FCEC Partners Meeting
Palos Verdes Shelf Superfund Site

April 23, 2019
10:00 a.m.-12:00 p.m.
NOAA Restoration Center
501 West Ocean Blvd, Suite 3400, Long Beach, CA
Community Outreach
January 2018 – Present
Vietnamese 2018 Outreach Events:

- **Tet Festival 2018 (Costa Mesa) – February 17th**
  - 100 event attendees
  - Distributed 100 Vietnamese tip cards and 30 English comic books

- **Tet Festival 2018 (Costa Mesa) – February 18th**
  - 100 event attendees
  - Distributed 100 Vietnamese tip cards and 40 English comic books

- **Health Fair by UCLA (Los Angeles) – March 4th**
  - 54 event attendees
  - Distributed 54 Vietnamese tip cards and 20 English comic books

- **Spring Festival (Westminster) – March 24th**
  - 19 event attendees
  - Distributed 19 English Brochures and 19 comic books
Community Outreach Events - BPSOS

Vietnamese 2018 Outreach Events:

• **UCLA Spring Health Fair (Los Angeles)** – April 22\(^{nd}\)
  - 51 event attendees
  - Distributed 26 Spanish and 25 Vietnamese tip cards, and 30 English comic books

• **Vietnamese American Cancer Foundation Community Services Fair (Fountain Valley)** – May 25\(^{th}\)
  - 60 event attendees
  - Distributed 60 Vietnamese tip cards and 25 English comic books

• **Task Family Fun Day & Resource Fair (Costa Mesa)** – June 9\(^{th}\)
  - 340 event attendees
  - 30 Vietnamese, 10 Spanish, and 10 English tip cards, and 100 English comic books

• **Westminster Safety Day (Westminster)** – July 18\(^{th}\)
  - 300 event attendees
  - Distributed 25 English tip cards, 25 English brochures, and 250 English comic books
Vietnamese 2018 Outreach Events:

- **National Night Out (Costa Mesa) – August 1st**
  - 18 event attendees
  - Distributed 11 Spanish, 2 English, and 5 Vietnamese tip cards, and 18 English comic books

- **Back to School Block Party (Orange County) – August 26th**
  - 500 event attendees
  - Distributed 250 Spanish, 80 English and 170 Vietnamese tip cards, and 350 English comic books
Event Connections - BPSOS
Upcoming 2019 Vietnamese Outreach Events:

- City of Westminster Spring Festival (Westminster) – Apr. 13, 2019
- Task’s 2nd Annual Family Day (Costa Mesa) – Apr. 27, 2019
Chinese 2018 Outreach Events:

- **Lunar New Year (Temple City) – Feb. 3, 2018**
  - 600 event attendees
  - Distributed 340 Chinese tip cards

- **Earth Day Fair (Whittier) – Apr. 14, 2018**
  - 3,000 event attendees
  - Distributed 294 Chinese and 152 English tip cards

- **Health Fair (El Monte) – Aug. 11, 2018**
  - 800 event attendees
  - Distributed 425 Chinese tip cards

- **Moon Festival (Rosemead) – Sep. 15, 2018**
  - 8,000 event attendees
  - Distributed 530 Chinese and 20 English tip cards
Community Outreach Events - CHCC

Chinese 2019 Outreach Events

• Lunar New Year (Temple City) – Feb. 9, 2019
  – 10,000 event attendees
  – Distributed 300 Chinese and 82 English tip cards

• Walk-a-thon (San Gabriel) – Mar. 16, 2019
  – 600 event attendees
  – Distributed 300 Chinese and 4 English tip cards

Upcoming 2019 Chinese Outreach Events:

• Moon Festival - September 2019
Event Connections - CHCC
2018 Outreach Events:

- **Underwater Parks Day** – Jan. 20, 2018
  - 150 event attendees
  - Distributed 25 English, 10 Spanish, and 5 Chinese tip cards

- **Lunar New Year (Alhambra)** – Feb. 24, 2018
  - 500 event attendees
  - Distributed 50 English, 5 Spanish, and 100 Chinese tip cards

- **International Childrens Festival** – Mar. 18, 2018
  - 500 event attendees
  - Distributed 220 English, 35 Spanish, and 3 Chinese tip cards
2018 Outreach Events:

- **Noche de Estrellas – Mar. 23, 2018**
  - 4,000 event attendees
  - Distributed 70 English, 80 Spanish, 2 Chinese, and 3 Vietnamese tip cards

- **Earth Day Celebration – Apr. 22, 2018**
  - 520 event attendees
  - Distributed 180 English, 40 Spanish, 4 Chinese, and 4 Vietnamese tip cards

- **Heritage of Aloha Festival – May 19, 2018**
  - 250 event attendees
  - Distributed 60 English and 15 Spanish tip cards
Community Outreach - HDR

2018 Outreach Events:

- **Lummis Day** – Jun. 3, 2018
  - 500 event attendees
  - Distributed 40 English, 10 Spanish, 2 Chinese, and 2 Vietnamese tip cards

- **Baja Cultural Celebration** – Sep. 29, 2018
  - 2,000 event attendees
  - Distributed 180 English, 40 Spanish, 4 Chinese, and 4 Vietnamese tip cards

- **Charles Drew University Science Academy** – Oct. 27, 2018
  - 100 event attendees
  - Distributed 30 English and 10 Spanish tip cards
Community Outreach - HDR

2019 Outreach Events:

• Underwater Parks Day – Jan. 12, 2019
  – 200 event attendees
  – Distributed 10 English and 5 Spanish tip cards

• Noche de Estrellas – Mar. 22, 2019
  – 3,000 event attendees
  – Distributed 25 English and 100 Spanish tip cards

• LA Arboretum Environmental Education Fair – Mar. 30, 2019
  – 3,000 event attendees
  – Distributed 40 English and 5 Spanish tip cards
Community Outreach - HDR

Upcoming 2019 Outreach Events:

- Ho’oilina Foundation Heritage of Aloha (Santa Fe Springs) – May 18-19, 2019
- Lummis Day Festival (Los Angeles) – Jun. 2, 2019
- Grand Park Earth Day – Apr. 11, 2019
- LA County Department Public Works Earth Day (Alhambra) – Apr. 18, 2019
- E3 Earth Day Fair (Los Angeles) – Apr. 22, 2019

Sign-In Sheet Awareness Source
News and Media – 63%
Internet – 25%
Partner Agencies (Heal the Bay, Cabrillo Aquarium) 12%
Event Connections - HDR
Bait Shop Outreach

Outreach FY 18
- **1st Round May 2018**
  - 40 shops, 5 replacements
- **2nd Round August 2018**
  - 40 shops, 2 replacements

Outreach FY 19
- **1st Round planned May 2019**
- **2nd Round planned August 2019**

Observations
- Plastic tip card holder condition
- Language Requests
- Awareness near Huntington Beach
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: closed
- Big 5 Sporting Goods: 50 E, 50 S, 50 C, 50 V
- Adventure 16: 20 E, 20 S, 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

- Best Bait and Tackle: *stocked from previous visits*
- Manhattan Grocery: 20 E
- Manhattan Mart: *stocked from previous visits*
- Redondo Food Mart: 15 E, 15 S, 10 C, 10 V
- Liquor Depot: 15 E
- West Marine (2): *stocked from previous visits*
- Catalina Liquor & Deli: 25 E, 25 S, 10 C, 10 V
- Tackle Junkies (NEW):
- Dawn to Dusk Liquor: *stocked from previous visits*

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

Group 3: San Pedro

• Stanley’s Liquor Jr. Market: 20 E, 20 S, 5 C, 5 V
• Gaffey Liquor: 15 E, 15 S
• Hello Liquor: 25 E, 20 S, 5 C, 5 V
• Kelly Marine: 20 E, 20 S, 5 C, 5 V
• M&P Liquor: 15 E, 10 V
• West Marine (3): 25 E, 25 S, 15 C, 15 V
• Pacific Wilderness: 20 E, 20 S, 10 C, 10 V
• Mr. C’s Liquor: *stocked from previous visits*
• Family Deli and Grocery (NEW):
• Baja Fish Gear: *stocked from previous visits*

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

- Rosa’s Liquor Market: 20 E, 20 S
- 7 Eleven (Ocean Blvd):
  25 E, 25 S, 5 V
- West Beach Liquor (NEW): 25 E, 25 S
- West Marine (4): 25 E, 25 S
- Big Fish Bait & Tackle: 25 V
- ABC Fine Wine: *stocked from previous visits*
- Seal Beach Liquor Store: 25 E, 25 S, 25 V

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

Group 5: Huntington Beach

- Charkbait: 25 E
- Fisherman’s Hardware: 25 E, 25 S
- Let’s Go Fishing: 75 E, 75 S, 25 C, 75 V
- Mahi Tackle-Sport Fishing Supplies: *stocked from previous visits*
- Pacific Edge Bait & Tackle: 25 E, 25 S
- El Don Liquor Store: 25 E, 25 S
- 7 Eleven (PCH): 25 E, 25 S

English tip cards = E
Spanish tip cards = S
Chinese tip cards = C
Vietnamese tip cards = V