

# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Carolina Camarena

**SUBJECT: CITY COMMUNICATORS  
HONORED WITH FOUR AWARDS  
AT STATEWIDE CONFERENCE**

**DATE:** October 31, 2022

Approved



Date

**10/31/2022**

## INFORMATION

The City Manager's Office of Communications, the San José Fire Department and San José Clean Energy received a total of four awards from the [California Association of Public Information Officials](#).

The City Manager's Office of Communications received the Excellence in Public Information and Communications Award in the Crisis Communications Response category for the Language Access Unit work on COVID-19 communications. The Language Access Unit was created to reach as many non-English speaking residents as possible with COVID-19 messaging using transcreation, the process of adapting a message from one language to another while maintaining its intent, style, tone, and context. Since its inception in April 2020, the Language Access Unit has provided critical and timely emergency communications to San José's residents and businesses in Spanish, Vietnamese, Chinese, Tagalog, Hindi, and Punjabi.

The City Manager's Office of Communications also received an Award of Distinction in the Social Media Campaign category for #ThisIsOurShot, the City's COVID-19 social media influencer campaign. The City worked with XOMAD, a leading social media micro-messenger firm, to selectively recruit a group of local, diverse social media influencers to amplify critical COVID-19 vaccine content to its audiences. Supported by a grant from the [Knight Foundation](#), this campaign successfully reached key target audiences, and ultimately helped San José become the first large city in the U.S. to reach the 85 percent vaccination rate.

The San José Fire Department won the Excellence in Public Information and Communications Award in the Video Production Series – In House category for the [Wheels Wednesday](#) video series. These videos showcase the many interesting vehicles that the San José Fire Department uses during firefighting operations, including what makes each one unique and how they're used to keep our community safe. In addition, they offer a "behind-the-scenes" glimpse into San José's fire stations and the lives of firefighters. The Wheels Wednesday video series has been well-received by the public – in total, the sixteen videos that make up the series have garnered

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over 142,000 views and received hundreds of positive comments across the Fire Department's social media channels.

Lastly, San José Clean Energy, operated by the Community Energy Department, won an Award of Distinction in the Diversity, Equity and Inclusion in Outreach/Campaign category for its campaign to drive enrollment in the [Solar Access Program](#). Solar Access provides a significant bill discount and 100% solar energy to customers with low incomes who live in disadvantaged communities. It is not a rooftop solar program, instead San José Clean Energy sources the energy for customers and provides a 20% bill discount. As part of its overall communications plan, San José Clean Energy funded community-based organizations (to help develop and implement strategic tactics that would successfully resonate with and reach the target communities. Leveraging the knowledge and community trust of community-based organizations ensured that these historically disadvantaged communities had equitable access to the Solar Access Program.

/s/

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