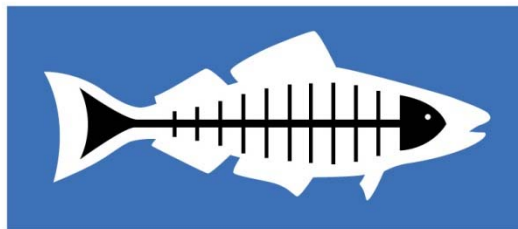




**Angler Outreach Program
Year 14
July 2016 – March 2017**



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
- ▶ 14th year of partnership
- ▶ 140,000+ anglers reached
- ▶ Team size: 4-6 angler outreach team members
- ▶ Current outreach on 8 piers

AOP Objectives



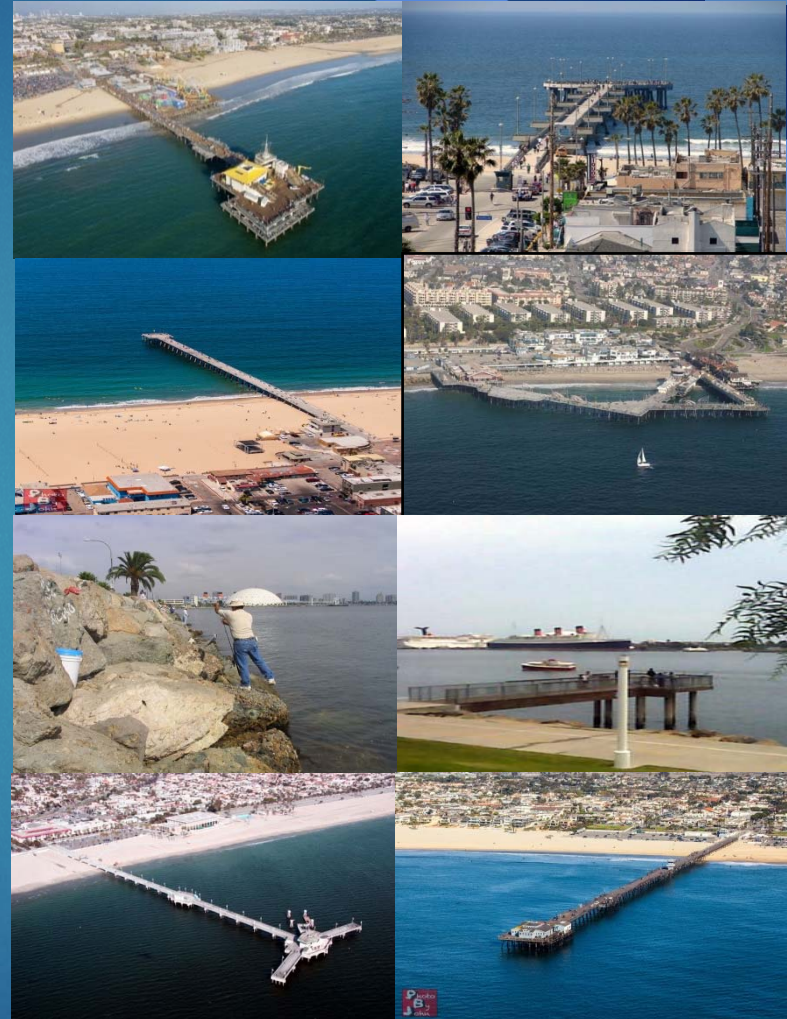
- ▶ The program's primary aim continues to be the education of pier and shoreline anglers on the risks of consuming DDT and PCBs-contaminated white croaker.
- ▶ Secondary goals are to educate anglers on other locally caught fish with regards to catch limits and consumption guidelines concerning DDT, 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
- ▶ Hannah Imson – Tagalog
- ▶ Oscar Torres – Spanish
- ▶ Benmin Sun – Chinese
- ▶ Vanessa Alcantar – Spanish

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 Outreach



Educational Outreach Tally Sheet

EA USE: Form # _____
Last Modified: Oct 6, 2015

Date: _____ Location: _____ Outreach worker: _____

***** FILL OUT ONE LINE PER PERSON*****
Use a new form each day at each pier.

	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 fish contamination advisories before this?	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				
21	<input type="checkbox"/> Adult <input type="checkbox"/> Child	<input type="checkbox"/> New <input type="checkbox"/> Repeat	<input type="checkbox"/> No <input type="checkbox"/> Yes		
22	<input type="checkbox"/> Adult <input type="checkbox"/> Child	<input type="checkbox"/> New <input type="checkbox"/> Repeat	<input type="checkbox"/> No <input type="checkbox"/> Yes		
23	<input type="checkbox"/> Adult <input type="checkbox"/> Child	<input type="checkbox"/> New <input type="checkbox"/> Repeat	<input type="checkbox"/> No <input type="checkbox"/> Yes		
24	<input type="checkbox"/> Adult <input type="checkbox"/> Child	<input type="checkbox"/> New <input type="checkbox"/> Repeat	<input type="checkbox"/> No <input type="checkbox"/> Yes		



- ▶ Data collected include anglers receiving outreach (new/repeat)
- ▶ Outreach conducted in the daytime 3 days/week
- ▶ **7,513 total anglers** interviewed across 8 piers from July 2016-March 2017



Database Numbers July 2016 – March 2017

▶ Represents:

- ▶ July 2016- March 2017
- ▶ Preliminary Analysis
- ▶ Does not include Cabrillo Pier data





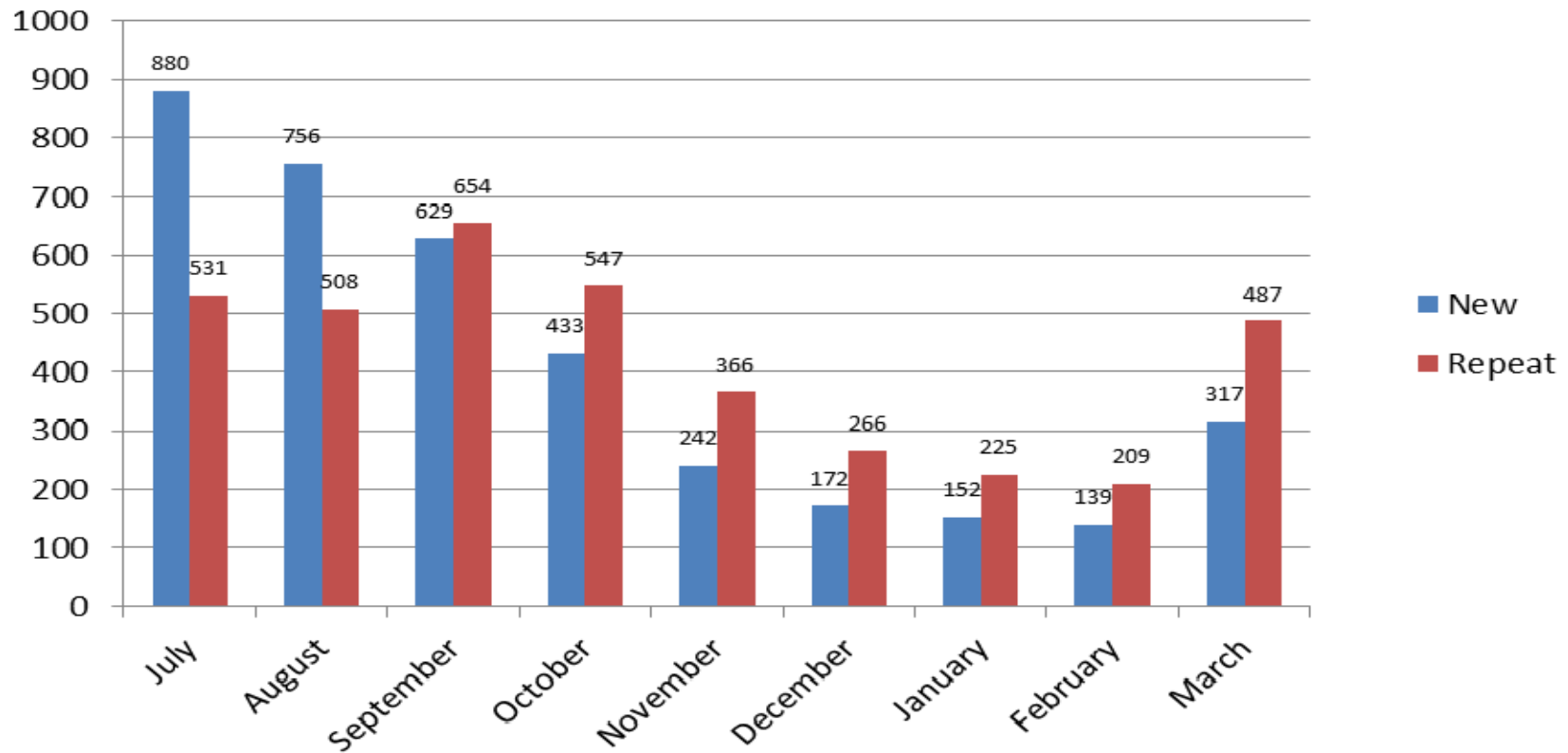
Participant Breakdown

- ▶ New: 3,720 (49.5%)
- ▶ Repeat: 3,793 (50.5%)
- ▶ Total: 7,513

Reporting Period: July 2016 – March 2017



Total Anglers surveyed from Santa Monica through Seal Beach

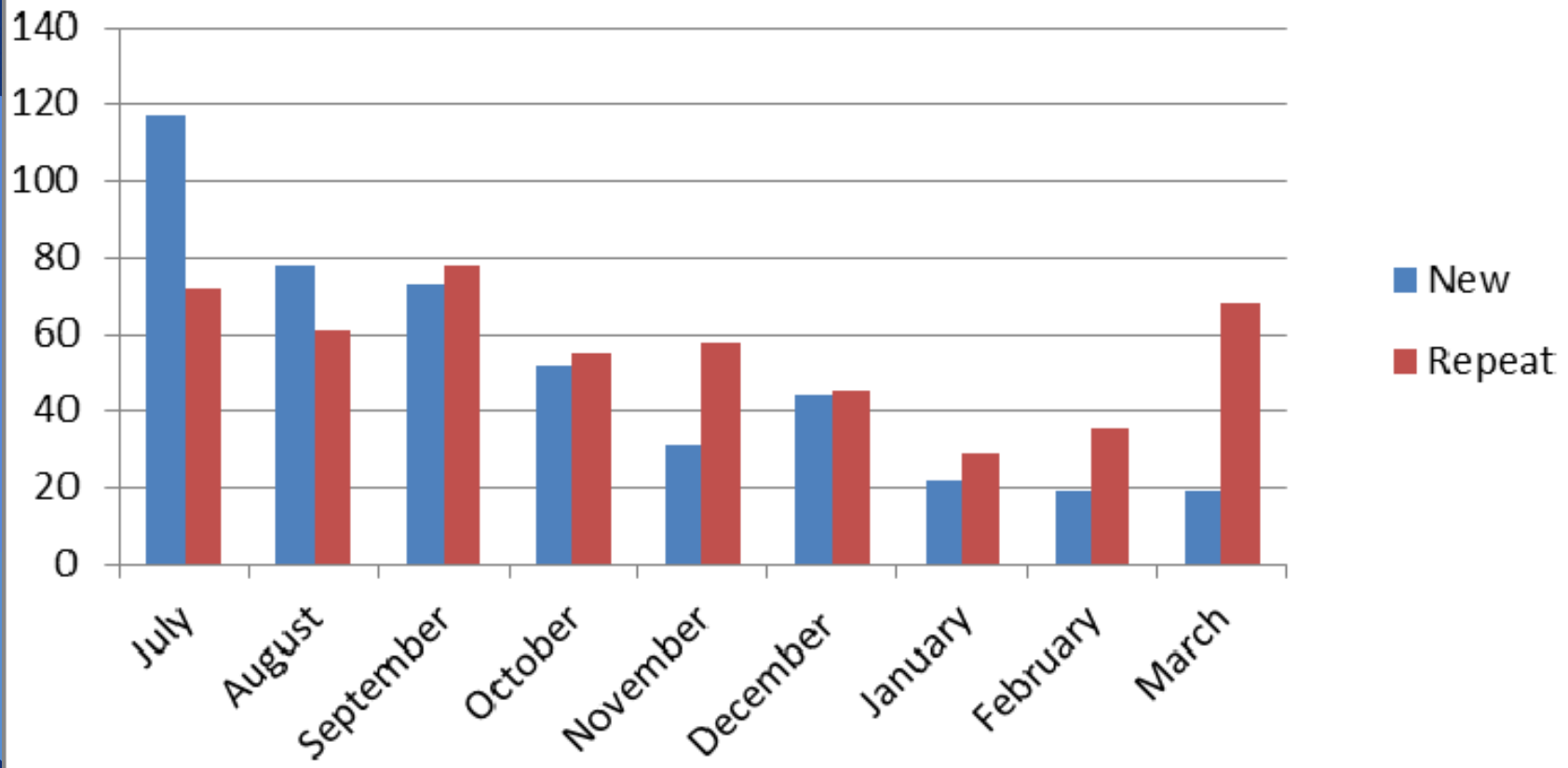


n= 7,513



Reporting Period: July 2016 – March 2017

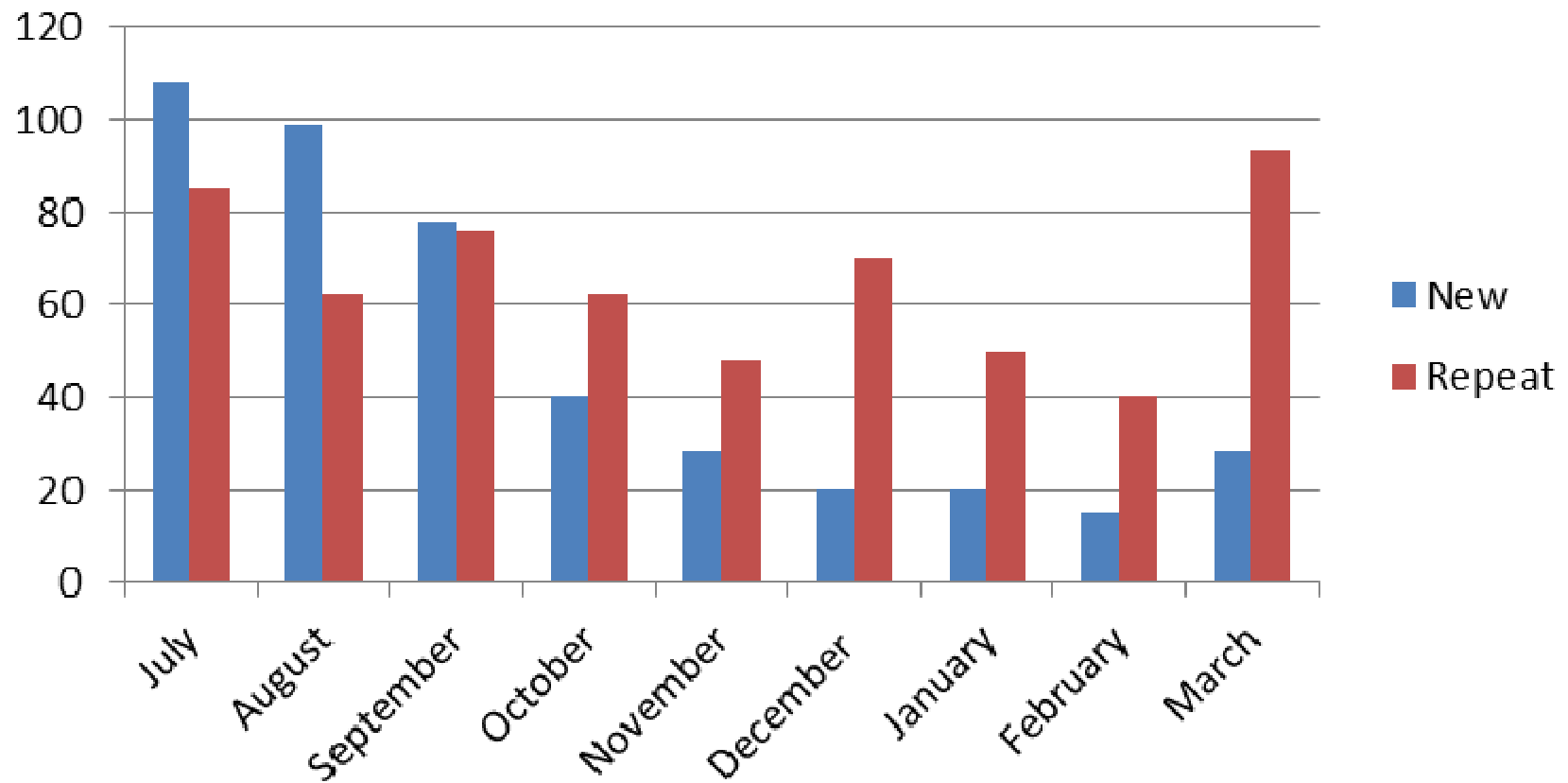
SANTA MONICA PIER





Reporting Period: July 2016 – March 2017

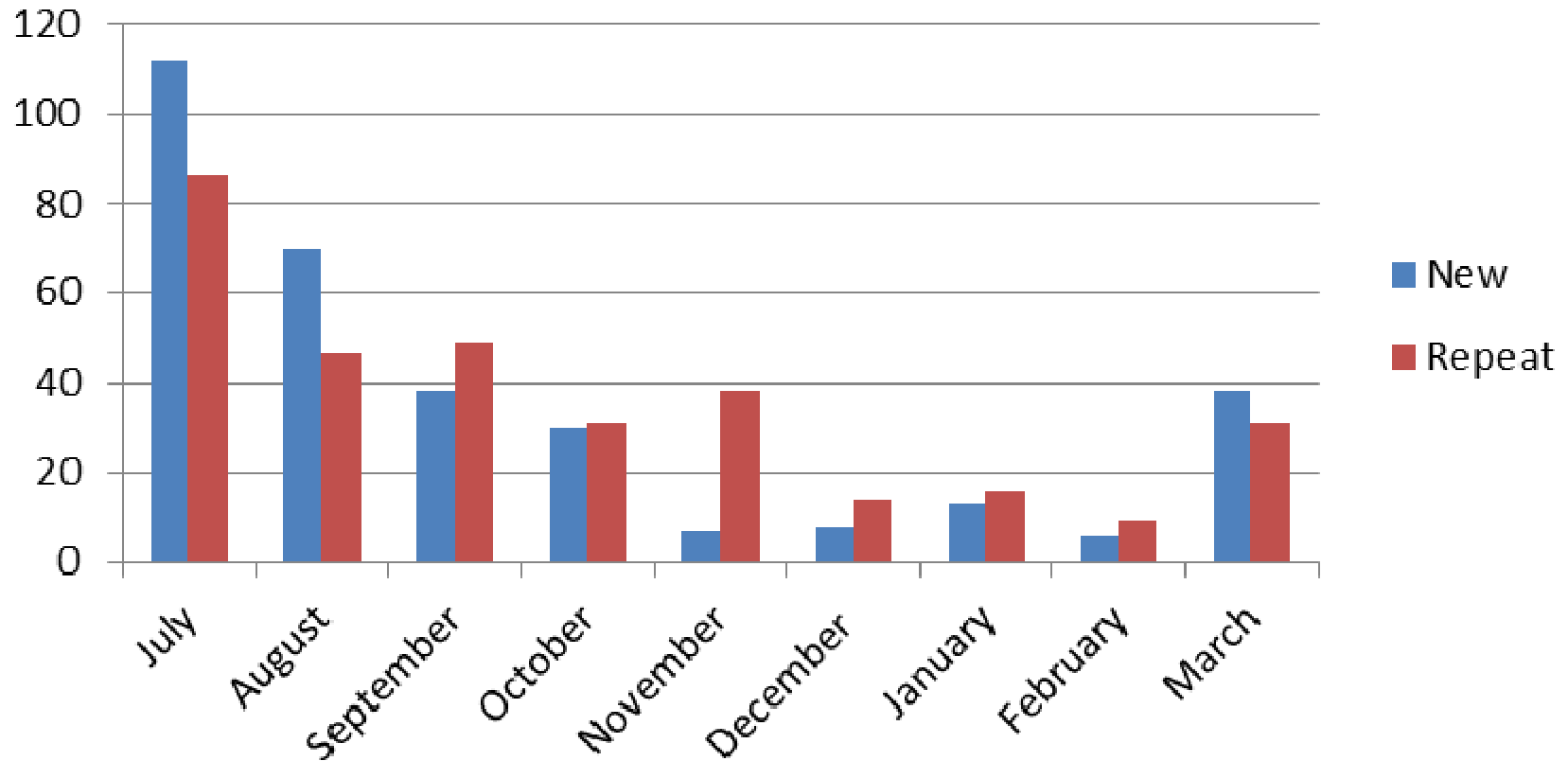
VENICE PIER





Reporting Period: July 2016 – March 2017

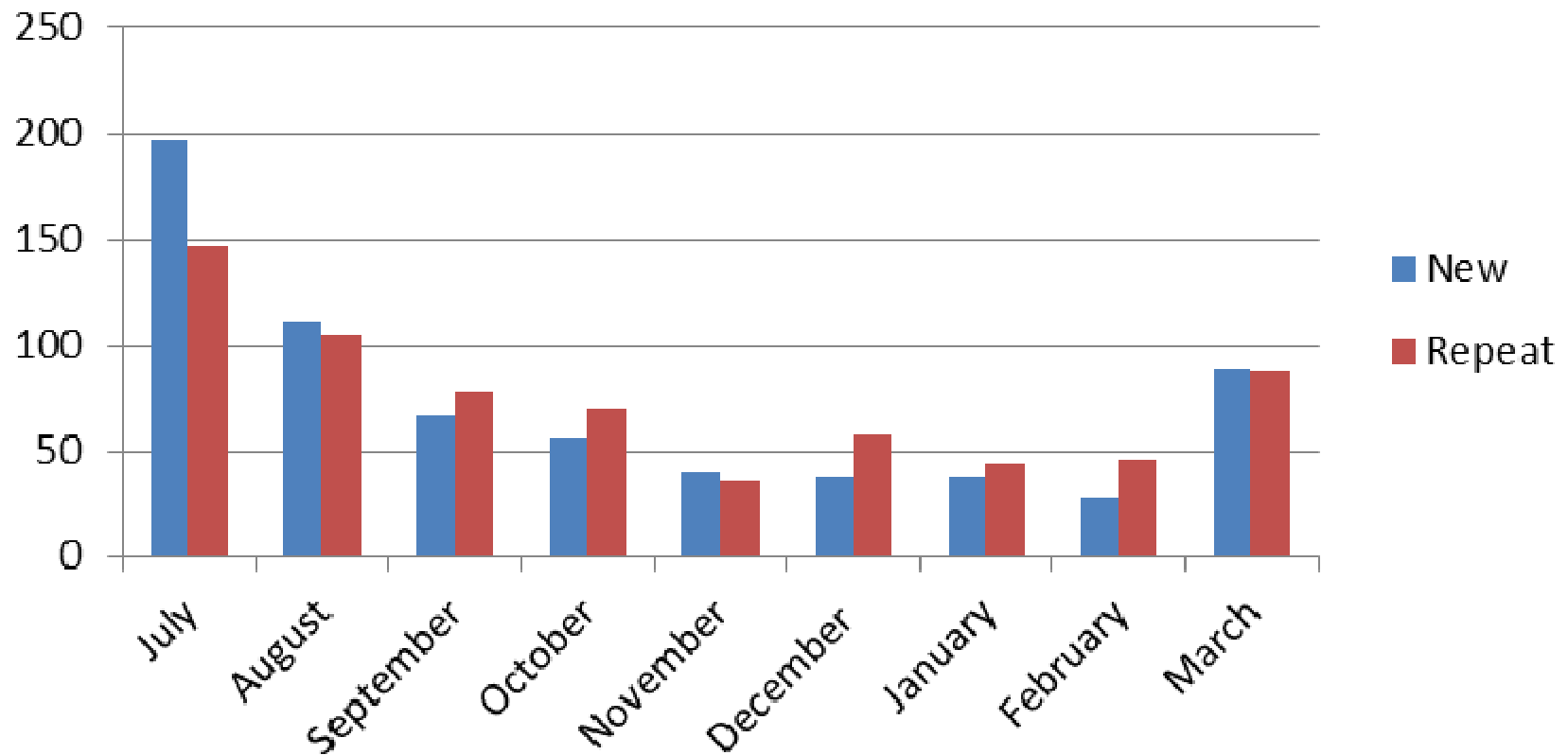
HERMOSA PIER





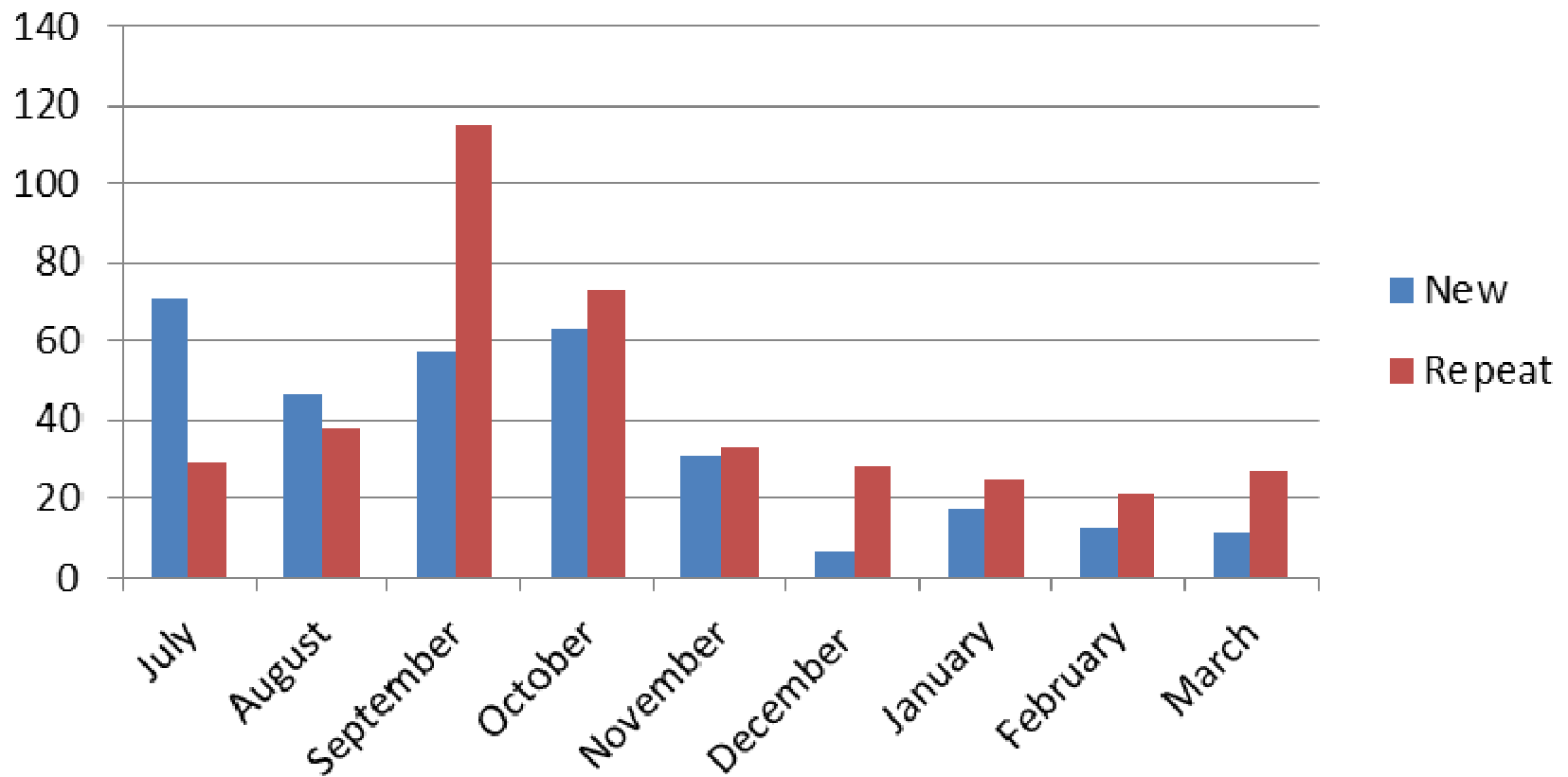
Reporting Period: July 2016 – March 2017

REDONDO BEACH PIER



Reporting Period: July 2016 – March 2017

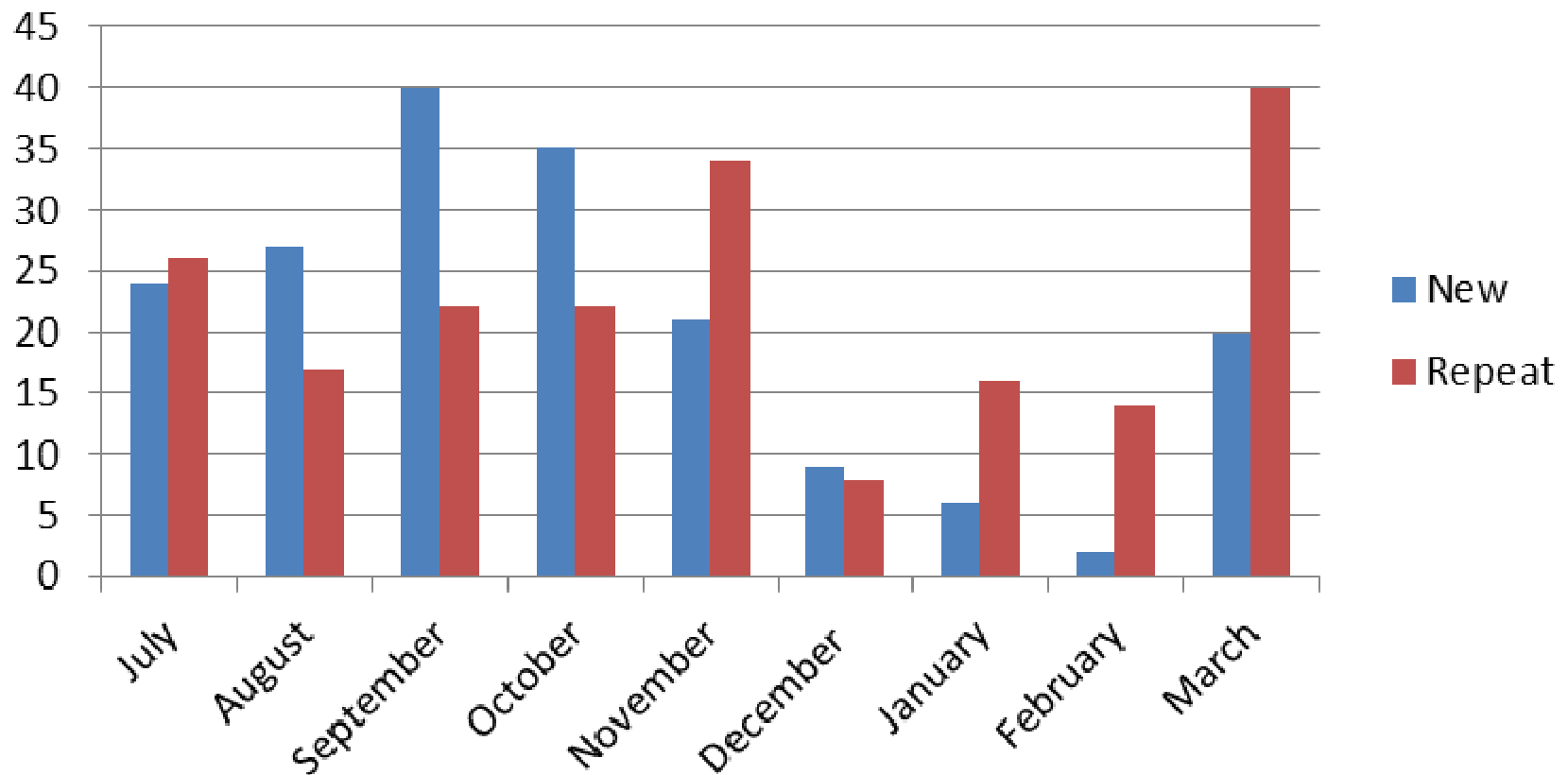
PIER J





Reporting Period: July 2016 – March 2017

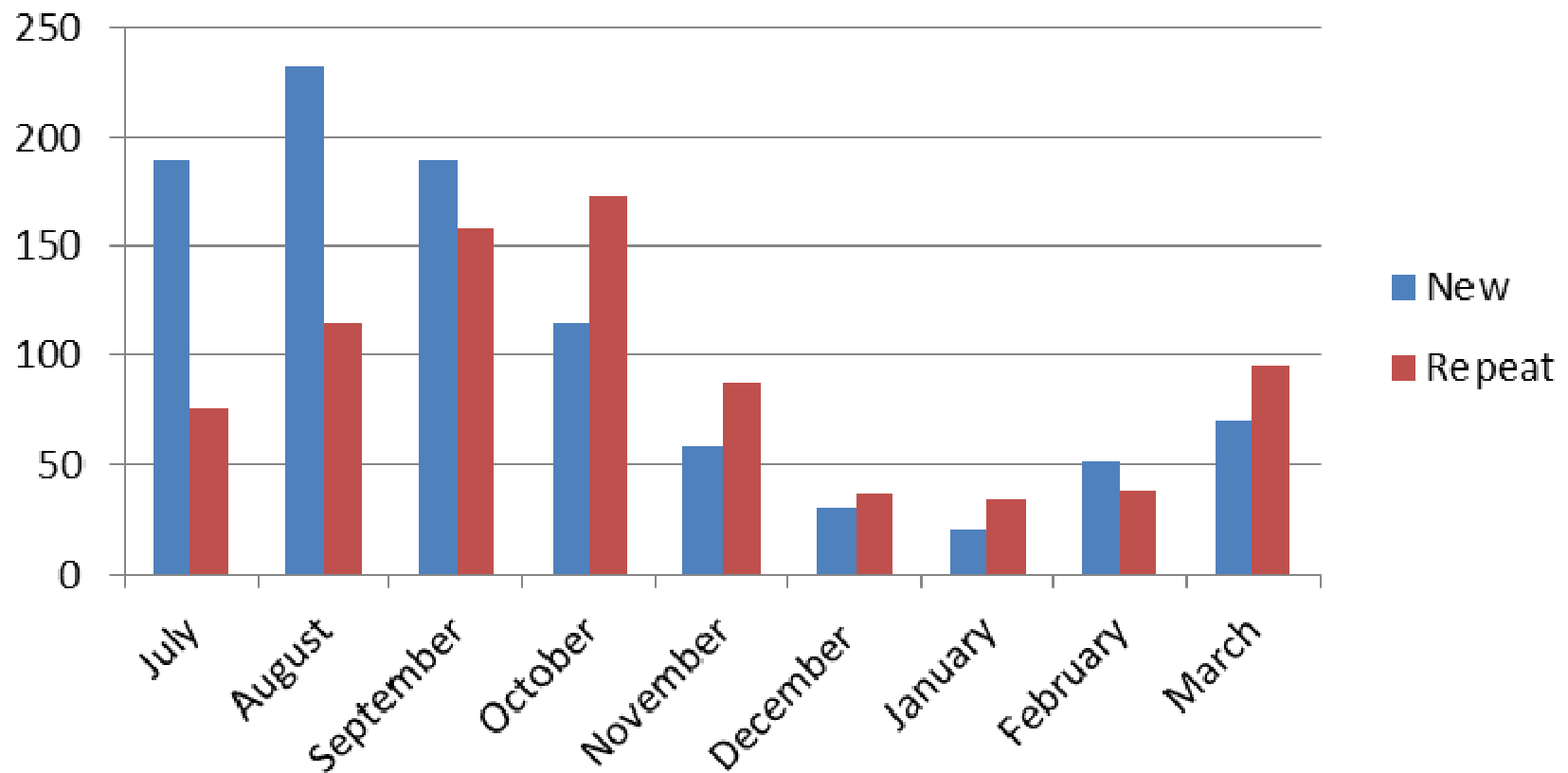
RAINBOW HARBOR





Reporting Period: July 2016 – March 2017

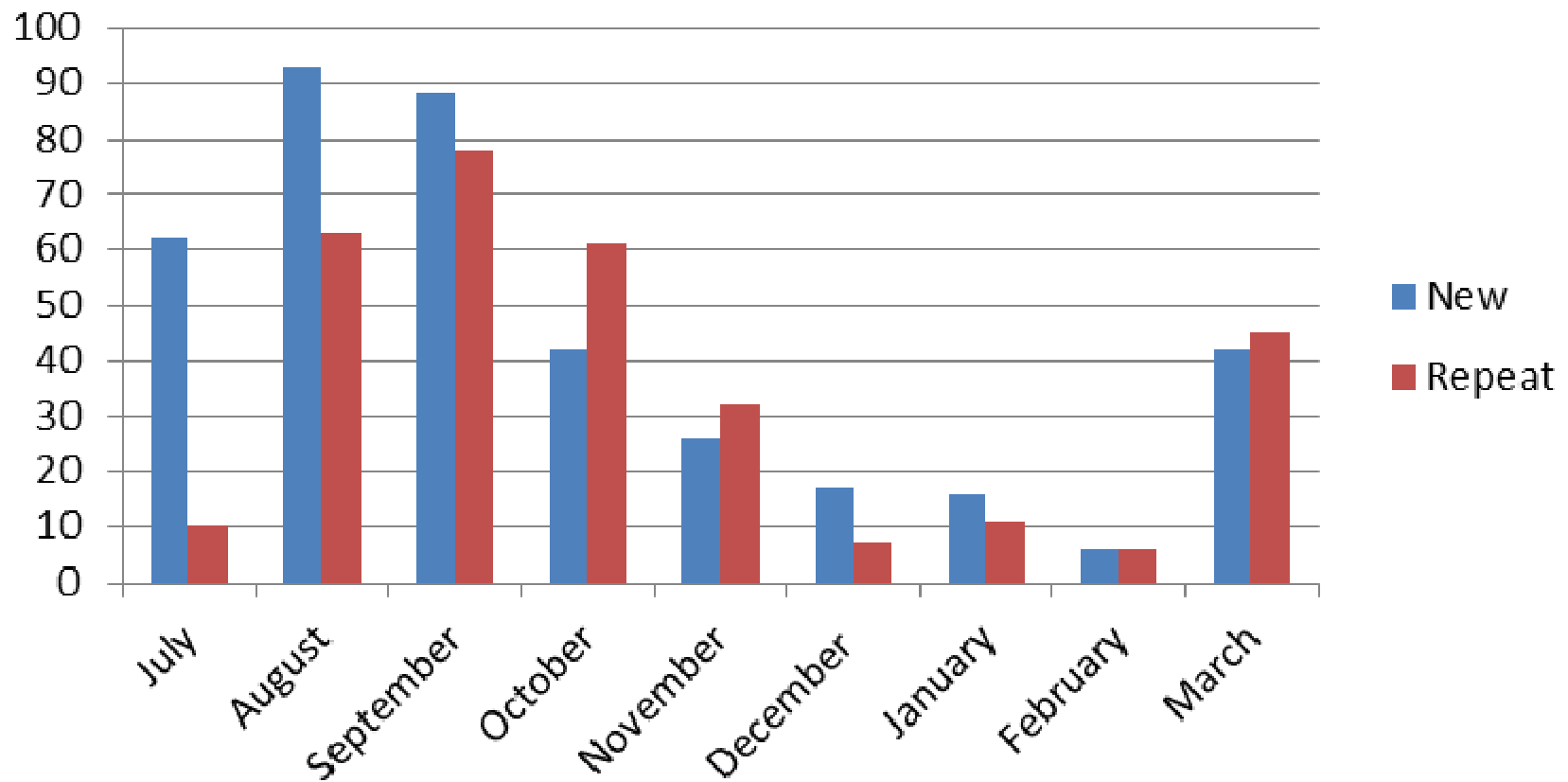
BELMONT PIER





Reporting Period: July 2016 – March 2017

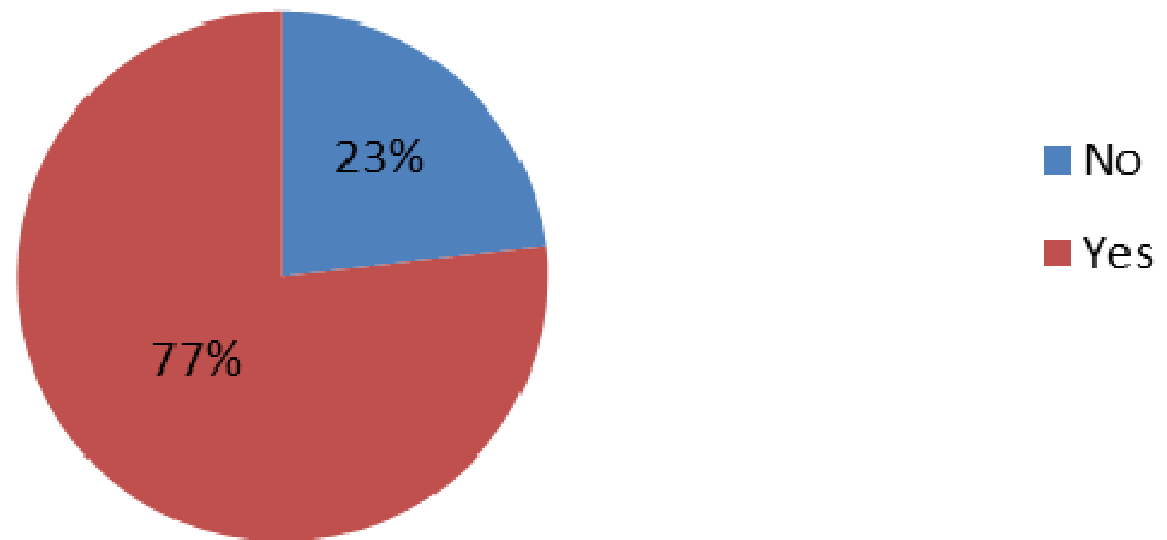
SEAL BEACH PIER





Reporting Period: July 2016 – March 2017

Total Anglers Aware of Fish Contamination Advisories

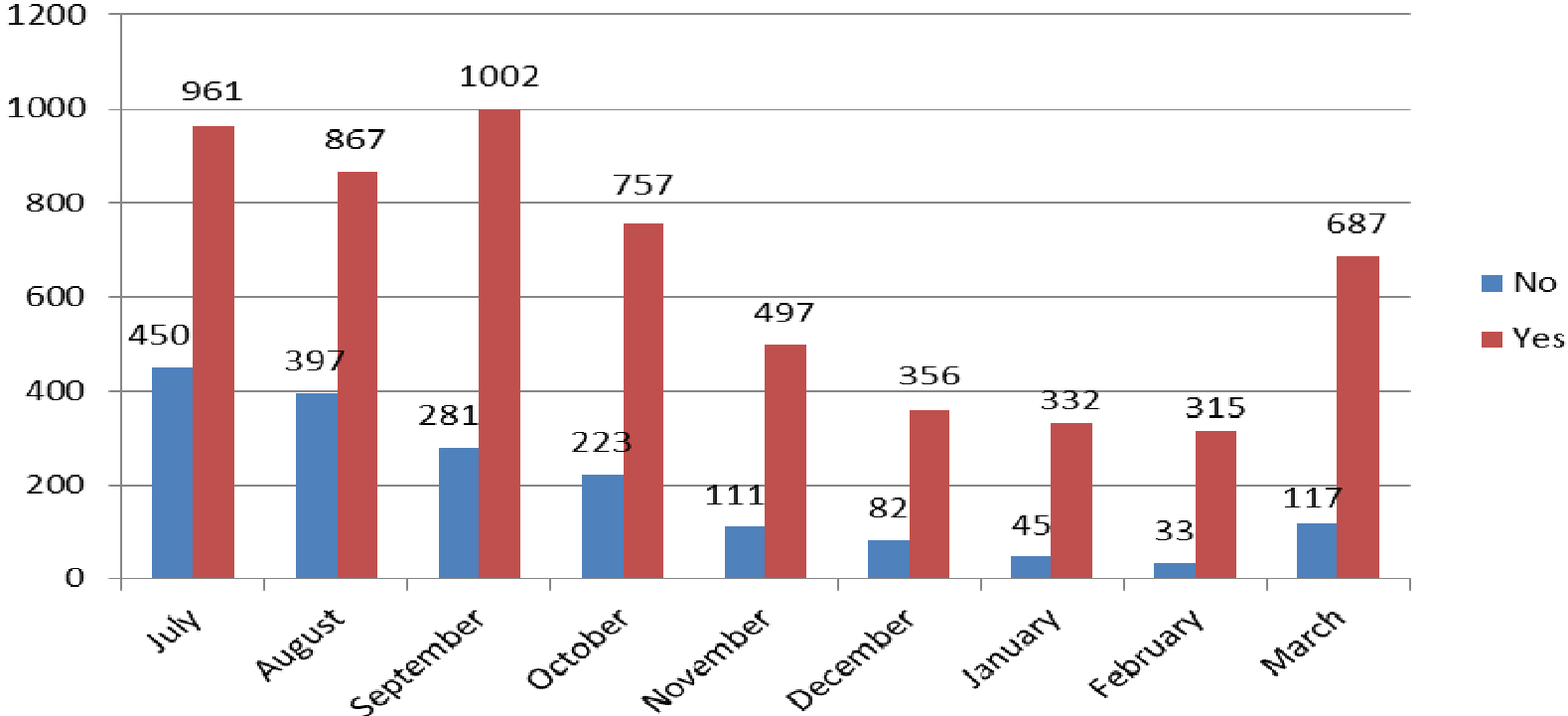


n= 7,513



Reporting Period: July 2016 – March 2017

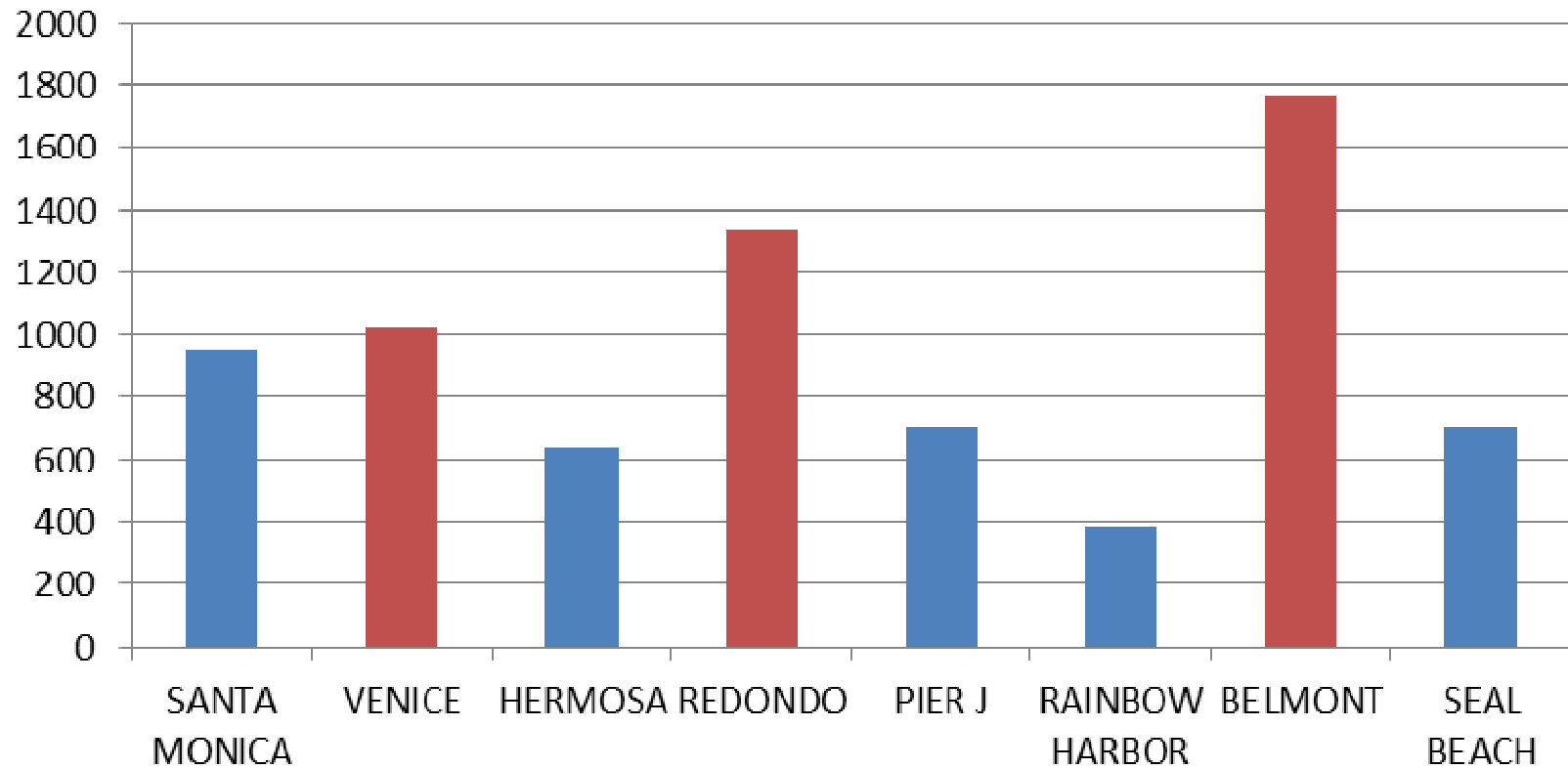
Total Anglers Aware of Fish Contamination Advisories



n= 7,513



Busiest Piers during this reporting Period July 2016 - March 2017



Angler Outreach Workers in Action





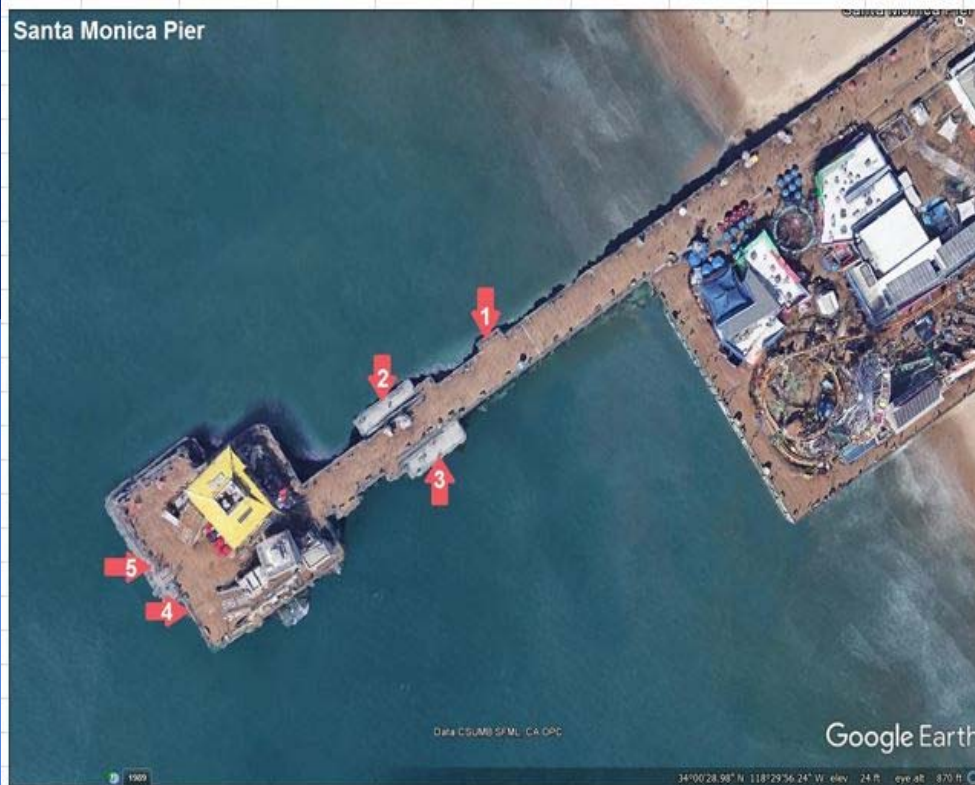


Pier Sign Tracking

▶ Total signs **33**

Santa Monica Pier3
Venice Pier6
Hermosa Pier5
Redondo Pier6
Pier J3
Rainbow Harbor3
Belmont Pier5
Seal Beach Pier2

Santa Monica Pier



1



2



3



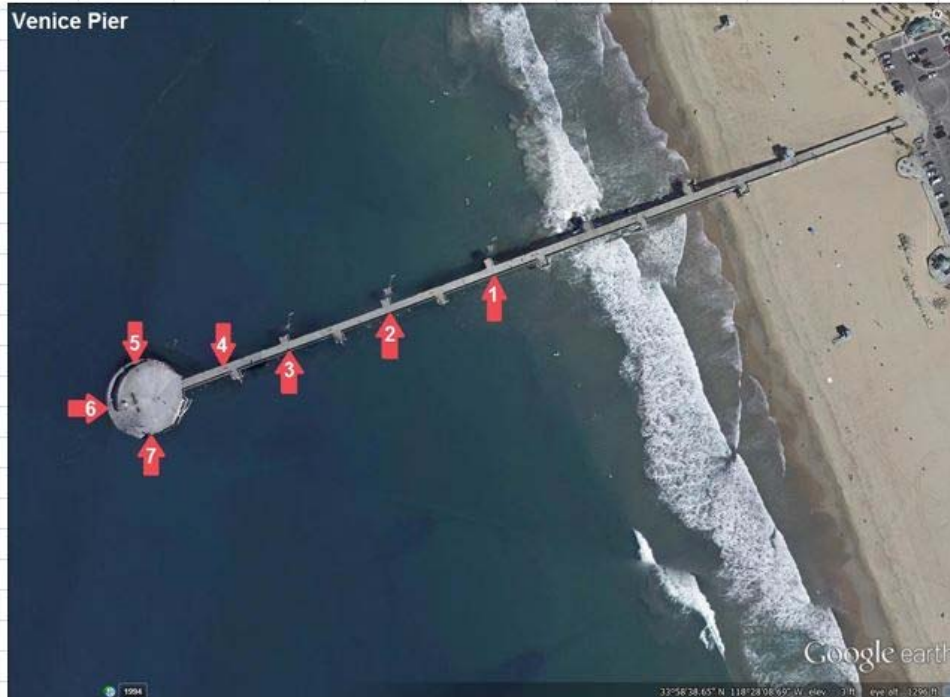
4



5

SANTA MONICA PIER	
Signs	Condition
1	Replace. No Sign
2	Good
3	Fairly good, scratches on fish images, still readable
4	Replace. No Sign
5	Good

Venice Pier



1



2



3



4



5



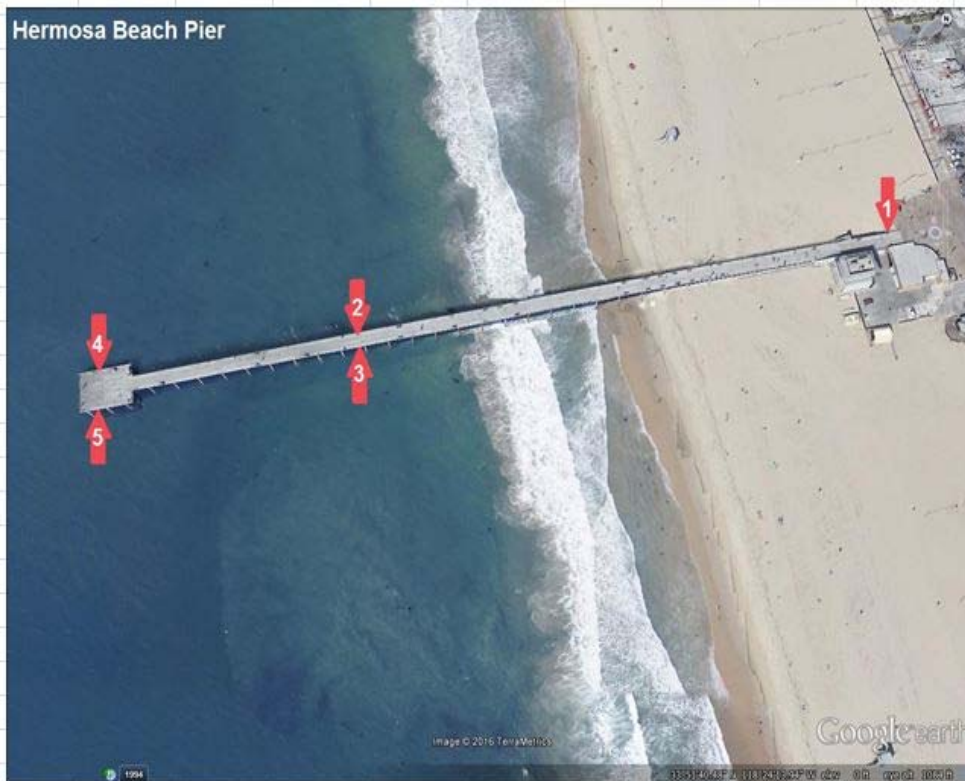
6



7

VENICE PIER	
Signs	Condition
1	Good, bent due to leaning
2	Broken, needs replacement
3	Good, a couple of sticker residuo. Readable
4	Good
5	Broken, needs replacement
6	Replace. No Sign
7	Good, few graffiti on upper right corner. Readable.

Hermosa Beach Pier



1



2



3



4



5

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

Redondo Beach Pier



1



2



3



4



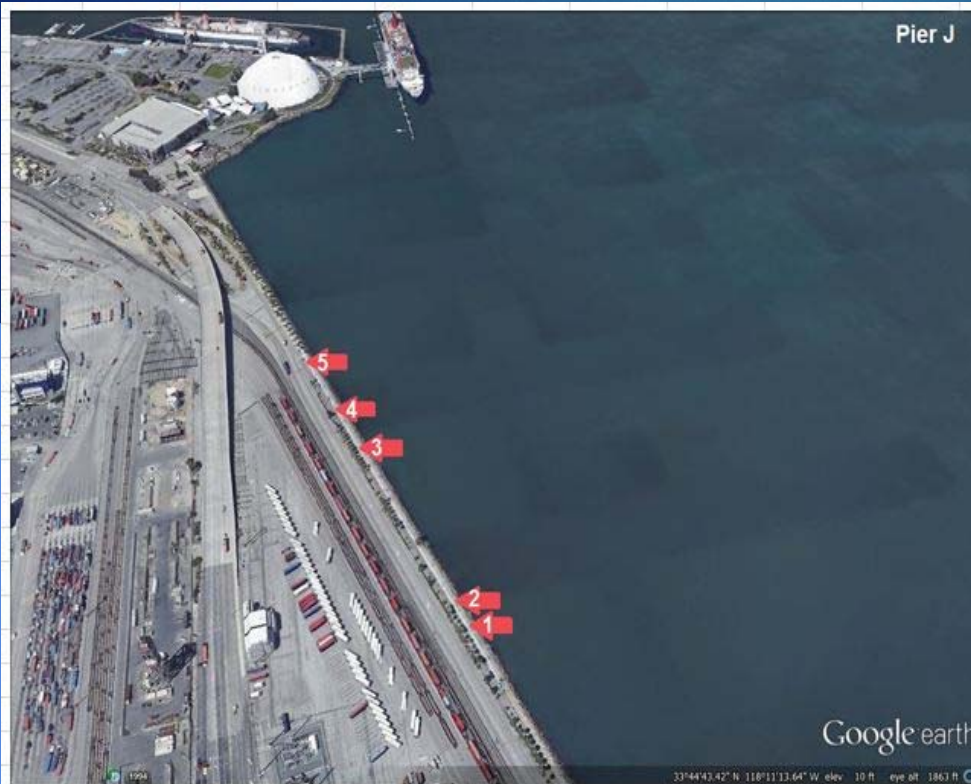
5



6

REDONDO BEACH PIER	
Signs	Condition
1	Fairly good, scratches all over, still readable
2	Fairly good, scratches all over, a bit dirty, still readable
3	Fairly good, dirty. Readable
4	Fairly good, part of the top is peeling off. Readable
5	Good, clean, few scrapes, bottom left corner is peeling off. Readable
6	Bad, upper left and right corners are broken, bent, scratches, still readable

Pier J



1



2



3



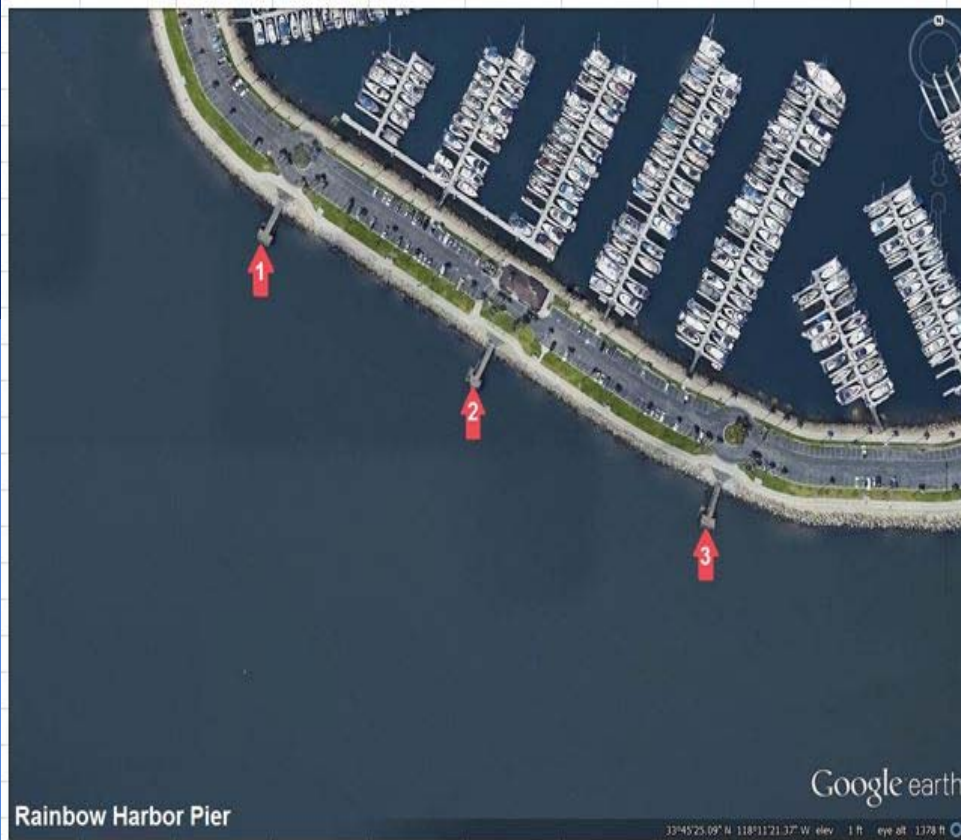
4



5

PIER J	
Signs	Condition
1	Good, above 12 feet high. Readable
2	Replace. No Sign
3	Replace. No Sign
4	Good, few scratches, tanned, above 12 feet high. Readable
5	Good, tanned and lightly cracked. Above 8 feet high. Readable

Rainbow Harbor Pier



1

2

3

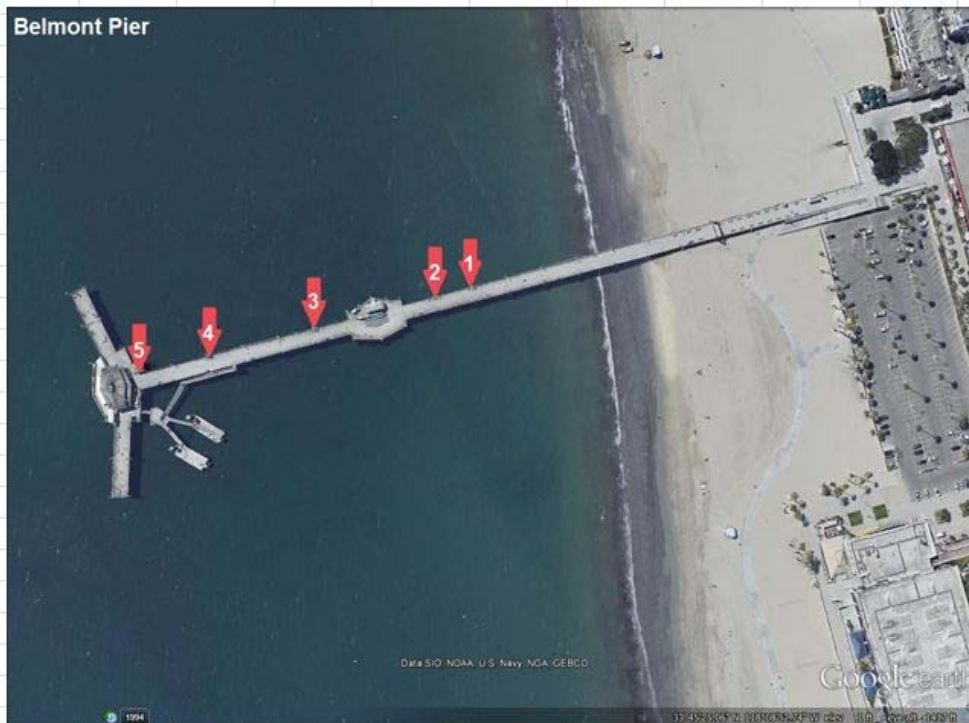
Rainbow Harbor Pier

Google earth

33°45'25.09" N 118°11'21.37" W elev. 1 ft eye alt. 1378 ft

RAINBOW HARBOR	
Signs	Condition
1	Fair, damaged at the bottom end, decals on non informative areas. Legible
2	Replace. Half of the sign has been vandalized
3	Bad, cracked all over, badly damaged at the bottom end. Still readable

Belmont Pier



1



2



3



4



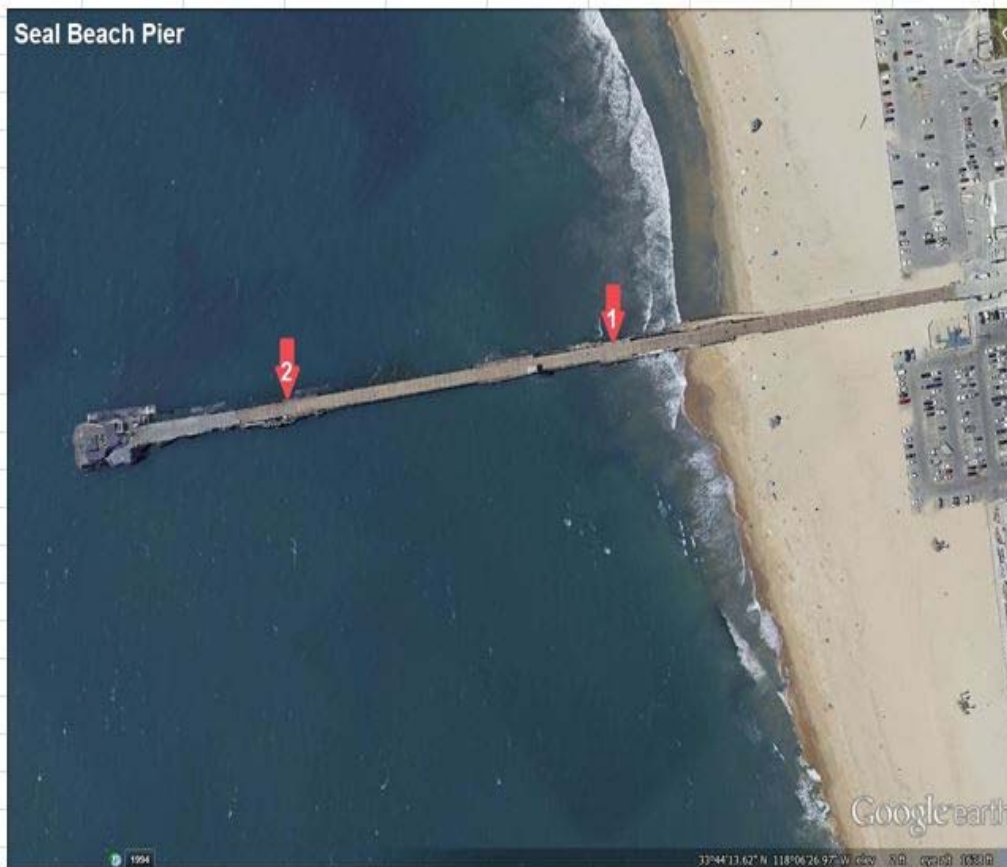
5

BELMONT PIER	
Signs	Condition
1	Good, few scratches
2	Good
3	Good
4	Good
5	Excellent

* Belmont Pier has been temporary closed since February 18, 2017 due to damages on the boat deck caused by the rain.

We were not able to get an update on the signs this time. Last update was from June 2016

Seal Beach Pier



1



2

SEAL BEACH PIER	
Signs	Condition
1	Fair, cracks all over, admiration sign scraped off. Readable
2	Fair, scrapes on white croaker's image, scrape graffiti on top right area, admiration sign scraped off. Readable

Questions?



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