



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





Community Outreach

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





Event Connections





Event Connections



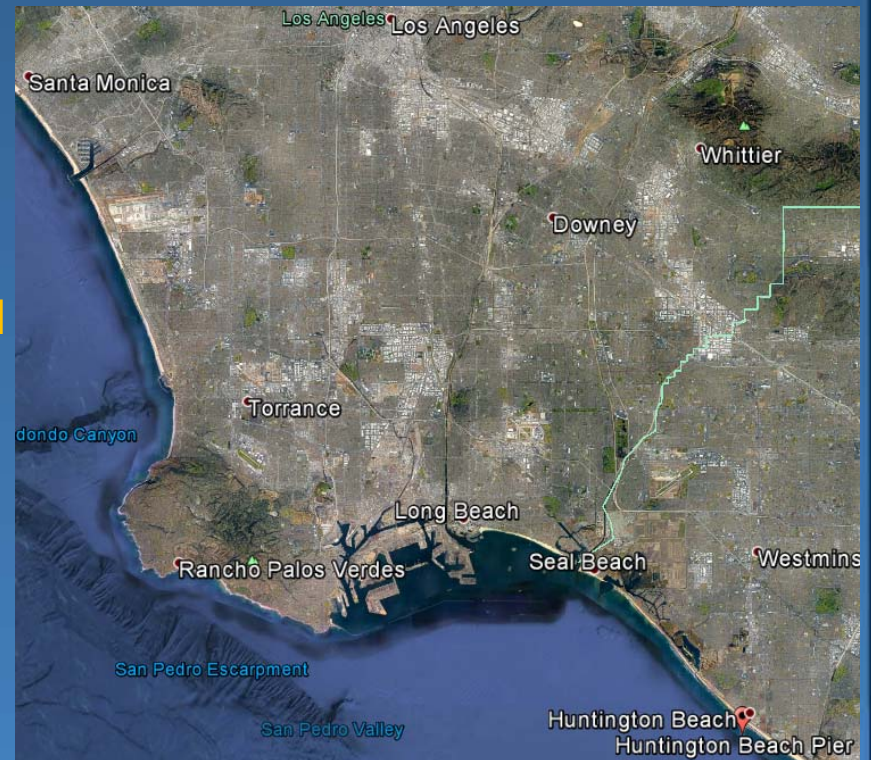


Bait Shop Outreach

First Round August 2017

Second Round May 2018

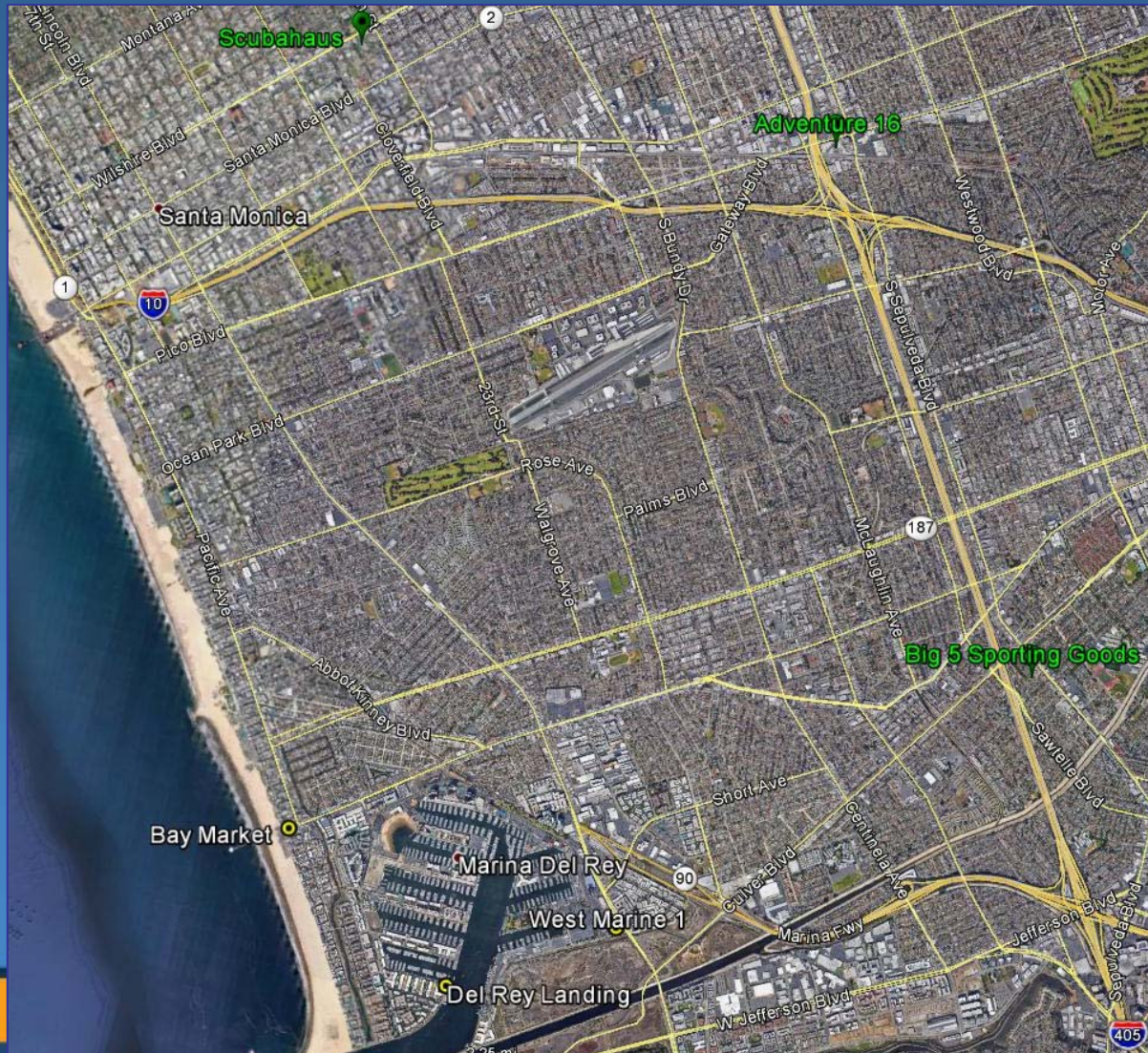
- **Shop workers appreciated physical handouts for fishermen**
- **Additional language requests: Korean, Cambodian, German and Swedish**
- **Visible Pier Signage in LA County only**





Bait Shop Outreach

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



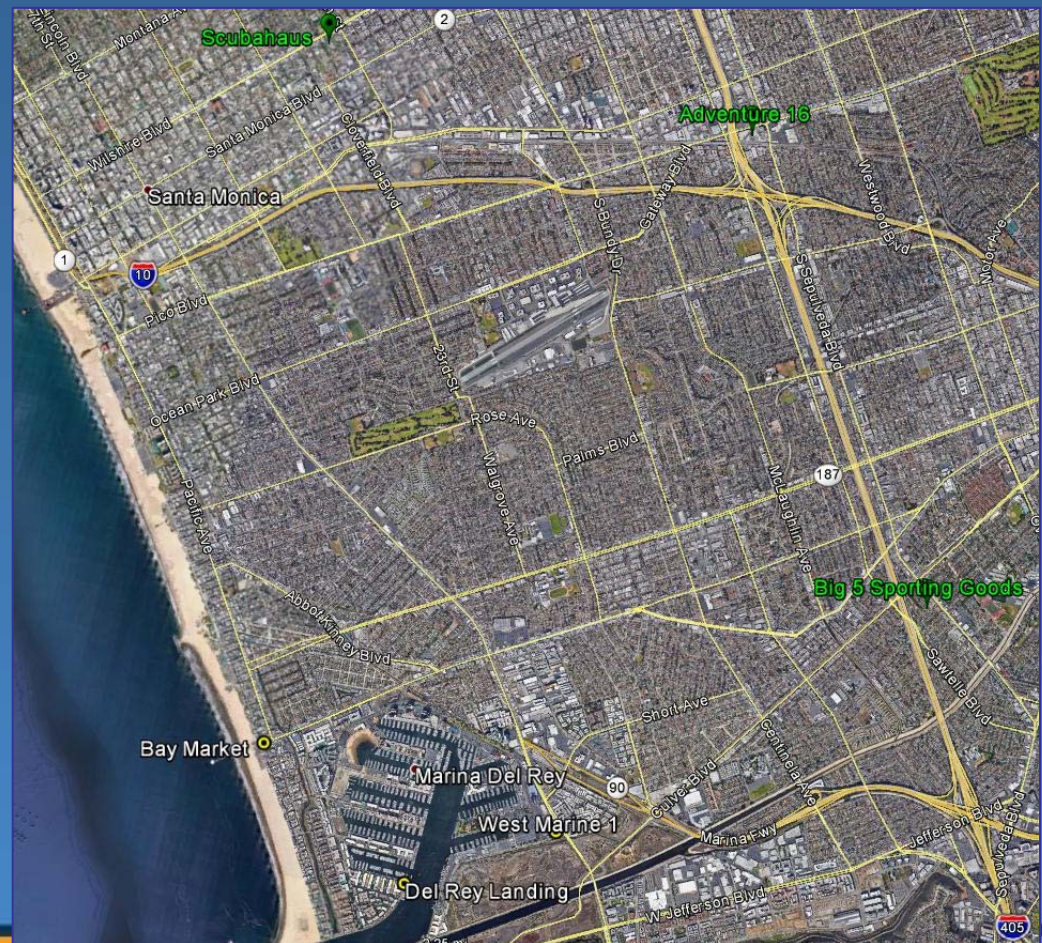


Bait Shop Outreach

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

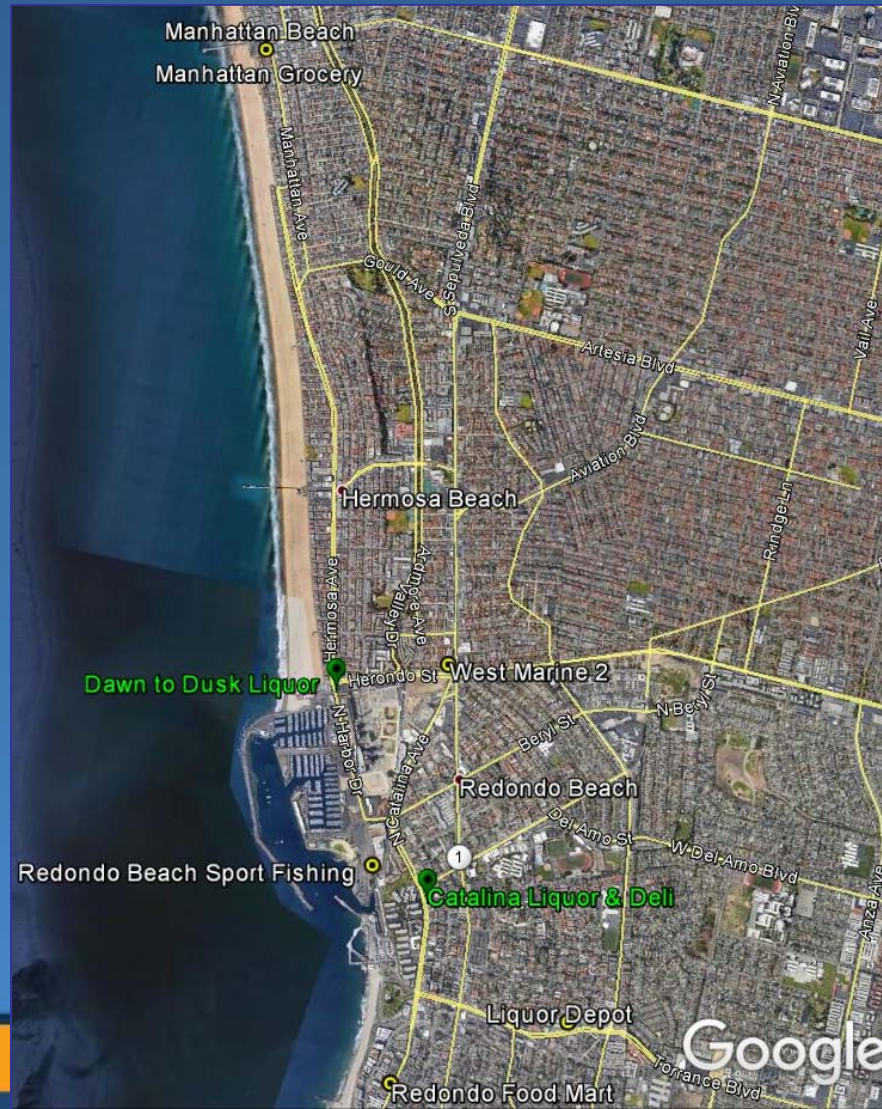
- **Bay Market:**
50 E, 50 S, 50 C, 50 V
- **Del Rey Landing:**
50 E, 50 S, 50 C, 50 V
- **West Marine (1):**
20 E, 20 S, 10 C, 10 V
- **Scubahaus:** *25 E*
- **Big 5 Sporting Goods:**
50 E, 50 S, 50 C, 50 V
- **Adventure 16:**
20 E, 20 S, 20 C





Bait Shop Outreach

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



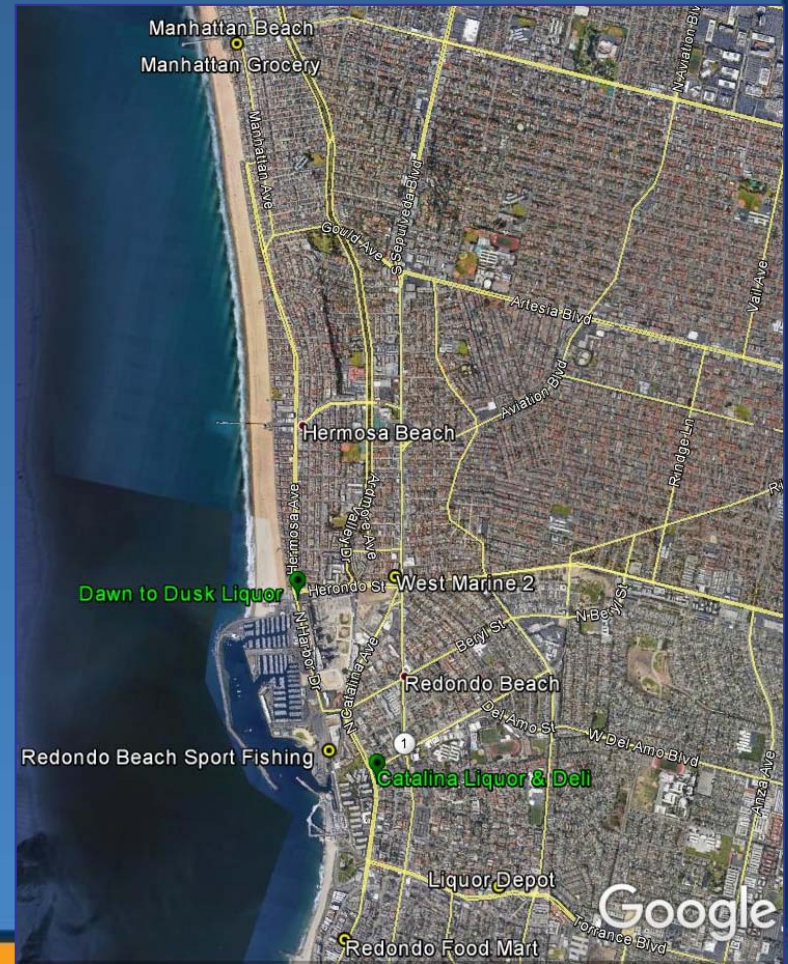


Bait Shop Outreach

English tip cards = E
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Group 2: Hawthorne, Manhattan Beach, Hermosa Beach, Redondo Beach

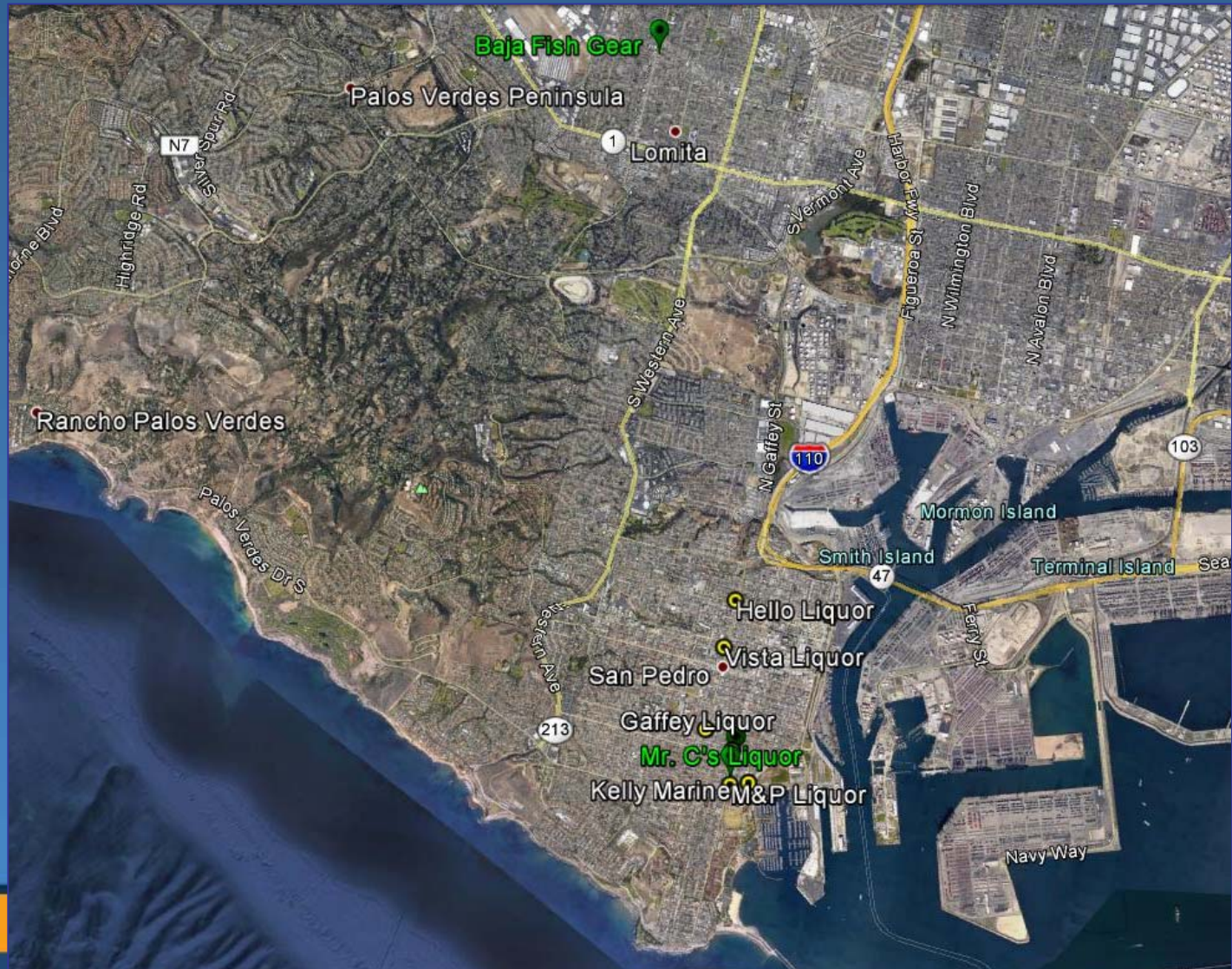
- Best Bait and Tackle: 20 E, 10 S, 10 C, 10 V
- Manhattan Grocery: 25 E, 25 S, 25 C, 25 V
- Manhattan Mart (NEW): 50 E, 50 S
- Redondo Food Mart: 25 E, 25 S, 25 C, 25 V
- Liquor Depot: 25 E, 25 S, 25 C, 25 V
- West Marine (2): 5 V
- Catalina Liquor & Deli: 25 E, 25 S, 25 C, 25 V
- Dawn to Dusk Liquor (NEW): 50 E, 50 S





Bait Shop Outreach

Group 3:
San Pedro



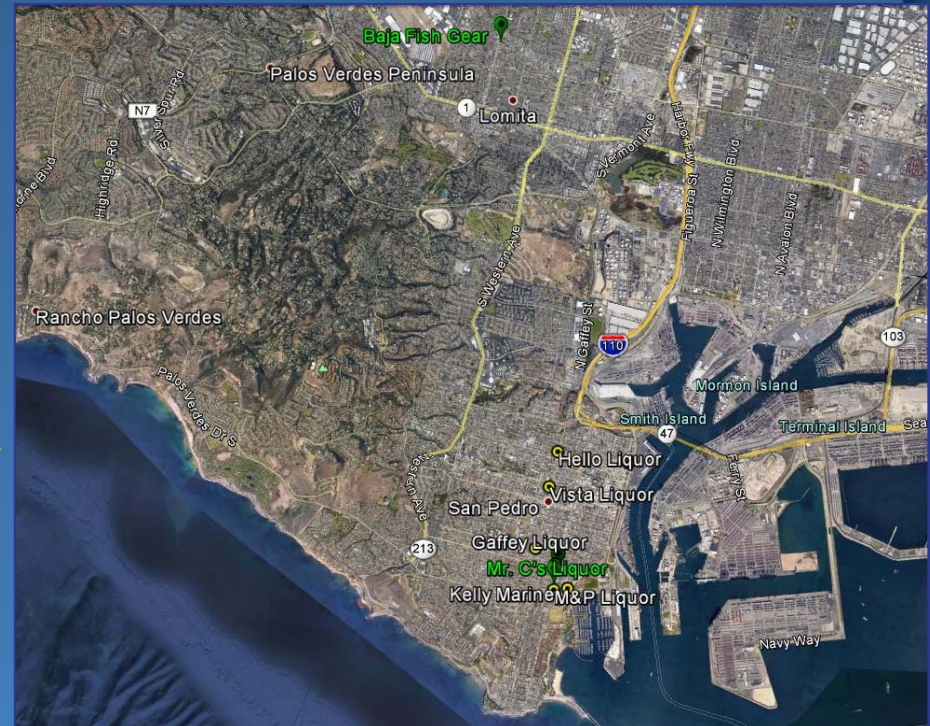


Bait Shop Outreach

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Group 3: San Pedro

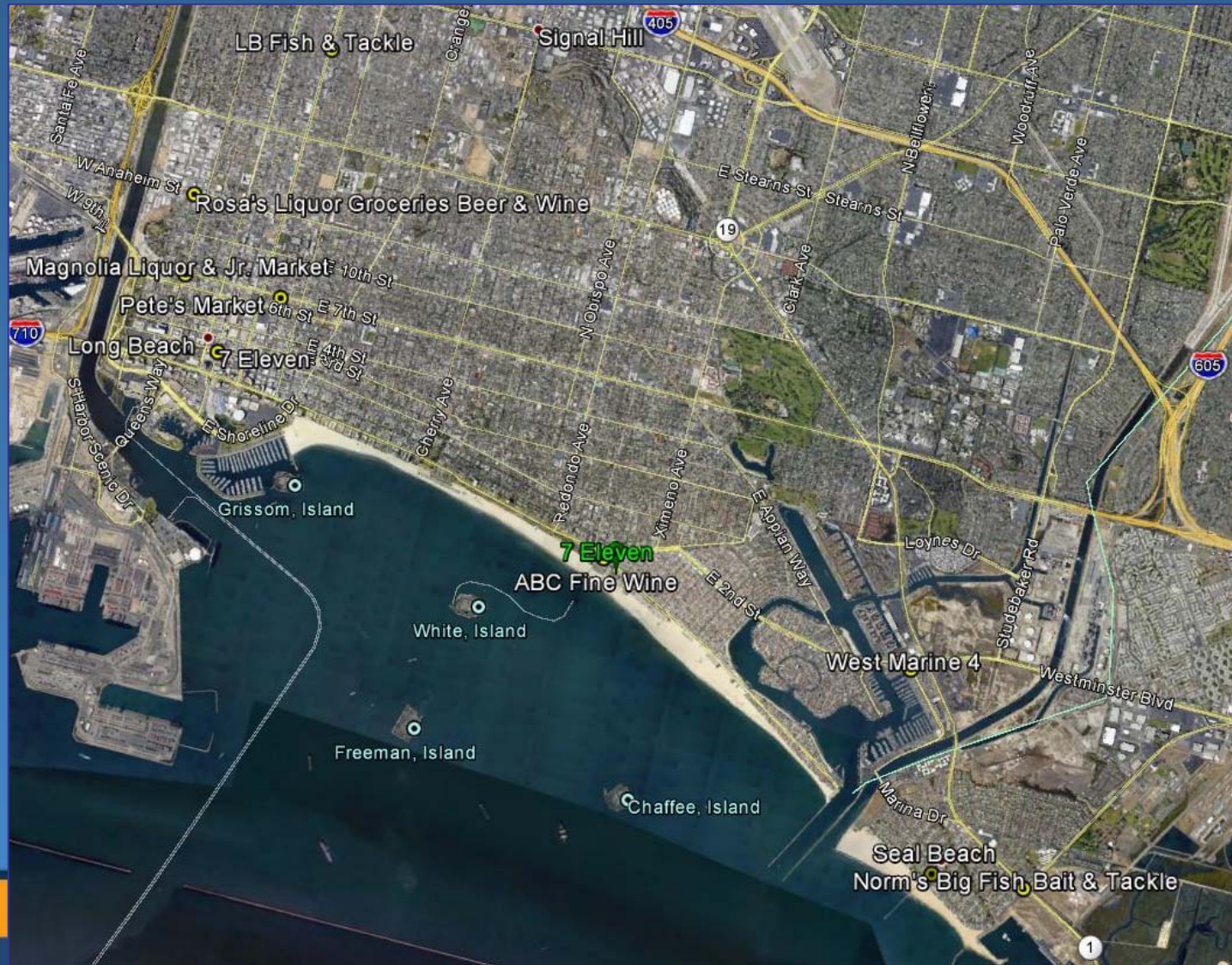
- Stanley's Liquor Jr. Market: 20 E, 25 S
- Gaffey Liquor: 20 E, 25 S
- Hello Liquor: 50 E, 25 S, 25 C, 25 V
- Kelly Marine: 25 E, 25 S, 25 C, 25 V
- M&P Liquor: 50 S
- West Marine (3): 50 E, 25 S, 25 C, 25 V
- Pacific Wilderness: 50 E, 50 S, 50 C, 50 V
- Baja Fish Gear: 25 E, 25 S, 25 C, 25 V
- Mr. C's Liquor: 50 E, 50 S, 20 C, 20 V





Bait Shop Outreach

Group 4:
Long Beach,
Seal Beach



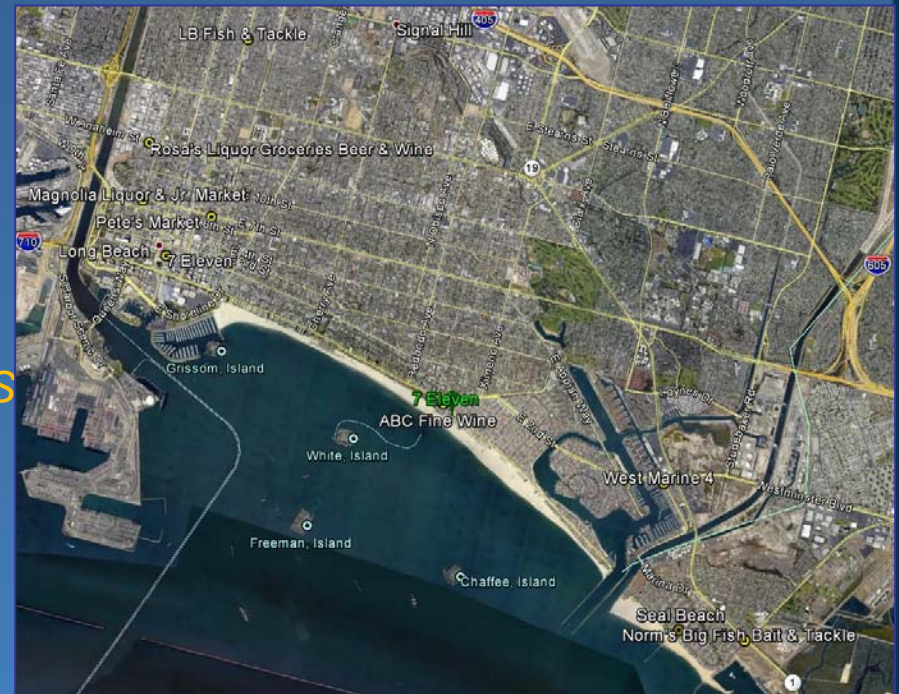


Bait Shop Outreach

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Vietnamese tip cards = V

Group 4: Long Beach, Seal Beach

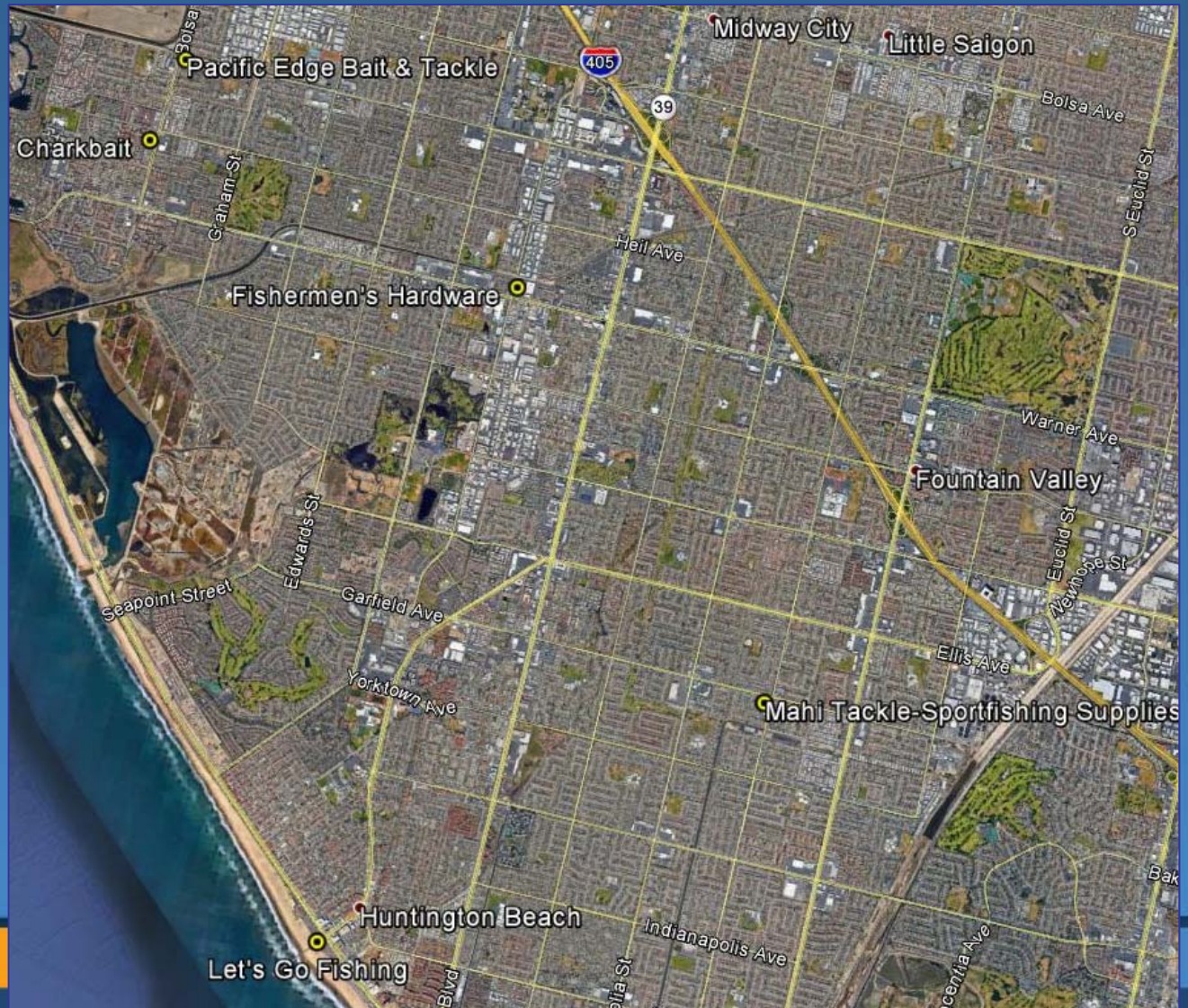
- Pete's Market: 10 E, 10 S
- Rosa's Liquor Market: 20 E, 20 S
- 7 Eleven (Ocean Blvd):
50 E, 50 S, 25 C, 25 V
- 7 Eleven (Pine Ave.): 25 E, 30 S
- Magnolia Liquor Jr. Market: 25 E, 25 S
- West Marine (4): 25 E, 25 S, 10 C, 10 V
- Big Fish Bait & Tackle:
75 E, 75 S, 25 C, 25 V
- ABC Fine Wine: 50 E, 25 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





Bait Shop Outreach

**Group 5:
Huntington Beach**



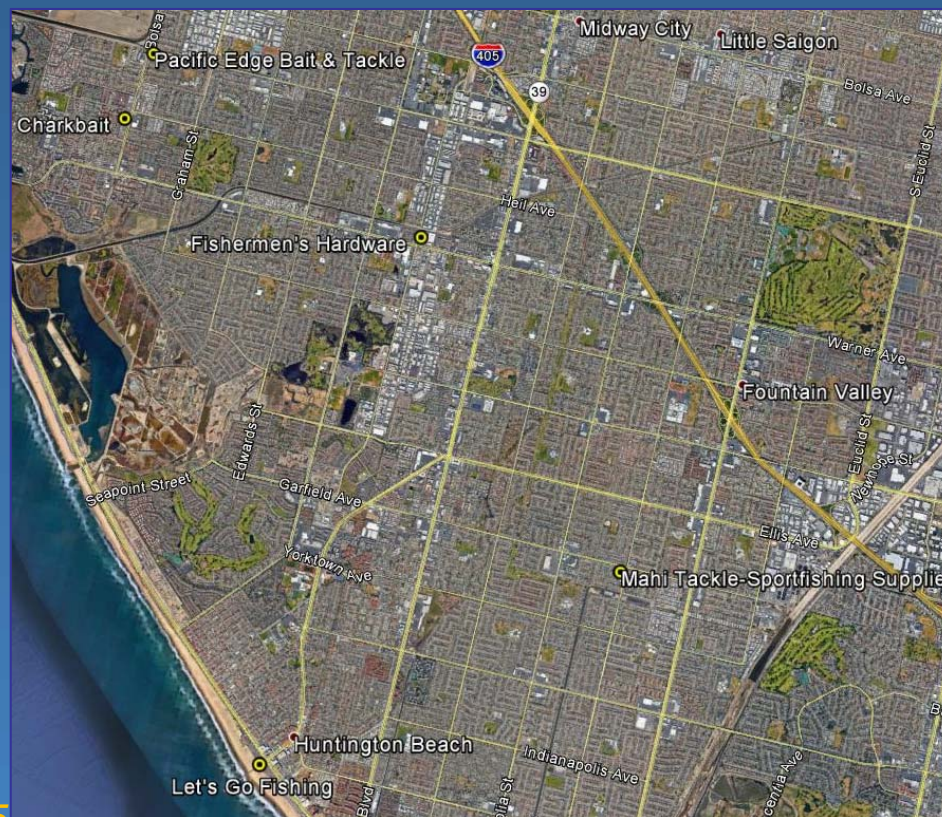


Bait Shop Outreach

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Vietnamese tip cards = V

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
- **Mahi Tackle-Sport Fishing Supplies:** 75 E, 25 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

