

Partners Meeting Summary

Thursday June 25, 2009

10:00 a.m. – 1:00 p.m.

St. Anselm's Cross Cultural Community Center

11277 Garden Grove Blvd., 2nd Floor

Garden Grove, CA 92843

Attendees:

Asian Youth Center:

Amy Sun

BPSOS:

Tiffany Nguyen

Cabrillo:

Alfonso Montiel

CDFG Enforcement:

John Fallan

CDFG:

Patty Velez

CDPH-EHIB:

Marilyn Underwood

DTSC:

Tim Chauvel

FCEC CRC:

Proxy for Yolanda Lasmarias

Howard Wang

Heal the Bay:

James Alamillo

Frankie Orrala

Herald

Community Center:

Connie Kwok

Rebecca Soong

ITSI (EPA Contractor):

Ed Gillera

Tawny Tran

LA County Public Health:

Maria Dalusong

Marita Santos

Elva Silva

LACSD:

Joe Gully

LB Environmental Health:

Jackie Hampton

NOAA/MSRP:

Jennifer Boyce

Dave Witting

OCHCA:

Robert Curtis

Mike Haller

Jessica Warren

SMBRC:

Guangyu Wang

St. Anselm's Cultural Center:

Duy Tran

Minh Chau Tran

SGA (EPA Contractor):

Elizabeth Anderson

Stephen Groner

Tiffany Jonick

USEPA:

Matt Haber

Jackie Lane

Sharon Lin

Carmen White

I. Welcome/Introductions

Sharon Lin (EPA) opened the meeting by thanking LACSD for organizing the June 24 boat tour of the Palos Verdes Shelf. Lin continued by discussing efforts to unify the ICs program's three distinct components: monitoring, enforcement, and public outreach and education.

Lin noted that a series of formal Public Meetings announcing EPA's proposed clean-up plan took place Tuesday June 23 and Wednesday June 24 with a third meeting scheduled for Thursday June 25 at the Palos Verdes Peninsula Library at 6:00 p.m. Lin also discussed media outreach successes related to the proposed plan and FCEC as a whole: The Associated Press ran two stories which have been picked up and published in over 200 media outlets nationwide. Another Associated Press story focusing on the ICs program is slated to run in the coming weeks. Last, at least seven reporters, including Associated Press, KPCC 89.3 FM and CBS's KFWB 980 AM, attended the first EPA public meeting on Monday.

Lin later introduced Matt Haber, EPA's Superfund Deputy Director, who also provided a brief introduction. Stephen Groner (SGA) facilitated the meeting and had attendees introduce themselves before walking through the agenda. S. Groner explained that the emphasis of this Partners Meeting will focus more heavily on the Public Outreach and Education component of the Institutional Controls (ICs) Program, as Enforcement work highlighted the last Partners Meeting.

II. Community Outreach Program Results

A. National Citizens Excellence in Community Involvement Award – Frankie Orrala (Heal the Bay) & Howard Wang (CRC)

[Link to presentation](#)

- F. Orrala, H. Wang, S. Lin and Tiffany Jonick (SGA) traveled to Washington, D.C. to accept the National Citizen's Excellence in Community Involvement award and meet with various White House and Congressional staff members.
- Each award recipient (H. Wang and Yolanda Lasmarias (CRC), Boat People SOS, St. Anselm's Cross-Cultural Community Center, Cabrillo Marine Aquarium and Heal the Bay) will receive individual recognition. The organizations will receive a plaque and the individuals will receive a certificate.
- Met with Georgina Guernica from the President's Council on Environmental Quality.
- Met with Barry Breen, the EPA Acting Assistant Administrator, and Jim Woolford, the Director of EPA Superfund, to accept the Citizens Excellence in Community Involvement Award and discuss the program.
- Met with Alison Cassady from Representative Henry Waxman's Office and the Committee on Energy and Commerce to discuss the project.
- Met with Jeff Vanderslice from Congressman Dana Rohrabacher's office to discuss the program.
- Met with Susan Wells, the Branch Chief for Community Involvement and Program Initiatives at EPA Headquarters to discuss FCEC.

Questions/Comments

- No questions.

B. E-Outreach Update – T. Jonick

[Link to presentation](#)

- Website Visitor Update:
 - In the year since its launch, the site has attracted over 30,000 unique visitors, exhibiting an overall increase in visitors in the current program year over 2007-2008 figures.
 - Since January 2009, March and April received the highest number of unique visitors. A possible explanation for this increase could be due to the multitude of outreach events that FCEC attended during that time period.
- Contact through the Website:

- Last year the California Coastal Commission contacted FCEC through the site requesting information on the Palos Verdes (PV) Shelf. Recently, the commission published the book “Beaches and Parks in Southern California,” which included a page about the PV Shelf project.
- FCEC eNewsletter:
 - April eNewsletter boasted a 43 % open rate, or 77 people out of 222.
 - Most popular articles included “A Note from EPA,” “Cleaning up the Contamination,” and “Photos from the Shelf” with an 18 % open rate.
 - The Newsletter included a new section featuring recent media coverage, titled “FCEC in the News.”

Questions/Comments

- Joe Gully (LACSD) asked what efforts are underway to expand the distribution list of the eNewsletter. T. Jonick replied that the major way FCEC obtains new signups is through outreach events. However, increased distribution also leads to decreased readership, so SGA is careful to only add community members who have a genuine interest in the issue.
- Tim Chauvel (DTSC) recommended that FCEC create a Facebook and/or Twitter account. James Alamillo (Heal the Bay) agreed, citing that Heal the Bay also operates an account with Facebook and Twitter.
- Jen Boyce (NOAA) commented that NOAA has an eNewsletter as well; partners should email her if they would like to be added to the distribution list.

C. Vietnamese Community – T. Jonick

[Link to presentation](#)

- Anh Nguyen from St. Anselm’s recently left the program; Minh Chau Tran, Duy Tran and Katie Tran will be working together to carryout the community outreach for St. Anselm’s.
- A total of 682 community members were reached for the program year; with approximately a 50% follow-up rate.
- Results after outreach include:
 - Dramatic increase in white croaker contamination awareness, decrease in white croaker consumption and an increase in the reported likelihood of changing fish consumption behaviors.

| What’s working | What’s Not Working |
|---|--|
| - Easier to obtain follow-up information during one-on-one interactions | - Difficult to obtain contact information in a large group setting (60 or more people) |

Questions/Comments

- Patty Velez (CDFG) asked what the most common age demographic was during outreach. T. Jonick responded that the surveys do not specifically ask this information. Participants are required to be at least 18 years of age, and outreach workers target women aged 18 – 45.
- Dave Witting (NOAA) asked how and where community members acquire their fish. T. Jonick replied that the survey does not ask this question specifically.

However, during the pilot stage, outreach workers conducted focus groups with participants and discovered that the majority of community members purchased their fish from local Vietnamese markets. D. Witting noted the difficulty in translating the advisory’s recommendations to community outreach, where fish is procured at markets as opposed to being caught locally at piers. S. Lin offered that the preparation guidelines still carry over to potentially contaminated fish purchased at markets. D. Witting replied that procurement information would still be useful; T. Jonick concluded that this question is an issue that the surveys could address in the future.

D. Chinese Community – Elizabeth Anderson (SGA)

[Link to presentation](#)

- Asian Youth Center (AYC) and Herald Community Center (HCC) began reaching out to the Chinese community in March.
- Between March and May, both organizations were able to reach 303 community members, approximately half of which resulted in a follow-up survey.
- Results after outreach include:
 - Overall decrease in fish consumption.
 - Decrease in certain fish preparation methods, such as: boiling, grilling or steaming; whole fish soup or stew; fish guts & head; and, frying.
 - Increase in white croaker contamination knowledge; decrease in white croaker consumption.

| What’s working | What’s Not Working |
|--|--|
| <ul style="list-style-type: none"> - Chinese community is pleased to received information - HCC reached nearly 200 community members, including event attendance | <ul style="list-style-type: none"> - Participants at health clinics are occasionally unresponsive - Nomenclature: there are several names for white croaker in Chinese - Responsiveness of participants in obtaining follow-up survey/do not remember initial outreach session - Participants are frightened by fish contamination information - Participants want “good fish” recommendations - Credibility of source/have not heard of EPA |

Questions/Comments

- Guangyu Wang (SMBRC) and H. Wang noted that due to the multitude of names for white croaker in the Chinese language, several should be field tested to ascertain the most commonly used form. After evaluating the most widely recognized word or phrase for white croaker, this translation should be used in the surveys to increase the accuracy of Chinese community outreach and data collection.
- D. Witting commented that evaluating the community’s consumption of white croaker is problematic in that individuals may not be able to correctly identify

white croaker. In response, several partners suggested that outreach should include a white croaker identification training component. H. Wang suggested that outreach workers be provided with a life size, 3-D white croaker model for instructional purposes during outreach.

- J. Gully asked if any studies have examined the concentration of DDT and/or PCB in fried fish. D. Witting answered that studies have not examined this issue directly; it is a general assumption that contaminant concentrations are higher in fried fish.
- Marilyn Underwood (EPA-EHIB) asked if SGA had analyzed the responses of those community members who did not participate in the follow-up survey. Underwood commented that this self selection bias could color results in that those who participated in a follow-up survey would be predisposed to adopting a healthier lifestyle.
- H. Wang suggested that outreach workers should distribute white croaker magnets to act as a behavior change prompt. S. Lin noted that the Trustees possess several fish species magnets. J. Boyce offered to provide the artwork for the magnets.
- M. Underwood asked if Asian Youth Center only conducted outreach to youths. Amy Sun (AYC) answered that outreach was conducted to parents.

III. Angler Outreach Program Results

[Link to presentation](#)

- Sep. 2008 – May 2009: 3407 anglers reached through educational outreach, and 515 M-AOATS data sets collected.
- Results include:
 - Nearly half of the surveyed anglers had fish; only 1% had white croaker.
 - After outreach, anglers were more likely to catch and release their fish, were less likely to eat their fish, but were also less likely to eat the fillet.
 - Most anglers learned about the contamination issue through signage, although 28 % reported not hearing anything about the issue.

| What's working | What's Not Working |
|--|---|
| <ul style="list-style-type: none"> - Reached large number of anglers - Instructing anglers to catch healthy fish | <ul style="list-style-type: none"> - New fish advisory: messaging & changes to consumption guidelines - Policy recommendations vs. reality - The public ignores guidelines when confronted with too much information |

Questions/Comments

- John Fallan (CDFG) and P. Velez asked why outreach was not conducted during the summer. J. Alamillo responded that summer data was collected during the previous program year. Due to contracting, the team did not conduct outreach the month of August.
- E. Anderson noted that the total outreach figure in the presentation only reflects data collected by the monitoring (M-AOATS) surveys, or the surveys which evaluate behavior change. When coupled with the education (E-AOATS) surveys, which evaluate educational outreach efforts, the total number of anglers reached

between Sept. 2008 – June 2009 increases by three-fold, to approximately 10,000 anglers.

- D. Witting commented that the data presented is not necessarily representative given the extremely small quantity of white croaker reported.
- M. Underwood noted that the survey question “What parts of the fish do you eat?” refers to fish in general. Underwood suggested that the wording of the question be changed to specifically address white croaker consumption. T. Jonick noted that several questions do address white croaker specifically such as “Have you taken any steps to reduce exposure to chemicals in fish caught off the Los Angeles and Orange County coasts?”
- Alfonso Montiel (Cabrillo Marine Aquarium) suggested that zip code data should be analyzed to help focus outreach efforts by location.
- D. Witting suggested that for the survey question “Have you heard anything about contaminated fish caught off the Los Angeles and Orange County coasts? If yes, where did you hear or see this information?” the answer choice “Have not Heard/Seen Anything” should be deconstructed into several categories, such as: have not seen signage, have not received outreach. This information might help to focus awareness efforts.
- D. Witting asked how the new advisory will affect outreach locations. F. Orrala responded that Heal the Bay is very concerned about how the new advisory will affect outreach locations. In addition, Heal the Bay is concerned about how the new advisory will negatively affect existing relationships with anglers due to the advisory’s restrictive consumption guidelines.
- D. Witting and J. Fallan noted that outreach should focus on educating people about fish species that they are actually consuming; for example: although Black Croaker is listed as a “Do Not Consume” species, this fish is rarely caught. Additionally barred sand bass resides in deep rocky environments, as opposed to the relatively sandy and shallow environments along piers. For this reason, it might be more effective to not conduct outreach concerning these species to pier and shoreline anglers. Following this approach might help to simplify the message and reduce angler anxiety regarding the advisory’s restrictions.
- S. Lin asked if Heal the Bay or Cabrillo were discussing the new advisory with anglers during outreach. Both organizations responded that they are not currently discussing the new advisory.

IV. Messaging Workgroup Update

- A Messaging Workgroup has been formed to address the communication challenges posed by the new fish advisory. This workgroup has convened twice, on May 7 and May 28, and has drafted a creative brief and media talking points.
- The workgroup will create several concept drafts of the outreach materials which partners will have the opportunity to review and finalize at the September Strategic Planning meeting.

Questions/Comments

- T. Jonick commented that although Bob Brodberg (OEHHA) was not able to attend the meeting, he is open to addressing questions and concerns, possibly in a conference call format, regarding the new advisory.
- M. Underwood asked if messages will be tested by a focus group. T. Jonick stated that focus groups as well as other forms of pre-testing will be utilized before the material is finalized.
- T. Tran announced that an article discussing the fish advisory was published in the OC Register. T. Jonick added that an article was also published by the Daily Breeze.
- When questioned about who the members are in the Messaging Workgroup, T. Jonick listed the members of the workgroup: T. Jonick, E. Anderson, Marita Santos (LA County Health), T. Chauvel, G. Wang, Gabrielle Dorr (NOAA), Jackie Lane (EPA) and B. Brodberg. M. Underwood offered that Alyce Ujihara (EHIB) might be available to participate in the messaging group.

V. Enforcement Program Update – S. Lin

- A key issue during the last enforcement call was to pursue mechanisms that would marry CDFG’s expertise with the health departments through joint inspections.
- On May 26, LA County participated in a Market Inspection Training per their request due to personnel turnover. Approximately 40 inspectors from various districts attended. Participants noted that strengths of the training included the live fish demonstration, Dr. Franklin’s presentation style and the training materials. Areas of improvement included instruction on embargo protocol as well as the role of the inspectors.
- S. Lin and Tawny Tran (ITSI) presented an interactive monitoring and enforcement GIS map, recently developed by ITSI.

| What’s working | What’s Not Working |
|---|--|
| <p>OCHCA:</p> <ul style="list-style-type: none"> - 50 market inspections completed - One white croaker found - Participated in an additional joint inspection with CDFG - Jessica Warren joining the program <p>Long Beach:</p> <ul style="list-style-type: none"> - Second round of inspections underway - No white croaker found - The department enjoys joint inspections with CDFG | <p>OCHCA:</p> <ul style="list-style-type: none"> - R. Curtis is leaving the program <p>Long Beach:</p> <ul style="list-style-type: none"> - Validating invoices is a challenge as many are written in different languages or have inconsistent formats - The economy is also a challenge as many businesses are closing |

| | |
|--|--|
| <p>LA County:</p> <ul style="list-style-type: none"> - Completed first phase of inspections - Inspector's training was helpful <p>CDFG:</p> <ul style="list-style-type: none"> - 121 total inspections completed: 62 recreational inspections; 59 commercial inspections - Completed joint inspections with Long Beach and OCHCA | <p>LA County:</p> <ul style="list-style-type: none"> - Personnel turnover - Markets tend to hide white croaker while the county is conducting a routine inspection - Validating invoices is problematic. - Maria Dalusong is leaving the program. <p>CDFG:</p> <ul style="list-style-type: none"> - Coordinating health department and warden inspection schedules - Addressing the new advisory |
|--|--|

Questions/Comments

- o J. Fallan asked if the monitoring and enforcement GIS map would be available to the public. T. Tran replied that the map cannot be made completely public, as many of the inspection forms collected are confidential. S. Lin stated that a PDF of the map displaying inspection activity/locations could be made public. Additionally, EPA and ITSI could generate maps to CDFG if they are interested in providing the piece to stakeholders.
- o J. Gully asked if the white croaker catch ban should be expanded in response to the new advisory. J. Fallan responded that if the catch ban requires expansion, doing so would involve a three-step process and would not be resolved immediately. S. Lin also noted that expanding the catch ban would be an extremely collaborative process.

VI. Partners' Updates/Announcements – All Partners

- o J. Alamillo (Heal the Bay) reminded the group that public comments regarding EPA's proposed plan for cleaning-up the PV Shelf are due July 15.
- o S. Groner reminded the group that the final Proposed Plan Public Meeting is taking place Thursday June 25, 2009 at the Palos Verdes Library.
- o J. Boyce presented a video documenting NOAA's restoration efforts taking place in the Channel Islands to protect against invasive species threatening marine bird habitats.

VII. Parking Lot

Several issues were brought up that produced considerable discussion, but could not necessarily be resolved during the meeting. These issues were "parked" for the time being, but noted for the future:

- o Given the multitude of names for white croaker in the Chinese language, several should be field tested to ascertain the most commonly used form. After evaluating the most widely recognized word or phrase for white croaker, this translation should be used in the community outreach program.
- o Examine and evaluate additional tactics for conducting community outreach.
- o Evaluating the community's consumption of white croaker is problematic in that individuals may not be able to correctly identify white croaker. In response,

several partners suggested that community outreach should include a white croaker identification training component.

- The Community Outreach component should consider constructing a life size, 3-D white croaker model for instructional purposes during outreach.
- The responses of those community members who did not participate in the follow-up survey should be analyzed to better understand behavior change patterns and trends.
- Organize a “question and answer” conference with OEEHA regarding the updated fish advisory.

VIII. Future Dates

- Thursday June 25, 2009: Final Proposed Plan Public Meeting, Palos Verdes Library
- July 15: EPA Proposed Plan Public Comment period ends.
- September: Strategic Planning Meeting