



# **Culver City 4B Bans**

## **Schedule and Outreach Plan**

**July 22, 2024**

**City of Culver City Sustainability Subcommittee**  
**Presenter: Sean Singletary, Environmental Programs & Operations**  
**Manager, City of Culver City Department of Public Works**



# BACKGROUND

- At April 29, 2024 Council meeting, Staff and Ballona Creek Renaissance presented proposals to ban four items (4B's) – plastic carryout bags, single-use plastic beverage bottles, balloons and smoking (butts).
- Council offered interest in more information about all four items, and requested that staff conduct outreach and determine how other agencies were managing similar bans
- Council requested that the details be discussed at the Sustainability Subcommittee Meeting, and brought back to Council by the end of the calendar year 2024.
- On May 28, 2024, Council approved a contract with SGA to conduct outreach activities.

# SCHEDULE

- Stakeholder outreach has begun, with BCR, DBA, Culver City Chamber of Commerce and City of Culver City Economic Development group.
- Outreach to other agencies including Redondo Beach, Manhattan Beach, Carlsbad, Los Angeles, West Hollywood, Beverly Hills, Laguna Beach, etc. ongoing.
- Outreach will occur between July and October 2024.
- Updates will be given and outreach adaptably managed at Sustainability Subcommittee Meetings:
  - August 2024 – First update on outreach
  - September/October 2024 – Second update on outreach
  - November 2024 – final update on outreach and recommendations finalized
  - December 2024/January 2025 – Subcommittee recommendations presented to Council

# SINGLE-USE PLASTIC BEVERAGE BOTTLES

## PROHIBITION OF SALE OF SINGLE-USE PLASTIC BEVERAGE BOTTLES

Single Use Plastic Bottle Ban	Dates
Develop and promote online survey	July
Conduct digital and intercept outreach to residents	July – Oct
Conduct digital and intercept outreach to affected businesses	July – Oct
Assist the City with collaboration with Chamber of Commerce and restaurant and business organizations	July
Review results, compile data, and prepare recommendations for City	Nov-Dec

# SMOKING

## PROHIBITION OF OUTDOOR SMOKING CITYWIDE

Public Smoking Ban	Dates
Develop and promote online survey	July 2024
Conduct digital and intercept outreach to residents	July – Oct
Conduct digital and intercept outreach to affected businesses	July – Oct
Review results, compile data, and prepare recommendations for City	Nov-Dec

# SINGLE-USE BAGS

## PROHIBITION OF USE OF SINGLE-USE BAGS

Single Use Plastic Bag Ban	Dates
Develop and promote online survey	July 2024
Conduct digital and intercept outreach to residents	July – Oct
Conduct digital and intercept outreach to affected businesses	July – Oct
Review results, compile data, and prepare recommendations for City	Nov-Dec

# BALLOONS

## PROHIBITION OF USE AND SALE OF BALLOONS

Balloon Ban	Dates
Develop and promote online survey	July 2024
Conduct digital and intercept outreach to residents	July – Oct
Conduct digital and intercept outreach to affected businesses	July – Oct
Review results, compile data, and prepare recommendations for City	Nov-Dec



# ASTROTURF

## PROHIBITION OF USE AND SALE OF ASTROTURF

Astroturf Ban	Dates
Develop and promote online survey	July 2024
Conduct digital and intercept outreach to residents	July – Oct
Conduct digital and intercept outreach to affected businesses	July – Oct
Review results, compile data, and prepare recommendations for City	Nov-Dec



## DESIRED ACTIONS

To understand the fiscal impact the bans will have on the City and to gauge residential sentiment on how the proposed bans will affect consumer purchases.

## DURATION

4 months

## METHOD

Online, phone, and in-person surveys

## TARGET AUDIENCES

City of Culver City businesses and residents

## VOICE & TONE

Friendly, casual, inviting

## CAMPAIGN GOALS

Obtain a minimum of **100** completed surveys from digital, phone, and intercept methods

## **SURVEY DETAILS**

- Survey is being administered through Survey Monkey
- Survey is available in 2 languages: English and Spanish
- Survey will take 2-3 minutes
- Purpose of in-person surveys/outreach:
  - Expanding reach city-wide (English & Spanish)
  - Collecting emails from survey participants to invite them to follow-up interviews
  - Collecting qualitative data through interviews, which can be conducted alongside the survey questions

## IN-PERSON SURVEYS

- We are conducting in-person surveys and handing out FAQs and/or postcards with survey information to residents.

**iHola angelino!**  
**¿Tiene 10 minutos?**  
*Hey Angeleno! Do you have 10 minutes?*

Responda a esta encuesta para tener la oportunidad de ganar una **tarjeta de regalo de \$100**  
*Take this survey for a chance to win a \$100 gift card*

Escanee este código QR o escriba este enlace  
*Scan a QR code or type in a link*

Español [bit.ly/EncuestadeLA24](https://bit.ly/EncuestadeLA24)

English [bit.ly/LASurvey24](https://bit.ly/LASurvey24)

**ENGLISH**

**ESPAÑOL**

DEBE TENER 18 AÑOS O MÁS Y HABER VIVIDO EN LA CIUDAD DE LOS ÁNGELES DURANTE AL MENOS 6 MESES. LA ENCUESTA ES SÓLO PARA FINES DE INVESTIGACIÓN. LAS RESPUESTAS SON CONFIDENCIALES.  
Must be 18+ and have lived in the City of LA for 6+ months. Survey is for research purposes only. Responses are confidential.

## SURVEYOR FAQ's



### 1. Do you work for the city?

I am here on behalf of the city, the City hired my firm to help them conduct this citywide recycling feedback survey. (if they ask, it's fine for you to tell them the name of our firm and describe what we do)

### 2. What's the purpose of the survey?

The purpose of the survey is to get feedback from people who live or work in Glendale about their experience with recycling. The goal is to get a better understanding of how the City is doing on educating residents about how to properly recycle and making it easy for them to do so with signage, bins, etc. It's a very short, anonymous survey - I won't ask you for any personal information, but you can opt into the raffle for a \$25 gift card if you like! That will just require an email address to send the gift card to if you win.

### 3. What is organics recycling?

Organics Recycling is the collection and processing of organic materials such as yard waste and food scraps.

The following items are included in organics recycling: leaf and brush, yard trimmings, grass clipping, garden residue, food scraps and food soiled paper products that cannot be recycled with traditional materials.

### 4. What happens to the organic materials collected in Glendale?

Some of it is composted or made into mulch which is distributed to Glendale residents at compost giveaway events — check the City's website for more info (GlendaleRecycles.com)

Some of it is turned into renewable natural gas to fuel trucks, vehicles, appliances, etc.

### 5. Why does Glendale want us to put food waste in plastic bags before placing it in the organics bin?

Glendale wants you to put your food waste in plastic bags so that the staff collecting our waste can easily inspect and separate food waste from yard waste. This is because food waste is processed differently than yard waste. Food scraps are taken to a specialized facility where they can be used to





# ANY QUESTIONS?

Sean Singletary, Environmental Programs &  
Operations Manager

[Sean.singletary@culvercity.org](mailto:Sean.singletary@culvercity.org)

<https://www.culvercityrecycles.com>