



Memorandum

TO: PUBLIC ART COMMITTEE

FROM: MICHAEL OGILVIE

SUBJECT: SEE BELOW

DATE: September 12, 2024

Council District: Citywide

SUBJECT: FINAL REPORT ON ONE DAY/ONE ACTION CLIMATE FOCUSED SOCIAL ENGAGEMENT BY BAY AREA 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

DATE OF DESIGN DEVELOPMENT PROPOSAL: June 6, 2023

BUDGET: \$136,500

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 what the City and its residents will do 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 impacts it will require 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 Program 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 *One Day/One Action*, 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.

Project Summary

Concept: The project was developed to inspire climate-friendly habits and deepen environmental awareness among the community. Foundational to the artists approach was to recognize that changing habits is difficult; it takes awareness, willingness, time, patience, and a critical shift in mindset. Recognizing this, the artists focused on developing a *climate of care*, to reach people's hearts, and compel shifting habits towards more climate attuned behaviors. Originally intended as an in-person community engagement project, in 2020 the project pivoted to a social media-based initiative due to the COVID-19 pandemic.

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. The development of the project involved over 124 meetings with a spectrum of stakeholders.

Content Development: Initial conversations with Julie Benabente, Climate Smart's Deputy Director, encouraged a focus on issues, and solutions, that did not make it into the text of the Climate Smart Plan. From there, a seven-member *One Day / One Action* Advisory Council of local experts advised themes and content based on an initial direction-setting meeting and individual 90-minute interviews with each of the Council members. The project's story-based messages were developed through a collaborative process involving hundreds of hours of interviews with university students, local knowledge-bearers, educators, scientists, city staff, other artists, and community members from across San José. From this content the artists and their creative team curated and shaped social media messaging and graphics. All content was translated into Spanish and Vietnamese to achieve more inclusivity and reach a broader audience.

Social media Strategy: The project utilized Instagram, Facebook, and YouTube, and released unique posts designed and organized around monthly themes related to climate change. The posts aimed to spark conversations and engage the audience. The artists' engaged community partners as entrusted messengers to reach 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. To see all the posted content, visit the [One Day / One Action Instagram feed](https://www.instagram.com/1day1actionsj/): <https://www.instagram.com/1day1actionsj/>

Community Partners: The artists enrolled 11 partners to post on their accounts once a week, tag *One Day/One Action* in their posts, and regularly share their metrics with the creative team. *One Day / One Action* community partners were all well-known in San José: thus, content would be more readily received by audiences through a trusted messenger, an account that they already follow and know.

Community Events: To nurture community relationships and engage deeper conversations about climate change, the artists conducted writing workshops (virtual and in-person) around *One Day / One Action* themes with six university professors and approximately 100 students to create video, audio and to nurture community relationships and engage deeper conversations

about climate change, text-based stories. The project featured twelve of these stories. The artists also collaborated with Advisory Council member and psychotherapist Jann Turner to develop a meaningful workshop called “Climate Café “. This 3-hour event included several small group experiences to allow participants to talk about their feelings and experiences 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.

Final Report: At the project's conclusion, a final report documented its process, findings, and potential impacts. The final report, qualitative and quantitative, is attached to this memo for information and available [here](#).

Website: A project website, developed by the artists and their creative team, provides open-source access to all social media content, shares research and process, and documents project partners. The website address is 1day1action.org.

Conclusions

In addition to the myriad reflections on process, goals, and the campaign that the artists include in their final report, the following are perspectives from staff regarding successful project outcomes:

Community-Centered Approach: The project was developed with a deep understanding of community needs and engagement. By actively involving diverse community groups and organizations, the project worked towards inclusivity and relevance to the local population, including multilingual content to reach a broader audience.

Adaptability and Resilience: Despite facing the challenge of the COVID-19 pandemic, the artists demonstrated adaptability by pivoting from in-person events to a social media-based approach. This flexibility allowed the initiative to continue engaging with the community, spreading awareness about climate action, and perhaps engage a greater audience and impact, than they might have been able to accomplish with in-person events.

Storytelling for Social Change: Recognizing the power of storytelling, the project utilized narratives to touch people’s hearts, inspire action and foster connections among residents. By sharing everyday actions and experiences related to climate change, the initiative aimed to create a sense of collective care, responsibility, and empowerment.

Collaborative Partnerships: *One Day / One Action* effectively leveraged partnerships with various stakeholders, including local organizations, artists, and municipal departments. These collaborations led to content creation and iteration of the campaign materials. They were essential for amplifying the project reach, generating diverse perspectives, and mobilizing resources to support climate initiatives.

Measurable Impact: The project focused on measurable outcomes, such as community engagement metrics. The artists engaged 10 local partners to share content via their social media accounts. Each partner brought a unique audience, reflecting their different levels of influence within their communities. The content each partner selected to share was tailored to their specific values, resulting in higher-than-average interaction rates. For example, posts related to veganism performed exceptionally well on the Food Empowerment Project's platform.

Throughout the campaign, a total of 81 unique social media posts were shared across approximately the 11 partner accounts. On Instagram, these posts achieved a total reach of at least 37,980 impressions, with an average of 408 impressions per post. On Facebook, the campaign reached 2,030 impressions. Additionally, on YouTube, there were 285 views with 2.6 hours of watch time.

When considering the combined efforts of all partners, the 81 prompts were collectively posted 194 times, accumulating a total of 2,917 likes, 191 saves, and 163 shares across platforms. This number does not include Instagram stories that are significantly popular. Unfortunately, due to social media platform constraints, these metrics were not captured.

While precise measurement of impact across platforms and partner accounts remains challenging, it's estimated that the project reached approximately 21% to 25% of its potential audience, which was between 149,000 to 177,000 combined followers on Instagram and Facebook.

Furthermore, beyond leveraging social media platforms, the artists facilitated over a hundred meetings, both virtually and in person, utilizing platforms such as Zoom. These meetings typically engaged multiple participants. As a result, it can be confidently asserted that the project reached and influenced thousands of individuals.

PUBLIC OUTREACH

Outreach has been foundational to developing, designing, and executing *OneDay/OneAction*. The artists facilitated over 124 stakeholder meetings between 2021 – 2023. The detail is included in the attached Final Report.

/s/
MICHAEL OGILVIE
Public Art Director