



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





Community Outreach Events - BPSOS

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 22nd**
 - 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 25th**
 - 60 event attendees
 - Distributed 60 Vietnamese tip cards and 25 English comic books
- **Task Family Fun Day & Resource Fair (Costa Mesa) – June 9th**
 - 340 event attendees
 - 30 Vietnamese, 10 Spanish, and 10 English tip cards, and 100 English comic books
- **Westminster Safety Day (Westminster)– July 18th**
 - 300 event attendees
 - Distributed 25 English tip cards, 25 English brochures, and 250 English comic books



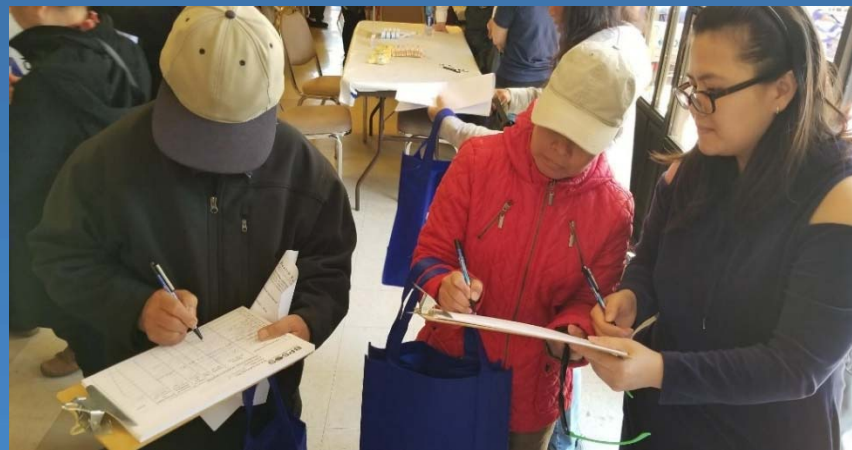
Community Outreach Events - BPSOS

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 26st**
 - 500 event attendees
 - Distributed 250 Spanish, 80 English and 170 Vietnamese tip cards, and 350 English comic books



Event Connections - BPSOS





Community Outreach Events - 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





Community Outreach Events - CHCC

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

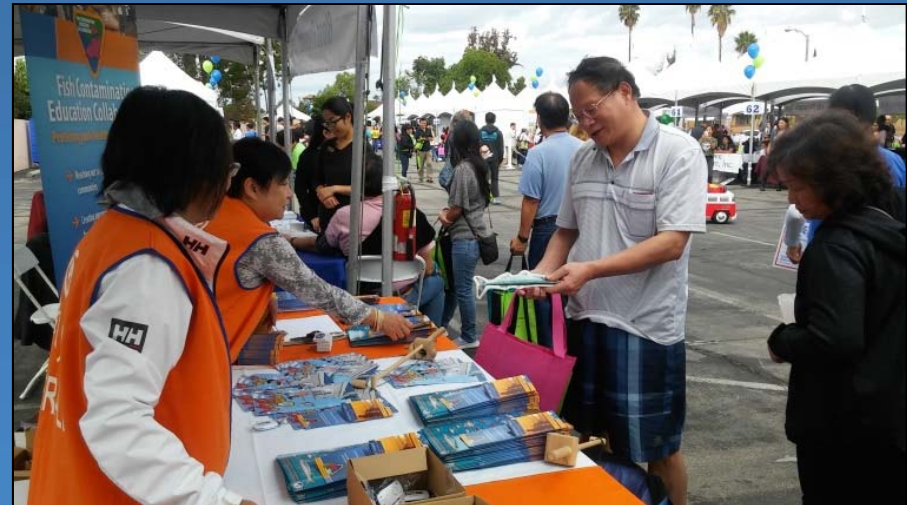
- **Lunar New Year (Temple City) – Feb. 9, 2019**
 - 10,000 event attendees
 - Distributed 300 Chinese and 82 English tip cards
- **Walk-a-thon (San Gabriel) – Mar. 16, 2019**
 - 600 event attendees
 - Distributed 300 Chinese and 4 English tip cards

Upcoming 2019 Chinese Outreach Events:

- **Moon Festival - September 2019**



Event Connections - CHCC





Community Outreach - HDR

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





Community Outreach - HDR

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





Event Connections - HDR





Bait Shop Outreach

Outreach FY 18

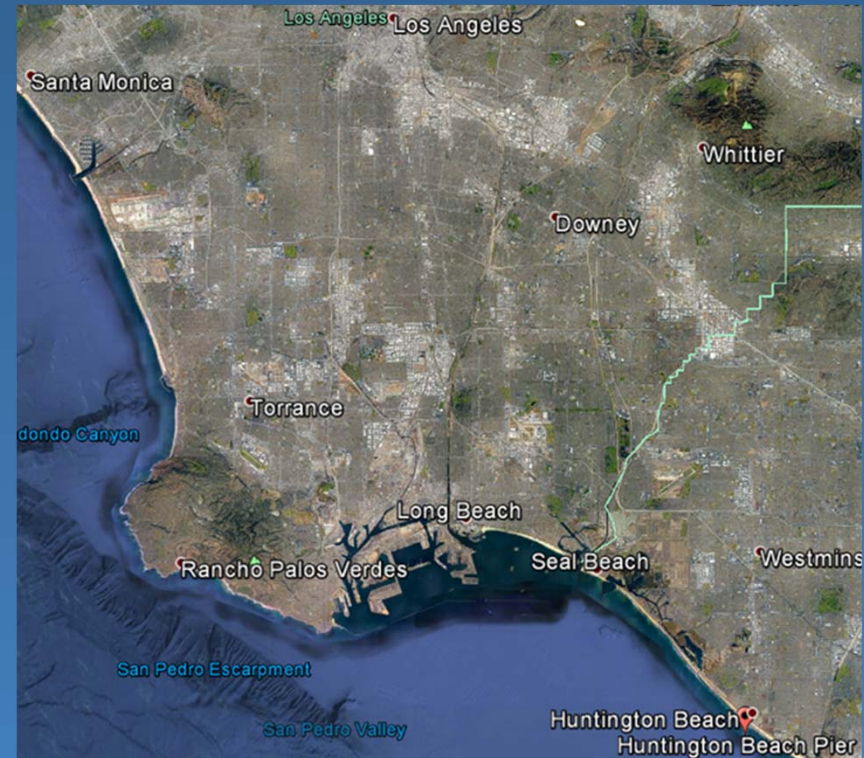
- **1st Round May 2018**
 - 40 shops, 5 replacements
- **2nd Round August 2018**
 - 40 shops, 2 replacements

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



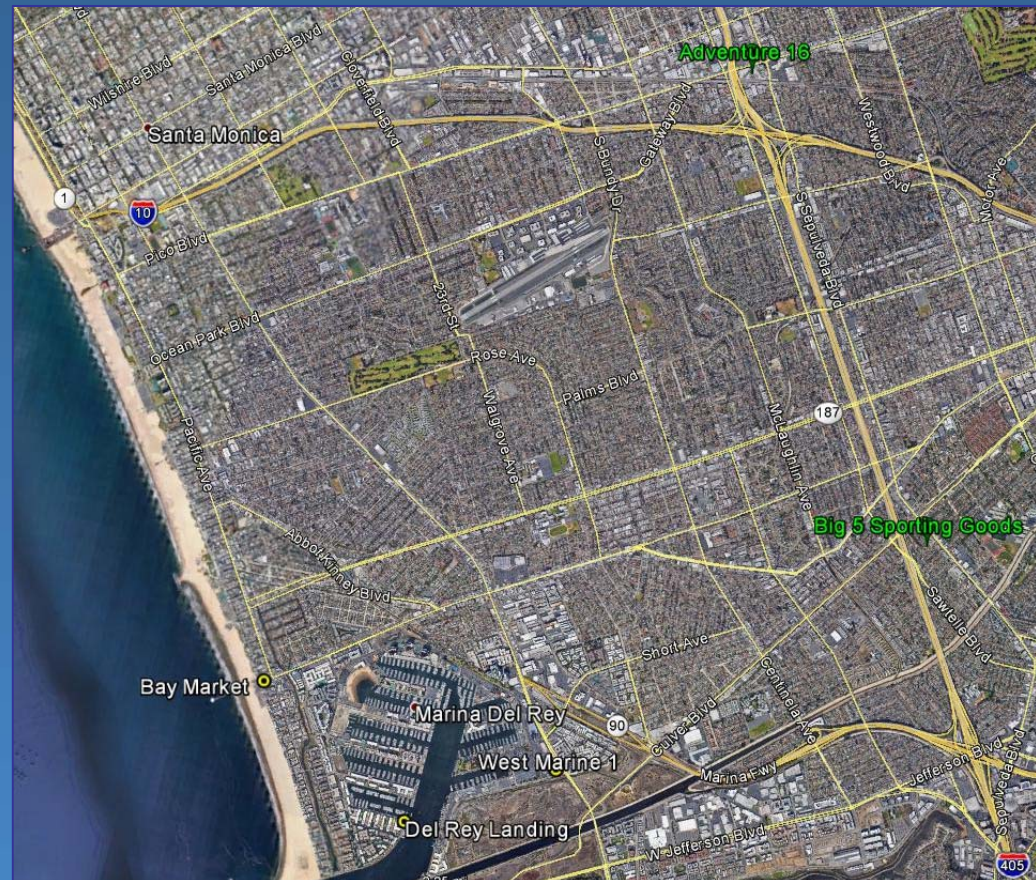


Bait Shop Outreach

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

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



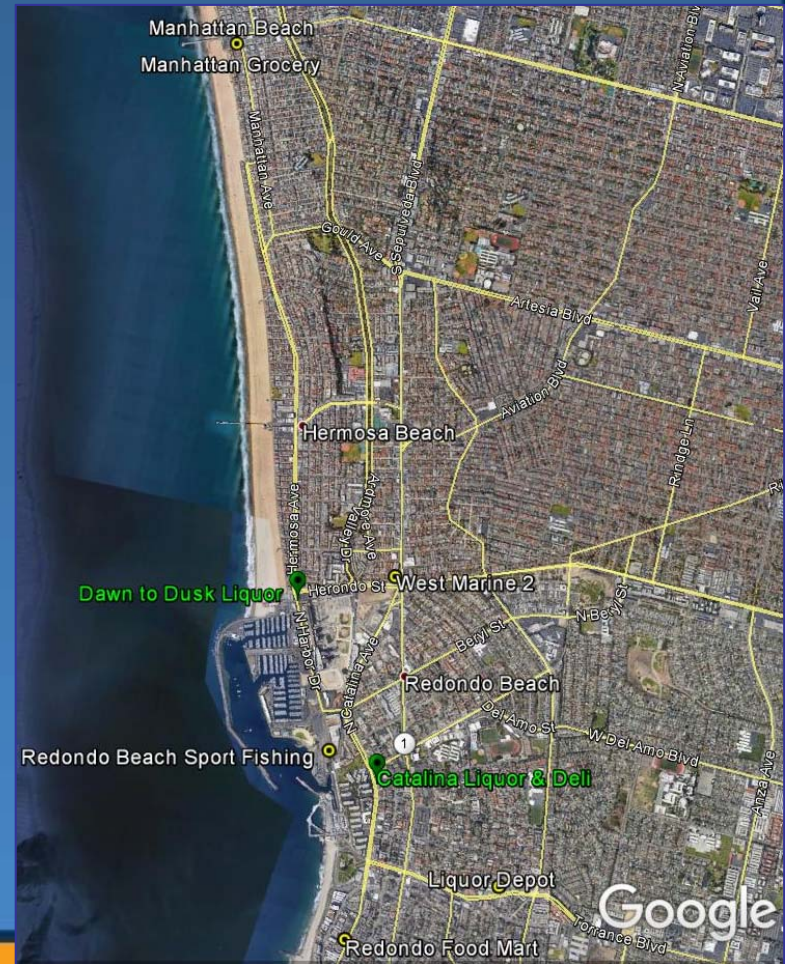


Bait Shop Outreach

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

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*



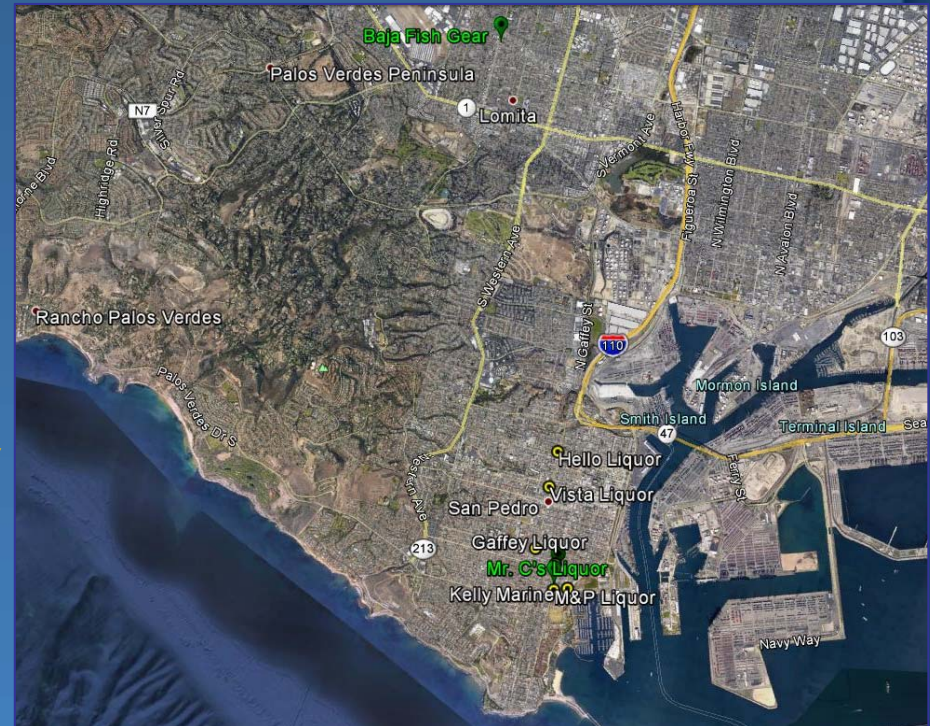


Bait Shop Outreach

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

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*



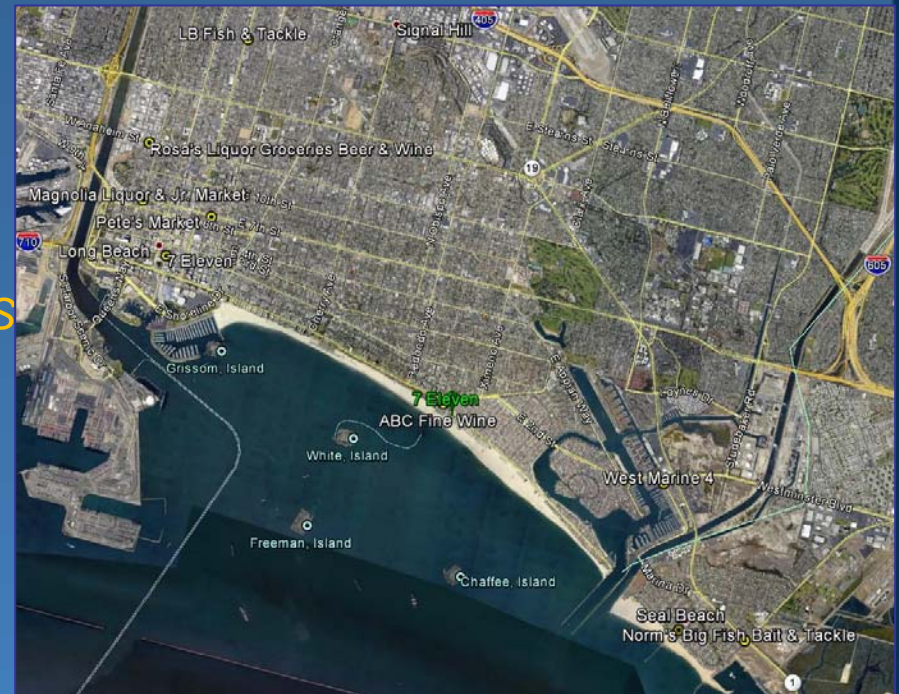


Bait Shop Outreach

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

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
- Magnolia Liquor Jr. Market: 20 E, 20 S
- West Marine (4): 25 E, 25 S
- Big Fish Bait & Tackle: 25 V
- ABC Fine Wine: *stocked from previous visits*
- Jimmy Caivo Bait & Tackle: 25 E, 25 S, 25 V
- Seal Beach Liquor Store: 25 E, 25 S, 25 V





Bait Shop Outreach

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

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*

