



City of Culver City

Mike Balkman Council
Chambers
9770 Culver Blvd.
Culver City, CA 90232

Staff Report

File #: 24-1033, Version: 1

Item #: C-14.

CC - CONSENT ITEM: (1) Approval of a Professional Services Agreement with S. Groner Associates (SGA Marketing) for Educational Outreach Services for Proposed "4B" Plastics Prohibitions for \$85,000; and (2) FOUR-FIFTHS VOTE REQUIREMENT: Approval of a Related Budget Amendment Appropriating \$85,000 from the General Fund Unassigned Balance.

Meeting Date: May 28, 2024

Contact Person/Dept: Sean Singletary/ Public Works Department EPO Division

Phone Number: (310) 253-6457

Fiscal Impact: Yes ☒ No ☐ **General Fund:** Yes ☒ No ☐

Attachments: Yes ☐ No ☒

Public Notification: E-Mail (05/22/2024): Meetings and Agendas - City Council

Department Approval: Yanni Demitri, Public Works Director/City Engineer (05/22/2024)

RECOMMENDATION

Staff recommends the City Council (1) approve a professional services agreement with S. Groner Associates (SGA Marketing) for educational outreach services for proposed "4B" plastics prohibitions in an amount not-to-exceed \$85,000; and (2) approve a related budget amendment appropriating \$85,000 from the General Fund Unassigned Balance (**requires four-fifths vote**).

BACKGROUND

At the April 29, 2024 meeting, City Council discussed a proposal from Ballona Creek Renaissance to prohibit four items in the City in order to reduce pollution in waterways. Collectively referred to as the 4B bans, the proposed items are **B**alloons, plastic carryout **B**ags, plastic beverage **B**ottles, and smoking ("**B**utts"). Council directed staff to conduct outreach to the business community and residents to gauge impacts and interest in restricting these items, and to present findings and recommendations to the Sustainability Subcommittee before bringing the item back to City Council for potential ordinance changes.

DISCUSSION

On April 13, 2023, the City released a Request for Proposals (RFP) in search of a firm to provide innovative promotional and educational materials about initiatives implemented by the City including but not limited to: SB 1383, organics, recycling, refuse, sustainability, stormwater, and environmental events. On June 12, 2023, City Council approved a professional services agreement for educational outreach for Environmental Programs & Operations (EPO) initiatives in an amount not to exceed \$60,000.

The RFP's scope includes the ability to produce materials for and host workshops about specific environmental subjects for the public. SGA has extensive experience with conducting public outreach for these types of topics, most recently for similar efforts to expand plastic restrictions in the City of Irvine. SGA provided staff with a proposal for conducting outreach for the 4B bans.

If approved, SGA will research and identify target audiences; conduct direct outreach with affected businesses; assist the City with meetings; develop and promote surveys; assist with collaboration with the Chamber of Commerce and restaurant and business organizations; and provide reporting to the Sustainability Subcommittee and City Council.

In order to differentiate and track costing for the 4B outreach work, a separate agreement is being proposed to be approved through this action. Pursuant to Culver City Municipal Code (CCMC) Section 3.07.055.G., purchases are exempt from formal bidding requirements when competitive bid procedures have already been utilized by the City. The City Council authorized an existing agreement with SGA in June 2023 resulting from a request for proposals sent to firms to perform outreach services for EPO. Given the similar nature of the scope and activities of the requested agreement, and that SGA will supply the same services at the same rate, this procurement meets this requirement.

FISCAL ANALYSIS

Funds for the 4B services are not included in the Adopted Budget for Fiscal Year 2023-2024. To pay for these services, a budget amendment appropriating the \$85,000 from the General Fund Unassigned Balance to Account No. 10160460.619800 (Environmental Programs/Operations - Other Contractual Services) is necessary (**requires a four-fifths vote**). As of May 13, 2024, the General Fund Unassigned Balance is \$3.8 million.

ATTACHMENTS

None

MOTIONS

That the City Council:

1. Approve a professional services agreement with S. Groner Associates (SGA Marketing) for the 4B Educational Outreach Services not-to-exceed \$85,000;
2. Approve a budget amendment appropriating \$85,000 from the General Fund Unassigned Balance to Account No. 10160460.619800 (**requires four-fifths vote**);
3. Authorize the City Attorney to review/prepare the necessary documents; and
4. Authorize the City Manager to execute such documents on behalf of the City.