Rubin, SJ Public Art Program, Senior Project Manager
05/12/23	Vietnamese Translator Meeting	Hoang Truong
05/11/23	Community Partner Meeting: Vietnamese in SJ Facebook Group	Tuonganh Nguyen, Coordinator
05/08/23	Council Meeting #3: design review, enviro terms, media contributions	Emily Schwing, Urmila Vudali, Julie Benebente, Climate Smart Deputy Director, Mary Rubin, SJ Public Art Program, Senior Project Manager
05/04/23	Onboarding Social Media Manager	Gregory Collins, Social Media Manager
05/01/23	Spanish Translator Meeting	Ana Vidales, JAV Language Solutions

04/18/23	San Jose City Community College Student Workshop	Professor Ernesto Garay, Ethnic Studies
04/04/23	San Jose State University Class Workshop	Professor Valerie Mendoza, Art & Art History
03/28/23	1D/1A Design Meeting (logo & colors)	Chris Abeug/Studio Silog
03/24/23	Individual Council Conversation: Content Generation	Isaias Hernandez, Brown Green Vegan, Genine Lentine, writer
03/24/23	Community Partner Intro Meeting: Vietnamese American Organization	Quyên Mai, Executive Director
03/23/23	New Museum of Los Gatos: Muwekma Ohlone Research (in-person)	Kimberly Snyder   Interim Executive Director, Cristiano Colantoni   Director of Exhibitions + Collections, Alexandra Schindler   Registrar + History Programs Manager, Michèle Jubilee   Education Curator Mary Rubin, SJ Public Art Program Project Manager
03/23/23	Individual Council Conversation: Content Generation	Emily Schwing, Veggielution Public Affairs Director, Genine Lentine
03/17/23	Full Creative Team Planning Meeting	Beck Havens, Social Media Manager, Genine Lentine, Writer, Studio Silog/Chris Abueg
03/11/23	Individual Council Conversation: Content Generation	Urmila Vudali, Genine Lentine
03/10/23	San Jose City Community College: Student Workshop Planning	Professor Ernesto Garay, Ethnic Studies
03/10/23	Onboarding social media manager	Beck Havens
03/03/23	Individual Council Conversation: Content Generation	Julie Benabente, Climate Smart Deputy Director, Genine Lentine, Writer
03/02/23	Individual Council Conversation: Content Generation	Mila Bekele, Genine Lentine



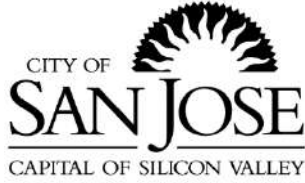
02/18/23	Individual Council Conversation: Content Generation	Michelle Maranowski, Genine Lentine
02/17/23	Individual Council Conversation: Content Generation	Jann Turner, Genine Lentine
02/17/23	Social Media Manager Interviews	
02/15/23	San Jose State University Office of Sustainability: Content Generation Planning	Professor Molly Hankwitz, Art History & Visual Culture, Debbie Andres, Green Campus Lead
02/07/23	Council Mtg #1 (content generation planning)	Mila Bekele, Genine Lentine, Jann Turner, Julie Benabente, Climate Smart Deputy Director, Urmila Vudali, Emily Schwing, Isaias Hernandez, Michelle Maranowski, Mary Rubin, SJ Public Art Program, Senior Project Manager Michael Olgivie, SJ Public Art Program, Director
02/07/23	SJ Public Art Committee Presentation: updates	Mary Rubin, SJ Public Art Program, Senior Project Manager
02/03/23	Social Media Manager Recruitment Research	Susan Tenby, communications strategists & consultant
02/02/23	Climate Smart Updates: Content Planning	Julie Benabente, Climate Smart Deputy Director, Mary Rubin, SJ Public Art Program, Senior Project Manager
01/13/23	Muwekma Ohlone: Informational Partnership Planning Meeting	Monica Arellano, Muwekma Ohlone Tribal Leader, Professor Jan English Lueck (SJSU Anthro), Alexandra Garcia (SJSU anthro masters student), Professor Alan Leventhal (SJSU Anthro, Muwekma Ohlone historian), Cristiano Colantoni   Director of Exhibitions + Collections, NUMU, Mary Rubin, SJ Public Art Program, Senior Project Manager
01/12/23	1D/1A Design Meeting	Chris Abeug/Studio Silog
01/10/23	Project Development & Public Art Committee Review Prep	Mary Rubin, SJ Public Art Program, Senior Project Manager
01/04/23	Content Development Planning	Genine Lentine, Writer
12/04/22	Creative Team: Content Development Planning (in-person)	Genine Lentine, writer,

12/01/22	Mosaic America: partnership mtg, Muwekma Ohlone engagement strategy	Usha Srinivasan, Priya Das, Robin Treen, SJ Museum of Modern Art, Mary Rubin, SJ Public Art Program, Senior Project Manager
12/01/22	Food Empowerment Project: partnership onboarding mtg	Brittany Ebeling, Ethan Eldreth, Alejandra Tolley (communications team)
11/18/22	San Jose State University: Humanities & Arts In Action Panel Presentation	Presentation for on-campus and community engagement in the Arts & Humanities Departments
11/08/22	'Beyond Land Acknowledgement' Training	Redbud Resource Center: indigenous relationships
11/04/22	10 Strands: Community Engagement Strategies	Kavita Gupta, Educator
11/04/22	San Jose State University Student Workshop Planning Meeting	Professor Ellen Metzger, Environmental Sustainability Program
11/04/22	Council Member Invitational Meeting	Jann Turner, psychotherapist
10/28/22	Council Member Invitational Meeting	Emily Schwing, Veggielution Public Affairs Director
10/28/22	Council Member Invitational Meeting	Michelle Maranowski, Independent Scientist & Engineer
10/21/22	Creative Team Generation	Studio Silog/Chris Abueg
10/21/22	Community Partner Intro Meeting: Food Empowerment Project	lauren ornelas, Executive Director, Mary Rubin, SJ Public Art Program, Senior Project Manager
10/14/22	San Jose State University: Student Workshop Planning Meeting	Professor Katherine Cushing, Environmental Studies Dept Chair
10/14/22	Prospective Council Member Meeting	Danny Ho-Saeg, curator/content developer Tech Interactive
10/07/22	San Jose State University: Student Workshop Planning Meeting	Professor Nate Bogie, Environmental Studies Dept
07/28/22	Project Development & Community Partner Planning: Tech Interactive & Veggielution (in-person)	Danny Ho-Saeg, curator/content developer Tech Interactive, Tech Interactive Social Media Team: Maria Robles Gonzales, Mario Babasa, Jeff Gire Veggielution Emily Schwing, Public Affairs Director

		Mary Rubin, SJ Public Art Program, Senior Project Manager, Aziza Jackson (social media strategist)
07/27/22	Prospective Council Member Meeting	Isais Hernandez, Environmentalist, Queer Brown Vegan
07/15/22	Prospective Council Member Meeting	Jann Turner, Psychotherapist, Eco-Anxiety Specialist
07/11/22	Community Partner Intro Meeting: Peninsula Open Space Trust	Mark Medieros, Director of Community Engagement
07/08/22	Creative Team Meeting (in-person)	Mary Rubin, SJ Public Art Program, Senior Project Manager, Aziza Jackson, Social Media Specialist
07/07/22	Prospective Youth Council Member Meeting: San Jose State University Community Garden	Matthew Spadoni, Director
07/06/22	Prospective Council Member Meeting	Kristin Papa, Eco-therapist
06/09/22	Community Partner Intro Meeting: The Tech Interactive	Rachel Wilner, VP of Marketing & Business Development, Mary Rubin, SJ Public Art Program, Senior Project Manager
06/09/22	Social Media Strategy	Aziza Jackson, Social Media Specialist
05/27/22	Community Partner & Prospective Youth Council Member Research: San Jose Public Library	Elizabeth Nolan, Teen & Youth Services Manager
05/20/22	Community Partner Intro Meeting: Veggielution	Emily Schwing, Veggielution Public Affairs Director
05/20/22	Prospective Spanish Translator Meeting: JAV Language Solutions	Ana Vidales, Director
05/19/22	Climate Smart Stakeholders Meeting: Presentation	Julie Benabente, Climate Smart Deputy Director & Community Organizations
05/16/22	Prospective Youth Council Member Research	San Jose Youth Commission Environmental Town Hall
05/13/22	Social Media Strategic Planning	Mary Rubin, SJ Public Art Program, Senior Project Manager, Aziza Jackson, Social Media Specialist, City of San Jose Social Media Team
05/13/22	Social Media Strategic Planning: Co:Sensus Labs	Tiasia O'Brien, Outreach Specialist

04/29/22	Community Research Meeting: Chopsticks Alley	Trami Cron, Executive Director
04/29/22	Community Research Meeting: Mothers Outfront	Susan Butler-Graham, Regional Director
04/15/22	Community Partner Intro Meeting: CommUniverCity	Imelda Rodriguez, Program Director, Elizabeth Figueroa, Program Manager
04/15/22	Community Partner Intro Meeting: San Jose Public Library	Lauren Hancock, Community Programs Administrator
04/07/22	Social Media Logistics Planning: Airtable	Mary Rubin, SJ Public Art Program, Senior Project Manager, Aziza Jackson, Social Media Specialist
04/01/22	Social Media Manager: Onboarding	Aziza Jackson, Social Media Specialist
03/22/22	Social Media Manager: Candidate Review	Marie Claire R., Social Media Consultant, Mary Rubin, SJ Public Art Program, Senior Project Manager,
03/17/22	Climate Smart Stakeholder Meeting: Research	Julie Benebente, Climate Smart Deputy Director & Community Orgs
03/11/22	Community Research Meeting: Go Green Teams	Patrick Journey, Program Manager, Community Climate Solutions, Mary Rubin, SJ Public Art Program, Senior Project Manager
03/10/22	Social Media Manager: Interview Assessment	Marie Claire R., Social Media Consultant
03/07/22	Social Media Manager: Interview	Aziza Jackson
03/01/22	Project Concept Development Research: WeCreate 408	Emily Sevier, SJ Public Art Program, Project Manager
02/18/22	Project Concept Development Research: Climate Smart	Julie Benebente, Climate Smart Deputy Director, Mary Rubin, SJ Public Art Program, Senior Project Manager
02/11/22	Project Concept Development: Contract Benchmarks	Mary Rubin, SJ Public Art Program, Senior Project Manager
02/10/22	Project Concept Development: Goals	Mary Rubin, SJ Public Art Program, Senior Project Manager
01/24/22	Project Concept Development: Social Media	Marie Claire R., Social Media Consultant

	Research	
01/21/22	Project Concept Development: Mission, Values	Mary Rubin, SJ Public Art Program, Senior Project Manager
01/10/22	Project Concept Development: Workflow	Mary Rubin, SJ Public Art Program, Senior Project Manager
12/14/21	Public Art Committee Presentation: Concept Acceptance	Mary Rubin, SJ Public Art Program, Senior Project Manager, Michael Olgivie, SJ Public Art Program Director, Public Art Committee members
10/12/21	Project Contract Review: Deliverables Timeline	Mary Rubin, SJ Public Art Program, Senior Project Manager
09/27/21	Project Contract Awarded: Goals Outline	Mary Rubin, SJ Public Art Program, Senior Project Manager
01/16/20	Project Presentation Pitch: Climate Smart	Mary Rubin, SJ Public Art Program, Senior Project Manager, Michael Olgivie, SJ Public Art Program Director, Ken Davies, Climate Smart Deputy Director, Climate Smart Staff
12/20/19	Project Development: Climate Smart Community Engagement Planning	Mary Rubin, SJ Public Art Program, Senior Project Manager
10/25/19	Project Presentation Pitch: San Jose Clean Energy	Mary Rubin, SJ Public Art Program, Senior Project Manager, Michael Olgivie, SJ Public Art Program Director, Clean Energy Staff, Public Information Officers
08/28/19	Project Development: Research--Good Life 2.0, Climate Smart Introduction	Mary Rubin, SJ Public Art Program, Senior Project Manager
07/31/19	Project Development: Environmental Services	Mary Rubin, SJ Public Art Program, Senior Project Manager
07/18/19	Project Invitation	Mary Rubin, SJ Public Art Program, Senior Project Manager



PUBLIC ART COMMITTEE:  
ITEM:

# Memorandum

**TO:** PUBLIC ART COMMITTEE

**FROM:** MICHAEL OGILVIE

**SUBJECT:** SEE BELOW

**DATE:** January 31, 2023

**Council District:** Citywide

**SUBJECT: REPORT ON THE DESIGN DEVELOPMENT OF 1 DAY/1 CLIMATE ACTION SOCIAL ENGAGEMENT BY ARTISTS TRENA NOVAL AND SUE MARK.**

**DATE OF ARTIST SELECTION:** October 2019

**DATE OF CONCEPT DESIGN PROPOSAL:** December 7, 2021

**DATE OF SCHEMATIC DESIGN PROPOSAL:** August 2, 2022

**ARTWORK BUDGET:** \$100,000.

**LOCATION:** City-wide social engagement and on-line artist driven social media campaign.

## **PROJECT DESCRIPTION**

### **Background**

The Climate Smart San José Plan, adopted by the City Council in 2018, lays out how the City and its citizens will do our part to address climate change. It is a communitywide initiative to reduce greenhouse gas production, air pollution, save water, and improve quality of life. For climate actions to translate into consequential impact requires ongoing collective and committed action by all people. Thus, the plan calls for every resident and business in San José to adopt climate smart practices and cultivate habits in support of environmental stewardship.

In June 2019, exploring the potential of a partnership with Clean Energy, artists Trena Noval and Sue Mark were consulted as thought partners to brainstorm creative ideas with Environmental Service staff. That development process resulted in a proposal for a creative media campaign aligned to support San José's Climate Smart Plan. After additional review of the artists' concept with Environmental Services staff, and their Climate Smart Community Stakeholders Group, the project was viewed as consistent with, and a valuable asset to, the City and its stakeholders' vision for community engagement.

### **Concept:**

*1Day/1Action* is a socially engaged public art project that frames how we can all contribute to climate action, one day at a time, now and into the future. Through a collaborative process, hundreds of social

media prompts will be developed in support of San José's [Climate Smart](#) sustainability goals by inviting community members to deepen their environmental awareness and encourage the building of climate-friendly habits. Foundational to the project is building networks across the city where creative ideas can support building community resilience.

Content, developed in collaboration with an Advisory Council, will cultivate environmental awareness, inspire sustainable practices, highlight traditional knowledge, and amplify perspectives from local and global youth activists.

To efficiently reach as many San José residents as possible, the campaign will be deployed on Instagram and Facebook. The collection of prompts will be aesthetically designed by local graphic designer. Recognizing that San José is the 10th largest city in the United States, and one of the most diverse, *1Day/1Action* will be a multilingual campaign, in Spanish, Vietnamese, and English. Five local community organizations will be engaged as partners to broaden and amplify outreach and access.

While encouraging people to change their habits, especially around the climate crisis, is challenging, through touching people's hearts the project hopes to compel shifting habits towards more climate attuned behaviors.

### **Design Update:**

The following is a summary of the project's underlying components and status:

**Social Media Strategy:** The Office of Cultural Affairs Instagram and Facebook will be the primary accounts for content deployment. Instagram will be the principal creative platform. There, each individual post will have its own aesthetic integrity and may also become a puzzle piece to a cohesive "digital mural" (9 - 12 media tiles). To build suspense, the complete landscape of the digital mural will unfold over a 24-hour period. The project will also have its own website as well as a presence on the City of San José's website. Joining the artists as part of the media creative team:

- Jeannine Letine: Copywriter, editor, and poet will collaborate on content development and final copy (Bay Area).
- Chris Silog, StudioSilog, creative design focused on social impact, graphic strategy and prompt and web design. (Bay Area).
- Hoang Truong: Vietnamese translator (San Jose)
- Ana Vidales: Spanish translator (San Jose)

**Content Development and Advisory Council:** To support development for *1Day/1Action's* social media prompts, an advisory council has been chosen. The Council is composed of diverse individuals with areas of expertise such as *climate change experts, behavioral science, youth activists, and environmental social media influencers*. The Council will be responsible for supporting content development through direct contribution as well as engaging the wisdom of their networks. The roster of Councilmembers follows:

- **Mila Bekele:** Silicon Valley Youth Climate Action, youth-led nonprofit that empowers teens and young adults to combat climate change with impactful education and policy initiatives.



- **Marciella Fuentes and Emily Schwing:** Veggielution & Si Se Puede Collective: (5 nonprofits in Mayfair, working together to ensure their community has what it needs to thrive)
- **Isiaas Hernandez:** GenZ environmental educator and activist with experience in intersectional environmental work. He is well-known in his field under the social moniker, QueerBrownVegan, an independent media platform with a global audience of over 100,000+ followers.
- **Michelle Maranowski:** Senior Research Associate, Santa Clara University and curator/designer behind the Tech Museum's "Solve for the Earth" Exhibit.
- **Urmila Vudali:** past Tech Museum Student Board, helping to plan and organize the Annual Youth Climate Action Summit, inspiring and organizing Bay Area youth to broaden their understanding of climate change and become architects of change through innovative technology.
- **Jann Turner:** Climate anxiety therapist

The City's Director of Climate Smart San José, Julie Benadente, will participate in the Council in an advisory capacity and will contribute to content as will Danny So-Haeg curator at the Tech - created the Solve the Earth exhibition

The artists' Primary method of collecting information will be through conversations with the Council. On February 7, 2023, the artists will convene an initial direction-setting meeting with the Council. Primary content collection will be conducted via 90-minute interviews with each of the Councilmembers. From this content, the creative team, that also includes a copywriter, will work to shape media posts.

The artists will also offer SJSU students the opportunity to participate, artists have engaged San Jose State faculty and students in departments of Art, Anthropology, and Environmental Studies, to offer students the opportunity to contribute to content as part of course study. CommUniverCity faculty and students have been engaged.

A final Council meeting will be scheduled in April to prioritize and finalize prompts.

**Community Based Organizations:** A network of five hub local organizations will be engaged to disseminate *1Day/1Action* social media campaign prompts. When community members receive content from a trusted, vetted resource, they are more likely to engage and make change. Community partners will be responsible for sharing content and engaging with their community. Additionally, the artists finalized the following community partners organizations who will support outreach to their community and networks:

- CommUniverCity
- Food Empowerment Project
- Người Việt ở San José (Vietnamese in San José)
- Santa Clara Open Space Authority
- The Tech Museum
- Veggielution

**Culminating Event:** The artists will facilitate two public *community story exchanges* virtually. The first gathering will be held as a launch to the social media campaign. The second will be held towards the end of the project.

**Final Report:** At the conclusion of the project, the artists will submit a final report with project documentation, quantitative and qualitative findings, and potentially include commentary from partner organizations.

**Schedule:** Current milestone projections:

Council Convening	February 2023
Content development	February 2023 – March 2023
Prompt Prototypes	March 2023
Design Development Review	April 2023
Prompt Production	April – May 2023
Campaign Launch	May 2023
Culminating Event	October/November 2023
Final Report	December 2023

## **PUBLIC OUTREACH**

The project development process has been and continues to engage individuals and local stakeholder organizations. The deployment of the campaign will be developed to engage San José's diverse, multigenerational, and multi-cultural community.

/s/

MICHAEL OGILVIE  
Public Art Director