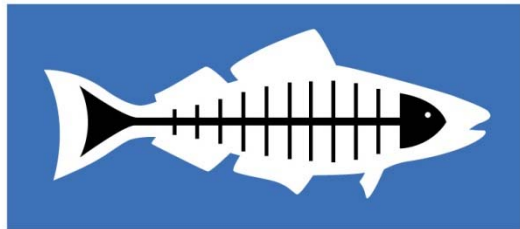




**Angler Outreach Program  
Year 16  
January 2018 – March 2019**



Heal the Bay is dedicated to making Southern California coastal waters and watersheds, including Santa Monica Bay, safe healthy, and clean.



Heal the Bay

Education, Community Action,  
Research, & Advocacy

# AOP & Heal the Bay



- ▶ Started in 2003
- ▶ 16<sup>th</sup> year of partnership
- ▶ 160,000+ anglers reached
- ▶ Team size: 3-6 angler outreach team members
- ▶ Current outreach on 8 piers

# AOP Objectives



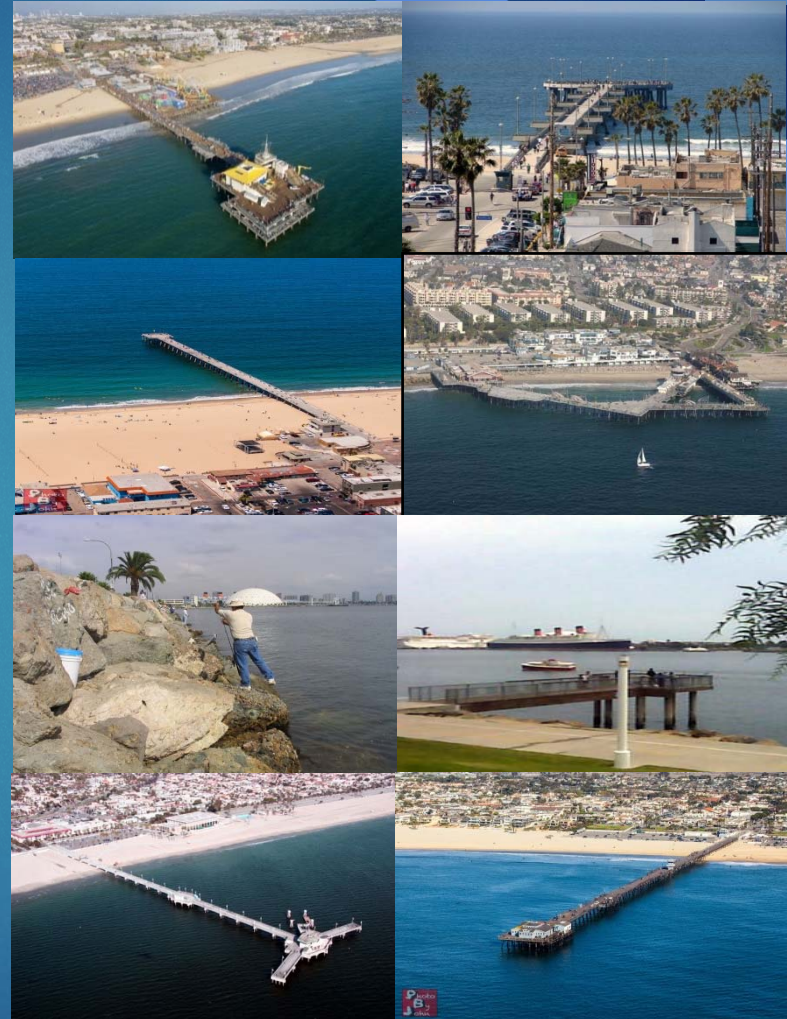
- ▶ The program's primary aim continues to be the education of pier and shoreline anglers on the risks of consuming DDT and PCBs-contaminated white croaker.
- ▶ Secondary goals are to educate anglers on other locally caught fish with regards to catch limits and consumption guidelines concerning DDT, 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

**Do Not Eat**

- White Croaker
- Barred Sand Bass
- Black Croaker
- Topsmelt
- Barracuda

Some fish can be eaten with restrictions (see reverse).

Some fish caught in this area are contaminated with harmful chemicals and should not be eaten (see list on left).

Advice only applies to fish caught in the red area above.  
For areas and fish not featured here visit: [www.pvsfish.org/health-scta](http://www.pvsfish.org/health-scta)

Printed March 2010

**PROTECT THE HEALTH OF YOU AND YOUR CHILDREN**

Join with other fishermen and follow the advice in this booklet.

[www.pvsfish.org](http://www.pvsfish.org)

**ONLY EAT THE SKINLESS FILLET 1 TIME A WEEK**  
HERE IS AN EXAMPLE OF SAFE FISH YOU CAN EAT

**ONLY EAT THE SKINLESS FILLET**

**FOR ADULTS**

The recommended serving of fish is about the size of your hand.  
Give children smaller servings.

**FOR CHILDREN**

QUEENFISH

HALIBUT  
Minimum Size 22 inches

KELP BASS  
Minimum Size 12 inches

SCORPIONFISH  
Minimum Size 10 inches

PACIFIC SARDINE

SURFPERCH

PACIFIC MACKEREL

OPALEYE

ROCKFISH

CORBINA

SHOVELNOSE GUITARFISH

Use this ruler to measure your fish. No minimum size limit for fish unless otherwise indicated.

Additional bag or size limits or other restrictions apply to these species. Please see California Department of Fish and Game and Game Sport Fishing regulations for more information.

# Pier Education Tally Sheet





**Educational Outreach Tally Sheet**  
 EA USE: Form # \_\_\_\_\_  
 Last Modified May 9, 2017

Date: \_\_\_\_\_ Location: \_\_\_\_\_ Outreach worker: \_\_\_\_\_  
 Day Outreach  Night Outreach

\*\*\*\*\* FILL OUT ONE LINE PER PERSON\*\*\*\*\*

	Is the person an adult or a child?	Is the person receiving outreach for the 1 <sup>st</sup> time ever, or is s/he a repeat?	Was person aware of DDT/PCB* fish contamination advisories before this?	Awareness source: Signage, Tip-card, AOP* Team, Internet, Events, Media, Friend/Family Other	Language spoken during outreach	Zip Code and/or NOTES
1	<input type="checkbox"/> Adult <input type="checkbox"/> Child	<input type="checkbox"/> New <input type="checkbox"/> Repeat	<input type="checkbox"/> No <input type="checkbox"/> Yes			
2	<input type="checkbox"/> Adult <input type="checkbox"/> Child					
3	<input type="checkbox"/> Adult <input type="checkbox"/> Child					
4	<input type="checkbox"/> Adult <input type="checkbox"/> Child					
5	<input type="checkbox"/> Adult <input type="checkbox"/> Child					
6	<input type="checkbox"/> Adult <input type="checkbox"/> Child					
7	<input type="checkbox"/> Adult <input type="checkbox"/> Child					
8	<input type="checkbox"/> Adult <input type="checkbox"/> Child					
9	<input type="checkbox"/> Adult <input type="checkbox"/> Child					
10	<input type="checkbox"/> Adult <input type="checkbox"/> Child					
11	<input type="checkbox"/> Adult <input type="checkbox"/> Child					
12	<input type="checkbox"/> Adult <input type="checkbox"/> Child					
13	<input type="checkbox"/> Adult <input type="checkbox"/> Child					
14	<input type="checkbox"/> Adult <input type="checkbox"/> Child					
15	<input type="checkbox"/> Adult <input type="checkbox"/> Child					
16	<input type="checkbox"/> Adult <input type="checkbox"/> Child					
17	<input type="checkbox"/> Adult <input type="checkbox"/> Child					
18	<input type="checkbox"/> Adult <input type="checkbox"/> Child					
19	<input type="checkbox"/> Adult <input type="checkbox"/> Child					
20	<input type="checkbox"/> Adult <input type="checkbox"/> Child	<input type="checkbox"/> New <input type="checkbox"/> Repeat	<input type="checkbox"/> No <input type="checkbox"/> Yes			



- ▶ 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

\*DDT/PCB = dichlorodiphenyltrichloroethane/polychlorinated biphenyls; AOP = Angler Outreach Program;





# Database Numbers January 2018 – March 2019

▶ Represents:

- ▶ Jan. 2018- Mar. 2019
- ▶ Preliminary Analysis
- ▶ Does not include Cabrillo Pier data





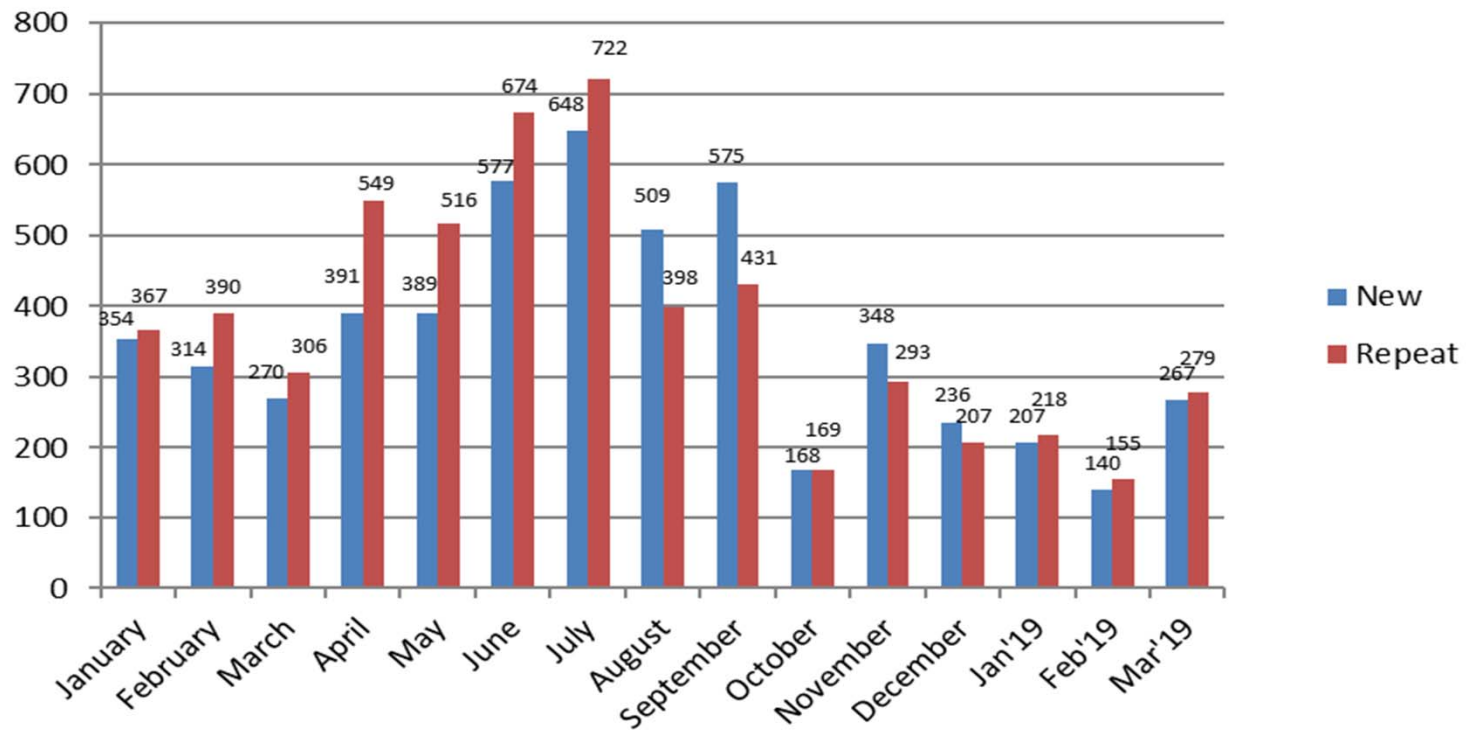
# Participant Breakdown

- ▶ New: 5,393 (49%)
- ▶ Repeat: 5,674 (51%)
- ▶ Total: 11,067



Reporting Period: January 2018 – March 2019

Total Anglers surveyed from Santa Monica through Seal Beach

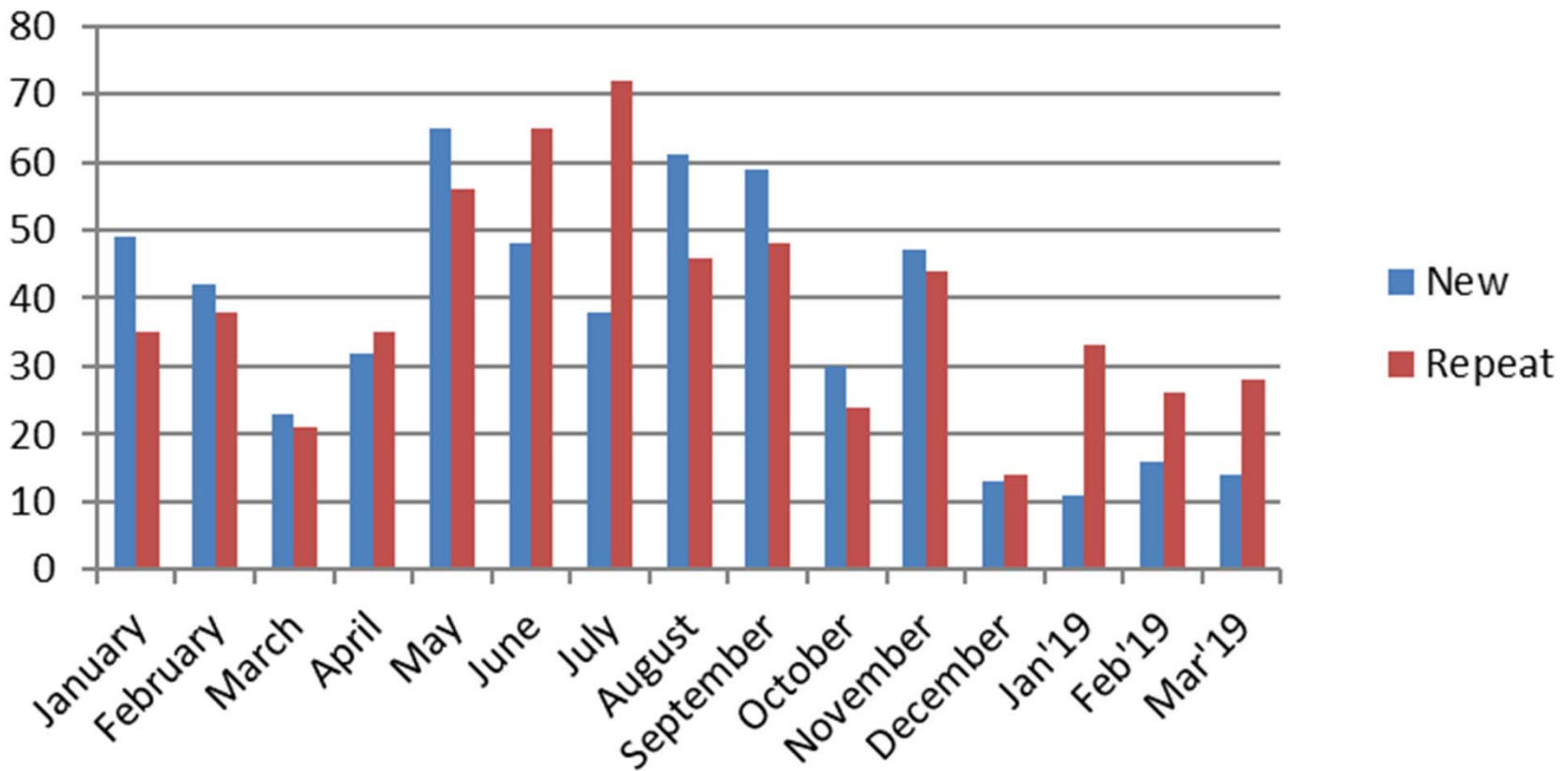


n= 11,067



Reporting Period: January 2018 – March 2019

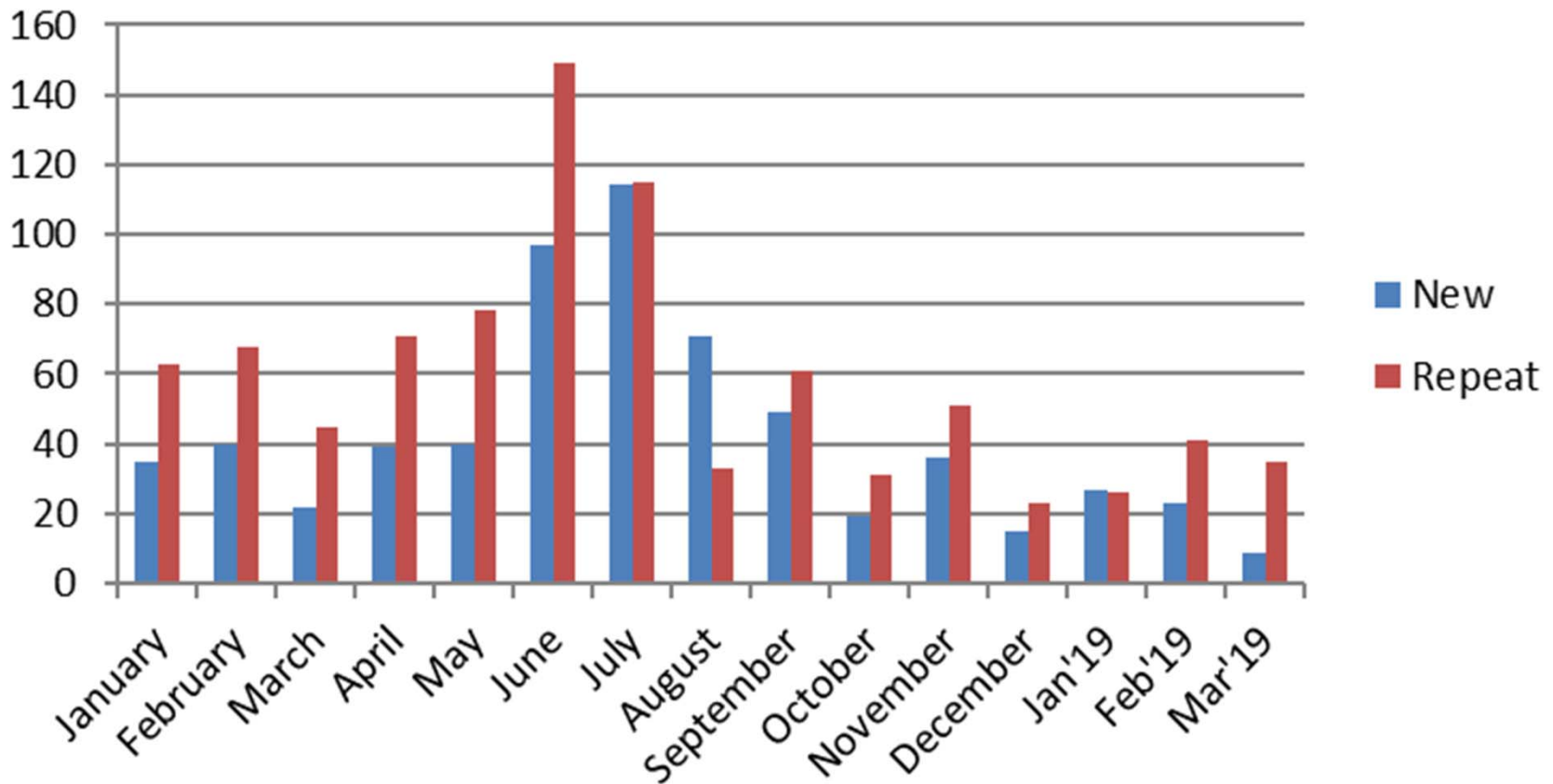
## SANTA MONICA PIER





Reporting Period: January 2018 – March 2019

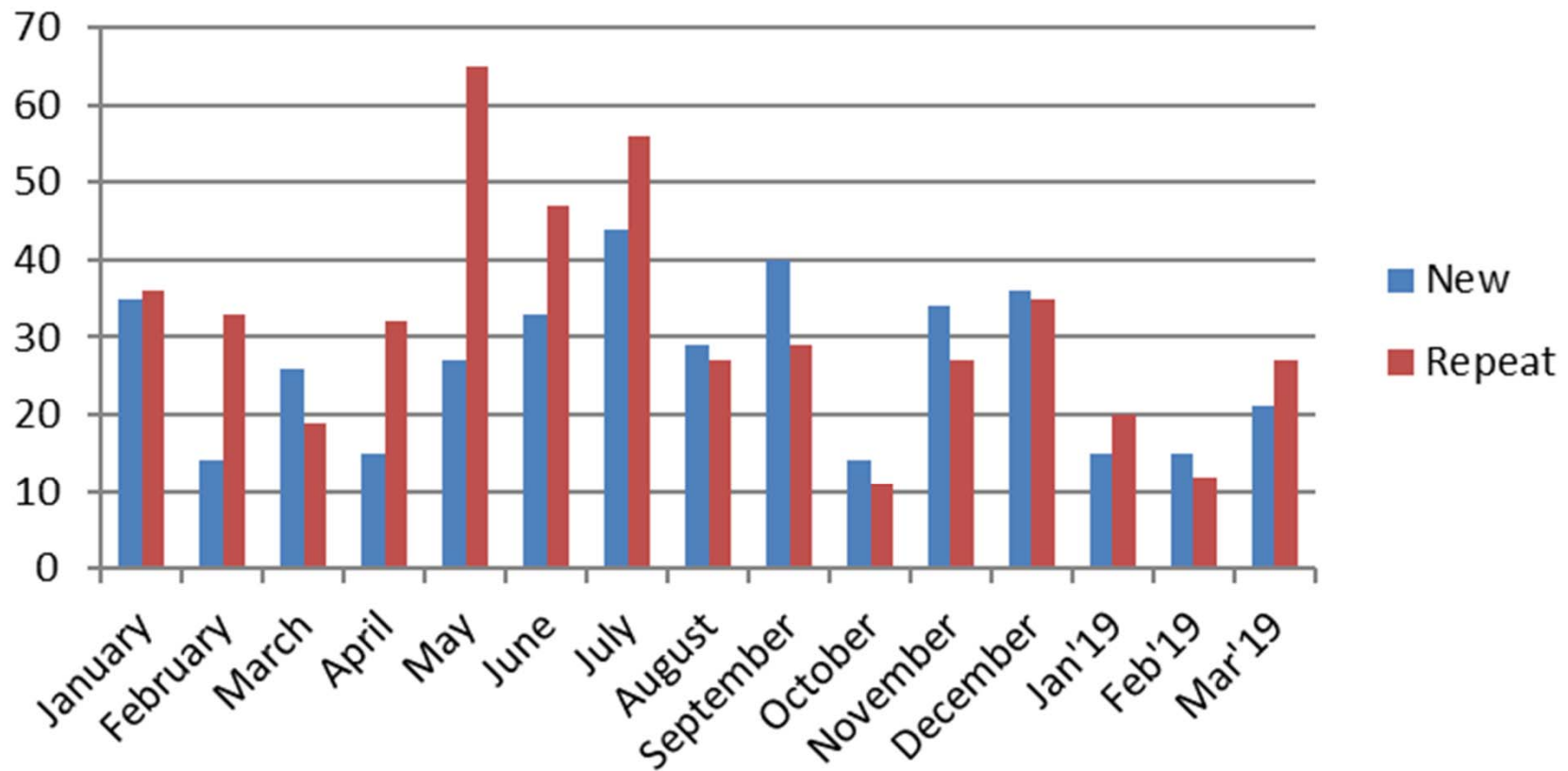
# VENICE PIER





Reporting Period: January 2018 – March 2019

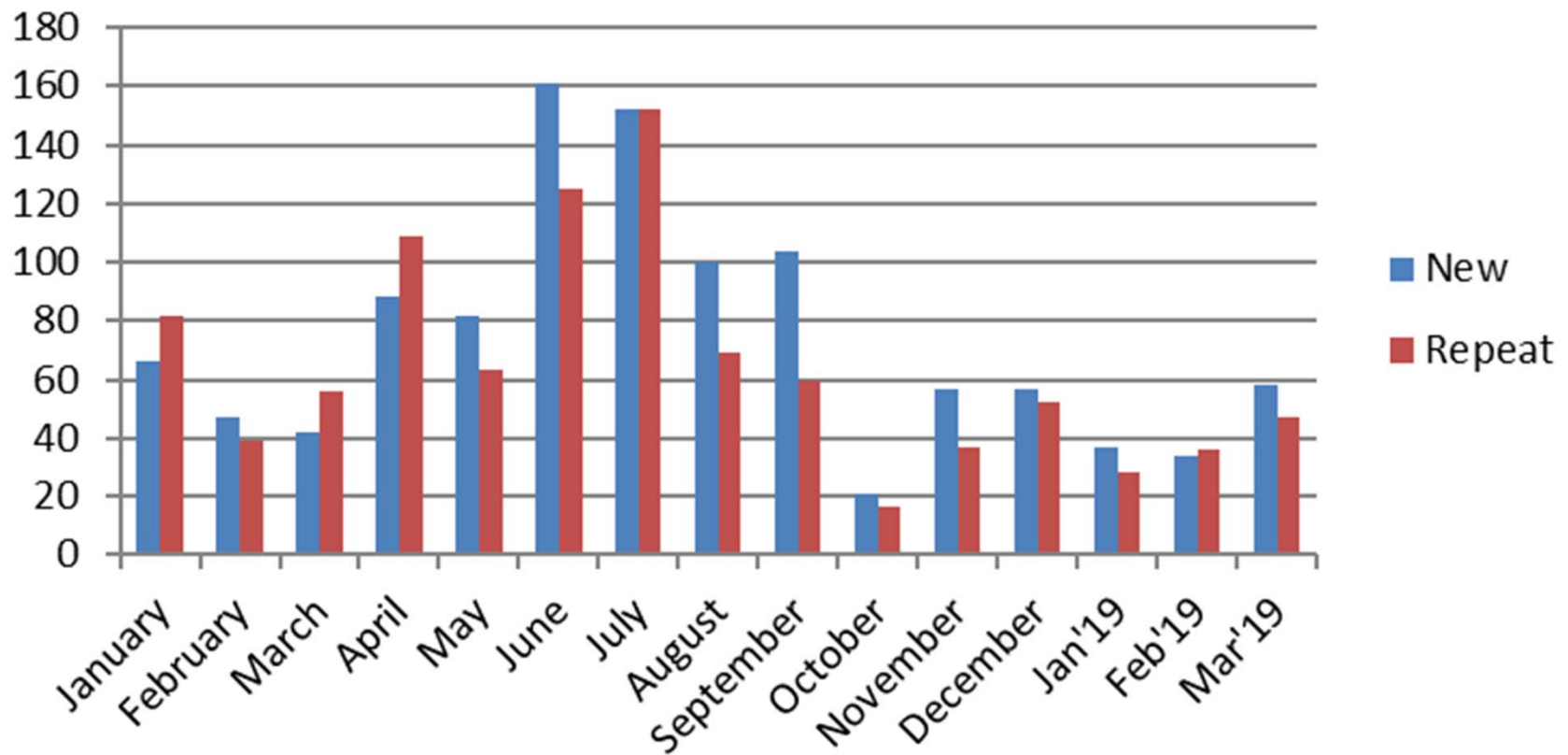
# HERMOSA PIER





Reporting Period: January 2018 – March 2019

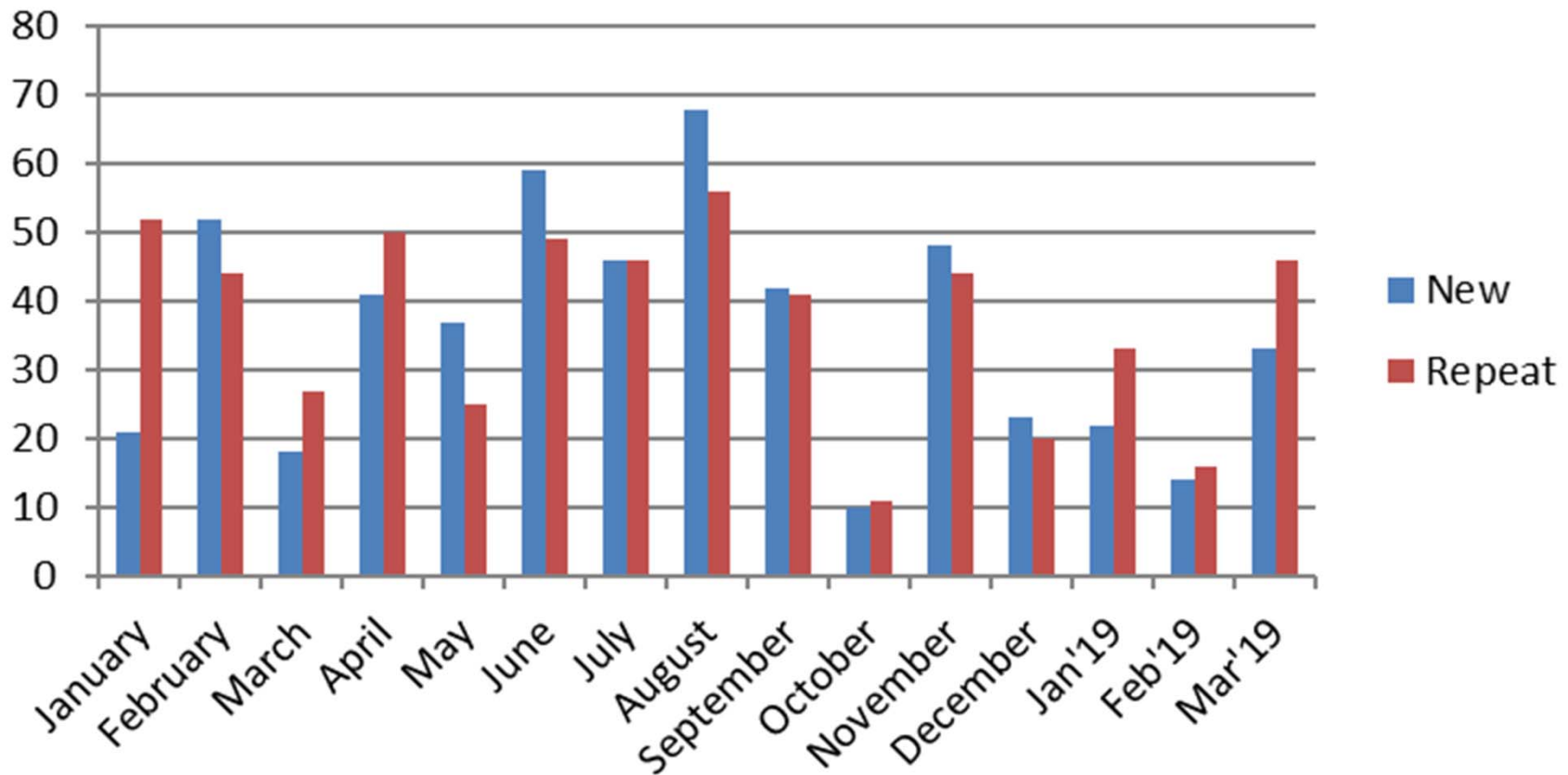
## REDONDO BEACH PIER





Reporting Period: January 2018 – March 2019

# PIER J

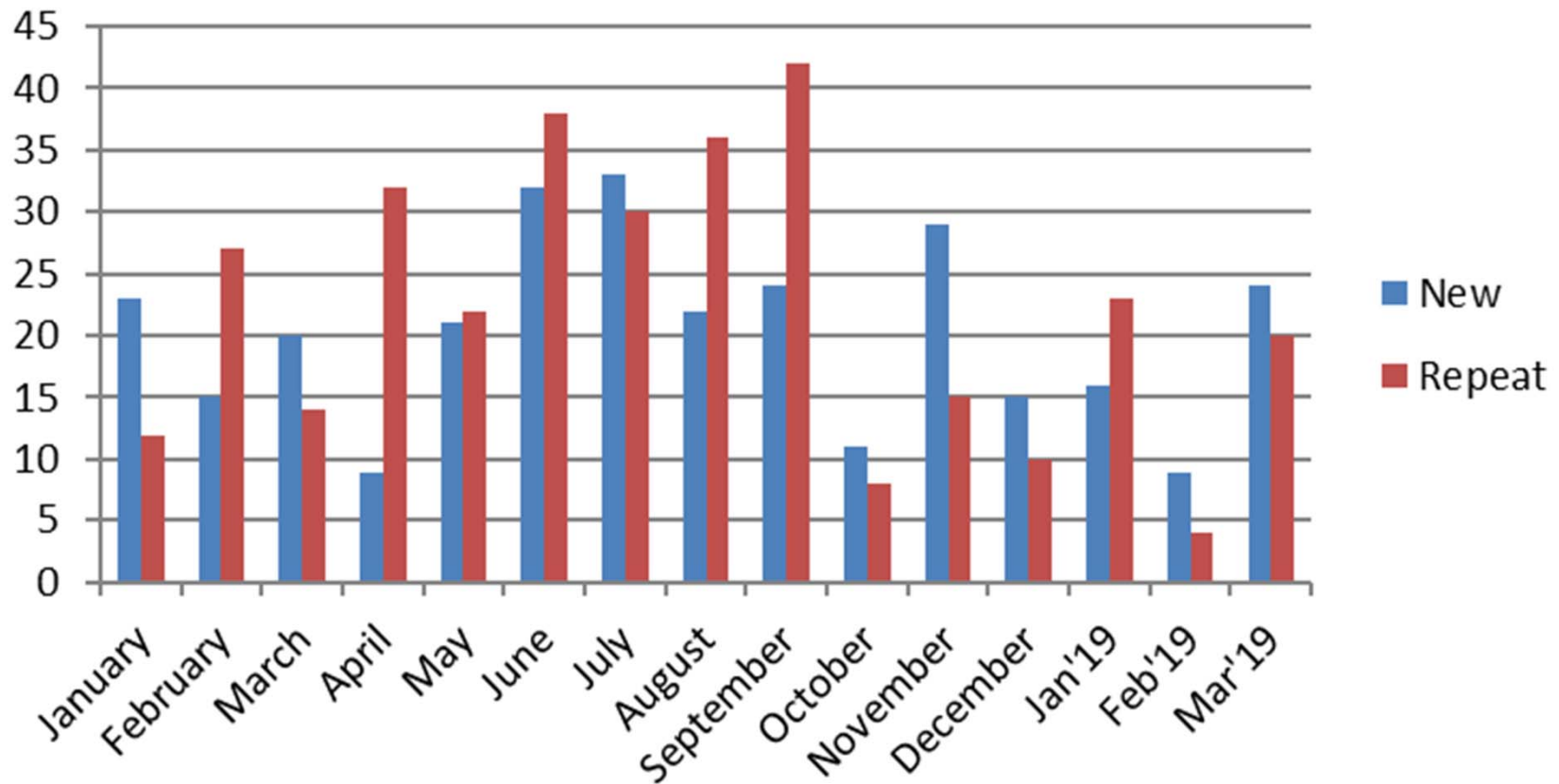






Reporting Period: January 2018 – March 2019

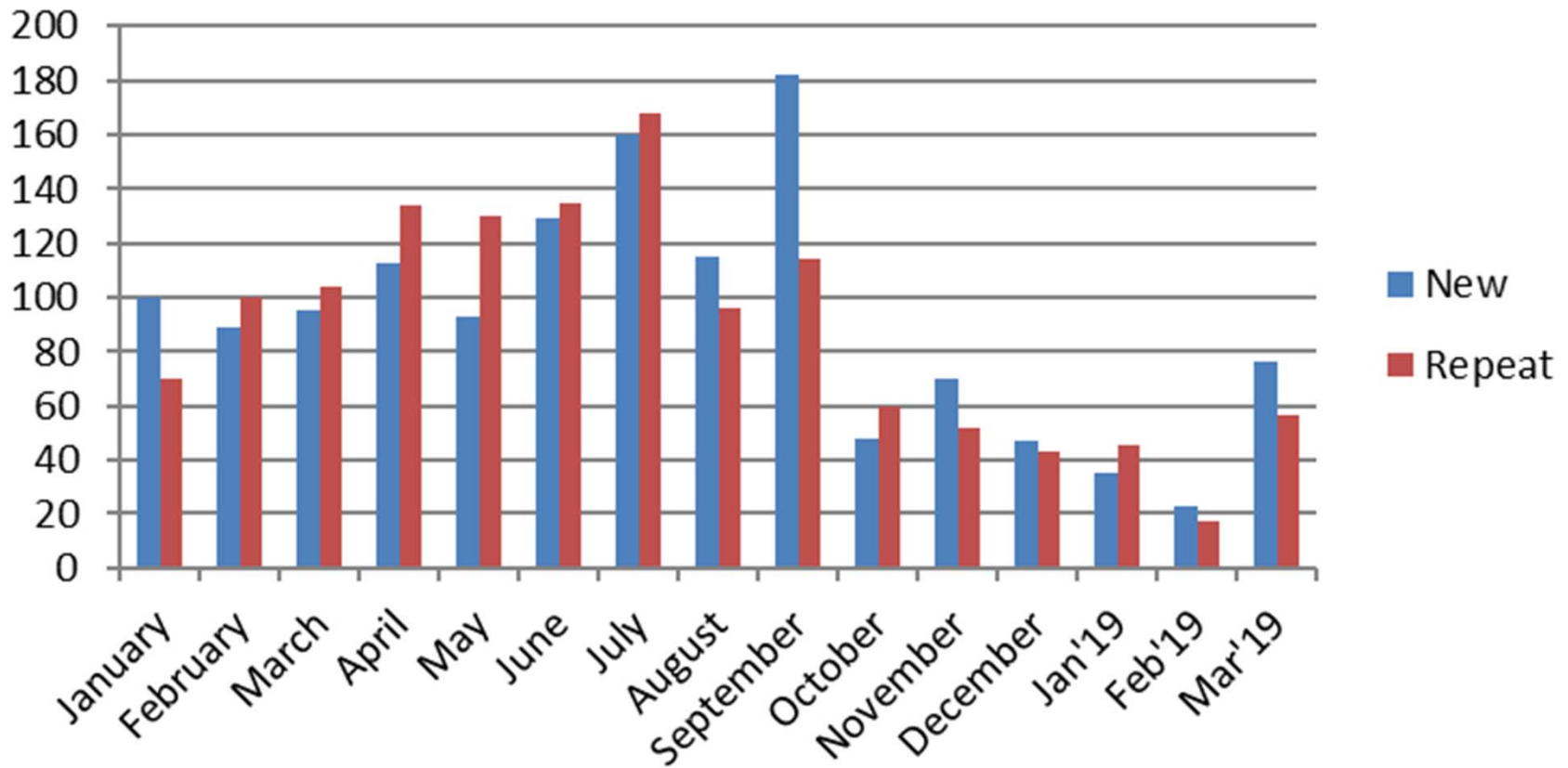
# RAINBOW HARBOR





Reporting Period: January 2018 – March 2019

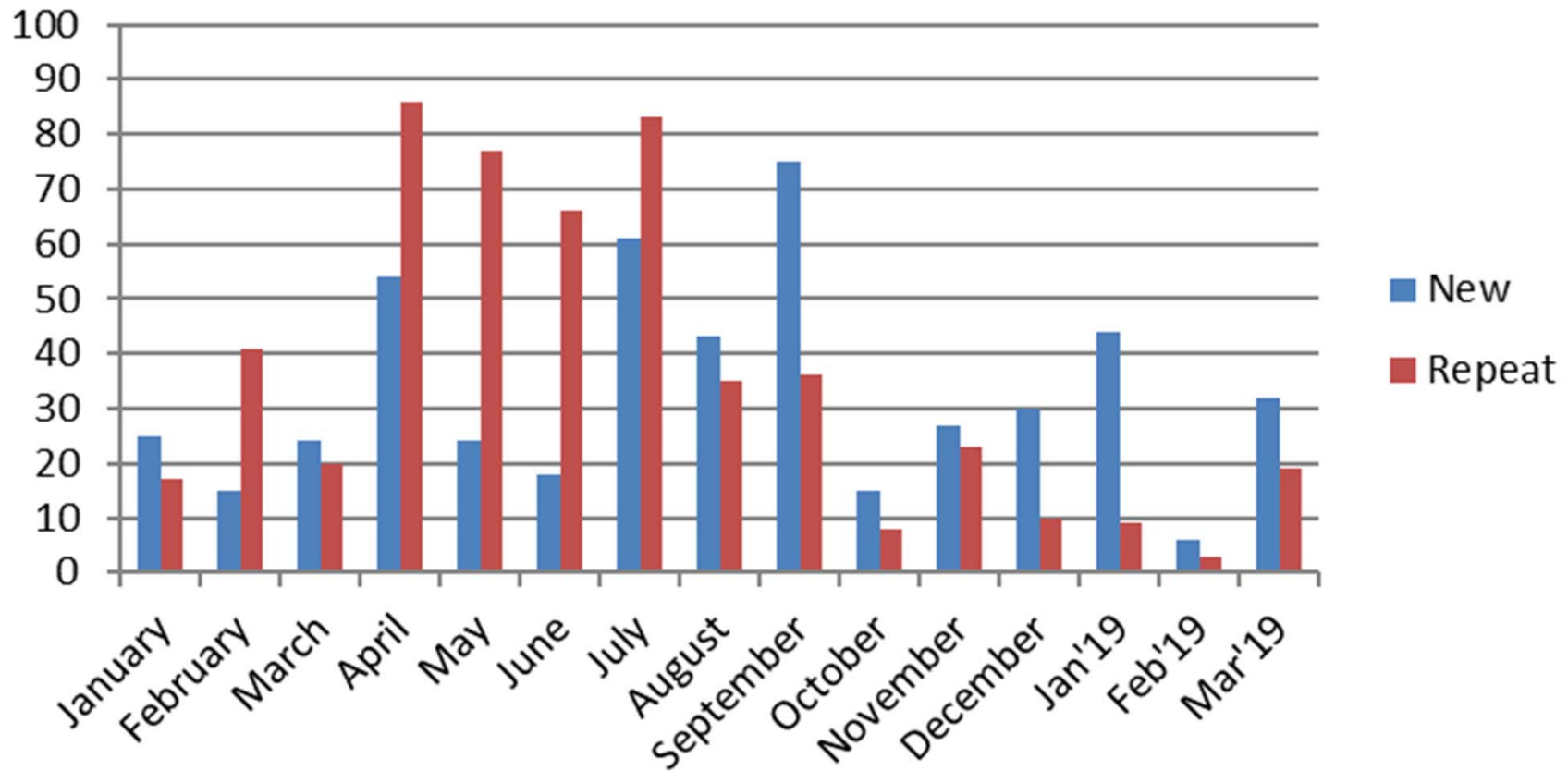
# BELMONT PIER





Reporting Period: January 2018 – March 2019

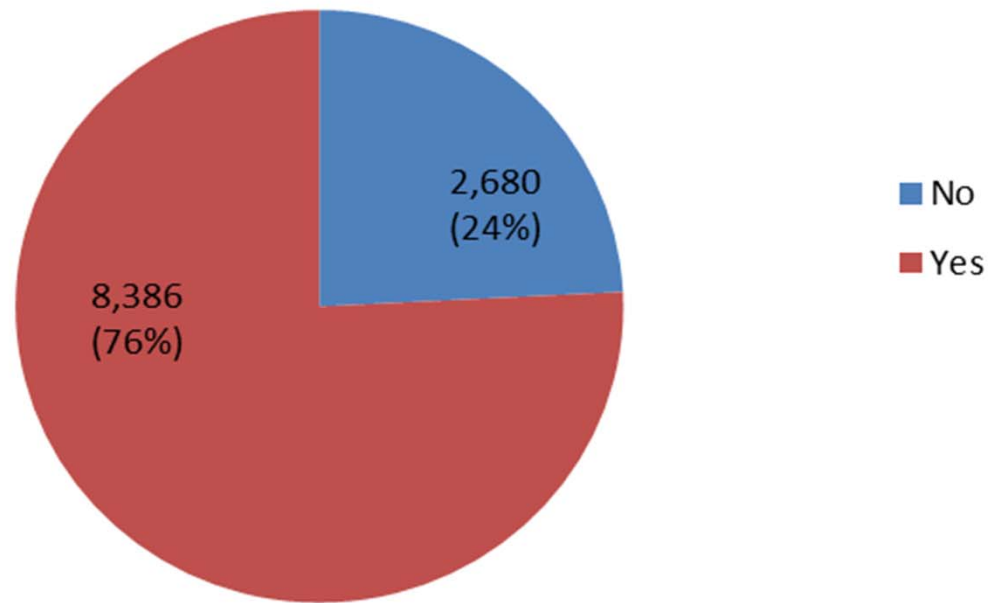
## SEAL BEACH PIER





Reporting Period: January 2018 – March 2019

### Total Anglers Aware of Fish Contamination Advisories

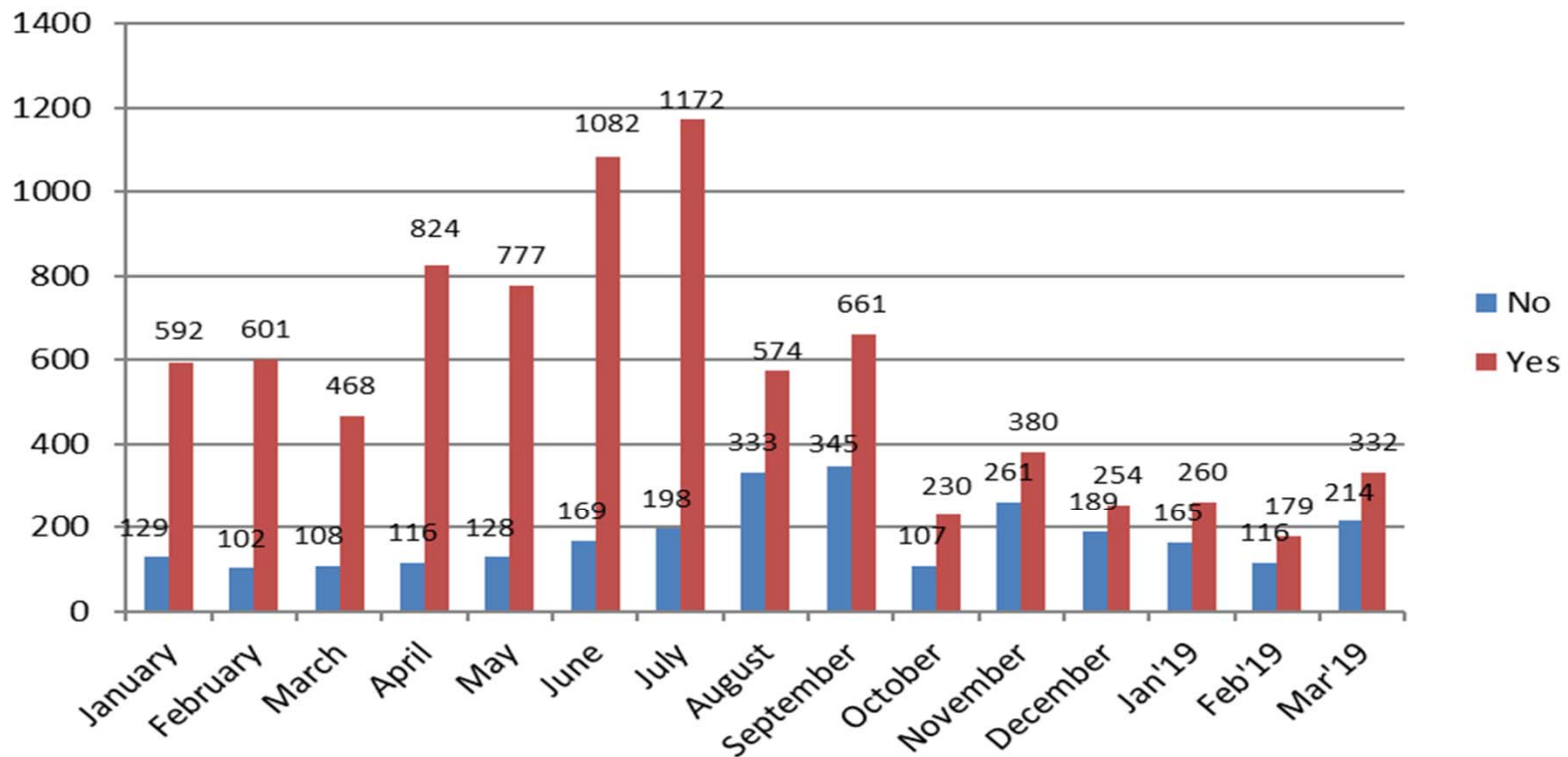


n=11,066



Reporting Period: January 2018 – March 2019

### Total Anglers Aware of Fish Contamination Advisories

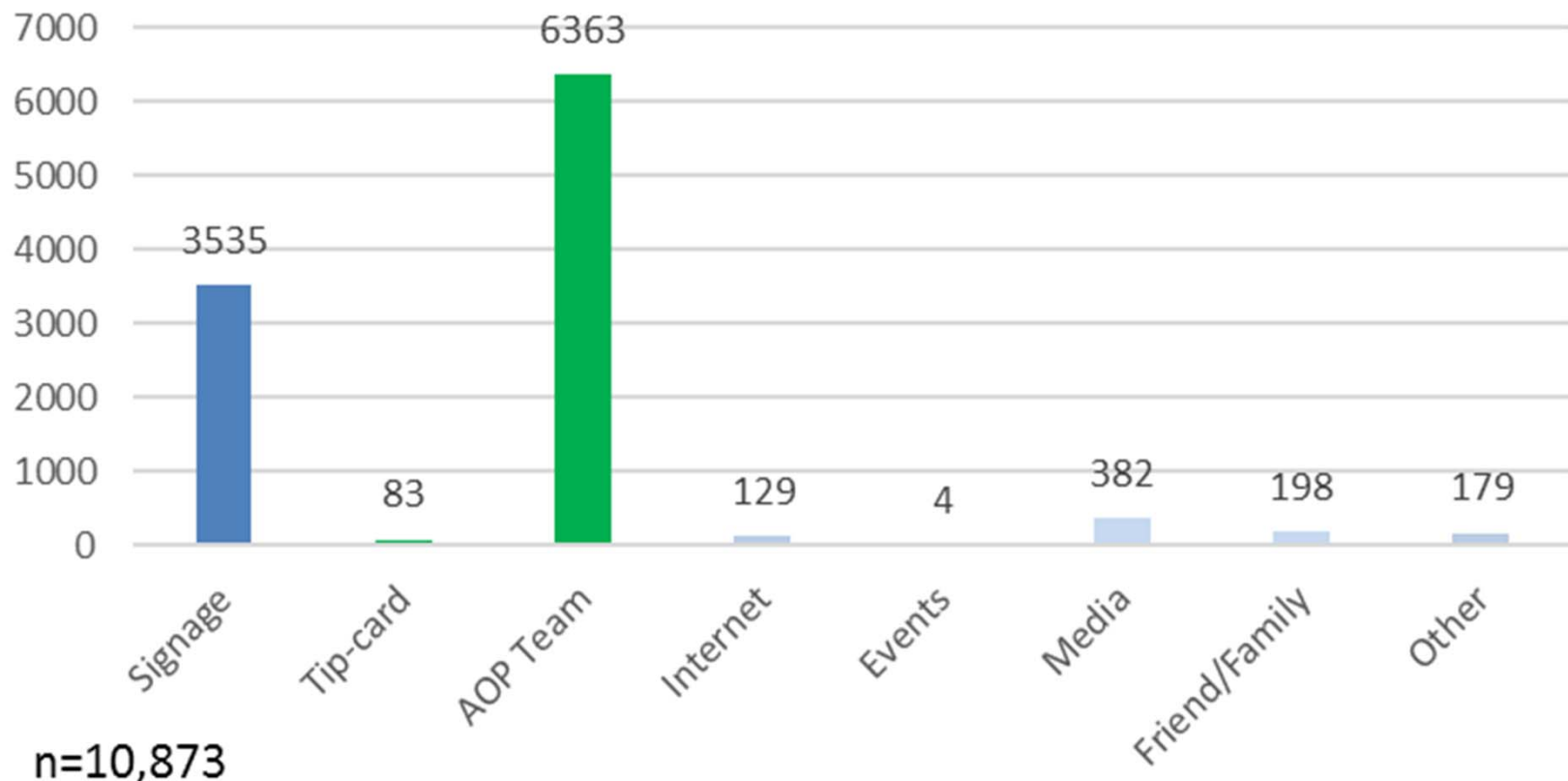


n= 11,066



Reporting Period: January 2018 – March 2019

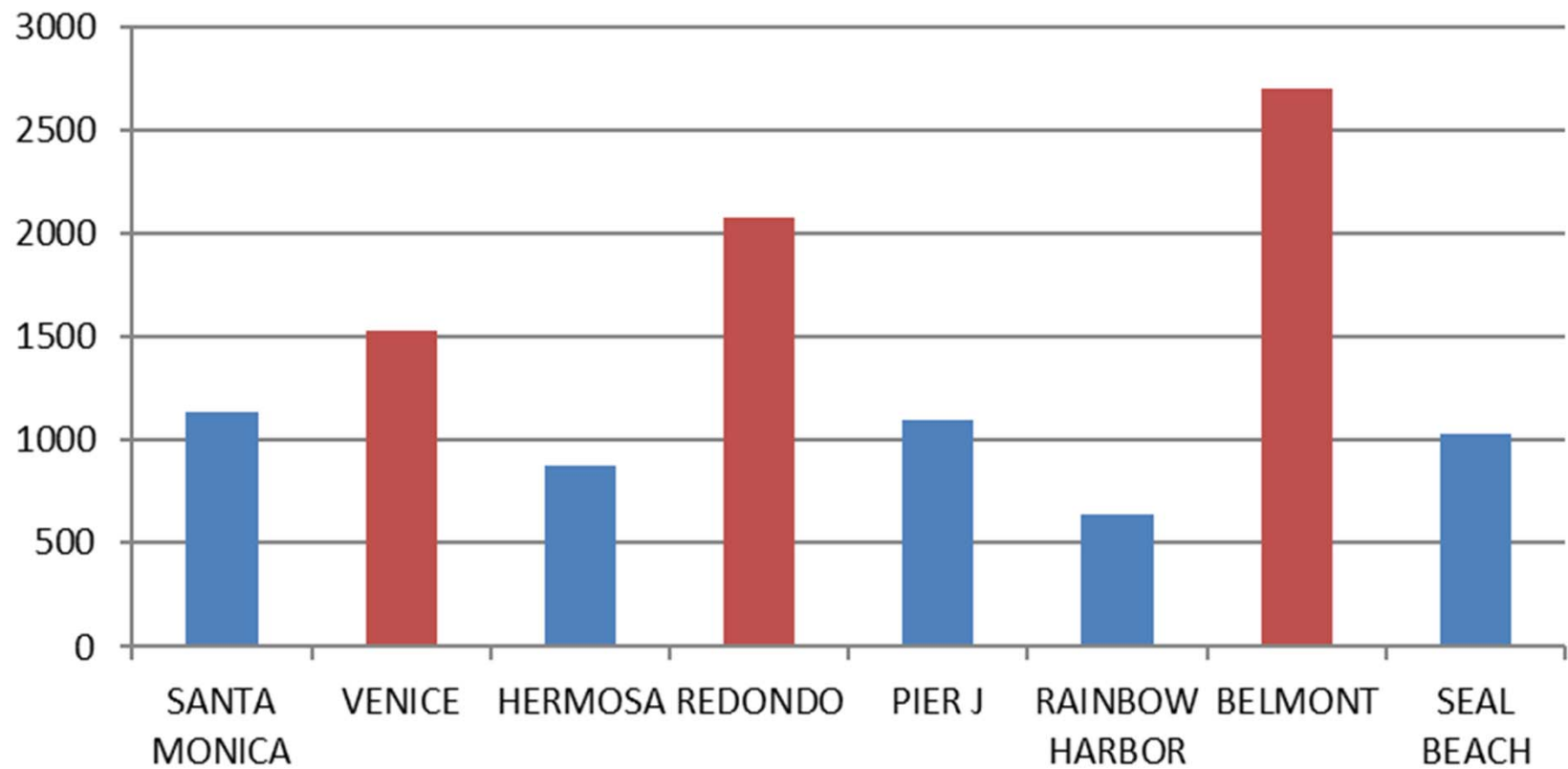
### Awareness Source (January 2018 - March 2019)





Reporting Period: January 2018 – March 2019

**Busiest Piers during this reporting Period January 2018 - March 2019**





# Evening Outreach

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

## Participant Breakdown

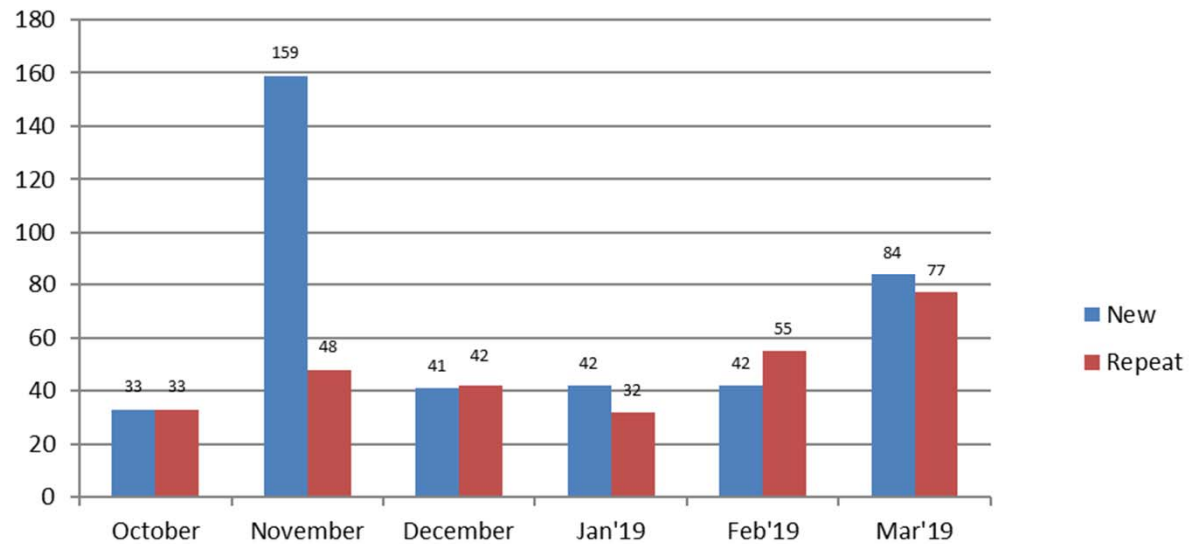
- ▶ New: 401 (58%)
- ▶ Repeat: 287 (42%)
- ▶ Total: 688





# 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)



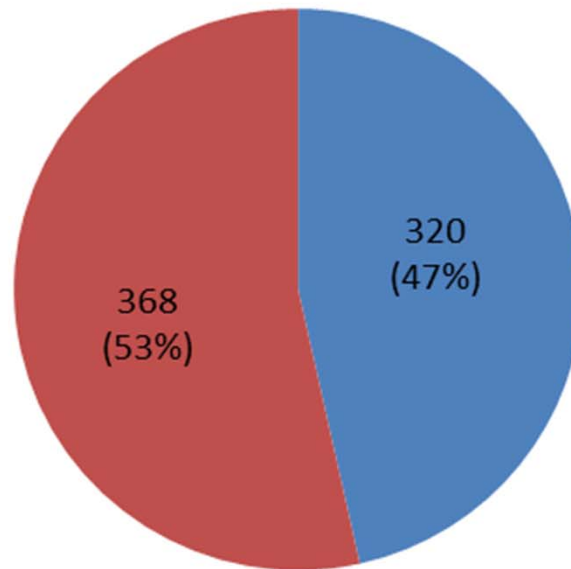
n= 688

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)**



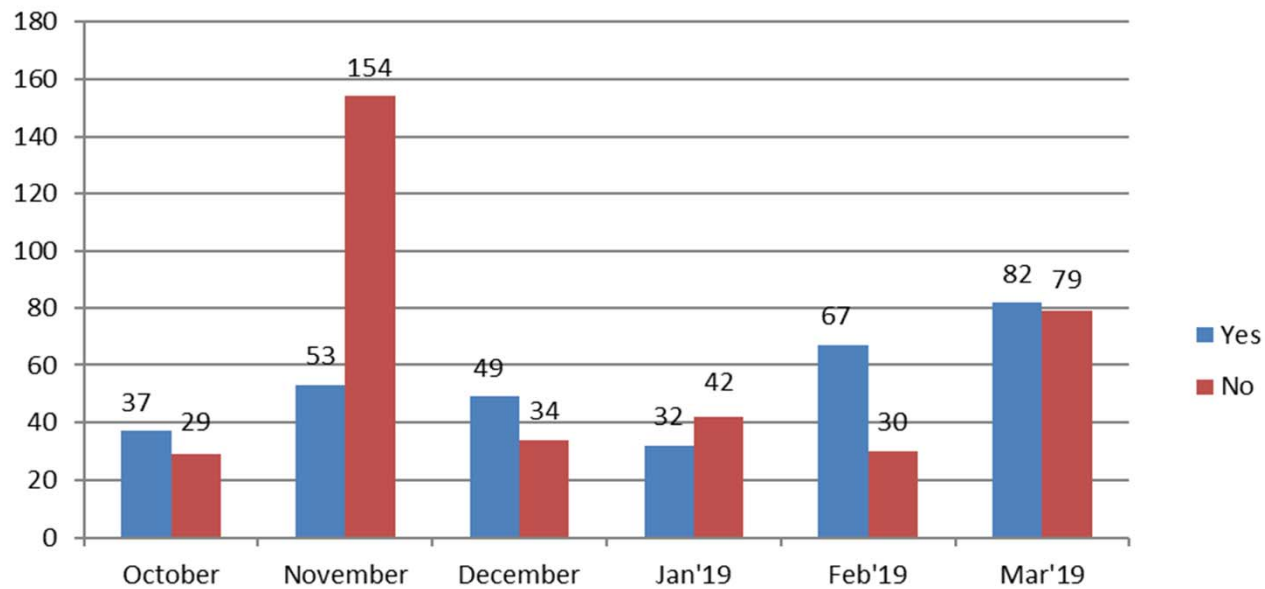
- Yes
- No

n= 688



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

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

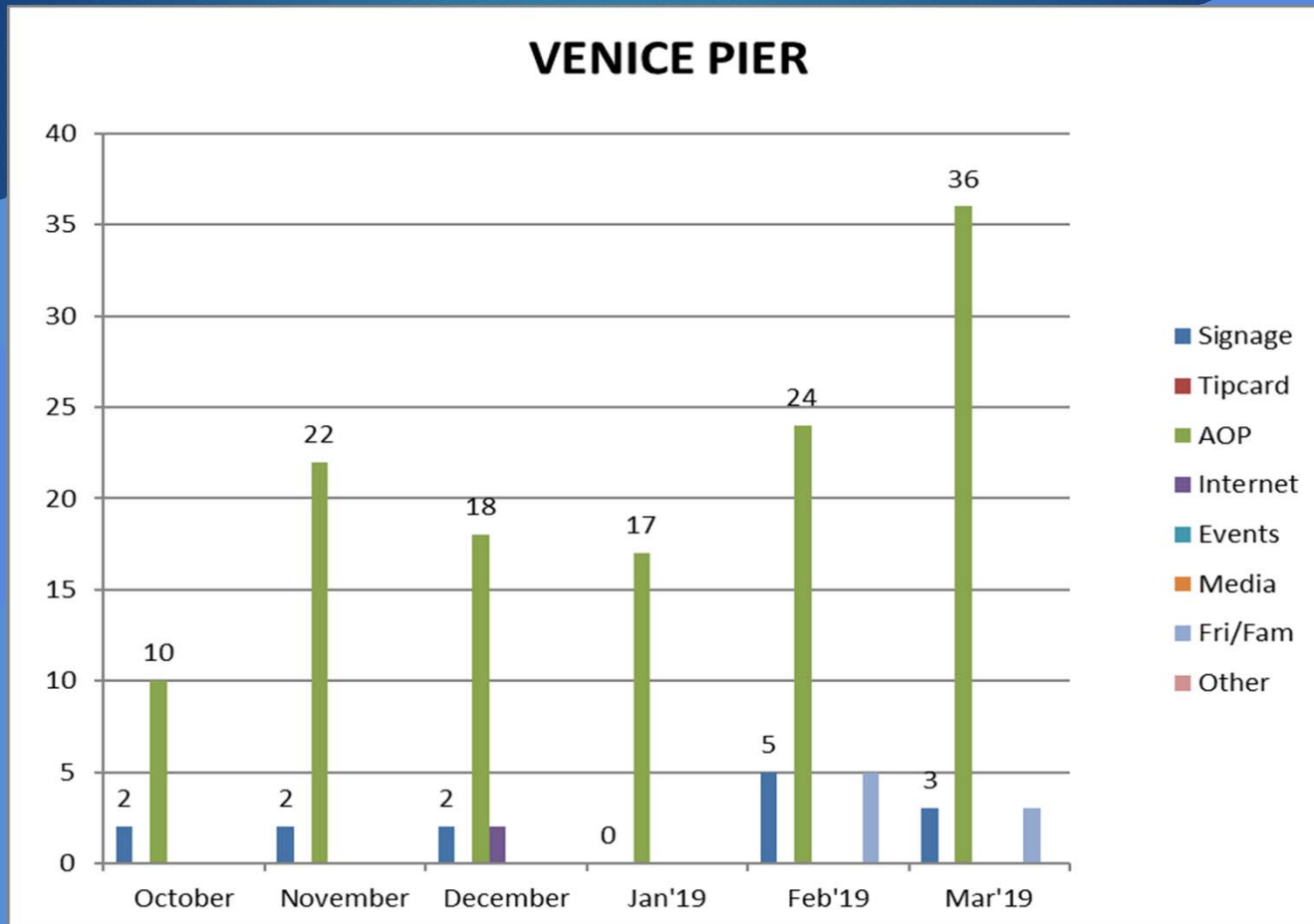


n= 688



# Reporting Period: October 2018 – March 2019

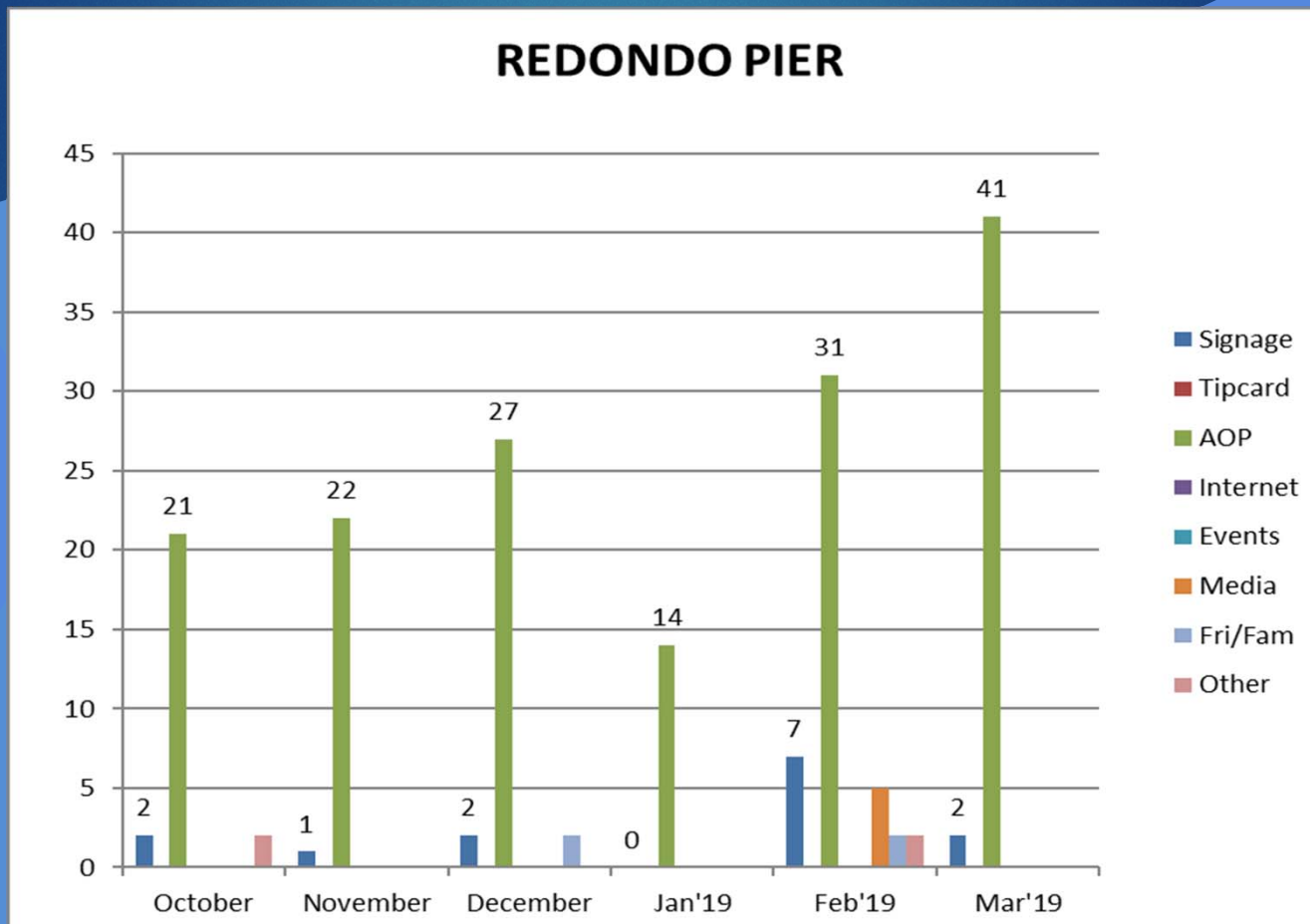
## Venice and Redondo Beach Pier





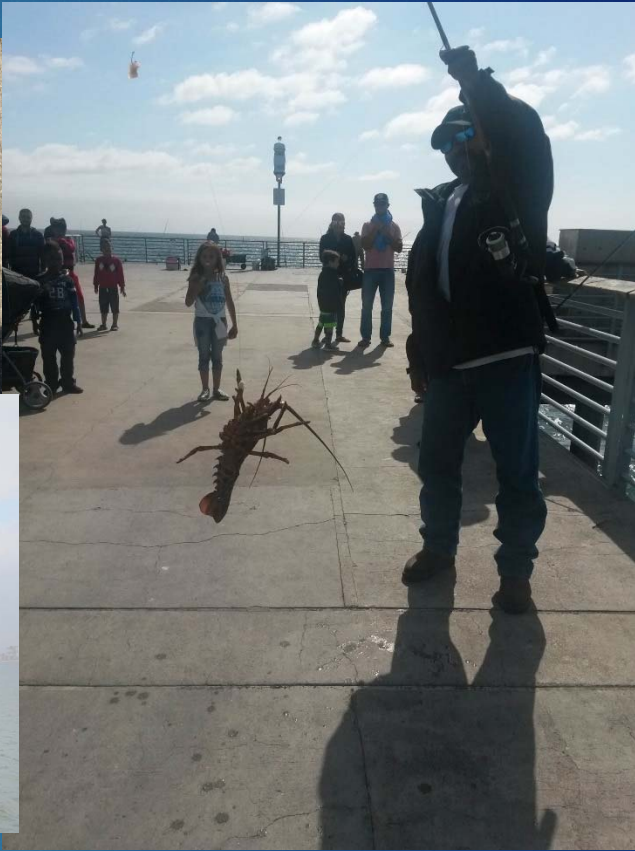
# Reporting Period: October 2018 – March 2019

## Venice and Redondo Beach Pier



# Angler Outreach Workers in Action







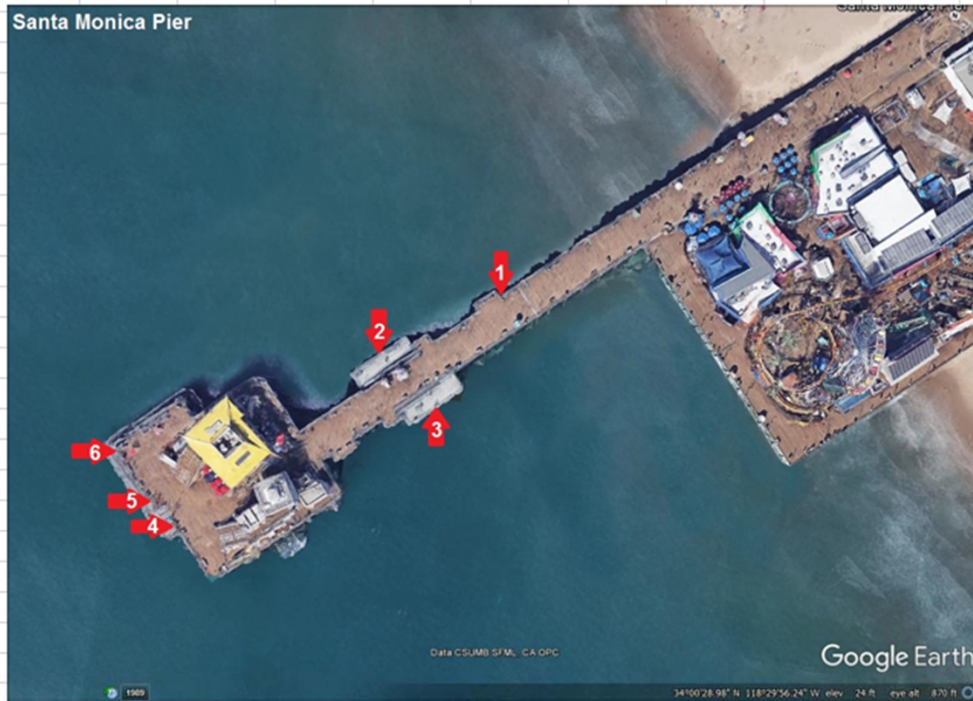
# Pier Sign Tracking

▶ 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



1



2



3



4



5



6

SANTA MONICA PIER	
Signs	Condition
1	Missing
2	Good, few scrapes
3	Missing
4	Good
5	Good
6	Good, scratches, graffiti on top

# Venice Pier



1



2



3



4



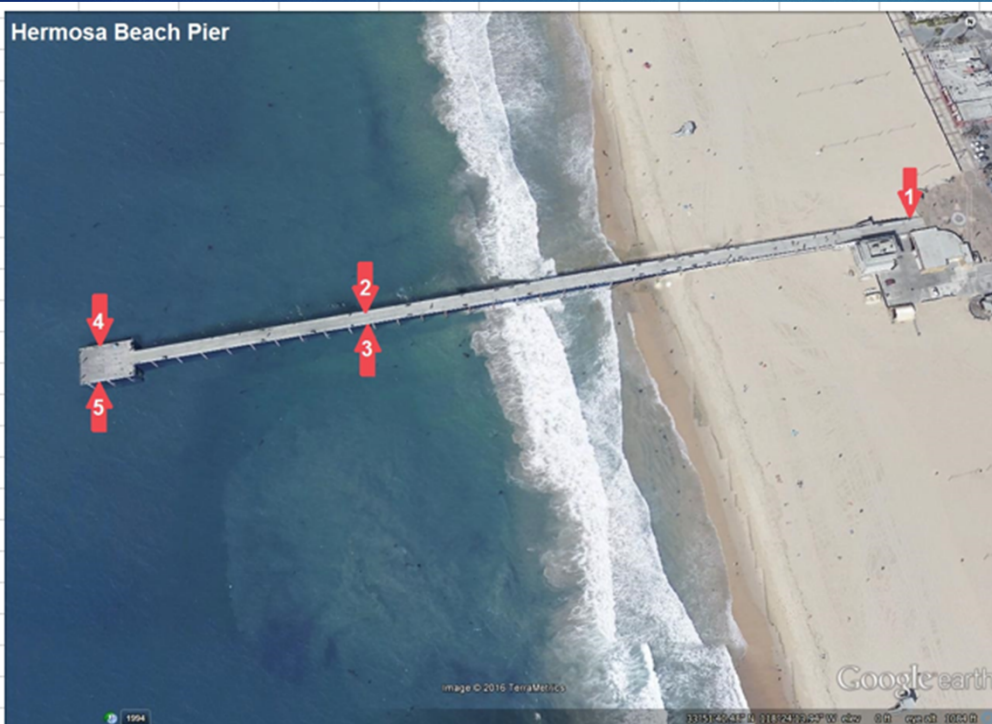
5



6

VENICE PIER	
Signs	Condition
1	Good
2	Good, decal on top, few scratches, bent due to leaning
3	Good, few scrapes, decal on top
4	Good, bent due to leaning
5	New
6	Good, bent due to leaning, scratches, graffiti on top, poked in the middle by sharp item

# Hermosa Beach Pier



1



2



3



4



5

HERMOSA BEACH PIER	
Signs	Condition
1	Good
2	Good
3	Good
4	Fairly good, bottom right corner is peeling off.
5	Fairly good, dirty, scratches all over. Readable

# Redondo Beach Pier



1



2



3



4



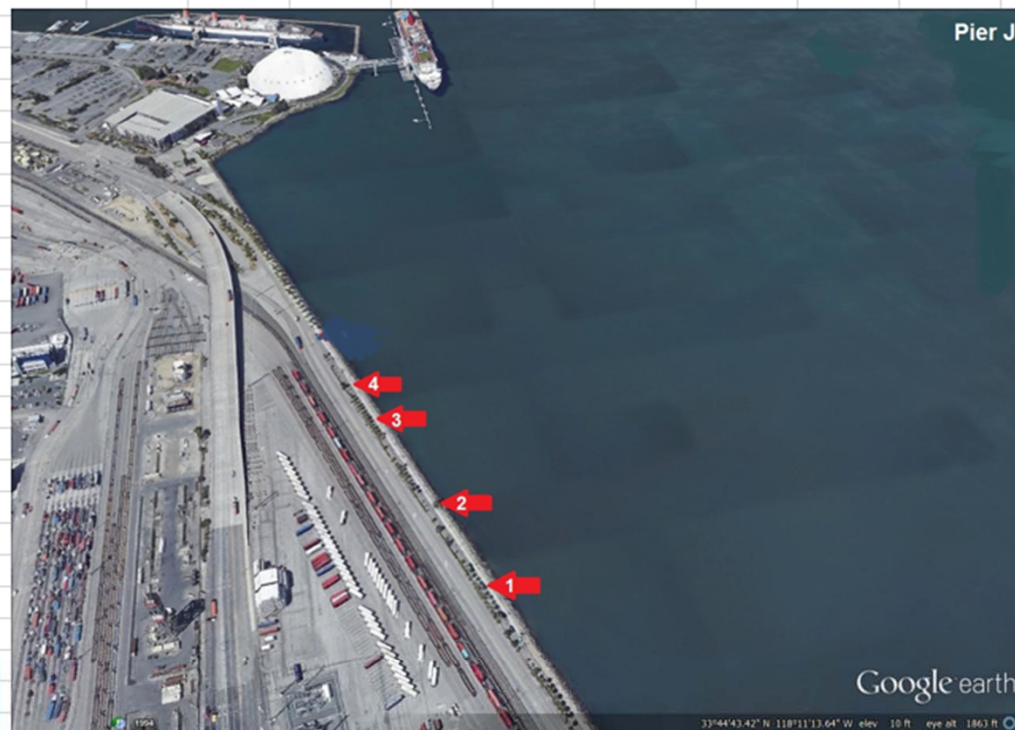
5



6

REDONDO BEACH PIER	
Signs	Condition
1	Goog
2	Good, a bit dirty
3	Good, dirty, few scratches, bottom part peeling off
4	Good, a bit dity
5	Good, dirty
6	Good

# Pier J



1



2



3



4

PIER J	
Signs	Condition
1	Good
2	Good
3	Good
4	Good

# Rainbow Harbor Pier



1



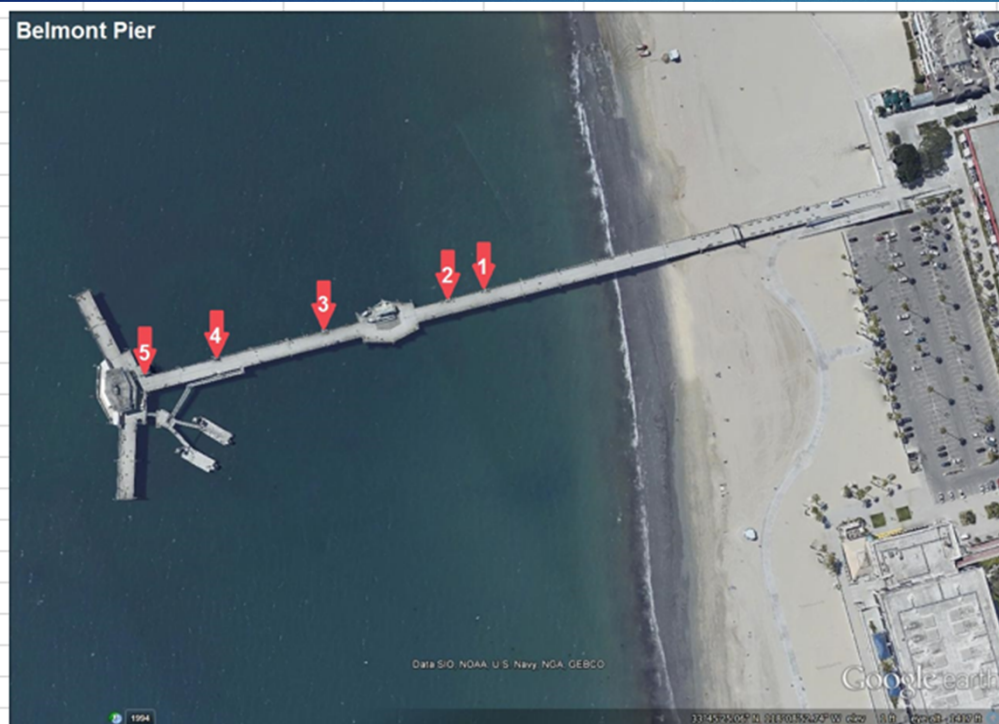
2



3

RAINBOW HARBOR	
Signs	Condition
1	Good, a bit dirty
2	Good, a bit dirty
3	Good, a bit dirty, graffiti on top

# Belmont Pier



1



2



3



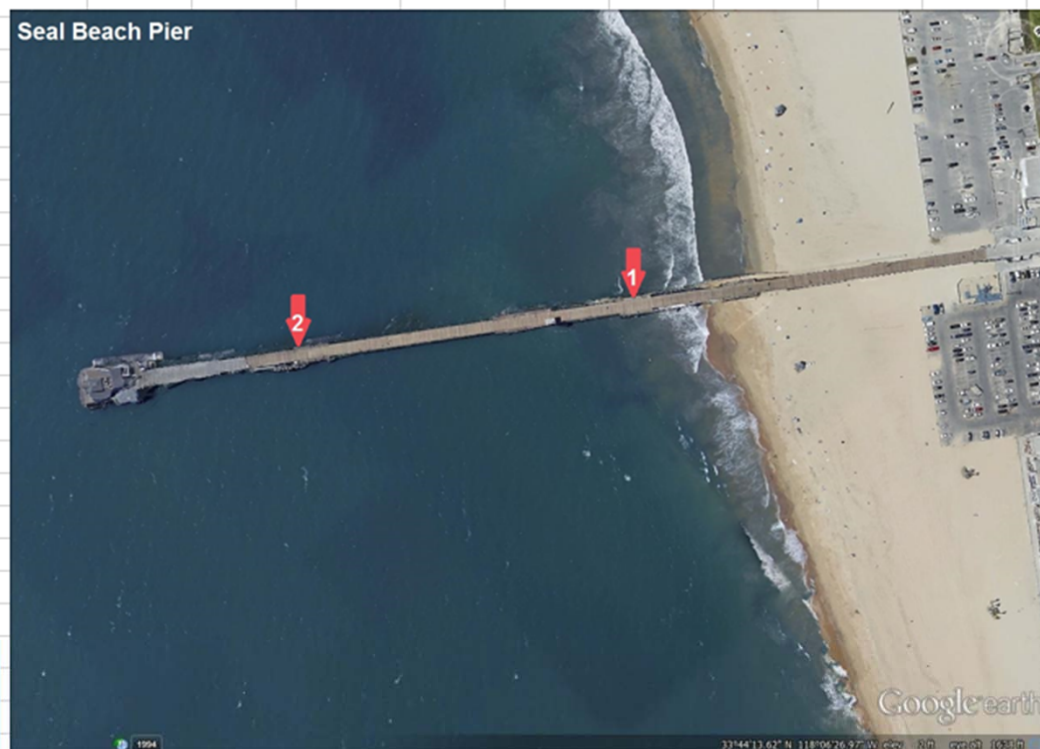
4



5

BELMONT PIER	
Signs	Condition
1	Good, few scratches
2	Good, few scratches, decal on bottom right hand side
3	Good, few scratches, peeled of on bottom left hand side
4	Good, few scratches, decal on upper right hand side
5	Good, few scratches

# Seal Beach Pier



1



2

SEAL BEACH PIER	
Signs	Condition
1	Fair, cracks all over, admiration sign scraped off. Readable
2	No access to the sign. Half pier is closed for maintenance



# Questions?



FRANKIE ORRALA: [FORRALA@HEALTHEBAY.ORG](mailto:FORRALA@HEALTHEBAY.ORG)

