FCEC Partners Meeting
Palos Verdes Shelf Superfund Site

January 18, 2018
10:00 a.m.-12:00 p.m.
NOAA Restoration Center
501 West Ocean Blvd, Suite 3400, Long Beach, CA
Community Outreach
April – December 2017
Community Outreach

Vietnamese Outreach Events:

• City of Westminster’s 60th Anniversary – Apr. 8, 2017
  – 500 event attendees
  – Distributed 250 Vietnamese and 250 English tip cards

• AB 540/DACA – Apr. 19-20, 2017
  – 70 event attendees
  – Distributed 20 Vietnamese and 50 English tip cards

• Garden Grove Adult Education's Health Fair – Jul. 20, 2017
  – 250 event attendees
  – Distributed 200 Vietnamese and 150 English tip cards
Community Outreach

Vietnamese Outreach Events:

- **Safety Day** – Jul. 7, 2017
  - 67 event attendees
  - Distributed 30 Vietnamese and 47 English tip cards

- **National Night Out** – Aug. 1, 2017
  - 40 event attendees
  - Distributed 10 Vietnamese and 30 English tip cards

- **Whole Health & Community Resource Fair** – Oct. 12, 2017
  - 50 event attendees
  - Distributed 50 English tip cards
Community Outreach

Upcoming Vietnamese Outreach Events:
• Vietnamese Lunar New Year Festival – February 2018
Community Outreach

Chinese Outreach Events:

• **Earth Day (Whittier) – April 8, 2017**
  – 3,000 event attendees
  – Distributed 294 Chinese, 146 English, and 30 Spanish tip cards

• **Spring Awakening (Eaton Canyon, Sierra Madre) – May 20, 2017**
  – 500 event attendees
  – Distributed 125 Chinese, 200 English, and 100 Spanish tip cards

• **4th of July Carnival (Rosemead) – July 4, 2017**
  – 3,000 event attendees
  – Distributed 100 Chinese, 250 English, and 100 Spanish tip cards
Community Outreach

Upcoming Chinese Outreach Events:

• Chinese New Year Celebration (Temple City) – February 2018
• Walkathon (San Gabriel) – March 2018
• Earth Day (Whittier) – April 2018
• Spring Awakening (Sierra Madre) – May 2018
• Veterans Appreciation (Arcadia) – May 2018
• 4th of July (Rosemead/San Gabriel) – July 2018
Other 2017 Outreach Events:

- **LA Dept. of Public Works Earth Day Celebration** – Apr. 19, 2017
  - 500 event attendees
  - Distributed 130 English, 25 Spanish, 15 Chinese and 7 Vietnamese tip cards

- **Manhattan Beach Earth Day Celebration and Concert** – Apr. 22, 2017
  - 560 event attendees
  - Distributed 260 English, 25 Spanish, 8 Chinese and 10 Vietnamese tip cards

- **Earth Day Celebration** – Apr. 23, 2017
  - 300 event attendees
  - Distributed 200 English, 30 Spanish, 10 Chinese and 7 Vietnamese tip cards
Community Outreach

Other 2017 Outreach Events:

- **Heritage of Aloha – May. 20, 2017**
  - 6,000 event attendees
  - Distributed 50 English, 7 Spanish, 1 Chinese tip cards

- **Lummis Day – Jun. 3, 2017**
  - 150 event attendees
  - Distributed 20 English and 10 Spanish tip cards

- **Northeast LA Concert in the Park – Jul. 2, 2017**
  - 8,000 event attendees
  - Distributed 150 English, 50 Spanish tip cards
Community Outreach

Other 2017 Outreach Events:

• Autumn Festival – Nov. 5, 2017
  – 300 event attendees
  – Distributed 30 English and 15 Spanish tip cards and 2 Vietnamese tip cards

• Cabrillo Sea Fair – Nov. 19, 2017
  – 8,000 event attendees
  – Distributed 150 English, 50 Spanish tip cards
Community Outreach

Upcoming Outreach Events:
• Aquarium of the Pacific Underwater Parks Day – Jan. 20, 2018
• Alhambra Lunar Festival – Feb. 24, 2018
• Los Angeles Environmental Education Fair – Mar. 10, 2018
• Ho’oilina Foundation Heritage of Aloha – May 19-20, 2018
Bait Shop Outreach

First Round August 2017

Second Round May 2018

- Shop workers appreciated physical handouts for fishermen
- Additional language requests: Korean, Cambodian, German and Swedish
- Visible Pier Signage in LA County only
Bait Shop Outreach

Group 1: Santa Monica, Venice Beach, Marina Del Rey
Bait Shop Outreach

Group 1: Santa Monica, Venice Beach, Marina Del Rey

- Bay Market: 50 E, 50 S, 50 C, 50 V
- Del Rey Landing: 50 E, 50 S, 50 C, 50 V
- West Marine (1): 20 E, 20 S, 10 C, 10 V
- Scubahaus: 25 E
- Big 5 Sporting Goods: 50 E, 50 S, 50 C, 50 V
- Adventure 16: 20 E, 20S, 20 C

English tip cards = E
Spanish tip cards = S
Chinese tip cards = C
Vietnamese tip cards = V
Bait Shop Outreach

Group 2:
Hawthorne, Manhattan Beach, Hermosa Beach, Redondo Beach
Bait Shop Outreach

Group 2: Hawthorne, Manhattan Beach, Hermosa Beach, Redondo Beach

• Best Bait and Tackle: 20 E, 10 S, 10 C, 10 V
• Manhattan Mart (NEW): 50 E, 50 S
• West Marine (2): 5 V
• Dawn to Dusk Liquor (NEW): 50 E, 50 S

English tip cards = E
Spanish tip cards = S
Chinese tip cards = C
Vietnamese tip cards = V
Bait Shop Outreach

Group 3:
San Pedro
Bait Shop Outreach

Group 3: San Pedro

- Stanley’s Liquor Jr. Market: 20 E, 25 S
- Gaffey Liquor: 20 E, 25 S
- M&P Liquor: 50 S
- Pacific Wilderness: 50 E, 50 S, 50 C, 50 V
- Baja Fish Gear: 25 E, 25 S, 25 C, 25 V
- Mr. C’s Liquor: 50 E, 50 S, 20 C, 20 V

English tip cards = E
Spanish tip cards = S
Chinese tip cards = C
Vietnamese tip cards = V
Bait Shop Outreach

Group 4: Long Beach, Seal Beach
Bait Shop Outreach

Group 4: Long Beach, Seal Beach

- Pete's Market: 10 E, 10 S
- Rosa's Liquor Market: 20 E, 20 S
- 7 Eleven (Ocean Blvd): 50 E, 50 S, 25 C, 25 V
- 7 Eleven (Pine Ave.): 25 E, 30 S
- West Marine (4): 25 E, 25 S, 10 C, 10 V
- Big Fish Bait & Tackle: 75 E, 75 S, 25 C, 25 V
- Jimmy Caivo Bait & Tackle: 20 E, 20 S
- Seal Beach Liquor Store: 50 E, 50 S, 50 C, 50 V

English tip cards = E
Spanish tip cards = S
Chinese tip cards = C
Vietnamese tip cards = V
Bait Shop Outreach

Group 5: Huntington Beach
Bait Shop Outreach

Group 5: Huntington Beach

- Charkbait: 25 E, 10 S
- Fisherman’s Hardware:
  50 E, 50 S, 50 C, 50 V
- Let’s Go Fishing:
  50 E, 50 S, 25 C, 25 V
- Pacific Edge Bait & Tackle:
  25 E, 10 S, 25 V
- El Don Liquor Store (NEW):
  50 E, 50 S, 25 C, 25 V
- 7 Eleven (PCH) : 25 E, 25 S, 25 C, 25 V
- 7 Eleven (Main St.): 25 E, 25 S, 25 C, 25 V
Community Outreach: School Districts

Exposition Park Summer Camp
- Presented to 300 students
  - Ages ranged from 6-17 years old
  - Campers enjoyed the fishing game and comic books
  - Many campers had been ocean fishing with family and friends

Continue outreach to Los Angeles and Long Beach Unified School District