Angler Outreach Program
Year 15
April 2017 – December 2017
Heal the Bay is dedicated to making Southern California coastal waters and watersheds, including Santa Monica Bay, safe, healthy, and clean.
AOP & Heal the Bay

- Started in 2003
- 15th year of partnership
- 150,000+ anglers reached
- Team size: 4-6 angler outreach team members
- Current outreach on 8 piers
AOP Objectives

The program's primary aim continues to be the education of pier and shoreline anglers on the risks of consuming DDT and PCBs-contaminated white croaker.

Secondary goals are to educate anglers on other locally caught fish with regards to catch limits and consumption guidelines concerning DDT, PCBs, and mercury.
Program Overview

- Outreach on 8 piers: Santa Monica, Venice, Hermosa, Redondo, Pier J, Rainbow Harbor, Belmont & Seal Beach
- Educational Outreach
- Each pier visited by Angler Outreach Team 3x/week
Angler Outreach Team

Current Team:
- Izchel Pulido – Spanish
- Oscar Torres – Spanish
- Benmin Sun – Chinese
- Tom Colbert – English
Educational Materials

- Focus on fish consumption related issues
- Relevant fishing regulations
Surveys include anglers receiving outreach (new/repeat, awareness source, language spoken)

Surveys conducted in the daytime 3 days/week

9,336 total anglers interviewed across 8 piers from April 2017-December 2017
Database Numbers
April 2017 – December 2017

- Represents:
  - April 2017- December 2017
  - Preliminary Analysis
  - Does not include Cabrillo Pier data
Participant Breakdown

- New: 4,919 (53%)
- Repeat: 4,417 (47%)
- Total: 9,336
Total Anglers surveyed from Santa Monica through Seal Beach

- April: 525
- May: 428
- June: 441
- July: 476
- August: 528
- September: 661
- October: 593
- November: 476
- December: 333

n= 9,336
Reporting Period: April 2017 - December 2017

SANTA MONICA PIER

- April - May - June - July - August - September - October - November - December

Legend:
- New
- Repeat
Reporting Period: April 2017 – December 2017

VENICE PIER

- New
- Repeat
Reporting Period: April 2017 - December 2017

HERMOSA PIER

- New
- Repeat

April  | May  | June | July | August | September | October | November | December
--- | --- | --- | --- | --- | --- | --- | --- | ---
| 10  | 20  | 30  | 40  | 50  | 100  | 60  | 40  | 20  

Graph showing the number of events at Hermosa Pier from April to December 2017, with a peak in September.
Reporting Period: April 2017 – December 2017

REDONDO BEACH PIER

- Blue bars: New
- Red bars: Repeat

April: New 60, Repeat 40
May: New 80, Repeat 60
June: New 180, Repeat 120
July: New 140, Repeat 100
August: New 70, Repeat 50
September: New 80, Repeat 60
October: New 70, Repeat 50
November: New 60, Repeat 40
December: New 80, Repeat 60
Reporting Period: April 2017 – December 2017

PIER J

- New
- Repeat

Bar chart showing data for each month from April to December.
Reporting Period: April 2017 - December 2017

RAINFOREST HARBOR

- New
- Repeat

<table>
<thead>
<tr>
<th>Month</th>
<th>New</th>
<th>Repeat</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>45</td>
<td>20</td>
</tr>
<tr>
<td>May</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td>June</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>July</td>
<td>25</td>
<td>15</td>
</tr>
<tr>
<td>August</td>
<td>35</td>
<td>20</td>
</tr>
<tr>
<td>September</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td>October</td>
<td>50</td>
<td>30</td>
</tr>
<tr>
<td>November</td>
<td>40</td>
<td>25</td>
</tr>
<tr>
<td>December</td>
<td>30</td>
<td>15</td>
</tr>
</tbody>
</table>
Reporting Period: April 2017 - December 2017

BELMONT PIER

- Blue bars: New
- Red bars: Repeat
Total Anglers Aware of Fish Contamination Advisories

- Yes: 7,957 (85%)
- No: 1,379 (15%)

n= 9,336
Reporting Period: April 2017 – December 2017

Total Anglers Aware of Fish Contamination Advisories

- April: 199 (No), 902 (Yes)
- May: 114 (No), 755 (Yes)
- June: 105 (No), 811 (Yes)
- July: 151 (No), 1257 (Yes)
- August: 204 (No), 1167 (Yes)
- September: 212 (No), 996 (Yes)
- October: 185 (No), 884 (Yes)
- November: 139 (No), 630 (Yes)
- December: 70 (No), 546 (Yes)

n= 9,336
Reporting Period: April 2017 - December 2017

Awareness Source
(June - December 2017)

- Signage: 2434
- Tip-card: 88
- AOP Team: 3297
- Internet: 89
- Events: 4
- Media: 289
- Friend/Family: 156
- Other: 125

n=6,482
Reporting Period: April 2017 - December 2017

Busiest Piers during this reporting Period  April 2017 - December 2017

- SANTA MONICA
- VENICE
- HERMOSA
- REDONDO
- PIER J
- RAINBOW HARBOR
- BELMONT
- SEAL BEACH

Bar chart showing the busiest piers.
Evening Outreach

Reporting Period: August 2017 - October 2017
Venice and Redondo Beach Pier

Participant Breakdown

- New: 778 (76%)
- Repeat: 239 (24%)
- Total: 1,017
Reporting Period: August 2017 - October 2017
Venice and Redondo Beach Pier

Total Anglers Surveyed from Venice and Redondo Beach

Outreach activity 4 days per month
Reporting Period: August 2017 – October 2017
Venice and Redondo Beach Pier

Total Anglers Aware of Fish Contamination Advisories during evening hours (4:00-8:00PM)

- Yes: 820 (81%)
- No: 197 (19%)

n= 1,017
Reporting Period: August 2017 – October 2017
Venice and Redondo Beach Pier

Total Anglers Aware of Fish Contamination Advisories

<table>
<thead>
<tr>
<th>Month</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>August</td>
<td>171</td>
<td>80</td>
</tr>
<tr>
<td>September</td>
<td>478</td>
<td>74</td>
</tr>
<tr>
<td>October</td>
<td>221</td>
<td>93</td>
</tr>
</tbody>
</table>

n= 1,017
Reporting Period: August 2017 – October 2017
Venice and Redondo Beach Pier
Reporting Period: August 2017 - October 2017
Venice and Redondo Beach Pier
Angler Outreach Workers in Action
Pier Sign Tracking

- Total signs 36
  - Santa Monica Pier .... 5
  - Venice Pier ............ 6
  - Hermosa Pier ........... 5
  - Redondo Pier ........... 6
  - Pier J .................... 4
  - Rainbow Harbor ........ 3
  - Belmont Pier ........ 5
  - Seal Beach Pier ....... 2
# Santa Monica Pier

## SANTA MONICA PIER

<table>
<thead>
<tr>
<th>Signs</th>
<th>Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Good</td>
</tr>
<tr>
<td>2</td>
<td>Good, few scrapes</td>
</tr>
<tr>
<td>3</td>
<td>Fairly good, dirty, scratches on fish images, still readable</td>
</tr>
<tr>
<td>4</td>
<td>Good</td>
</tr>
<tr>
<td>5</td>
<td>Good</td>
</tr>
</tbody>
</table>
## Venice Pier

### VENICE PIER

<table>
<thead>
<tr>
<th>Signs</th>
<th>Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Good, few graffiti on upper right hand side, decal on top and middle part of the sign</td>
</tr>
<tr>
<td>2</td>
<td>Good, decal on top</td>
</tr>
<tr>
<td>3</td>
<td>Good, few scrapes</td>
</tr>
<tr>
<td>4</td>
<td>Good, bent due to leaning</td>
</tr>
<tr>
<td>5</td>
<td>Fairly good, half of the sign covered with graffiti</td>
</tr>
<tr>
<td>6</td>
<td>Good</td>
</tr>
</tbody>
</table>
## HERMOSA BEACH PIER

<table>
<thead>
<tr>
<th>Signs</th>
<th>Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Good</td>
</tr>
<tr>
<td>2</td>
<td>Good, a bit dirty</td>
</tr>
<tr>
<td>3</td>
<td>Good</td>
</tr>
<tr>
<td>4</td>
<td>Fairly good, a bit dirty. Bottom right corner is peeling off.</td>
</tr>
<tr>
<td>5</td>
<td>Fairly good, dirty, few scratches. Readable</td>
</tr>
</tbody>
</table>
## Redondo Beach Pier

### REDONDO BEACH PIER

<table>
<thead>
<tr>
<th>Signs</th>
<th>Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fairly good, scratches all over, still readable</td>
</tr>
<tr>
<td>2</td>
<td>Good and clean</td>
</tr>
<tr>
<td>3</td>
<td>Good, dirty</td>
</tr>
<tr>
<td>4</td>
<td>God</td>
</tr>
<tr>
<td>5</td>
<td>Fairly good, middle bottom part bent, few scrapes, still readable</td>
</tr>
<tr>
<td>6</td>
<td>Good</td>
</tr>
</tbody>
</table>
**Pier J**

<table>
<thead>
<tr>
<th>Signs</th>
<th>Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>New</td>
</tr>
<tr>
<td>2</td>
<td>New</td>
</tr>
<tr>
<td>3</td>
<td>New</td>
</tr>
<tr>
<td>4</td>
<td>New</td>
</tr>
<tr>
<td>5</td>
<td>No sign</td>
</tr>
</tbody>
</table>
Rainbow Harbor Pier

<table>
<thead>
<tr>
<th>Signs</th>
<th>Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bad, cracked all over, badly damaged at the bottom. Not readable</td>
</tr>
<tr>
<td>2</td>
<td>Replace, decal on upper right hand side. Half of the sign has been vandalized</td>
</tr>
<tr>
<td>3</td>
<td>Bad, cracked all over, dirty, badly damaged at the bottom end. Some areas not readable</td>
</tr>
</tbody>
</table>
Belmont Pier

<table>
<thead>
<tr>
<th>BELMONT PIER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signs</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>5</td>
</tr>
</tbody>
</table>
# Seal Beach Pier

## Seal Beach Pier

![Image of Seal Beach Pier](image_url)

### Signs Condition

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fair, cracks all over, admiration sign scraped off. Readable</td>
</tr>
<tr>
<td>2</td>
<td>Fair, scratches all over, scrape graffiti on top right area, admiration sign scraped off. Readable</td>
</tr>
</tbody>
</table>

*[Image of signs]*

*Heal the Bay*
Questions?

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