



# **FCEC Partners Meeting Palos Verdes Shelf Superfund Site**

April 19, 2017

10:00 a.m.-12:00 p.m.

NOAA Restoration Center

501 West Ocean Blvd, Suite 3400, Long Beach, CA



# Community Outreach

## July 2016 – Present





# Community Outreach

## Vietnamese Outreach Events:

- **OCAVMHAS Walk With Us – Sept. 10, 2016**
  - 154 event attendees
  - Distributed 150 Vietnamese and 50 English tip cards
- **Emergency Preparedness Health Fair – Sept. 24, 2016**
  - 50 event attendees
  - Distributed 100 Vietnamese and 40 English tip cards
- **Nhan Hoa Comprehensive Healthcare Clinic's Fall Health Fair – Oct. 22, 2016**
  - 150 event attendees
  - Distributed 200 Vietnamese and 20 English tip cards





# Community Outreach

## Vietnamese Outreach Events:

- Vietnamese Physicians Association of Southern California Free Health Fair – Oct. 23, 2016
  - 600 event attendees
  - Distributed 500 Vietnamese and 20 English tip cards
- Community Health Fair – Nov. 10, 2016
  - 50 event attendees
  - Distributed 60 Vietnamese and 10 English tip cards
- Great American Smokeout – Nov. 17, 2016
  - 50 event attendees
  - Distributed 40 Vietnamese and 20 English tip cards
- UDW Health Fair – Nov. 18, 2016
  - 450 event attendees
  - Distributed 300 Vietnamese and 50 English tip cards





# Community Outreach

## Vietnamese Outreach Events:

- **Santiago High School Resource Fair – Jan. 26, 2017**
  - 150 event attendees
  - Distributed 20 Vietnamese and 10 English tip cards
- **GGUSD Resource Fair for School Community Liaisons – Feb. 3, 2017**
  - 150 event attendees
  - Distributed 50 Vietnamese and 50 English tip cards
- **Immigration Town Hall – Feb. 9, 2017**
  - 70 event attendees
  - Distributed 40 Vietnamese and 10 English tip cards





# Community Outreach

## Vietnamese Outreach Events:

- **Lincoln Adult Center (DACA) – Feb. 22, 2017**
  - 200 event attendees
  - Distributed 100 Vietnamese and 75 English tip cards
- **Los Amigos High School (DACA) – Mar. 9, 2017**
  - 50 event attendees
  - Distributed 20 Vietnamese and 20 English tip cards
- **City of Westminster's 60th Anniversary – Apr. 8, 2017**
  - 500 event attendees
  - Distributed 250 Vietnamese and 100 English tip cards





# Community Outreach

## Upcoming Vietnamese Outreach Events:

- Vietnamese-American's Human Service Providers – Jun. 14, 2017
- Annual Central County Health – Fall 2017
- Mega Naturalization Workshop – Summer 2017
- Quarterly Networking Luncheon for Southland Health Center (VNCOC) Health Fair – TBD





# Community Outreach

## Chinese Outreach Events:

- **Health Fair (Rowland Heights) – Oct. 22, 2016**
  - 500 event attendees
  - Distributed 450 Chinese and 15 English tip cards
- **Health Fair (San Gabriel) – Oct. 29, 2016**
  - 300 event attendees
  - Distributed 198 Chinese and 30 English tip cards
- **Thanksgiving Dinner (Monterey Park) – Oct. 29-30, 2016**
  - 800 event attendees
  - Distributed 705 Chinese tip cards







# Community Outreach

## Chinese Outreach Events:

- **Thanksgiving Dinner (Rowland Heights) – Nov. 6, 2016**
  - 270 event attendees
  - Distributed 248 Chinese tip cards
- **Health Fair (Covina) – Nov. 12, 2016**
  - 300 event attendees
  - Distributed 19 Chinese and 33 English tip cards
- **Turkey Trot (Covina) – Nov. 19, 2016**
  - 300 event attendees
  - Distributed 30 Chinese and 55 English tip cards





# Community Outreach

## Chinese Outreach Events:

- Lunar New Year Celebration (Temple City) – 4, 2017
  - 400 event attendees
  - Distributed 110 Chinese tip cards
- Lunar New Year Festival (Alhambra) – Feb. 11, 2017
  - 8,000 event attendees
  - Distributed 575 Chinese and 100 English tip cards
- Walk-a-thon – Mar. 25, 2017
  - 500 event attendees
  - Distributed 302 Chinese, 100 English and 22 Spanish tip cards
- Whittier Earth Day – Apr. 8, 2017
  - 3,000 event attendees
  - Distributed 294 Chinese and 152 English tip cards





# Community Outreach

## Upcoming Chinese Outreach Events:

- Spring Awakening Festival – May 20-21, 2017
- Tribute to Veterans – May 27, 2017





# Community Outreach

## Other 2017 Outreach Events:

- **African American Festival – Feb. 25, 2017**
  - 6,000 event attendees
  - Distributed 250 English, 30 Spanish, 6 Chinese and 5 Vietnamese tip cards
- **Lantern Festival – Mar. 4, 2017**
  - 8,000 event attendees
  - Distributed 400 English, 200 Spanish, 60 Chinese and 10 Vietnamese tip cards
- **Santa Monica STEAM Machines – Mar. 5, 2017**
  - 300 event attendees
  - Distributed 75 English and 10 Spanish tip cards





# Community Outreach

## Other 2017 Outreach Events:

- **Noche de Estrellas – Mar. 24, 2017**
  - 800 event attendees
  - Distributed 70 English, 80 Spanish, 6 Chinese and 2 Vietnamese tip cards
- **Los Angeles Environmental Education Fair – Mar. 11, 2017**
  - 500 event attendees
  - Distributed 90 English and 10 Spanish tip cards





# Community Outreach

## Upcoming Outreach Events:

- LA County Dept. of Public Works Earth Day – Apr. 19, 2017
- Manhattan Beach Earth Day – Apr. 22, 2017
- Aquarium of the Pacific Earth Day Celebration – Apr. 23, 2017
- Ho'oilina Foundation Heritage of Aloha – May 20-21, 2017
- Lummi Day Festival – Jun. 3, 2017





# Event Connections





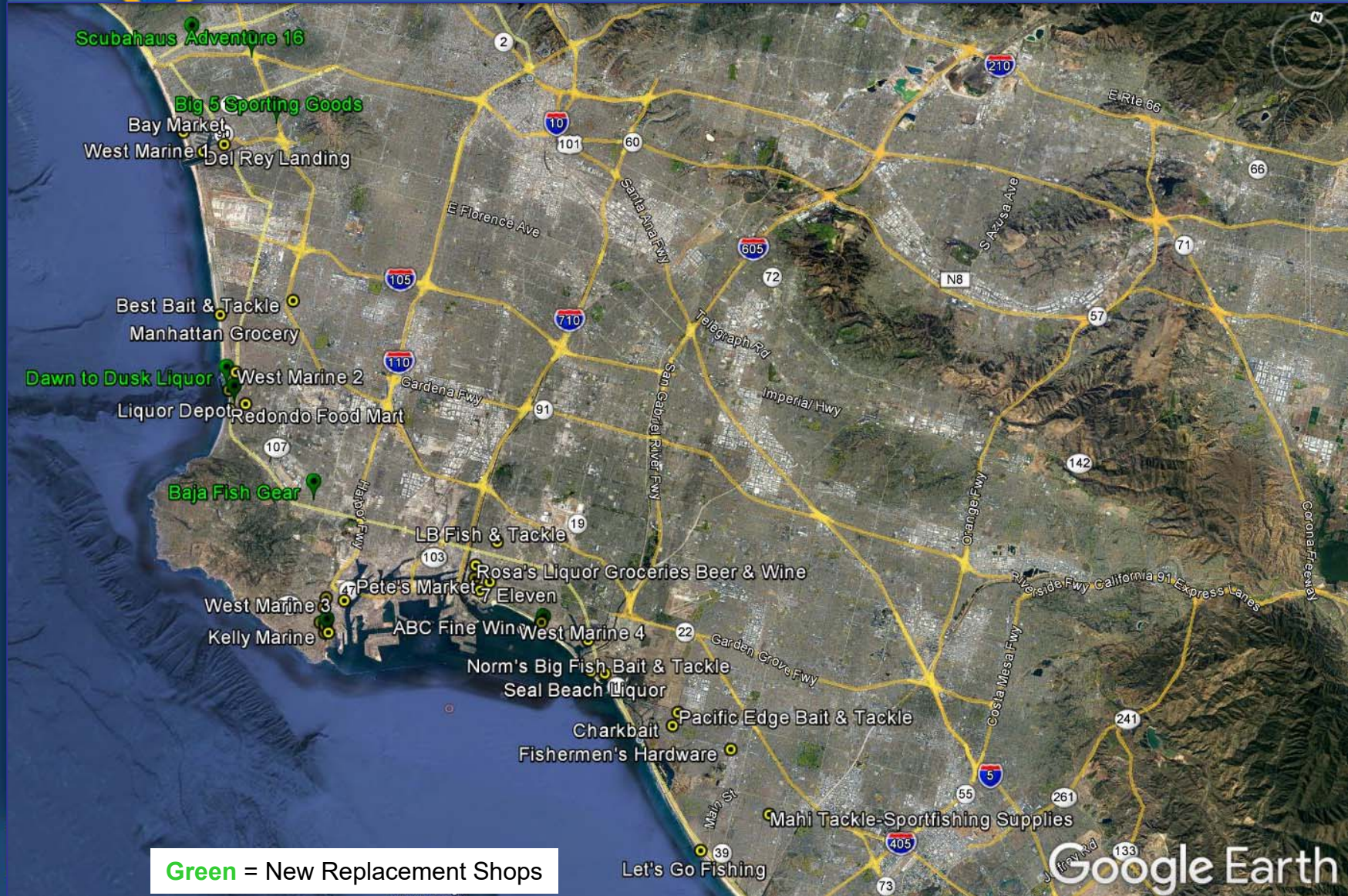
# Event Connections







# Community Outreach: Bait Shops



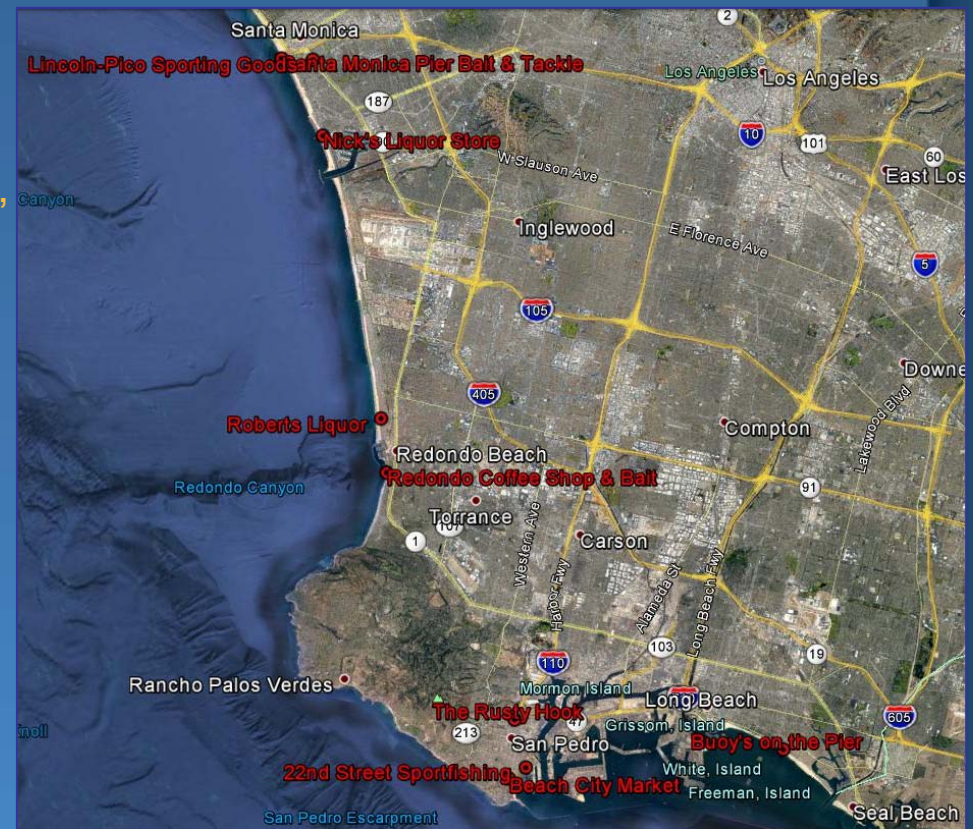
Google Earth



# Bait Shop Outreach

## Bait Shops Removed (Overlapped with Heal the Bay Angler Outreach)

- Group 1: Santa Monica, Venice Beach, Marina Del Rey
  - Lincoln-Pico Sporting Goods
  - Nick's Liquor Store
  - Santa Monica Pier Bait and Tackle
- Group 2: Hawthorne, Manhattan Beach, Hermosa Beach, Redondo Beach
  - Redondo Coffee Shop & Bait
  - Robert's Liquor
- Group 3: San Pedro
  - 22nd Street Landing Sport Fishing
  - Beach City Market
  - The Rusty Hook
- Group 4: Long Beach, Seal Beach
  - Buoy's On The Pier
- Group 5: Huntington Beach
  - None

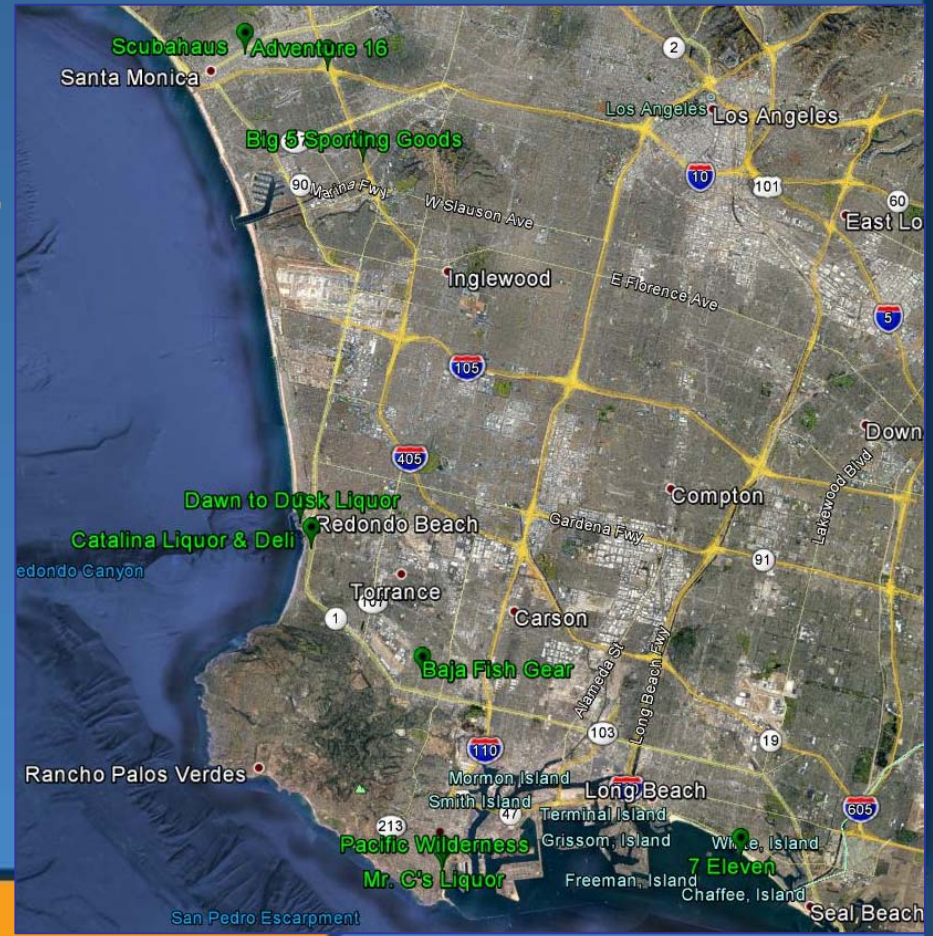




# Bait Shop Outreach

## Replacement Bait Shops

- Group 1: Santa Monica, Venice Beach, Marina Del Rey
  - Big 5 Sporting Goods
  - Adventure 16
  - Scubahaus
- Group 2: Hawthorne, Manhattan Beach, Hermosa Beach, Redondo Beach
  - Catalina Liquor & Deli
  - Dawn to Dusk Liquor
- Group 3: San Pedro
  - Mr. C's Liquor
  - Pacific Wilderness
  - Baja Fish Gear
- Group 4: Long Beach, Seal Beach
  - 7-Eleven (Ocean Blvd.)
- Group 5: Huntington Beach
  - None





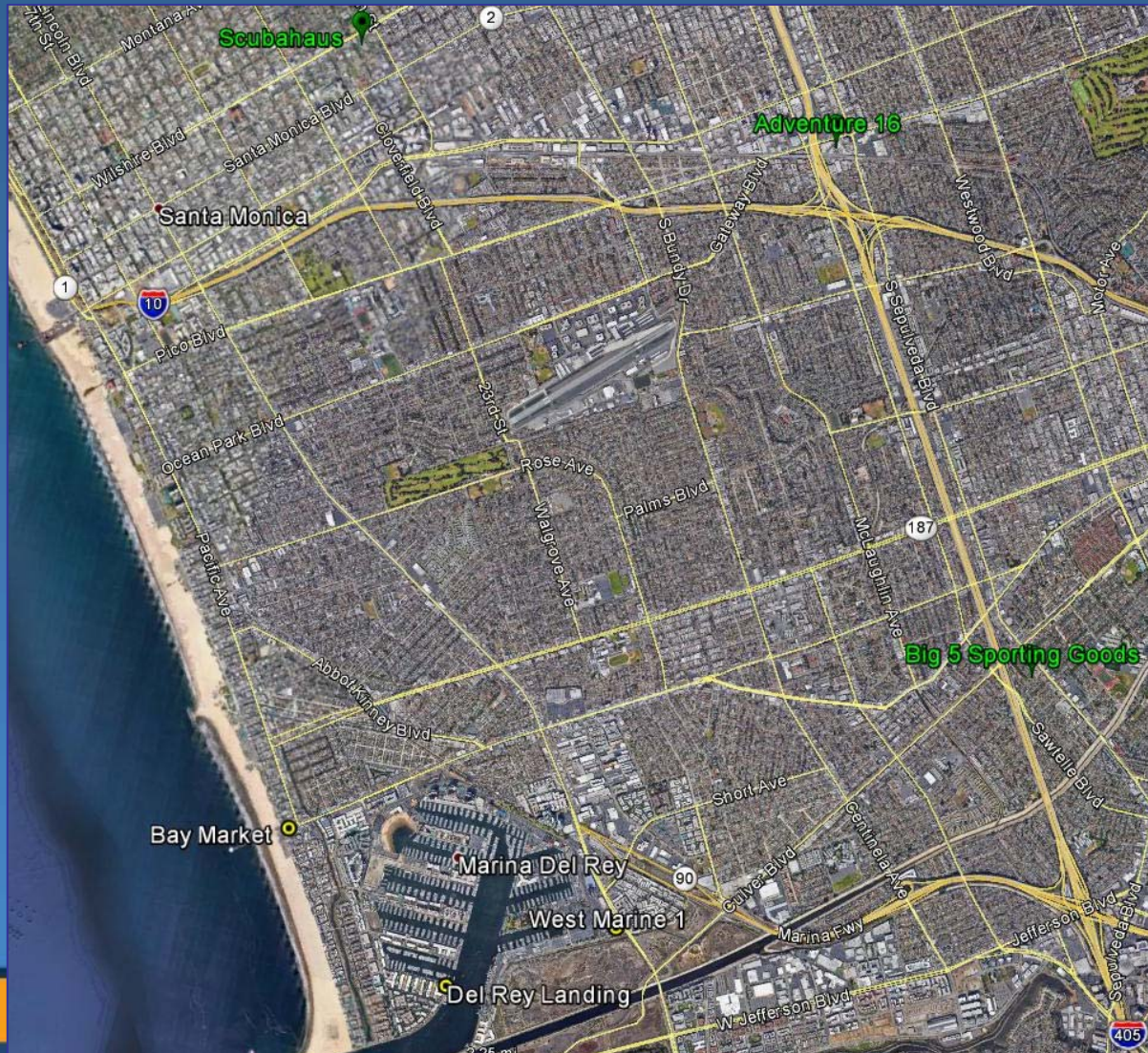
# Bait Shop Outreach





# Bait Shop Outreach

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



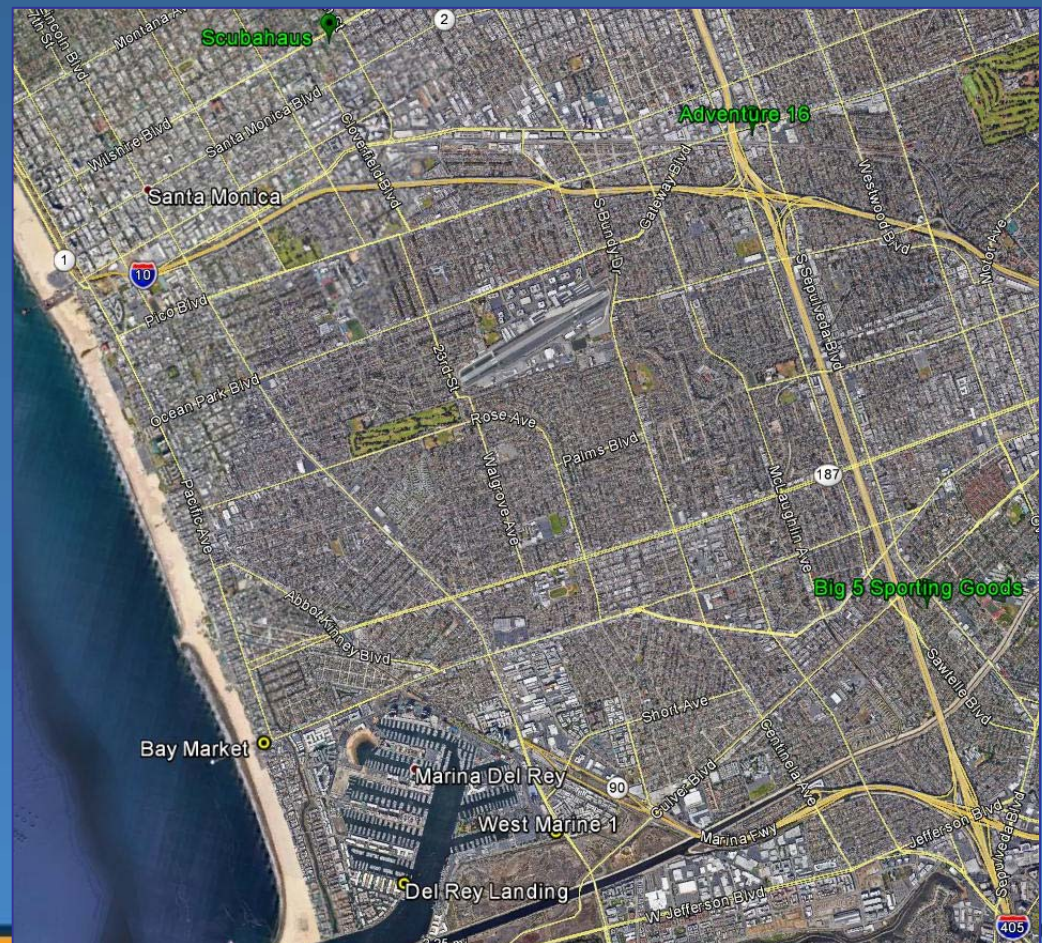


# Bait Shop Outreach

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

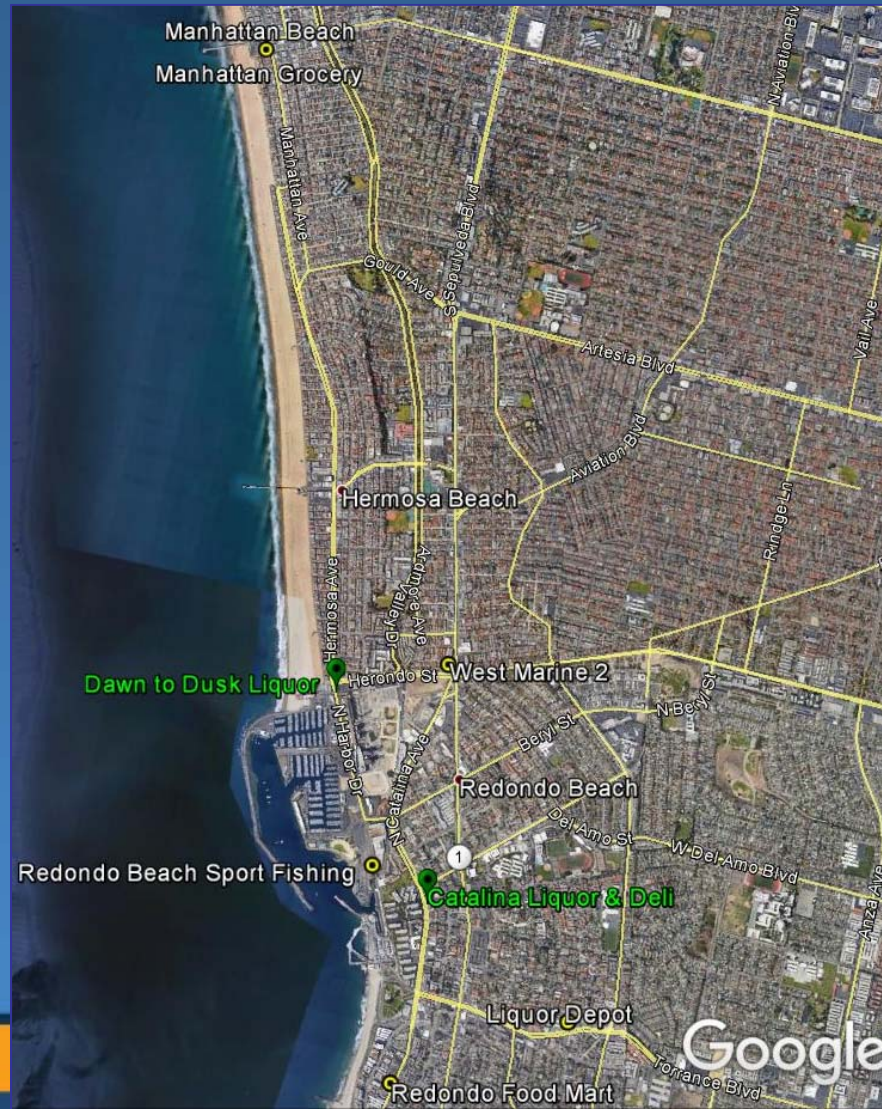
- **Bay Market:**  
*20 E, 20 S, 20 C, 20 V*
- **Del Rey Landing:**  
*20 E, 20 S, 20 C, 20 V*
- **West Marine (1):**  
*20 E, 20 S, 20 C, 20 V*
- **Scubahaus (NEW):**  
*20 E, 20 S, 20 C, 20 V*
- **Big 5 Sporting Goods (NEW):**  
*20 E, 20 S, 20 C, 20 V*
- **Adventure 16 (NEW):**  
*20 E, 20 C*





# Bait Shop Outreach

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



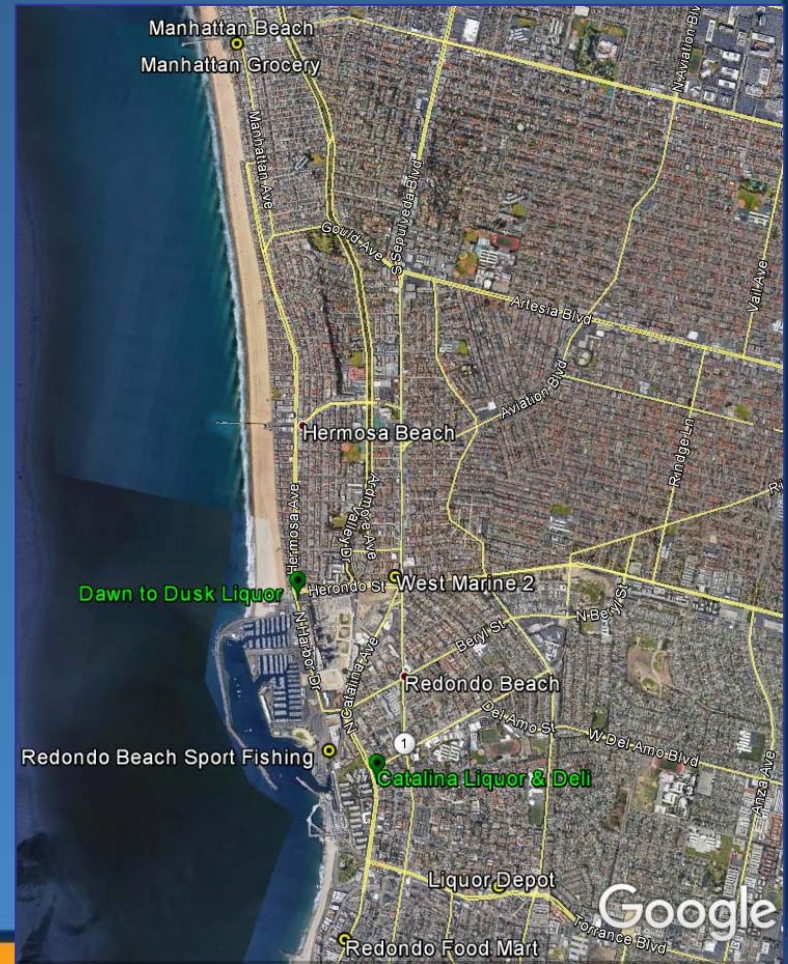


# Bait Shop Outreach

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:** 20 E, 20 S, 20 C, 20 V
- **Manhattan Grocery:** 20 E, 20 S, 20 C, 20 V
- **Redondo Beach Sport Fishing:** 20 E, 20 S, 20 C, 20 V
- **Redondo Coffee Shop & Bait:** 20 E, 20 S, 20 C, 20 V
- **Liquor Depot:** 20 E, 20 S, 20 C, 20 V
- **West Marine (2):** 20 E, 20 S, 20 C, 20 V
- **Catalina Liquor & Deli (NEW):** 20 E, 20 S, 20 C, 20 V
- **Dawn to Dusk Liquor (NEW):** 20 E, 20 S

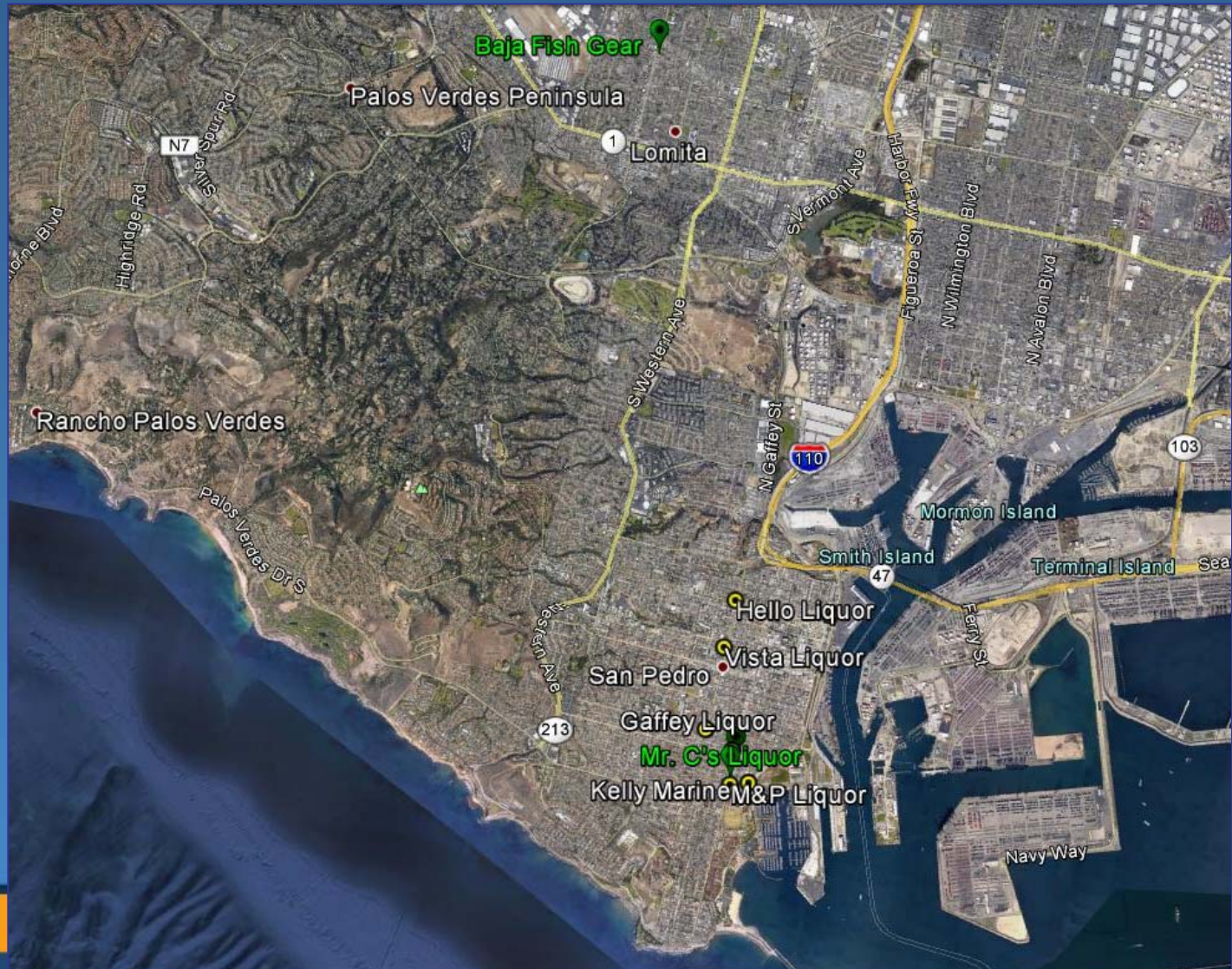






# Bait Shop Outreach

Group 3:  
San Pedro



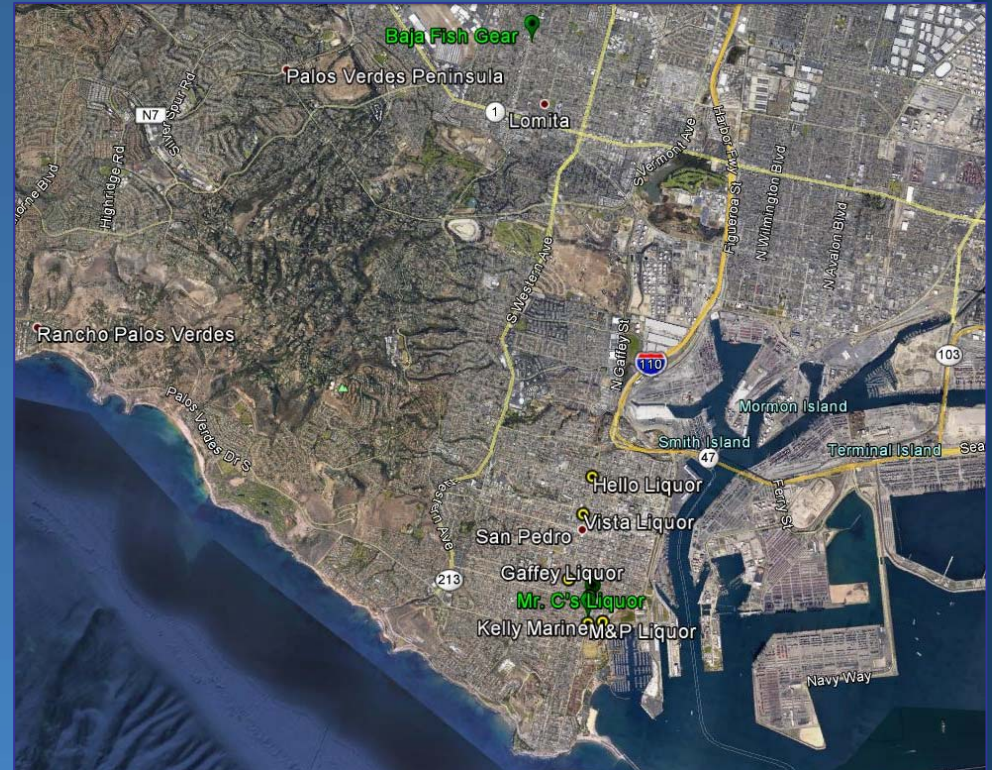


# Bait Shop Outreach

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

## Group 3: San Pedro

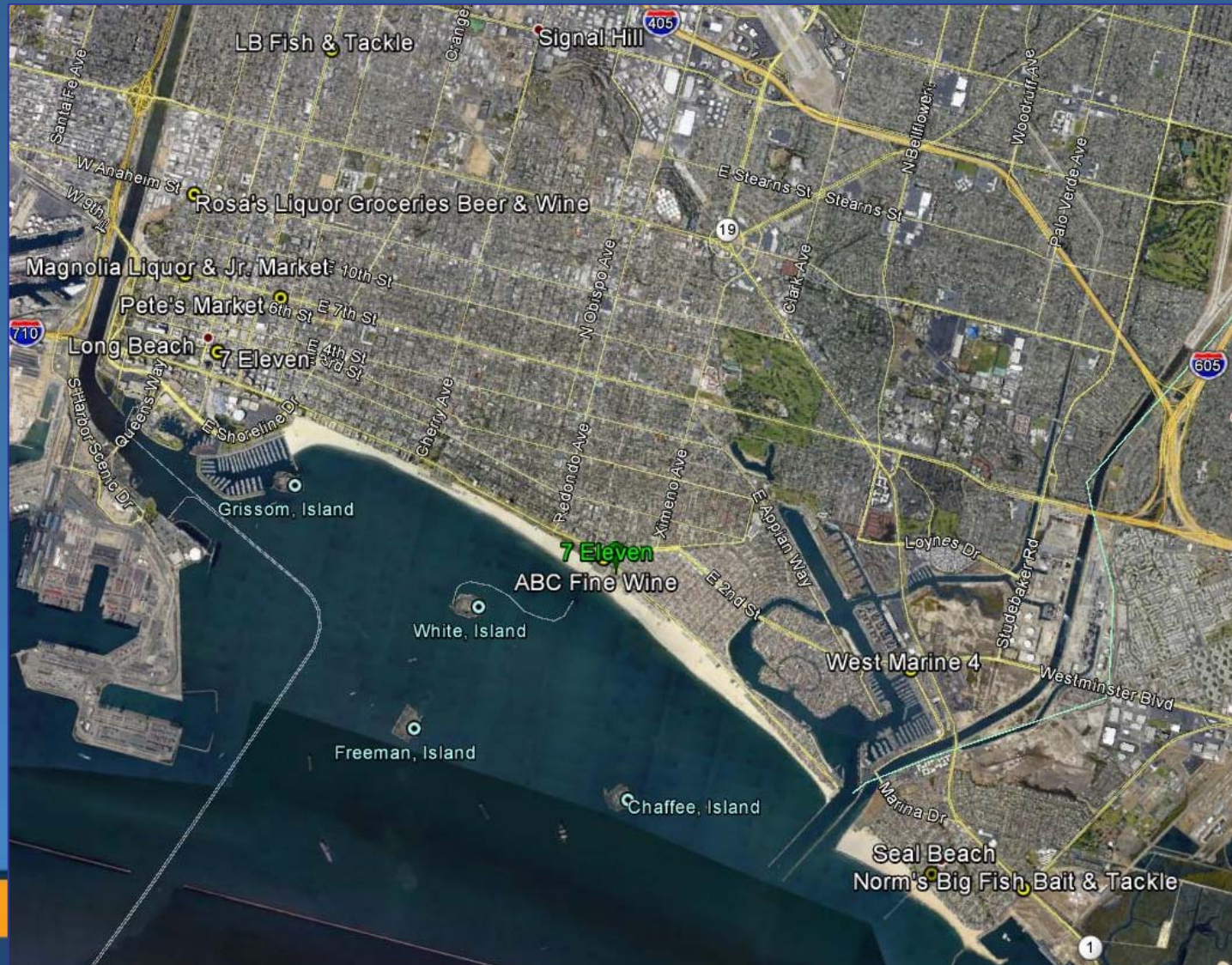
- Vista Liquor: 20 E, 20 S, 20 C
- Stanley's Liquor Jr. Market: 20 E, 25 S, 20 C
- Gaffey Liquor: 20 E, 20 S, 20 C
- Hello Liquor: 20 E, 20 S, 20 C
- Kelly Marine: 20 E, 20 S, 20 C
- M&P Liquor: 20 E, 20 S, 20 C, 20 V
- West Marine (3): 20 E, 20 S, 20 C
- Pacific Wilderness (NEW): 20 E, 20 S, 20 C
-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





# Bait Shop Outreach

Group 4:  
Long Beach,  
Seal Beach



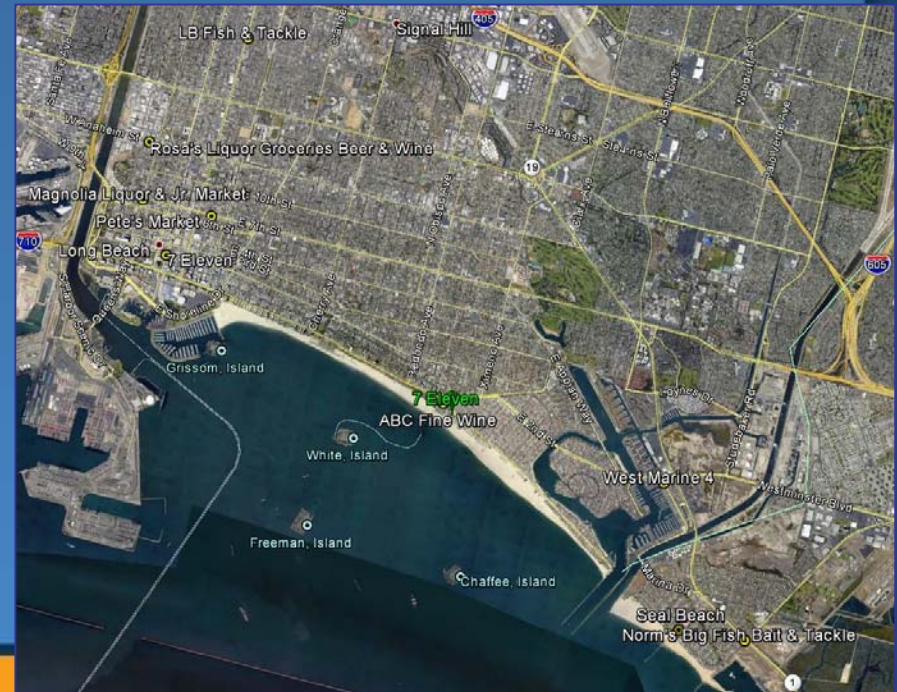


# Bait Shop Outreach

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

## Group 4: Long Beach, Seal Beach

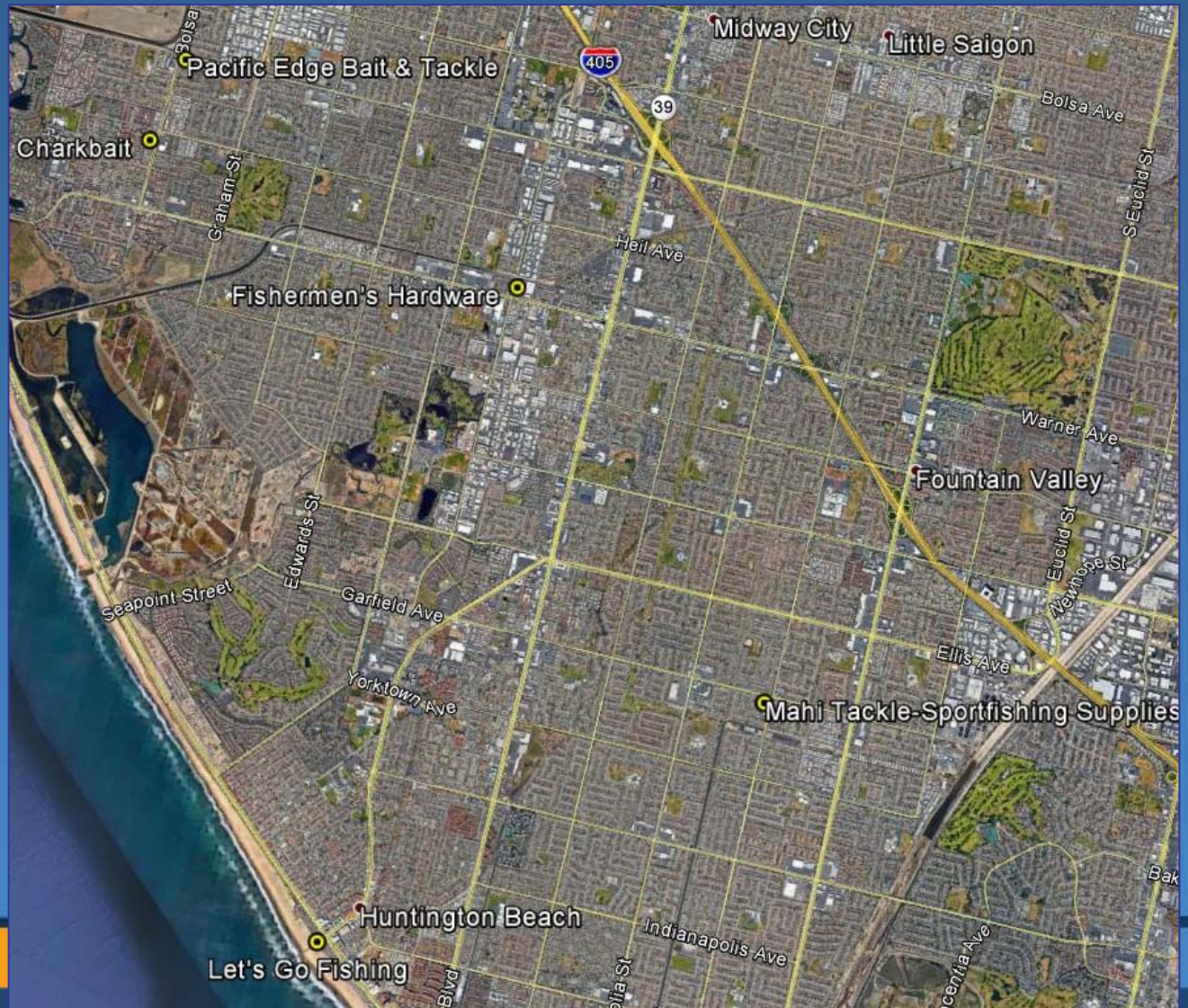
- Pete's Market: 20 E, 20 S, 20 C, 20 V
- Rosa's Liquor Market: 20 E, 20 S, 20 C, 20 V
- 7 Eleven (Pine Ave.): 20 E, 20 S, 20 C, 20 V
- Magnolia Liquor Jr. Market: 20 E, 20 S, 20 C, 20 V
- West Marine (4): 20 E, 20 S, 20 C, 20 V
- Big Fish Bait & Tackle:  
20 E, 20 S, 20 C, 20 V
- ARCO: 20 E, 20 S
- ABC Fine Wine: 20 E, 20 S, 20 C, 20 V
- Jimmy Caivo Bait & Tackle: 20 E, 20 S
- Seal Beach Liquor Store: 20 E, 20 S
- 7 Eleven (Ocean Blvd.) (NEW):  
20 E, 20 S, 20 C





# Bait Shop Outreach

**Group 5:  
Huntington Beach**



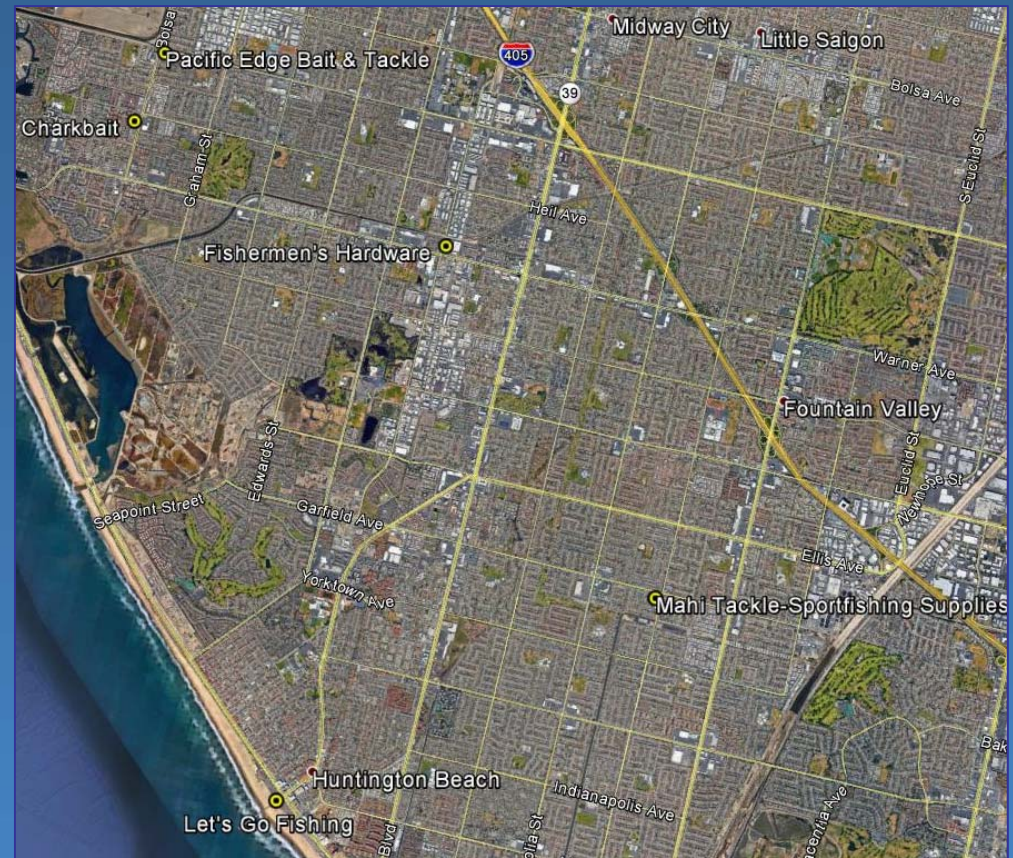


# Bait Shop Outreach

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

## Group 5: Huntington Beach

- **Charkbait:** 20 E, 20 S, 20 C, 20 V
- **Fisherman's Hardware:**  
20 S, 20 V
- **Let's Go Fishing:**  
20 E, 20 S, 20 C, 20 V
- **Mahi Tackle-Sport Fishing Supplies:** 20 E, 20 S, 20 C, 20 V
- **Pacific Edge Bait & Tackle:**  
20 E, 20 S, 20 C, 20 V





# Community Outreach: School Districts

## Los Angeles Unified School District

- Targeted efforts on South, Central and East Districts
- Requested to attend events, distribute materials to students
- Contacted:
  - **K-12 Science Specialists:** Offered participation in Science Fairs (distribute information at a table)
  - **Division of Instruction, Elementary and Middle School Science:** Only interested in the LA River
  - **Student Medical Services:** No response
  - **Office of Environmental Health & Safety:** Need to consult supervisors

## Consider outreach to Long Beach Unified School District

