



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)

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- **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.

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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