Heal the Bay

Angler Outreach Program
Year 16
January 2018 – March 2019
Heal the Bay is dedicated to making Southern California coastal waters and watersheds, including Santa Monica Bay, safe, healthy, and clean.

Education, Community Action, Research, & Advocacy
AOP & Heal the Bay

- Started in 2003
- 16th year of partnership
- 160,000+ anglers reached
- Team size: 3-6 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:
- Oscar Torres - Spanish
- Benmin Sun - Chinese
- Tom Colbert - English
Educational Materials

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

Surveys conducted in the daytime 3 days/week

11,067 total anglers reached across 8 piers from January 2018-March 2019
Database Numbers
January 2018 - March 2019

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

- New: 5,393 (49%)
- Repeat: 5,674 (51%)
- Total: 11,067
Total Anglers surveyed from Santa Monica through Seal Beach

- **January**
  - New: 354
  - Repeat: 314
- **February**
  - New: 390
  - Repeat: 391
- **March**
  - New: 270
  - Repeat: 306
- **April**
  - New: 549
  - Repeat: 389
- **May**
  - New: 516
  - Repeat: 577
- **June**
  - New: 674
  - Repeat: 722
- **July**
  - New: 648
  - Repeat: 509
- **August**
  - New: 509
  - Repeat: 575
- **September**
  - New: 431
  - Repeat: 169
- **October**
  - New: 348
  - Repeat: 293
- **November**
  - New: 236
  - Repeat: 207
- **December**
  - New: 207
  - Repeat: 218
- **Jan'19**
  - New: 140
  - Repeat: 155
- **Feb'19**
  - New: 267
  - Repeat: 287
- **Mar'19**
  - New: 267

**n= 11,067**
Reporting Period: January 2018 - March 2019

SANTA MONICA PIER

- New
- Repeat
Reporting Period: January 2018 - March 2019

VENICE PIER

- **New**
- **Repeat**
Reporting Period: January 2018 - March 2019

HERMOSA PIER

- New
- Repeat

Monthly data for HERMOSA PIER from January 2018 to March 2019.
Reporting Period: January 2018 - March 2019

REDONDO BEACH PIER

- New
- Repeat
Reporting Period: January 2018 - March 2019
Reporting Period: January 2018 - March 2019

BELMONT PIER

- New
- Repeat
Reporting Period: January 2018 - March 2019

Seal Beach Pier

- New
- Repeat
Reporting Period: January 2018 - March 2019

Total Anglers Aware of Fish Contamination Advisories

- Yes: 8,386 (76%)
- No: 2,680 (24%)

n=11,066
Reporting Period: January 2018 - March 2019

Total Anglers Aware of Fish Contamination Advisories

- **No**
- **Yes**

<table>
<thead>
<tr>
<th>Month</th>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>129</td>
<td>592</td>
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<tr>
<td>February</td>
<td>102</td>
<td>601</td>
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<tr>
<td>March</td>
<td>108</td>
<td>468</td>
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<td>April</td>
<td>116</td>
<td>824</td>
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<td>May</td>
<td>128</td>
<td>777</td>
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<td>June</td>
<td>169</td>
<td>1082</td>
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<td>July</td>
<td>198</td>
<td>1172</td>
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<td>August</td>
<td>333</td>
<td>574</td>
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<td>September</td>
<td>345</td>
<td>661</td>
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<td>October</td>
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<td>230</td>
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<td>November</td>
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<td>December</td>
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<td>Feb'19</td>
<td>116</td>
<td>179</td>
</tr>
<tr>
<td>Mar'19</td>
<td>214</td>
<td>332</td>
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</table>

n = 11,066
Reporting Period: January 2018 - March 2019

Awareness Source
(January 2018 - March 2019)

- Signage: 3535
- Tip-card: 83
- AOP Team: 6363
- Internet: 129
- Events: 4
- Media: 382
- Friend/Family: 198
- Other: 179

n=10,873
Busiest Piers during this reporting Period January 2018 - March 2019

- Santa Monica
- Venice
- Hermosa
- Redondo
- Pier J
- Rainbow Harbor
- Belmont
- Seal Beach
Evening Outreach

Reporting Period: October 2018 - March 2019
Venice and Redondo Beach Pier

Participant Breakdown

- New: 401 (58%)
- Repeat: 287 (42%)
- Total: 688
Reporting Period: October 2018 - March 2019
Venice and Redondo Beach Pier

Total Anglers Surveyed from Venice and Redondo Beach during evening hours (4:00-8:00 PM)

Outreach activity 4 days per month
Reporting Period: October 2018 - March 2019
Venice and Redondo Beach Pier

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

- Yes: 320 (47%)
- No: 368 (53%)

n= 688
Total Anglers Aware of Fish Contamination Advisories during evening hours (4:00-8:00 PM)

<table>
<thead>
<tr>
<th>Month</th>
<th>Yes</th>
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<tbody>
<tr>
<td>October</td>
<td>37</td>
<td>29</td>
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<tr>
<td>November</td>
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<td>154</td>
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<tr>
<td>December</td>
<td>49</td>
<td>34</td>
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<td>Jan'19</td>
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<td>42</td>
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<tr>
<td>Feb'19</td>
<td>67</td>
<td>30</td>
</tr>
<tr>
<td>Mar'19</td>
<td>82</td>
<td>79</td>
</tr>
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n= 688
Reporting Period: October 2018 - March 2019
Venice and Redondo Beach Pier

VENICE PIER

- October: 10
- November: 22
- December: 18
- Jan'19: 17
- Feb'19: 24
- Mar'19: 36

- Signage
- Tipcard
- AOP
- Internet
- Events
- Media
- Fri/Fam
- Other
Reporting Period: October 2018 - March 2019
Venice and Redondo Beach Pier

REDONDO PIER

- October: 2
- November: 1
- December: 2
- Jan'19: 0
- Feb'19: 7
- Mar'19: 41
Angler Outreach Workers in Action
Pier Sign Tracking

- Total signs 34
  - Santa Monica Pier .... 4
  - Venice Pier ............ 6
  - Hermosa Pier .......... 5
  - Redondo Pier ........... 6
  - Pier J ................... 4
  - Rainbow Harbor ........ 3
  - Belmont Pier .......... 5
  - Seal Beach Pier ........ 1
Santa Monica Pier

<table>
<thead>
<tr>
<th>Signs</th>
<th>Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Missing</td>
</tr>
<tr>
<td>2</td>
<td>Good, few scrapes</td>
</tr>
<tr>
<td>3</td>
<td>Missing</td>
</tr>
<tr>
<td>4</td>
<td>Good</td>
</tr>
<tr>
<td>5</td>
<td>Good</td>
</tr>
<tr>
<td>6</td>
<td>Good, scratches, graffiti on top</td>
</tr>
</tbody>
</table>
Venice 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, decal on top, few scratches, bent due to leaning</td>
</tr>
<tr>
<td>3</td>
<td>Good, few scrapes, decal on top</td>
</tr>
<tr>
<td>4</td>
<td>Good, bent due to leaning</td>
</tr>
<tr>
<td>5</td>
<td>New</td>
</tr>
<tr>
<td>6</td>
<td>Good, bent due to leaning, scratches, graffiti on top, poked in the middle by sharp item</td>
</tr>
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</table>
# Hermosa Beach Pier

## Hermosa Beach Pier

![Hermosa Beach Pier](image)

<table>
<thead>
<tr>
<th>Signs</th>
<th>Condition</th>
<th>Image</th>
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<tbody>
<tr>
<td>1</td>
<td>Good</td>
<td><img src="image" alt="Image 1" /></td>
</tr>
<tr>
<td>2</td>
<td>Good</td>
<td><img src="image" alt="Image 2" /></td>
</tr>
<tr>
<td>3</td>
<td>Good</td>
<td><img src="image" alt="Image 3" /></td>
</tr>
<tr>
<td>4</td>
<td>Fairly good, bottom right corner is peeling off.</td>
<td><img src="image" alt="Image 4" /></td>
</tr>
<tr>
<td>5</td>
<td>Fairly good, dirty, scratches all over. Readable</td>
<td><img src="image" alt="Image 5" /></td>
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</table>
### REDONDO BEACH PIER

<table>
<thead>
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<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, dirty, few scratches, bottom part peeling off</td>
</tr>
<tr>
<td>4</td>
<td>Good, a bit dirty</td>
</tr>
<tr>
<td>5</td>
<td>Good, dirty</td>
</tr>
<tr>
<td>6</td>
<td>Good</td>
</tr>
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Pier J

<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</td>
</tr>
<tr>
<td>3</td>
<td>Good</td>
</tr>
<tr>
<td>4</td>
<td>Good</td>
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### Rainbow Harbor Pier

<table>
<thead>
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<th>Condition</th>
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<tbody>
<tr>
<td>1</td>
<td>Good, a bit dirty</td>
</tr>
<tr>
<td>2</td>
<td>Good, a bit dirty</td>
</tr>
<tr>
<td>3</td>
<td>Good, a bit dirty, graffitti on top</td>
</tr>
</tbody>
</table>
Belmont Pier

<table>
<thead>
<tr>
<th>Signs</th>
<th>Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Good, few scratches</td>
</tr>
<tr>
<td>2</td>
<td>Good, few scratches, decal on bottom right hand side</td>
</tr>
<tr>
<td>3</td>
<td>Good, few scratches, peeled on bottom left hand side</td>
</tr>
<tr>
<td>4</td>
<td>Good, few scratches, decal on upper right hand side</td>
</tr>
<tr>
<td>5</td>
<td>Good, few scratches</td>
</tr>
</tbody>
</table>
Seal Beach Pier

<table>
<thead>
<tr>
<th>Signs</th>
<th>Condition</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>No access to the sign. Half pier is closed for maintenance</td>
</tr>
</tbody>
</table>
Questions?

FRANKIE ORRALA: FORRALA@HEALTHEBAY.ORG