



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

Receive 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 requires 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 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

1Day/1Action, 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. *1Day/1Action* 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 *1Day/1Action* 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