



**Angler Outreach Program
Year 15
April 2017 – December 2017**



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



Education, Community Action,
Research, & Advocacy

AOP & Heal the Bay



- ▶ Started in 2003
- ▶ 15th year of partnership
- ▶ 150,000+ anglers reached
- ▶ Team size: 4-6 angler outreach team members
- ▶ Current outreach on 8 piers

AOP Objectives



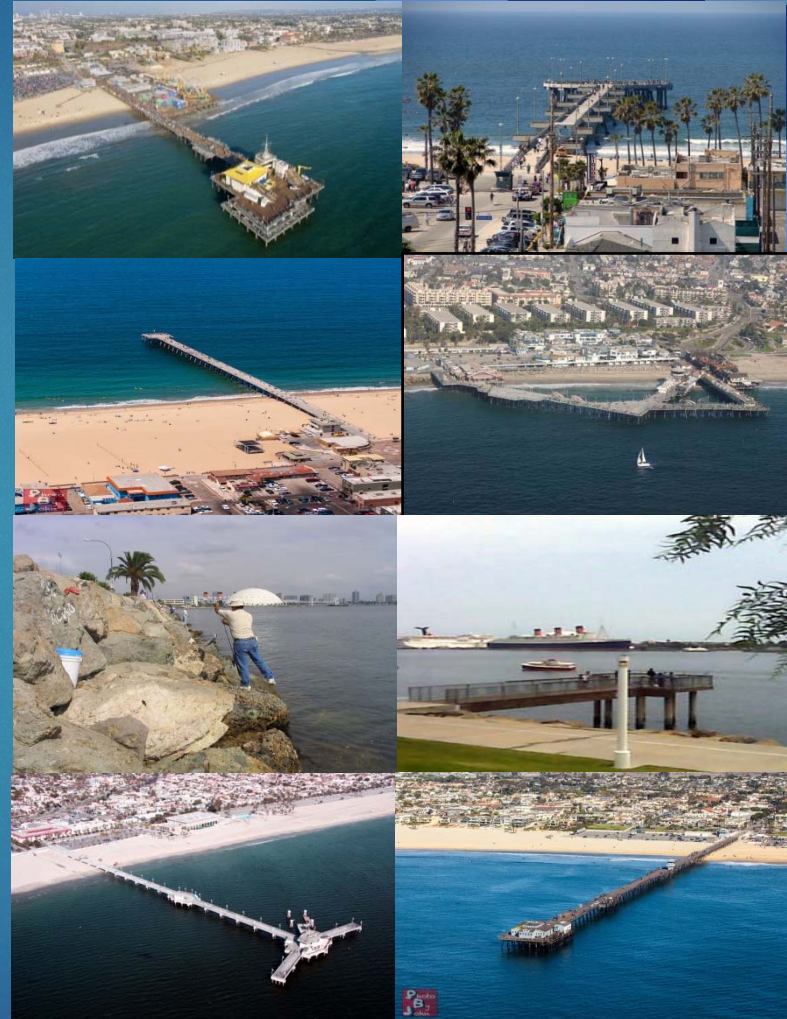
- ▶ The program's primary aim continues to be the education of pier and shoreline anglers on the risks of consuming DDT and PCBs-contaminated white croaker.
- ▶ Secondary goals are to educate anglers on other locally caught fish with regards to catch limits and consumption guidelines concerning DDT,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

- ▶ Izchel Pulido – Spanish
- ▶ 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

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

ONLY EAT THE SKINLESS FILLET 1 TIME A WEEK

HERE IS AN EXAMPLE OF SAFE FISH YOU CAN EAT

ONLY EAT ONE SERVING PER WEEK

FOR ADULTS

FOR CHILDREN

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

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.

Use this ruler to measure your fish

No minimum size limit for fish unless otherwise indicated.

Pier 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 st 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			



- ▶ Surveys include anglers receiving outreach (new/repeat, awareness source, language spoken)
- ▶ Surveys conducted in the daytime 3 days/week
- ▶ **9,336** total anglers interviewed across 8 piers from April 2017-December 2017

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



Database Numbers April 2017 – December 2017

- ▶ Represents:
 - ▶ April 2017- December 2017
 - ▶ Preliminary Analysis
 - ▶ Does not include Cabrillo Pier data





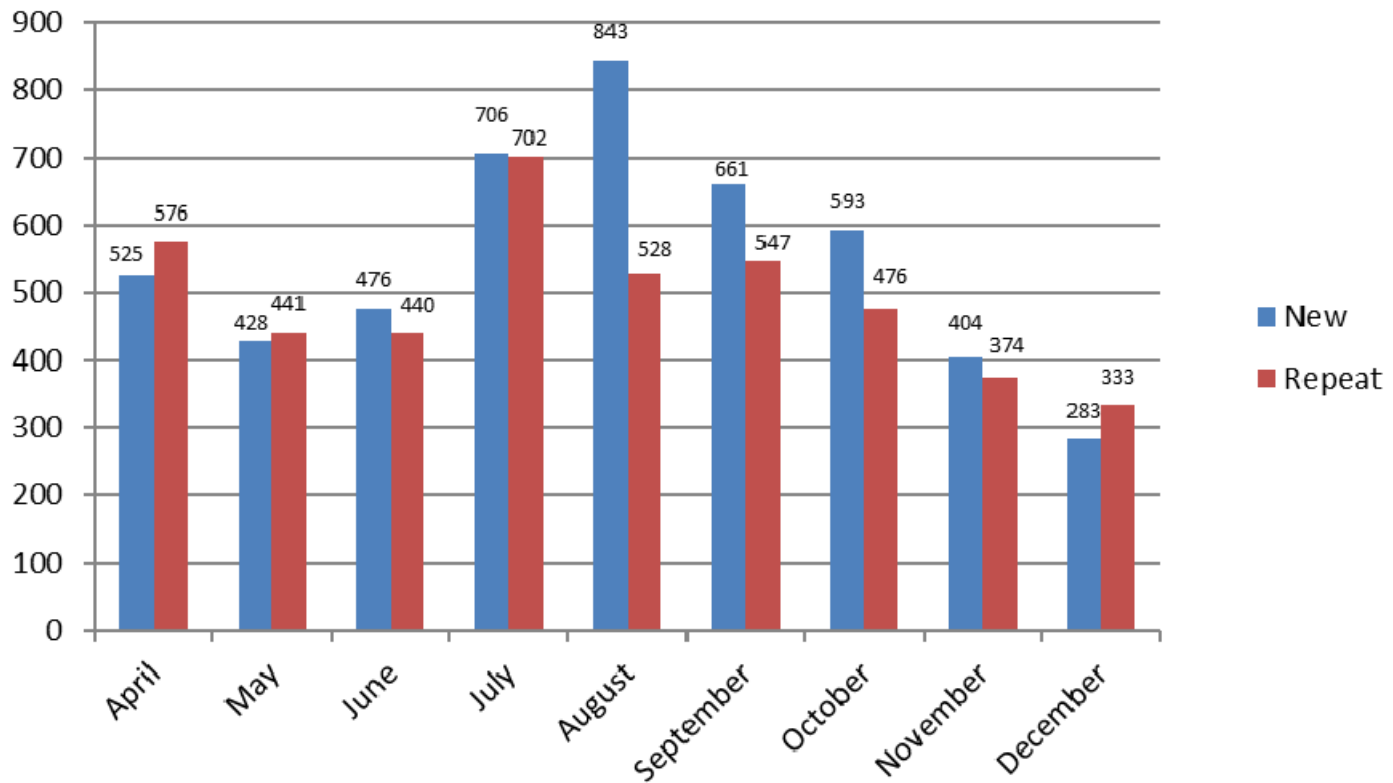
Participant Breakdown

- ▶ New: 4,919 (53%)
- ▶ Repeat: 4,417 (47%)
- ▶ Total: 9,336

Reporting Period: April 2017 – December 2017



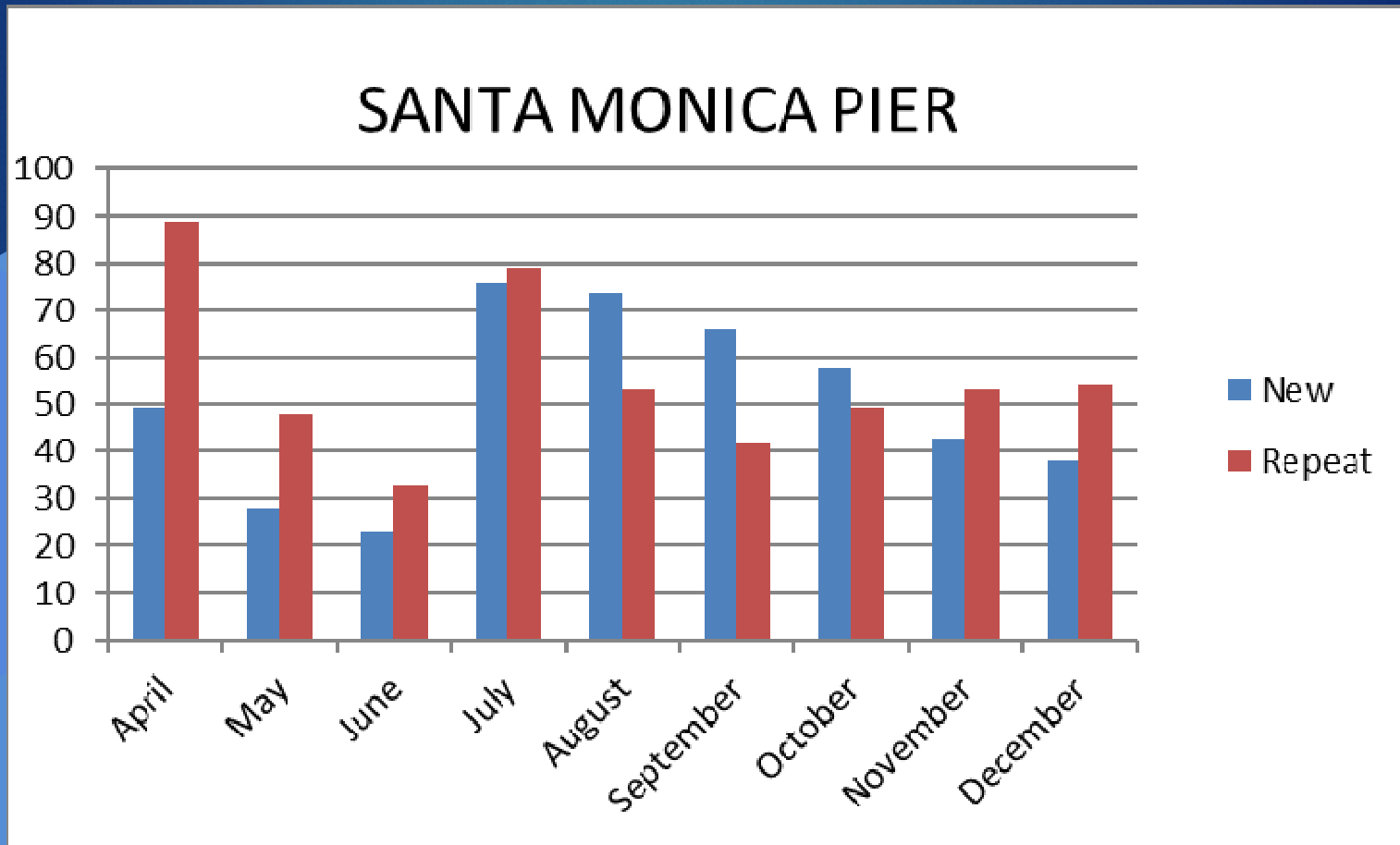
Total Anglers surveyed from Santa Monica through Seal Beach



n= 9,336

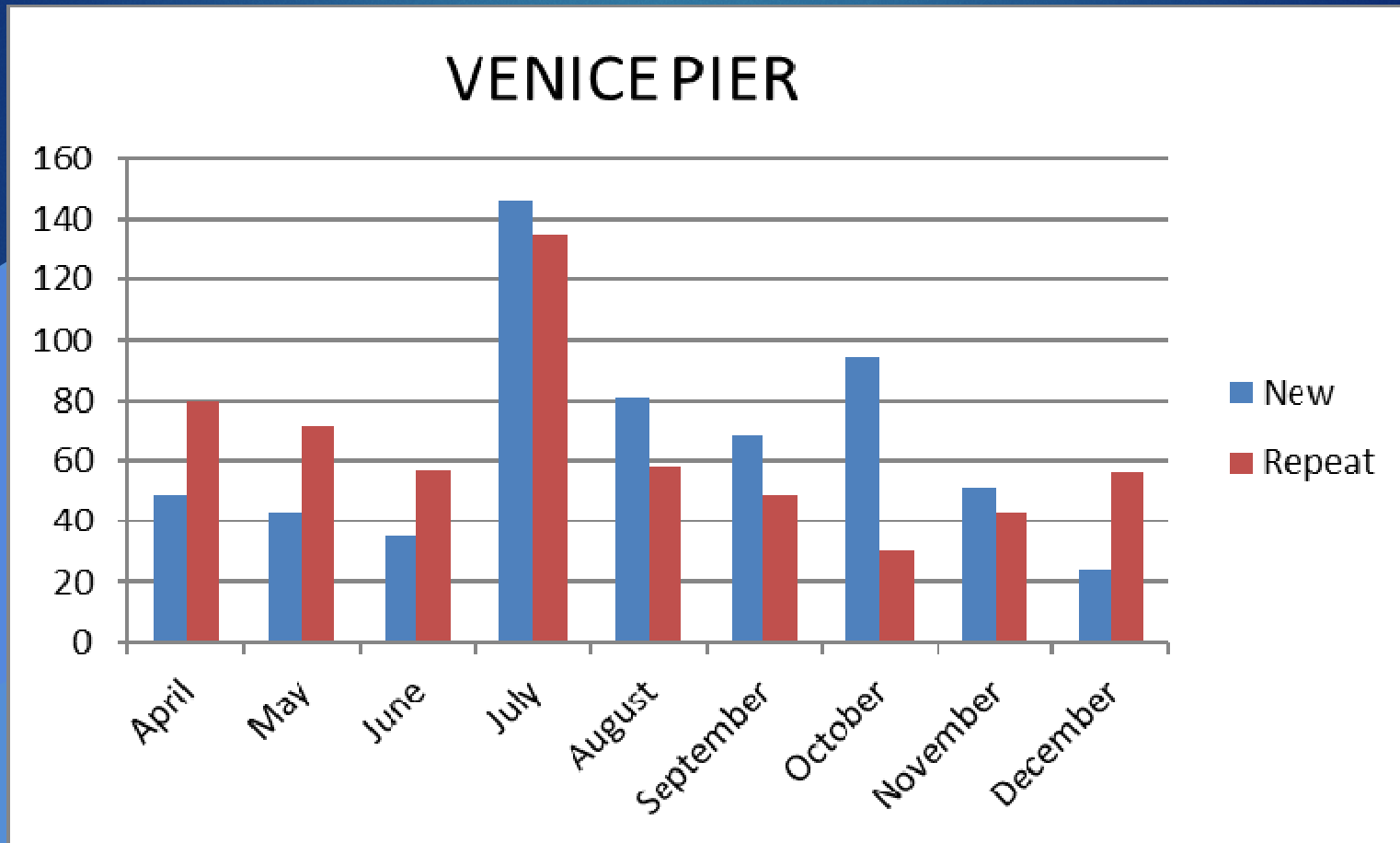


Reporting Period: April 2017 – December 2017





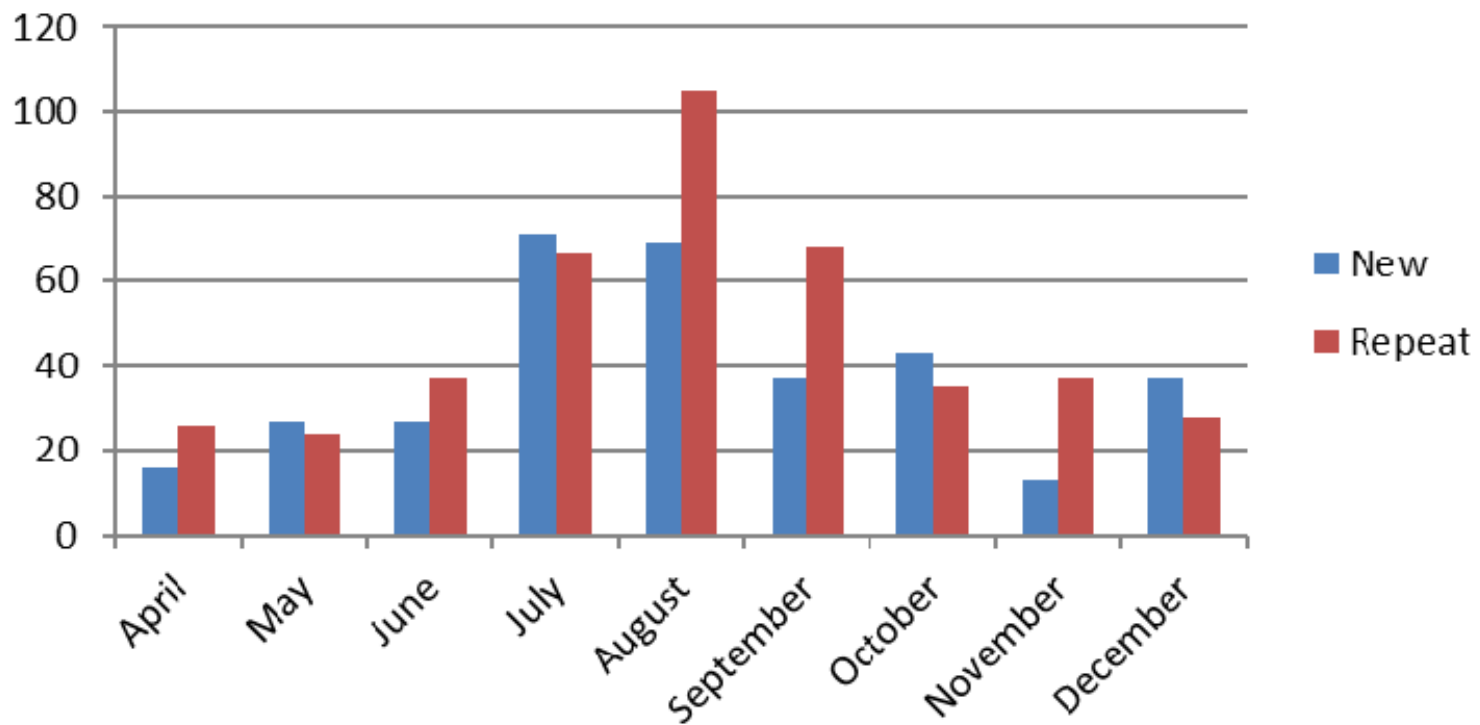
Reporting Period: April 2017 – December 2017





Reporting Period: April 2017 – December 2017

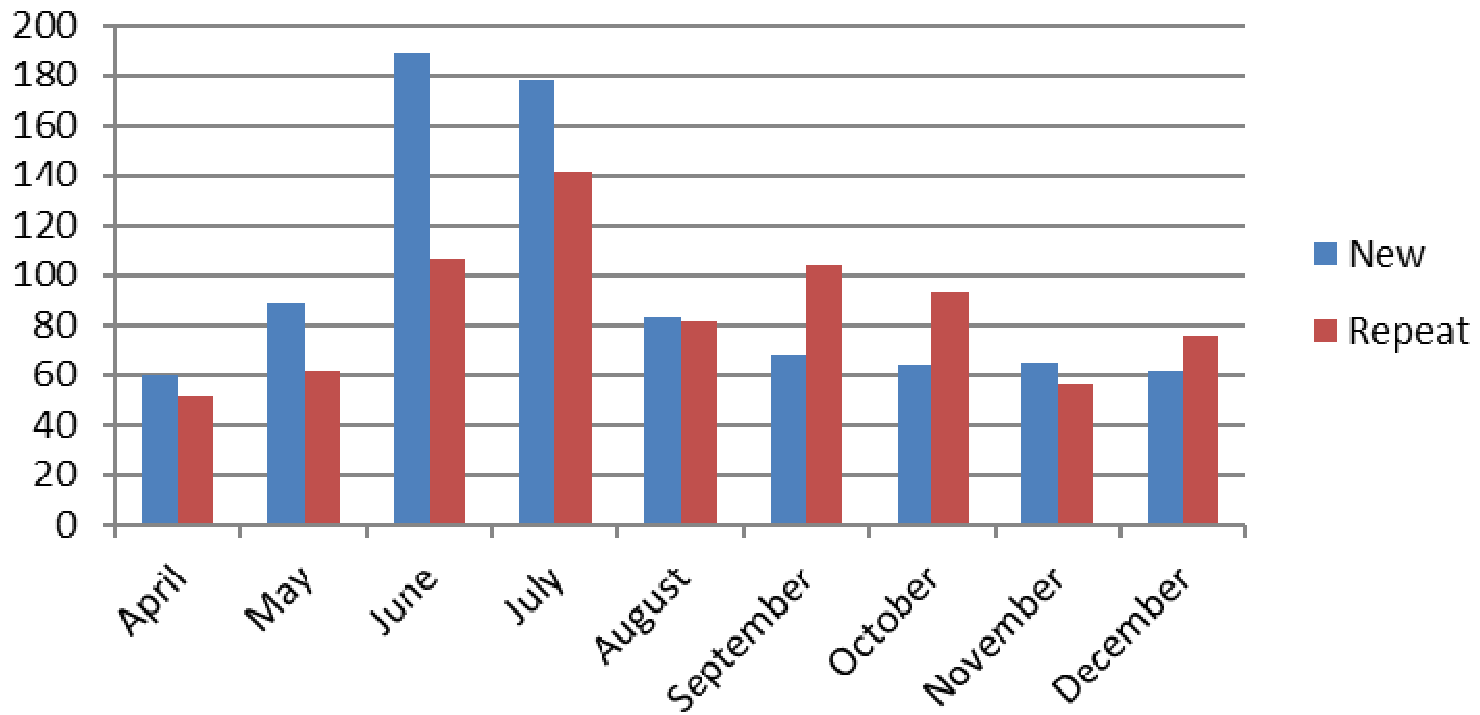
HERMOSA PIER





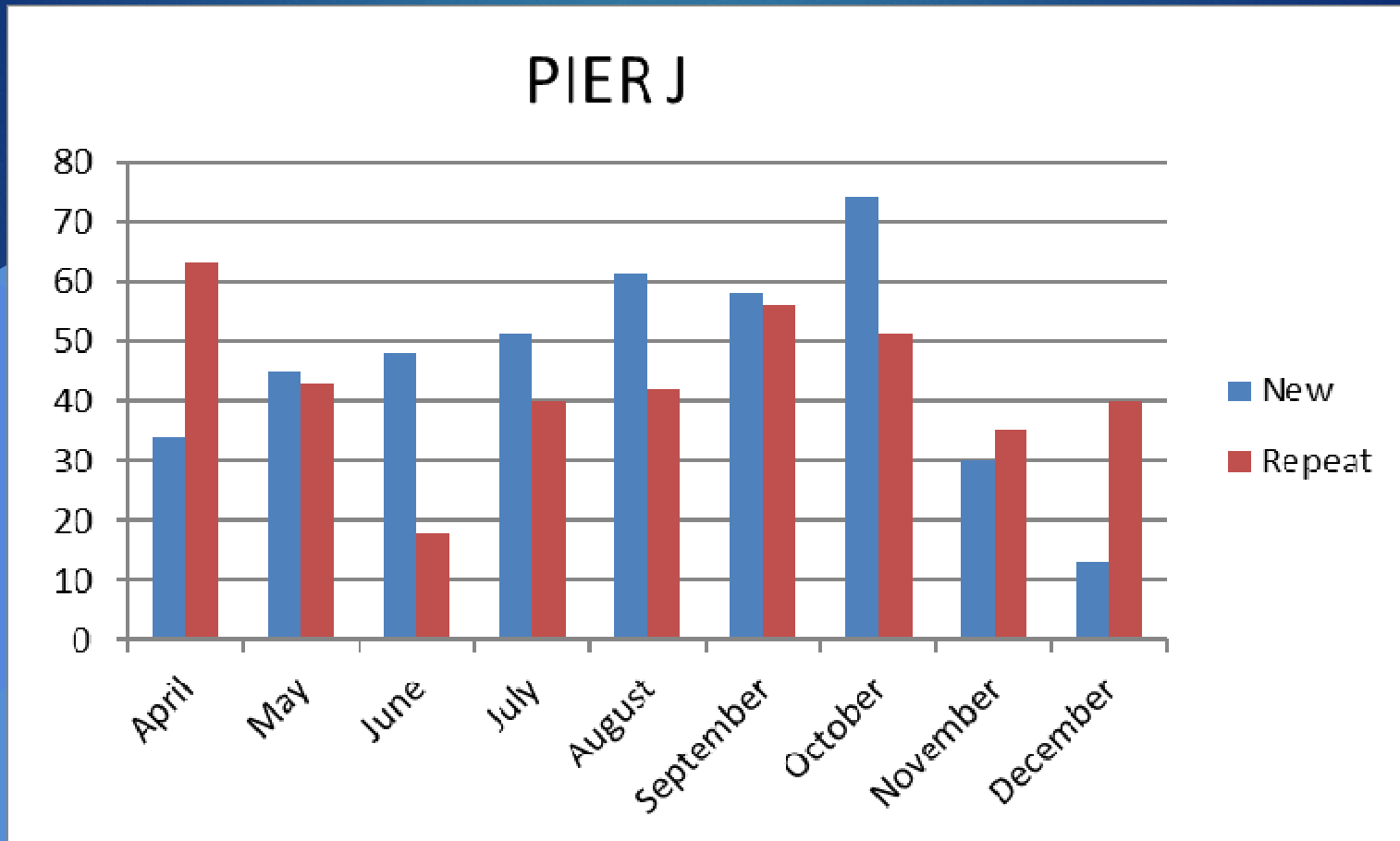
Reporting Period: April 2017 – December 2017

REDONDO BEACH PIER



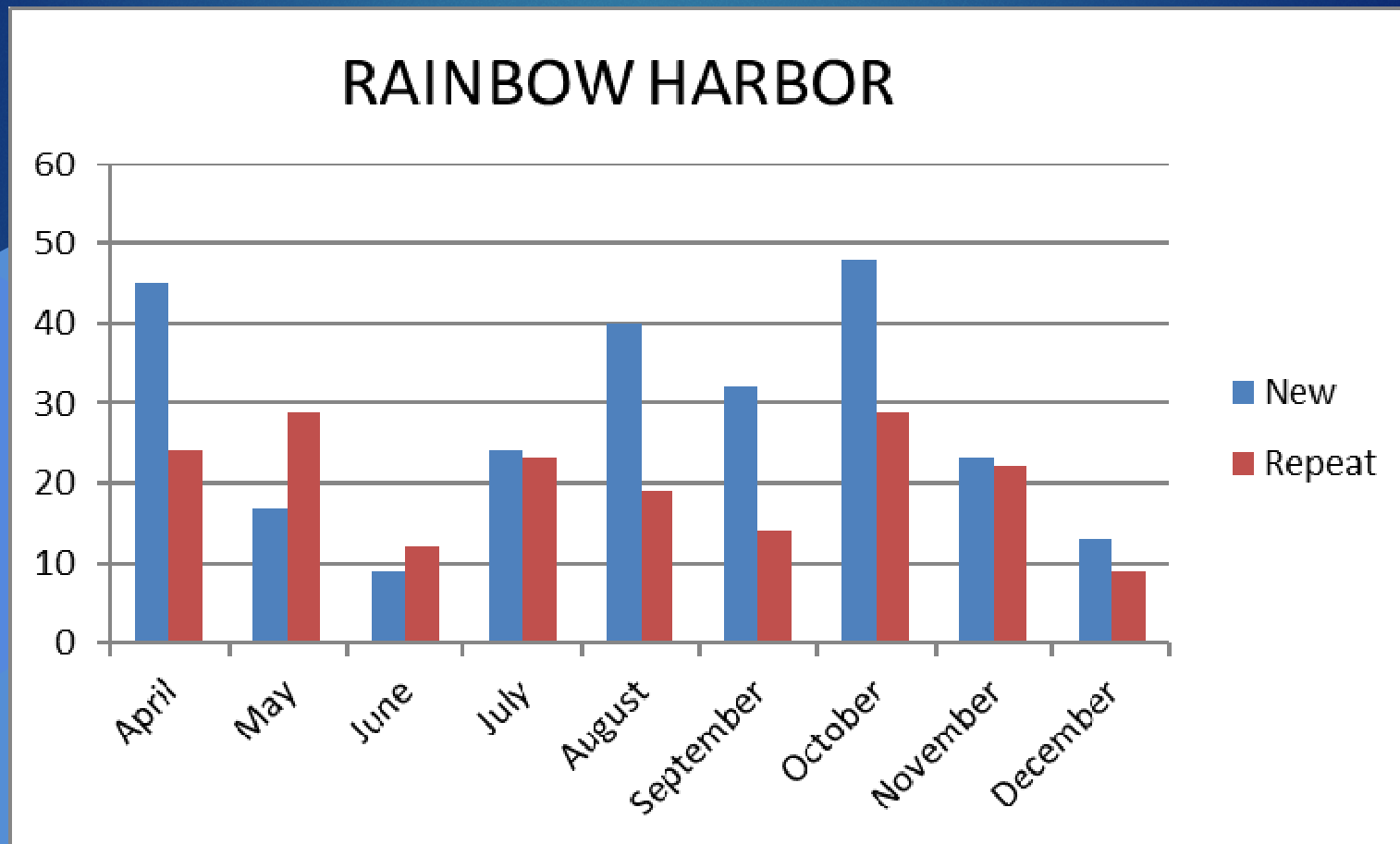


Reporting Period: April 2017 – December 2017



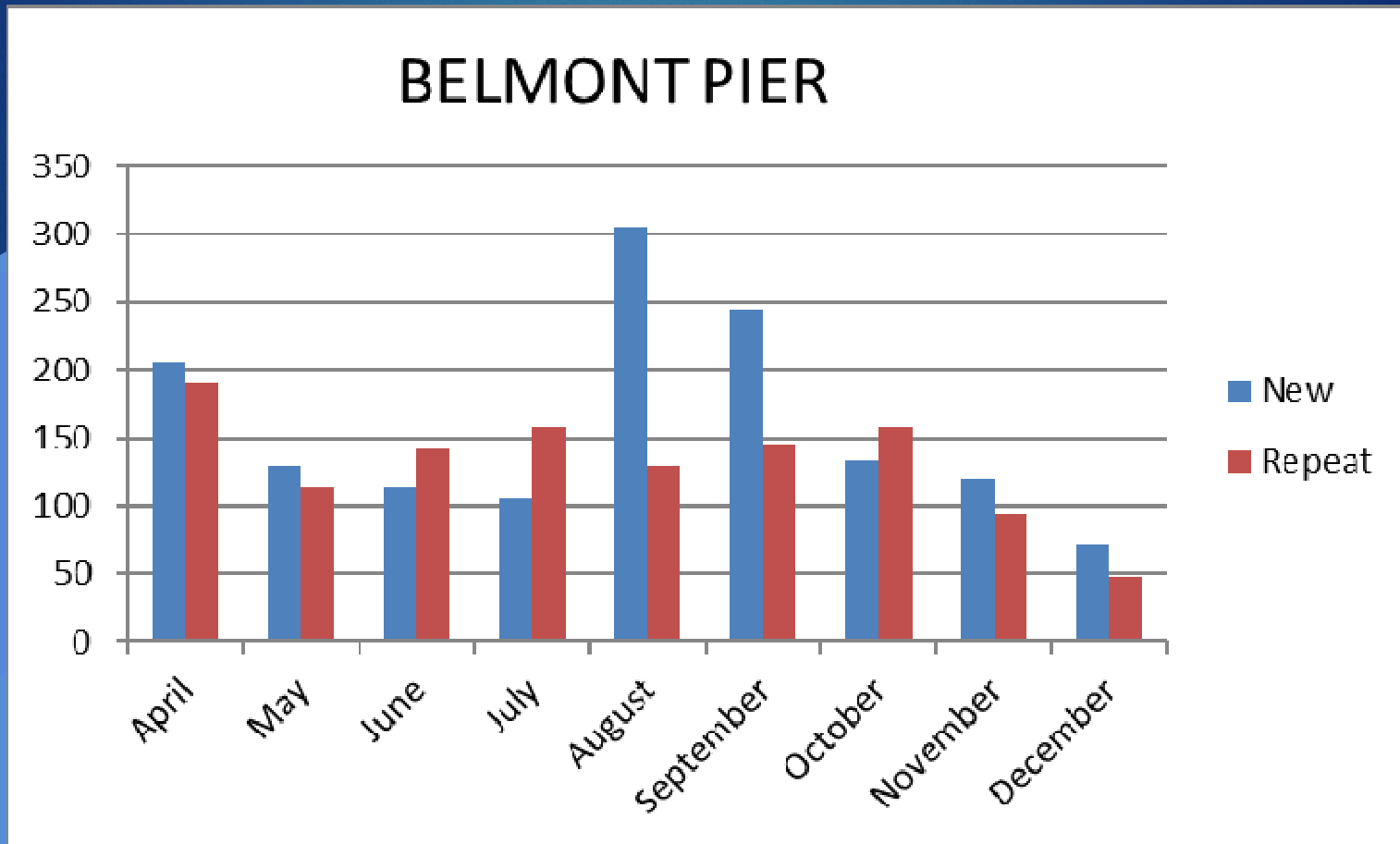


Reporting Period: April 2017 – December 2017





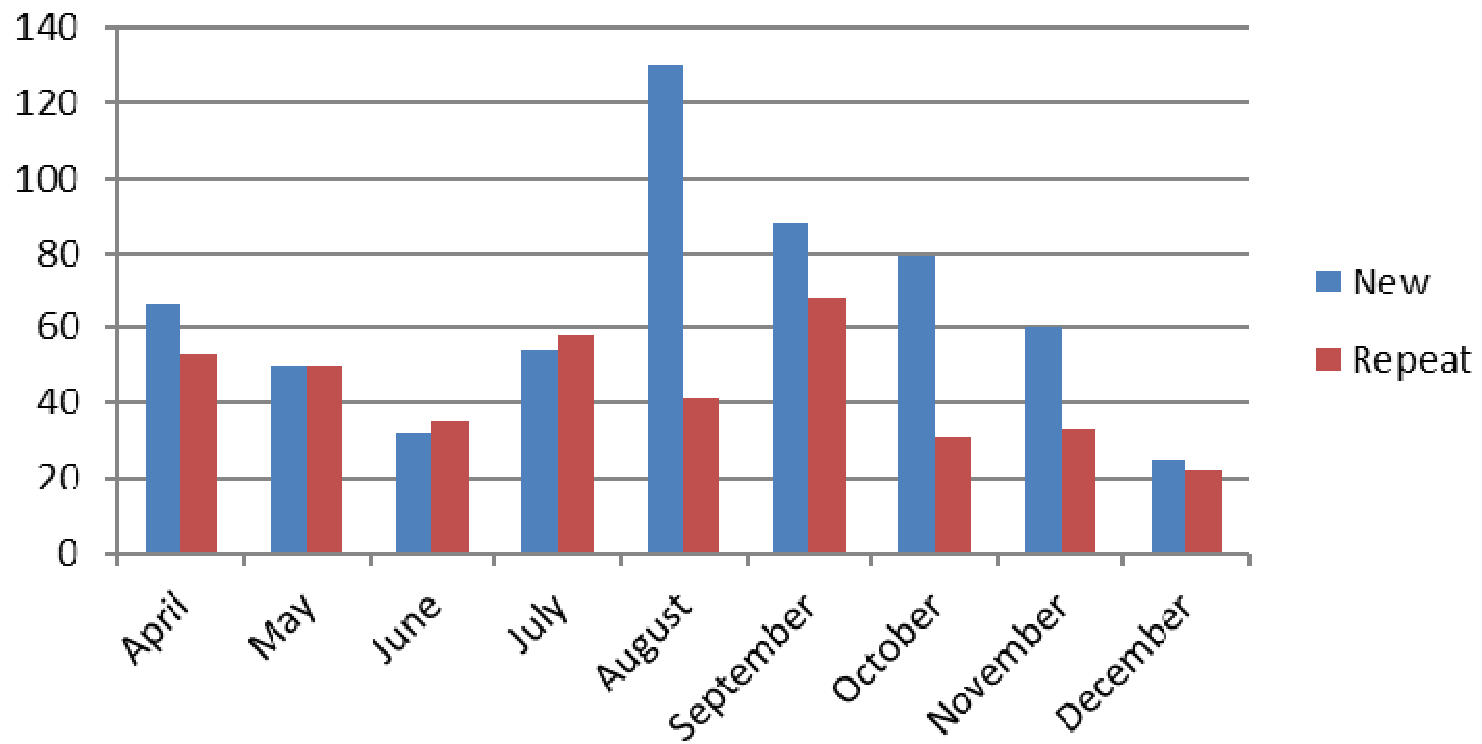
Reporting Period: April 2017 – December 2017





Reporting Period: April 2017 – December 2017

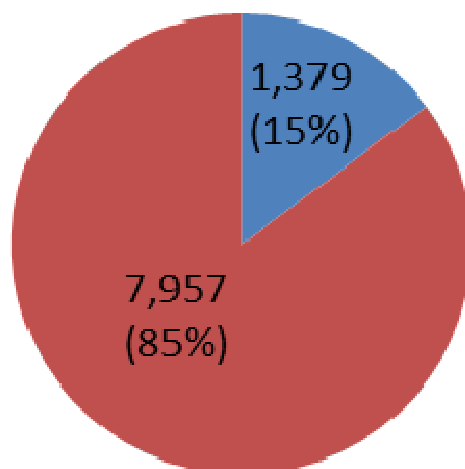
SEAL BEACH PIER





Reporting Period: April 2017 – December 2017

Total Anglers Aware of Fish Contamination Advisories



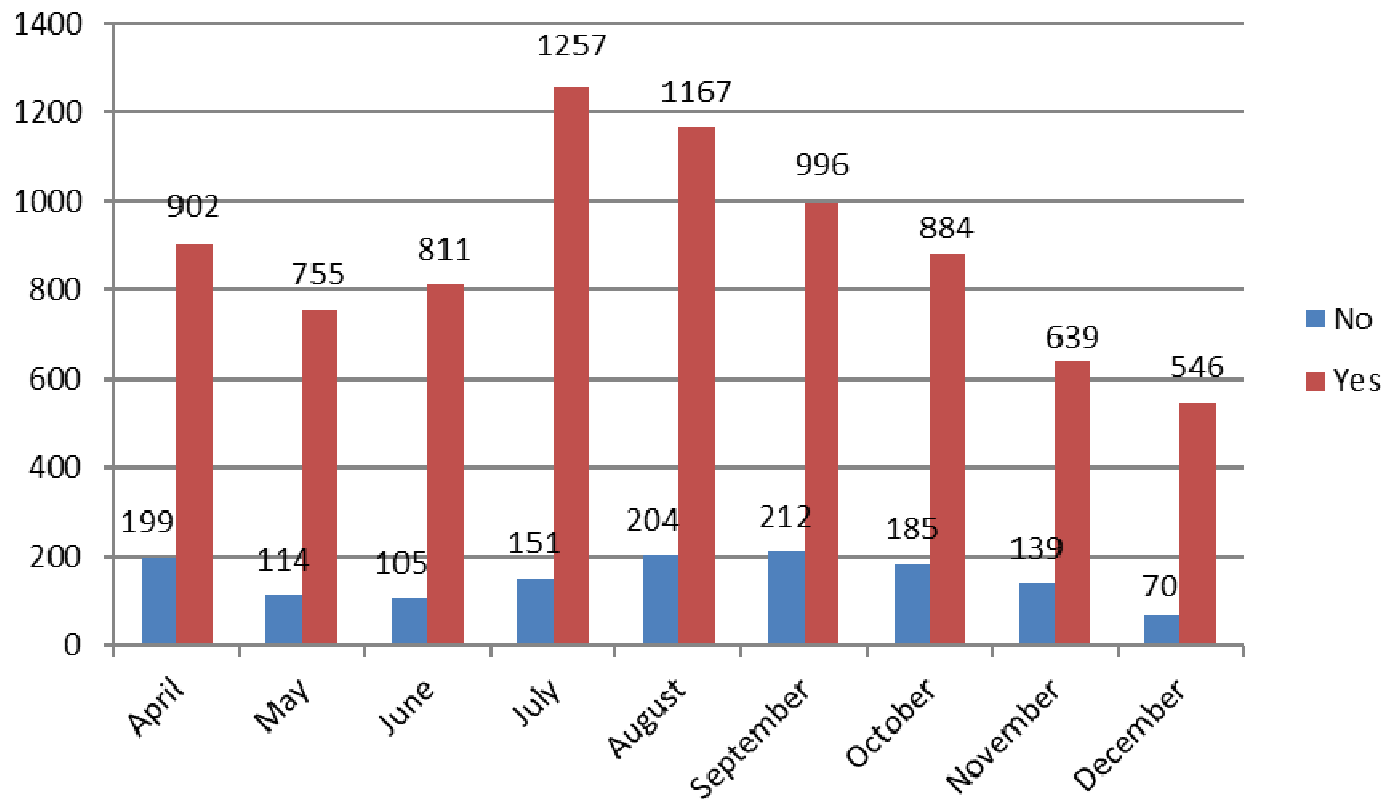
- No
- Yes

n= 9,336



Reporting Period: April 2017 – December 2017

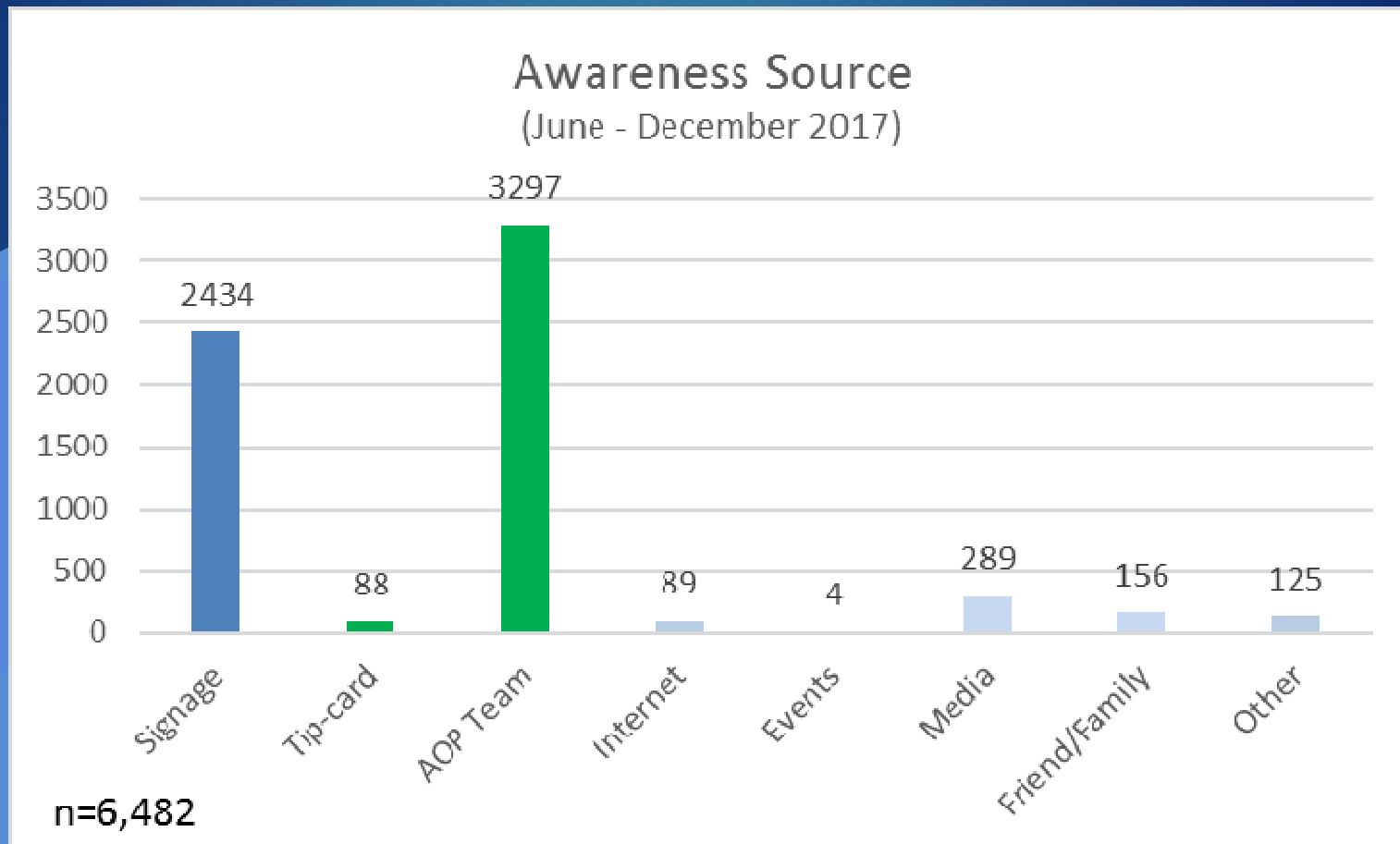
Total Anglers Aware of Fish Contamination Advisories



n= 9,336



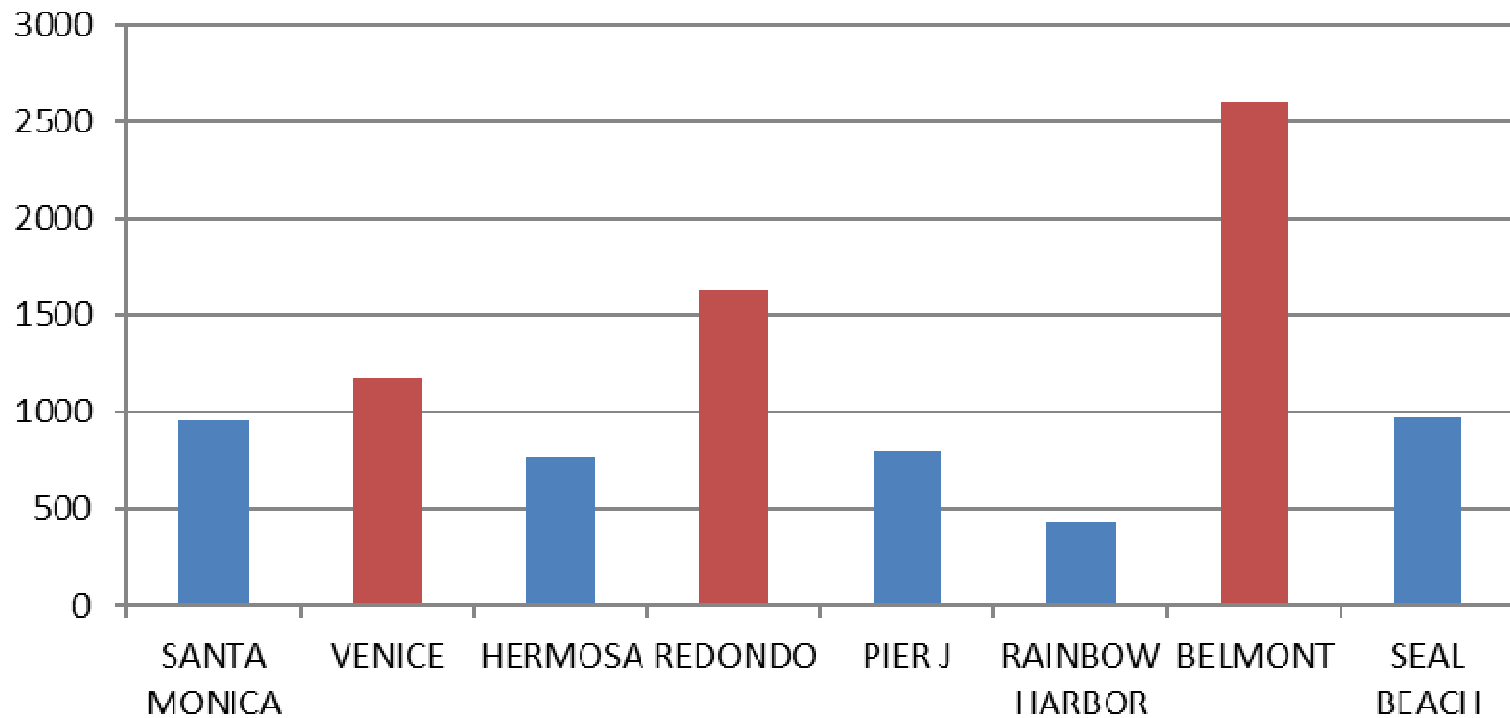
Reporting Period: April 2017 – December 2017





Reporting Period: April 2017 – December 2017

Busiest Piers during this reporting Period April 2017 - December 2017





Evening Outreach

Reporting Period: August 2017 – October 2017
Venice and Redondo Beach Pier

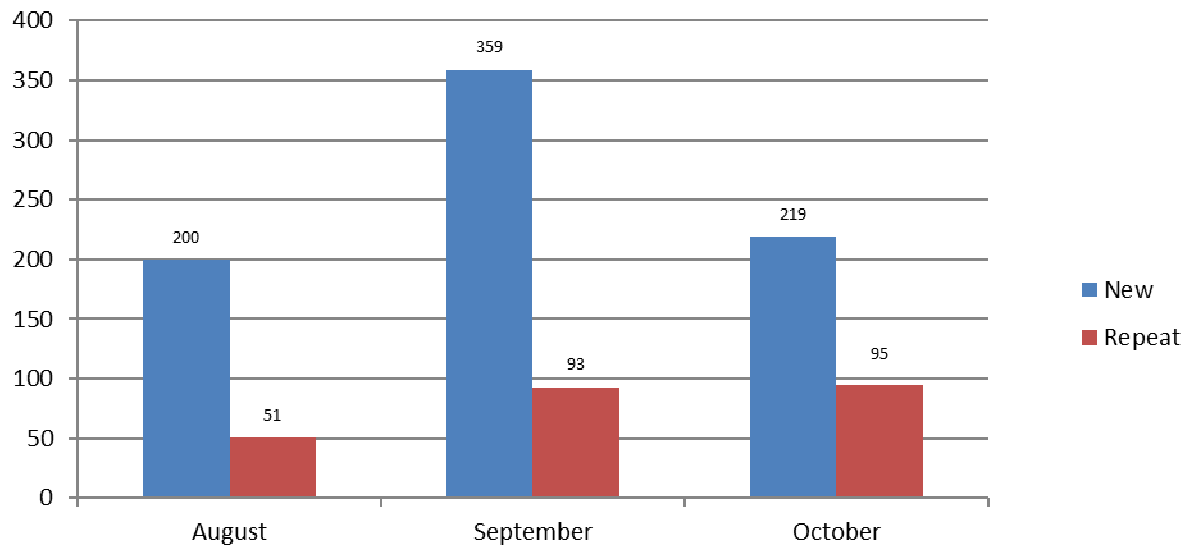
Participant Breakdown

- ▶ New: 778 (76%)
- ▶ Repeat: 239 (24%)
- ▶ Total: 1,017



Reporting Period: August 2017 – October 2017 Venice and Redondo Beach Pier

Total Anglers Surveyed from Venice and Redondo Beach



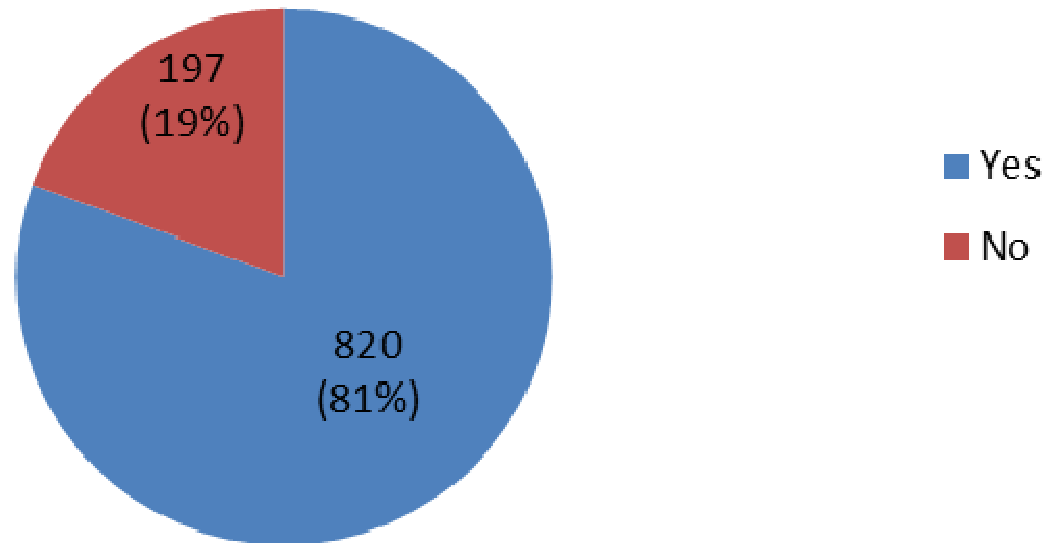
n= 1,017

Outreach
activity 4 days
per month



Reporting Period: August 2017 – October 2017
Venice and Redondo Beach Pier

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

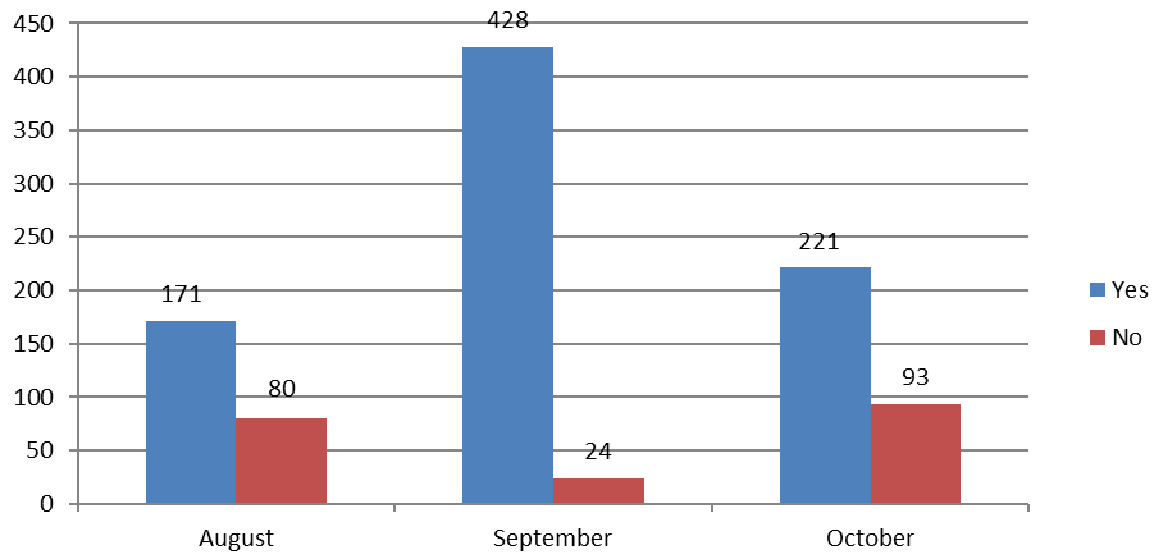


n= 1,017



Reporting Period: August 2017 – October 2017 Venice and Redondo Beach Pier

Total Anglers Aware of Fish Contamination Advisories

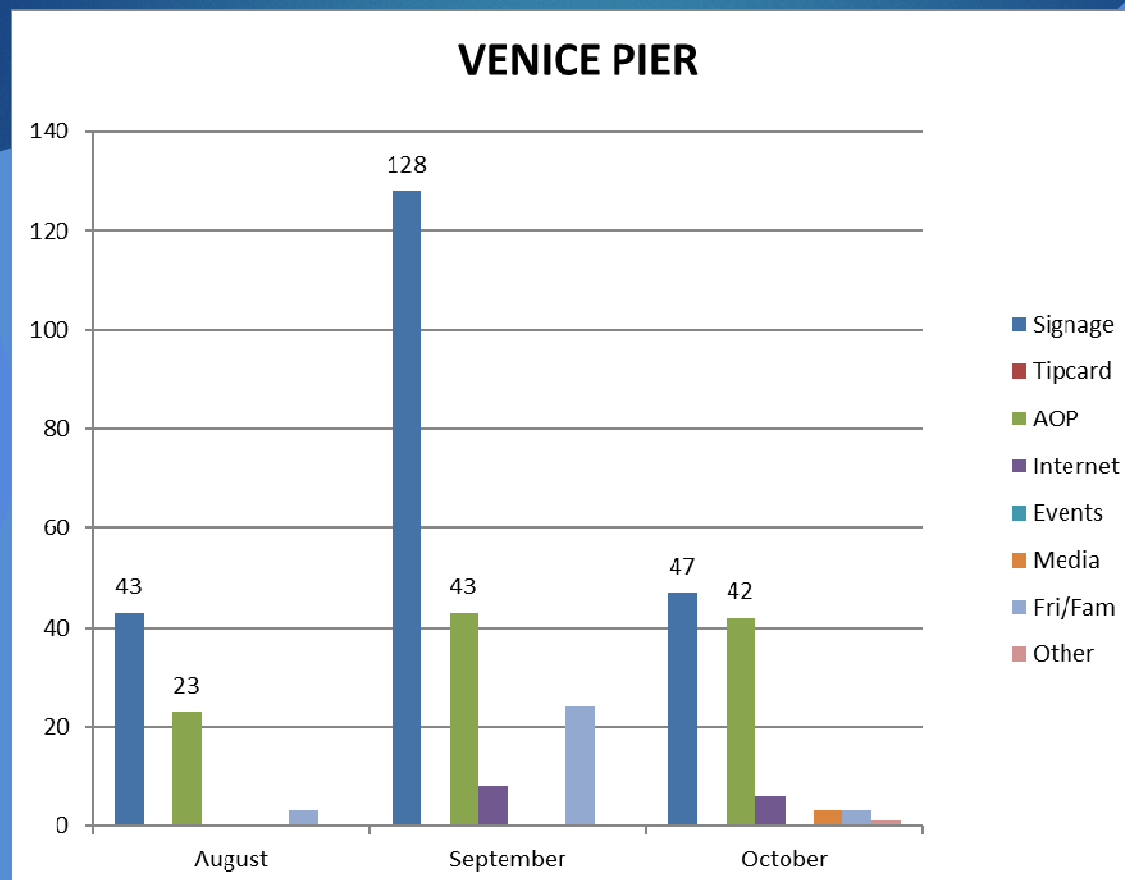


n= 1,017



Reporting Period: August 2017 – October 2017

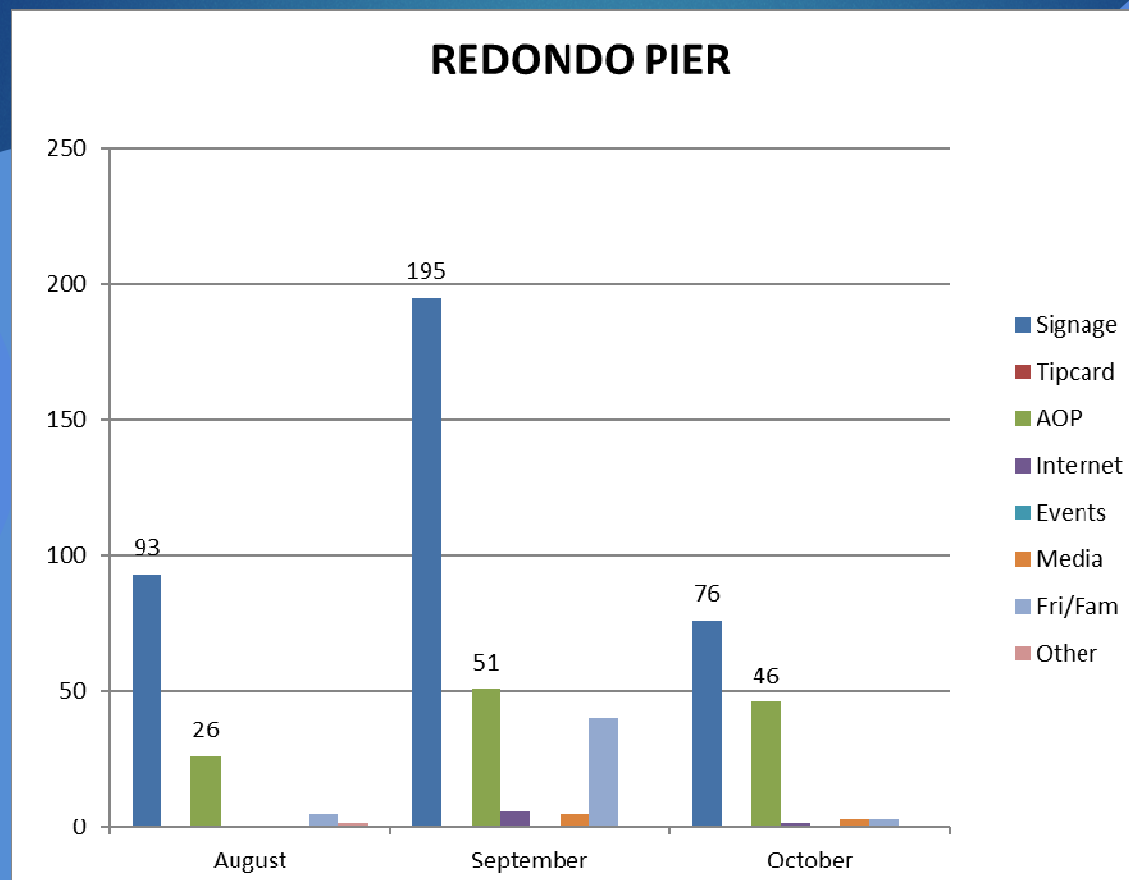
Venice and Redondo Beach Pier





Reporting Period: August 2017 – October 2017

Venice and Redondo Beach Pier



Angler Outreach Workers in Action





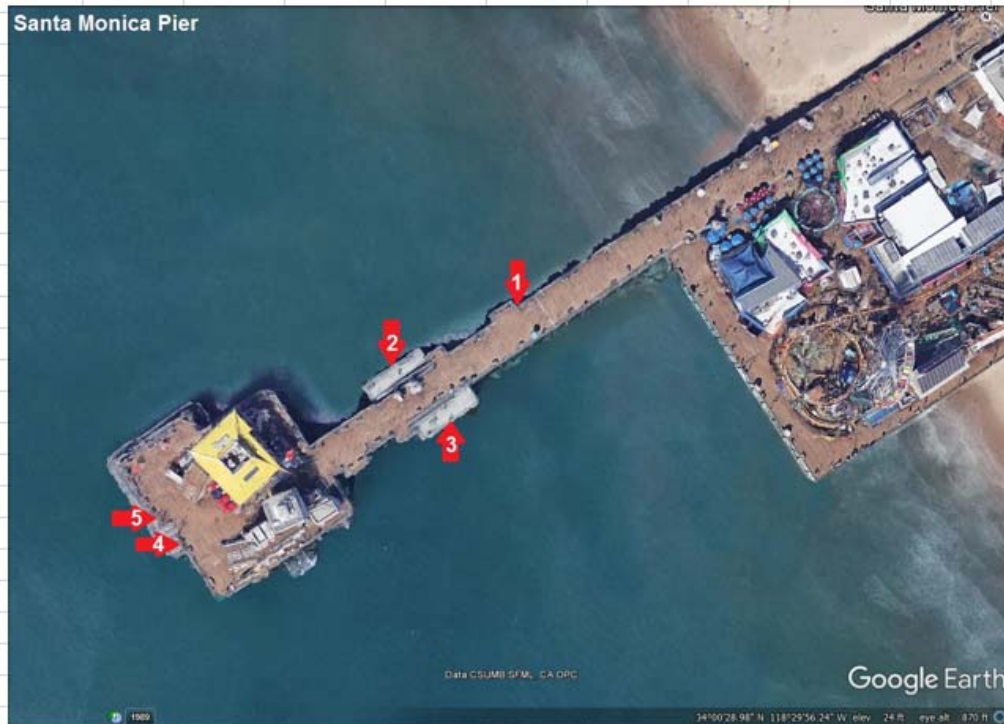


Pier Sign Tracking

▶ Total signs **36**

Santa Monica Pier	5
Venice Pier	6
Hermosa Pier	5
Redondo Pier	6
Pier J	4
Rainbow Harbor	3
Belmont Pier	5
Seal Beach Pier	2

Santa Monica Pier



1



2



3



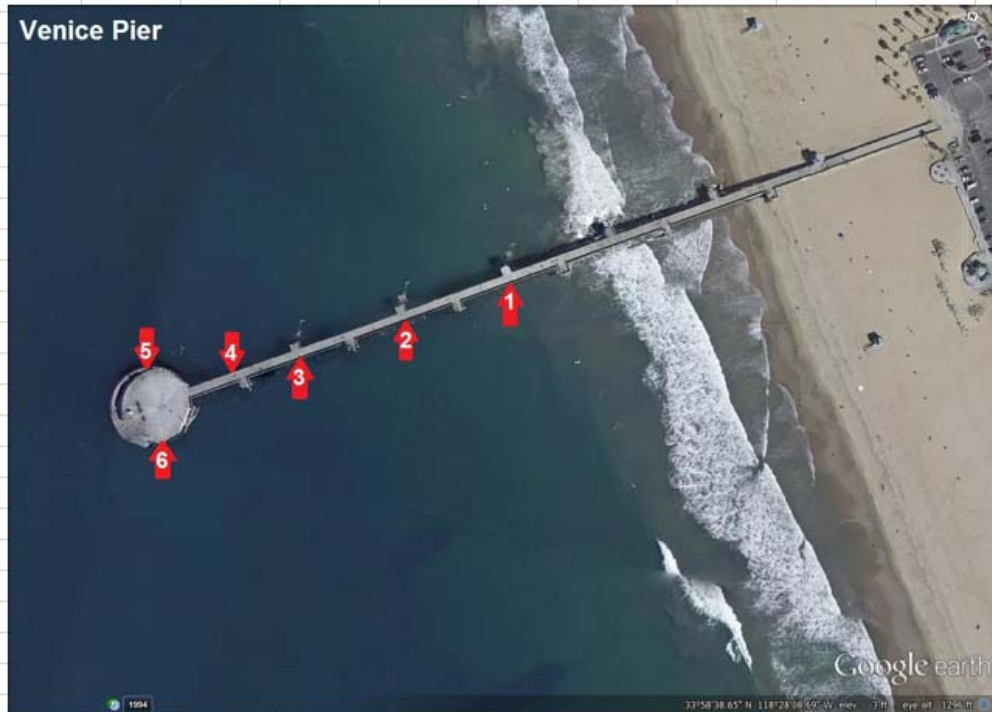
4



5

SANTA MONICA PIER	
Signs	Condition
1	Good
2	Good, few scrapes
3	Fairly good, dirty, scratches on fish images, still readable
4	Good
5	Good

Venice Pier



1



2



3



4



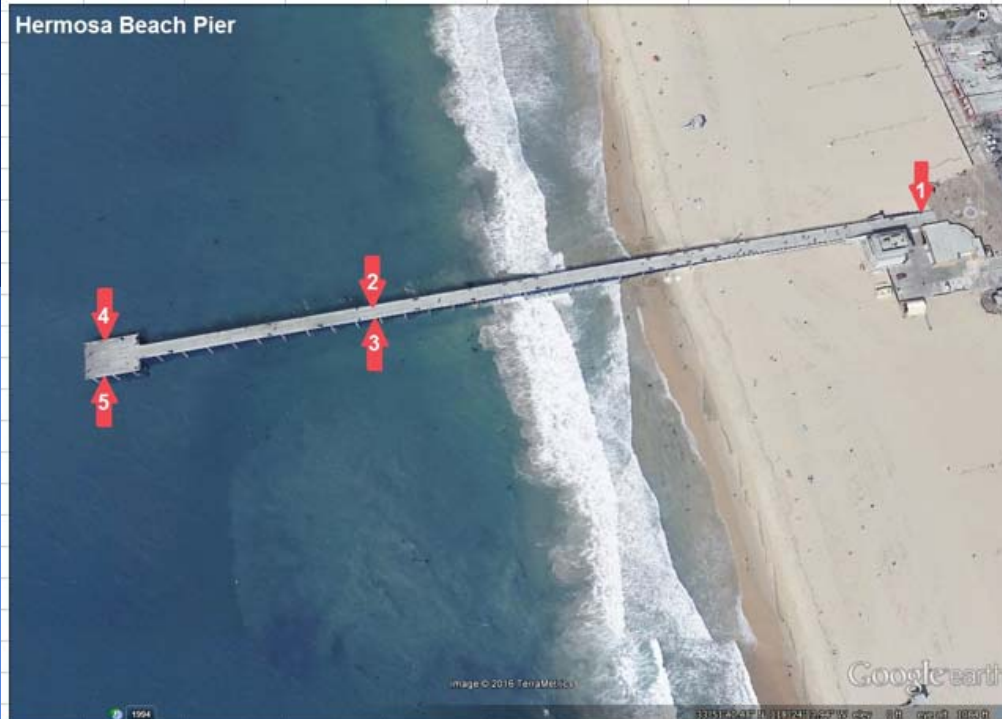
5



6

VENICE PIER	
Signs	Condition
1	Good, few graffiti on upper right hand side, decal on top and middle part of the sign
2	Good, decal on top
3	Good, few scrapes
4	Good, bent due to leaning
5	Fairly good, half of the sign covered with graffiti
6	Good

Hermosa Beach Pier



1



2



3



4



5

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

Redondo Beach Pier



1



2



3



4



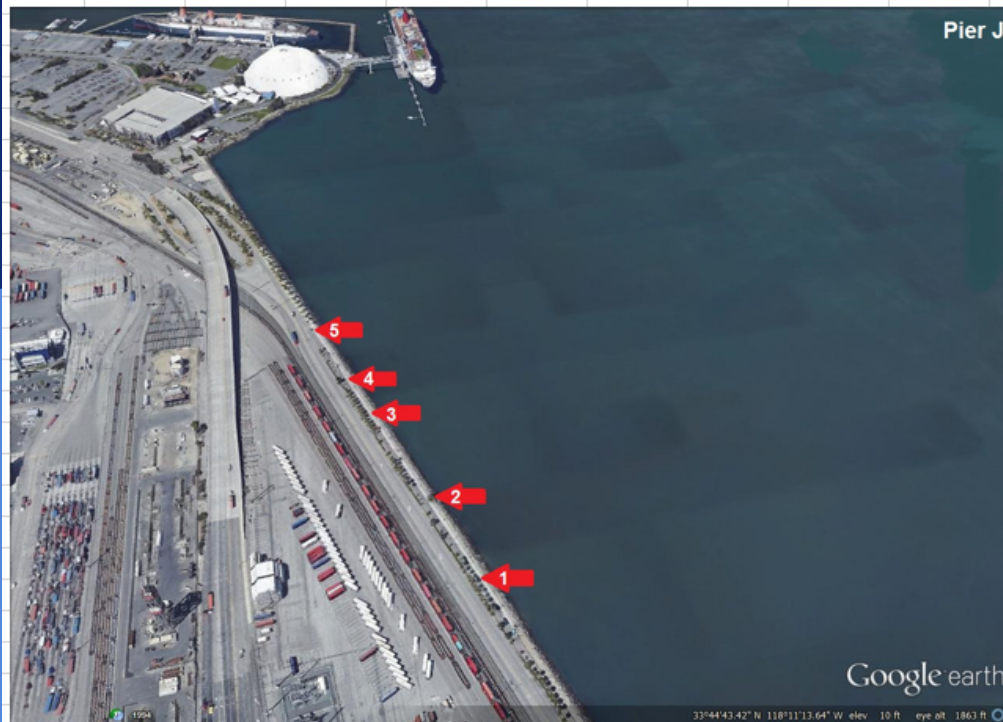
5



6

REDONDO BEACH PIER	
Signs	Condition
1	Fairly good, scratches all over, still readable
2	Good and clean
3	Good, dirty
4	Good
5	Fairly good, middle bottom part bent, few scrapes, still readable
6	Good

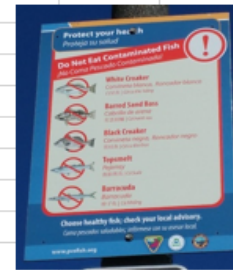
Pier J



Pier J

Google earth

33°44'43.42" N 118°11'13.64" W elev. 10 ft eye alt. 1863 ft



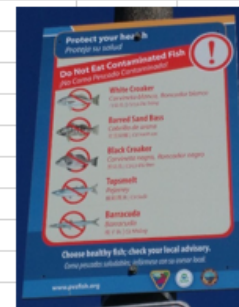
1



2



3



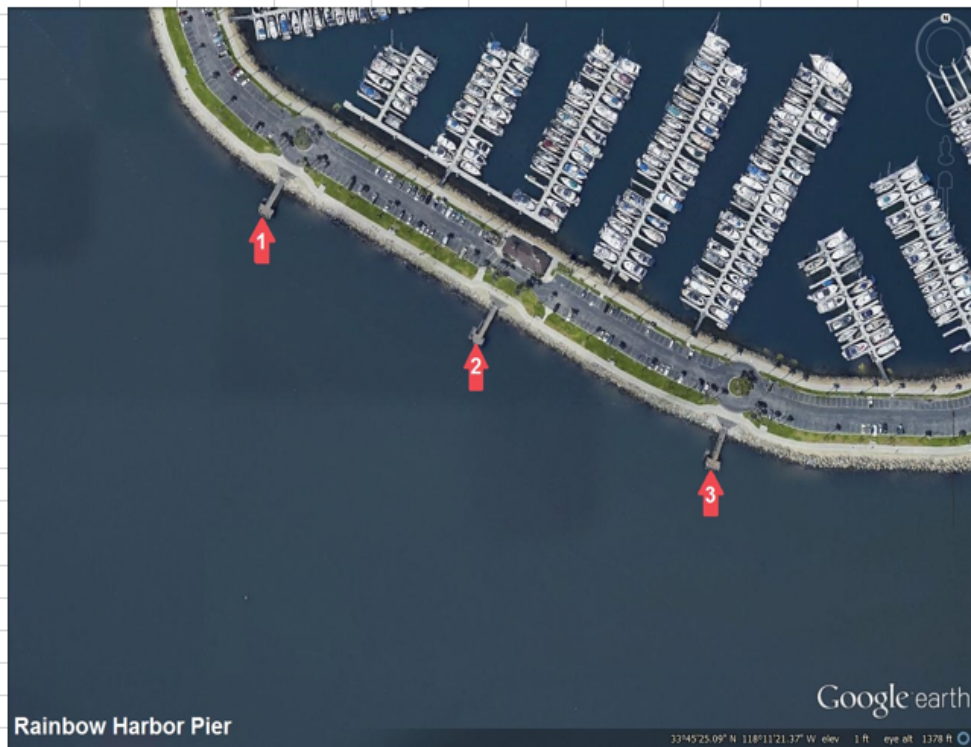
4



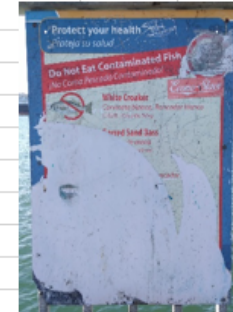
5

		PIER J
Signs		Condition
1	New	
2	New	
3	New	
4	New	
5	No sign	

Rainbow Harbor Pier



1



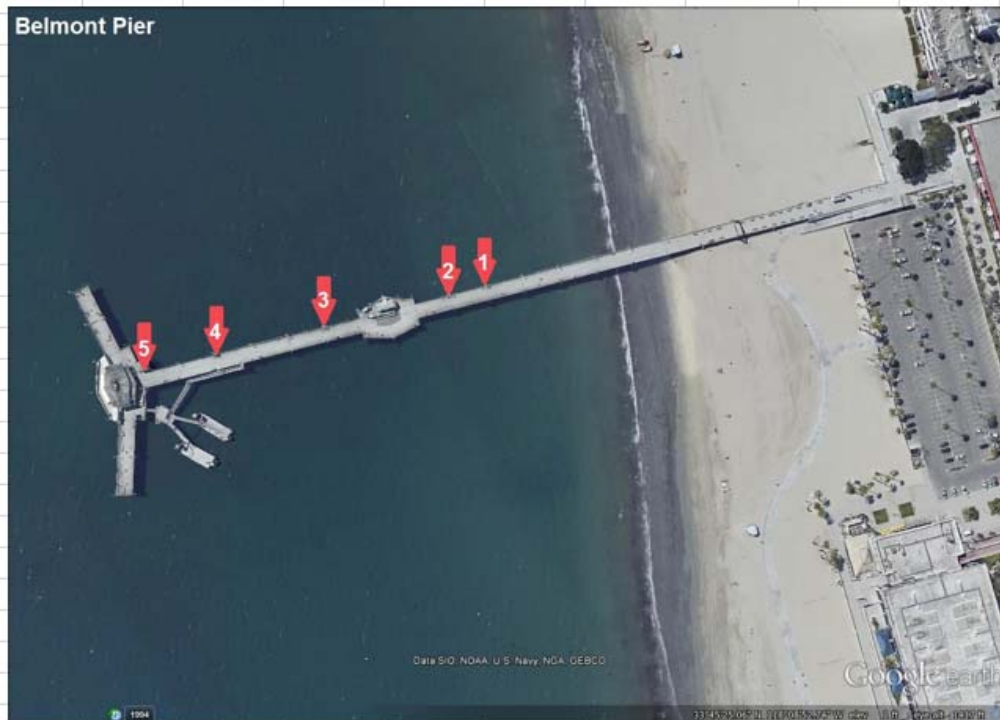
2



3

RAINBOW HARBOR	
Signs	Condition
1	Bad, cracked all over, badly damaged at the bottom. Not readable
2	Replace, decal on upper right hand side. Half of the sign has been vandalized
3	Bad, cracked all over, dirty, badly damaged at the bottom end. Some areas not readable

Belmont Pier



1



2



3



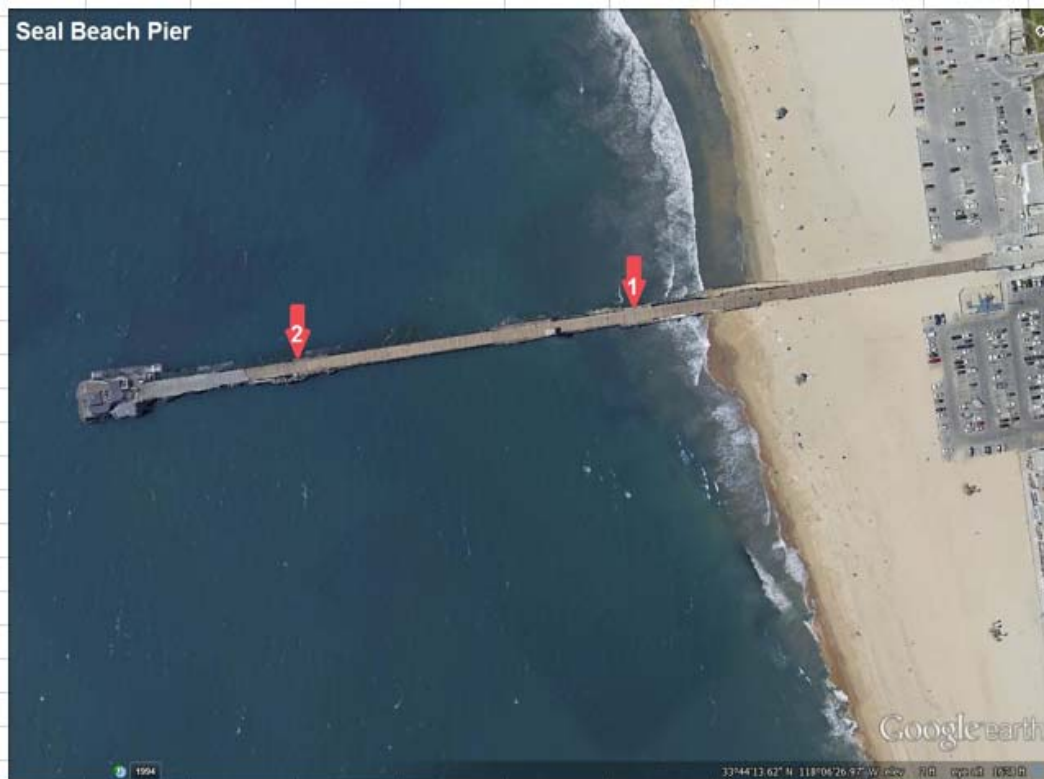
4



5

BELMONT PIER	
Signs	Condition
1	Good, dirty, few scratches
2	Good, few scratches, decal on bottom right hand side
3	Good, a bit dirty, few scratches
4	Good, a bit dirty, 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	Fair, scratches all over, scrape graffiti on top right area, admiration sign scraped off. Readable



Questions?



FRANKIE ORRALA: FORRALA@HEALTHEBAY.ORG

