



# Memorandum

**TO:** PUBLIC ART COMMITTEE

**FROM:** MICHAEL OGILVIE

**SUBJECT:** SEE BELOW

**DATE:** July 26, 2022

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**Council District:** Citywide

**SUBJECT: SCHEMATIC DESIGN PROPOSAL FOR THE 1 DAY/1 CLIMATE ACTION SOCIAL ENGAGEMENT**

## **RECOMMENDATION**

Review and take action on the Schematic Design Proposal for *1Day/1Action*, a creative social engagement campaign led by artists Trena Noval and Sue Mark.

**DATE OF ARTIST SELECTION:** October 2019

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

**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 residents 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 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.

### **Schematic Proposal**

*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 designed and developed in support of San José's [Climate Smart](#) sustainability goals by encouraging community members to build meaningful climate-friendly habits. 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(s). Recognizing that San José is the 10th largest city in the United States, and one of the most diverse, *1 Day/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 habits is challenging, by touching people's hearts and minds the project hopes to compel a shift towards climate attuned behaviors.

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

**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 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. We imagine 4 murals a month. Additional posts may go out in between digital murals to build excitement. The project will also have presence on the City of San José's website.

**Content Development and Advisory Council:** To support development for *1Day/1Action's* social media prompts, a five-member advisory council will be convened. The Council will be composed of individuals with areas of expertise such as *climate change experts, behavioral science, youth activists, and local indigenous tribal representatives*. The Council will be responsible for supporting content development through direct contribution as well as engaging the wisdom of their networks. The City's Department of Environmental Service staff responsible for Climate Smart will participate in the Council in an advisory capacity and will contribute to content.

**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.

**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	October 2022
Content development	November 2022 – February 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