



# Memorandum

**TO:** PUBLIC ART COMMITTEE

**FROM:** MICHAEL OGILVIE

**SUBJECT:** SEE BELOW

**DATE:** March 30, 2023

**Council District:** Citywide

**SUBJECT: DESIGN DEVELOPMENT PROPOSAL FOR ONE DAY/ONE ACTION CLIMATE FOCUSED 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

**BUDGET:** \$100,000.

**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 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, Public Art staff was invited to explore a potential partnership with the City's Environmental Services Department. Bay Area artists who focus on social and environmental art - Trena Noval and Sue Mark - were consulted to brainstorm creative ideas with Environmental Services staff which resulted in 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.

## **Concept**

*One Day/One Action* is an artwork focused on activating the community to build environmentally-friendly habits that mitigate the impacts of climate change. The project frames how we can all contribute to climate action, with simple, yet meaningful actions, one day at a time, now and into the future. It is a multi-lingual art and communications initiative developed in support of San José's Climate Smart

sustainability goals and invites people 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 equitably 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 with no material waste created, the content will be deployed on Instagram and Facebook. A collection of 200 prompts, designed by a local graphic designer, will be translated into Spanish and Vietnamese. Recognizing the value of trusted sources, the artists fostered relationships with six local community organizations as partners to share content on their social media accounts, thus broadening outreach, access, and equitability.

While encouraging people to change their habits, especially around the climate crisis, is challenging, through cultivating curiosity and touching people's hearts the project hopes to compel shifting habits towards more climate attuned behaviors.

### **Strategic Framework**

The realization of *One Day/One Action* involves a team of collaborators including artists, creatives, advisors, and partners. The following describes the component parts of this strategy.

#### **Creative Team**

The artists assembled the following creative team to support production:

- **Genine Lentine** (Bay Area): Copywriter, editor, and poet collaborating on content development and final copy.
- **Chris Abueg, StudioSilog** (Bay Area): creative design focused on social impact, graphic strategy, and prompt and web design.
- **Hoang Truong** (San Jose): Vietnamese translations.
- **Ana Vidales** (San Jose): Spanish translation.
- **Gregory Collins** (Bay Area): Social Media Manager supporting outreach and engagement.

#### **Content Development:**

To support the development for *One Day/One Action*'s social media prompts, the artists identified, interviewed, and selected, an advisory council composed of diverse individuals with areas of expertise such as climate change experts, behavioral science, eco-anxiety psychologist, youth activists, environmental educator, social media influencer, and foodway experts. The Council was responsible for supporting content development. The roster of Councilmembers follows:

- **Mila Bekele: High School student**, 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)
- **Isaias 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.

PUBLIC ART COMMITTEE

May 30, 2023

**Subject: Design Development Proposal: One Day/ One Action**

Page 3 of 8

- **Michelle Maranowski:** Senior Research Associate, Santa Clara University, and curator/designer behind the Tech Museum’s “Solve for the Earth” Exhibit.
- **Urmila Vudali: College student,** 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: Physiotherapist specializing in climate anxiety.** She is a member of the International and National Climate Psychology Alliance and resident of San Jose for over 30 years.
- **Julie Benabente:** The City’s Director of Climate Smart San José

The artists’ primary method of gathering and developing content has been through conversations with the Advisory Council. On February 7, 2023, the artists convened an initial direction-setting meeting with the Council. Primary content gathering was conducted via 90-minute interviews with each of the Council members. From this content, the creative team, worked to shape media posts. On May 8, 2023, and May 16, 2023, in two groups, Councilmembers met to review the design and media strategy.

In addition to the Advisory Council, the artists met with SJSU and San Jose City College students offering the opportunity to contribute to content as part of course study. Also engaged with content are SJSU students and faculty of CommUniverCity, and the departments of Art, Anthropology, and Environmental Studies.

Social Media Strategy: Twenty-four unique posts will be released every month between the summer and winter solstices, June 21, 2023, through December 21, 2023. A newly created *One Day/One Action* Instagram account will be the principal creative platform for sharing content. There, each post will have its own aesthetic integrity and will also become a puzzle piece to a cohesive “digital mural.” The project will also have a presence on Facebook as well as its own website.

*One Day/One Action* unique content is organized by monthly themes:

- What does climate change mean to you? / Project context and defining key terms.
- What does it mean to move toward carbon neutrality? / Defining terms.
- What does electrification mean? / Defining terms.
- Looking back and looking forward / Generational family knowledge as model.
- How do we change what we want? / Shifting paradigms around needs/wants.
- What moves us to try new things? / How do we build new habits?

Content, graphic design and post captions, are designed to develop deeper understanding of the issues, connect people to their feelings, cultivate curiosity, and start conversations with others. Over the course of the 6 months, the creative team will be learning from audience reaction, informing creation of fresh content. Thus, the project will be iterative to align with community response.

Community Partners: When community members receive information from a trusted, vetted resource, they are more likely to engage and make change. Thus, the artists engaged a network of six hub local organizations to disseminate *One Day/One Action* social media prompts. At least once a week, community partners are committed to sharing content and engaging with their community over 6 months. They are also responsible for collecting and sharing engagement metrics with the projects Social Media Manager.

PUBLIC ART COMMITTEE

May 30, 2023

**Subject: Design Development Proposal: One Day/ One Action**

Page 4 of 8

The following community partners organizations will be supporting 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

Posts will also be released weekly on the Office of Cultural Affairs Instagram and Facebook accounts. The project’s Social Media Manager will work with partners to collect engagement metrics from their audience.

**Community Event:** The artists will facilitate two public *community story exchanges* virtually or in person. 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:** The project will be active from the summer solstice, on June 21, 2023, through the winter solstice, on December 21, 2023. The final report will be submitted in February 2024.

**PUBLIC OUTREACH**

Outreach has been foundational to developing and designing *OneDay/OneAction*. The artists engage individuals and local stakeholder organizations across the city, including:

Date	Purpose	Participants	Location	<u>Convener</u>
12/07/2021	PAC review of Concept Proposal	PAC	Online via Zoom	SJPA
07/28/22	Project research, visioning, and partnership development	Tech Interactive Exhibit Design and social media Teams	Tech Museum	Artists
07/28/22	Project research, visioning, and partnership development	Veggielution staff	Veggielution at Emma Prusch Farm Park	Artists
08/2/22	PAC review of Schematic Proposal	PAC	Online via Zoom	SJPA
10/07/22	Content generation	Professor Nate Bogie, SJSU, sustainability	Online via Zoom	Artists

## PUBLIC ART COMMITTEE

May 30, 2023

**Subject: Design Development Proposal: One Day/ One Action**

Page 5 of 8

10/14/22	Advisory Council development	Danny Ho-Saeg, curator and content developer Tech Interactive	Online via Zoom	Artists
10/14/22	Content generation	Professor Katherine Cushing SJSU, Environmental Studies Dept Chair	Online via Zoom	Artists
10/21/22	Partnership development and community engagement	Lauren Ornelas, Founder and President, Food Empowerment Project	Online via Zoom	Artists
10/28/22	Council Member development	Michelle Maranowski, Senior Research Associate, Santa Clara University	Online via Zoom	Artists
10/28/22	Council Member development	Emily Schwing, Veggelution & Si Se Puede Collective	Online via Zoom	Artists
11/04/22	Council Member development	Jann Turner, Climate Therapist	Online via Zoom	Artists
11/04/22	Content generation	Ellen Metzger, SJSU Professor of Sustainability	Online via Zoom	Artists
11/04/22	Partnership development and community engagement	Kavita Gupta, 10 Strands, connecting education, environment, and community	Online via Zoom	Artists
11/08/22	Muwekma Ohlone engagement strategy and indigenous relationships	Redbud Resource Center, 'Beyond Land Acknowledgement' Training	Online via Zoom	Artists
11/18/22	Community development	SJSU Humanities & Arts in Action - Professors	Online via Zoom	Artists
12/01/22	Partnership Development	Food Empowerment Project's Communiation Team (Brittany Ebeling, Ethan Eldreth, Alejandra Tolley)	Online via Zoom	Artists
12/01/22	Partnership Development and Muwekma Ohlone engagement strategy	Mosaic America (Usha Srinivasan, Priya Das, Robin Treen, SJ Museum of Modern Art)	Online via Zoom	Artists

PUBLIC ART COMMITTEE

May 30, 2023

**Subject: Design Development Proposal: One Day/ One Action**

Page 6 of 8

01/13/23	Partnership Development and Muwekma Ohlone engagement strategy	Monica Arellano, Muwekma Ohlone Tribal Leader, Professor Jan English Lueck (SJSU Anthropology Department), Alexandra Garcia (SJSU Anthropology Department Master's Student), Professor Alan Leventhal (SJSU Anthropology Department, Muwekma Ohlone historian), Cristiano Colantoni (Director of Exhibitions + Collections, NUMU)	Online via Zoom	Artists
02/07/23	PAC Meeting	PAC Informational Update (by Mary Rubin)	Online via Zoom	SJPA
02/07/23	Content generation	Council Mtg #1: Mila Bekele, Julie Benabente, Isaias Hernandez, Michelle Maranowski, Emily Schwing, Jann Turner, Urmila Vudali	Online via Zoom	Artists
02/15/23	Content generation	SJSU, Office of Sustainability: Professor Molly Hankwitz, Art History & Visual Culture, Debbie Andres, Green Campus Lead	Online via Zoom	Artists
02/17/23	Content generation	Advisory Council Jann Turner	Online via Zoom	Artists
03/02/23	Content generation	Advisory Council Mila Bekele	Online via Zoom	Artists
03/03/23	Content generation	Advisory Council Julie Benabente	Online via Zoom	Artists
02/18/23	Content generation	Advisory Council Michelle Maranowski	Online via Zoom	Artists
03/10/23	Content generation	San Jose City Community College, Professor Ernesto Garay	Online via Zoom	Artists

PUBLIC ART COMMITTEE

May 30, 2023

**Subject: Design Development Proposal: One Day/ One Action**

Page 7 of 8

03/11/23	Content generation	Advisory Council Urmila Vudali	Online via Zoom	Artists
03/23/23	Content generation	Advisory Council Emily Schwing	Online via Zoom	Artists
03/23/23	Partnership and Content Development, and Muwekma Ohlone engagement strategy	New Museum of Los Gatos: Kimberly Snyder, Interim Executive Director; Cristiano Colantoni, Director of Exhibitions + Collections; Alexandra Schindler, Registrar + History Programs Manager; Michèle Jubilee, Education Curator	New Museum of Los Gatos	Artists
03/24/23	Content generation	Advisory Council Isaias Hernandez	Online via Zoom	Artists
03/24/23	Partnership Development	Vietnamese American Organization: Quyen Mai, Director	Online via Zoom	Artists
04/04/23	Content generation	SJSU Student Workshop, Video/Art, Professor Valerie Mendoza	SJSU	Artists
04/18/23	Content generation	San Jose City Community College, Student Workshop, Ethnic Studies, Professor Ernesto Garay	San Jose City College	Artists
05/8/23	Design Review	Council Meeting #2: Emily Schwing, Urmila Vudali, Julie Benebente	Online via Zoom	Artists
05/11/23	Partner Development	Vietnamese in San Jose Facebook Group, Tuonganh Nguyen	Online via Zoom	Artists
05/16/23	Design Review	Council Meeting #2: Isaias Hernandez, Jann Turner, Mila Bekele, Michelle Marinowski,	Online via Zoom	Artists
05/18/23	Community Partner Social Media Strategy	SJSU Community Gardens, Veggielution, Food Empowerment	Online via Zoom	Artists

PUBLIC ART COMMITTEE

May 30, 2023

**Subject: Design Development Proposal: One Day/ One Action**

Page 8 of 8

		Project, Tech Interactive, Gregory Collins, Mary Rubin		
5/20/23	Community Development	Climate Cafe Leadership Training organized by Climate Psychology Alliance of North America	Online via Zoom	Artists
05/24/23	Community Partner Social Media Strategy	Open Space Authority	Online via Zoom	Artists

/s/

MICHAEL OGILVIE  
Public Art Director