



**Angler Outreach Program
Year 13
March – September 2015**

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



Heal the Bay

AOP Objectives

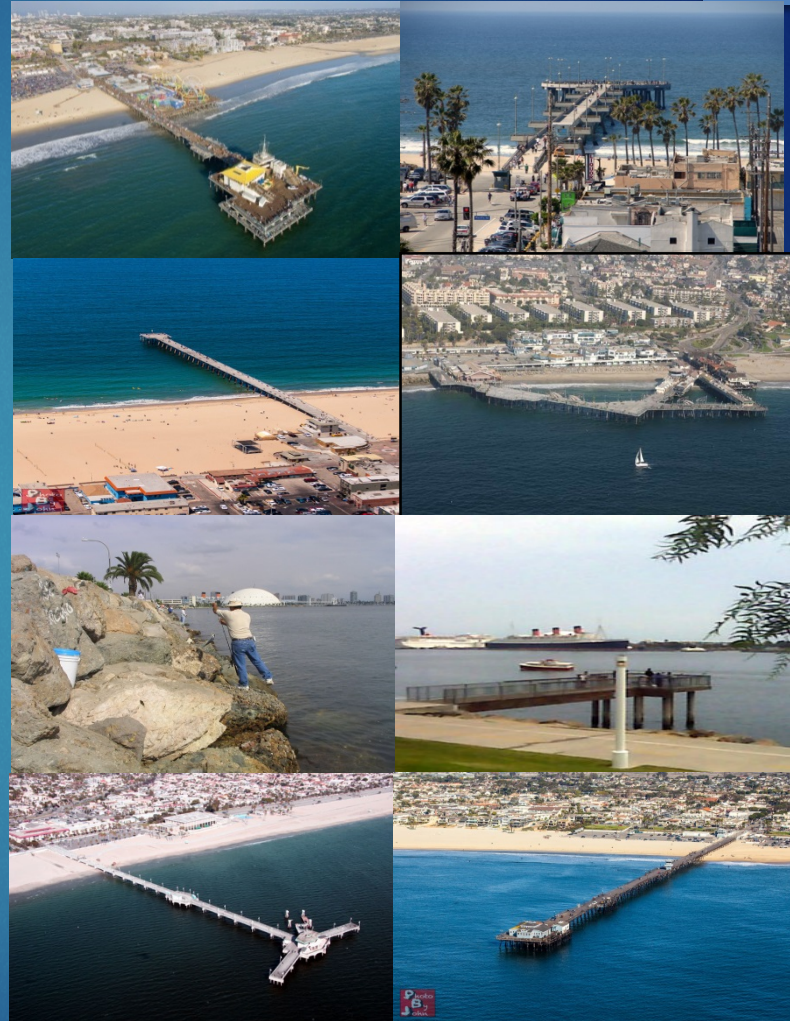
- ▶ The program's primary aim continues to be the education of pier and shoreline anglers on the risks of consuming DDT and PCBs contaminated white croaker.
- ▶ Secondary goals are to educate anglers on other locally caught fish with regards to catch limits and consumption guidelines concerning DDT,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



Program Overview



- Outreach on 8 piers:
Santa Monica, Venice,
Hermosa, Redondo, Pier
J, Rainbow Harbor,
Belmont & Seal Beach
- Educational Outreach
- Angler Outreach
Program visited piers
3x/week
- March 19 - Sept. 30, 2015

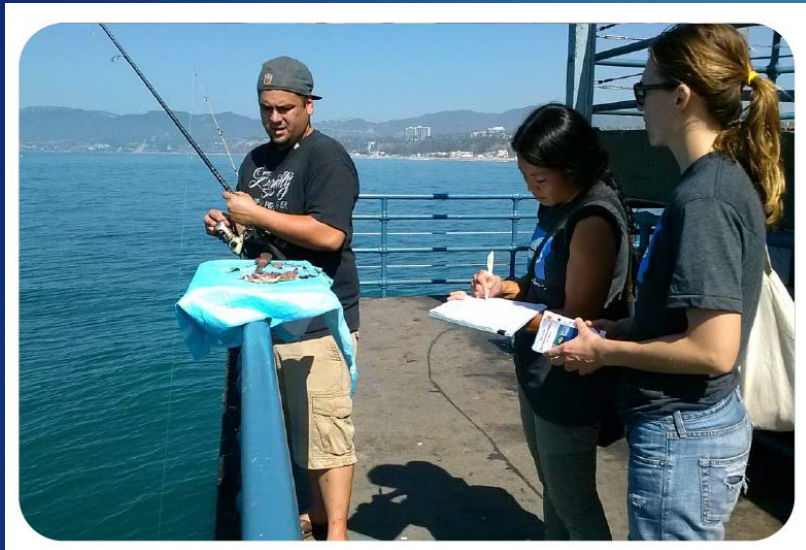


Angler Outreach Team



- ▶ Benmin Sun – Chinese
- ▶ Yiwei Shen - Chinese
- ▶ Yelena Yermakova- Russian
- ▶ Vanessa Alcantar – Spanish
- ▶ Sandy Shimooka – Spanish
- ▶ Chantal Castellanos – Spanish

Educational Materials



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-secta

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

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.

ONLY EAT THE SKINLESS FILLET 1 TIME A WEEK

HERE IS AN EXAMPLE OF SAFE FISH YOU CAN EAT

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

SHOVLENOSE GUITARFISH

Use this ruler to measure your fish

No minimum size limit for fish unless otherwise indicated.

ADDITIONAL RESTRICTIONS

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.

- Focus on fish consumption related issues
- Relevant fishing regulations

Pier Survey



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 4 th 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		
2	<input type="checkbox"/> Adult <input type="checkbox"/> Child	<input type="checkbox"/> New <input type="checkbox"/> Repeat	<input type="checkbox"/> No		
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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		



- ▶ Surveys include anglers receiving outreach (new/repeat)
- ▶ Surveys conducted in the daytime 3 days/week
- ▶ **6,833 total anglers** interviewed across 8 piers from March-October 2015



Heal the Bay

Database Numbers

March 2015 – September 2015

► Represents:

- March - September 2015
- Preliminary Analysis
- Currently does not include Cabrillo Pier data



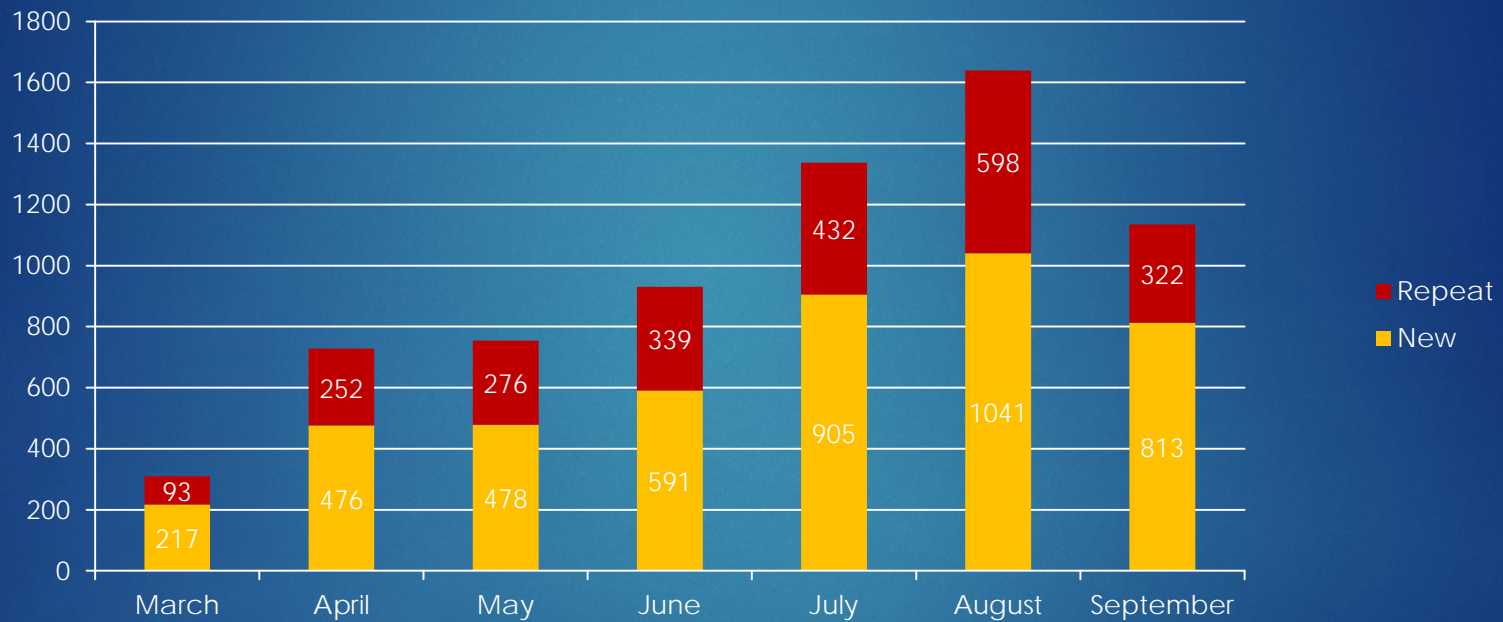


Participant Breakdown

- ▶ New: 4,521 (66%)
- ▶ Repeat: 2,312 (34%)

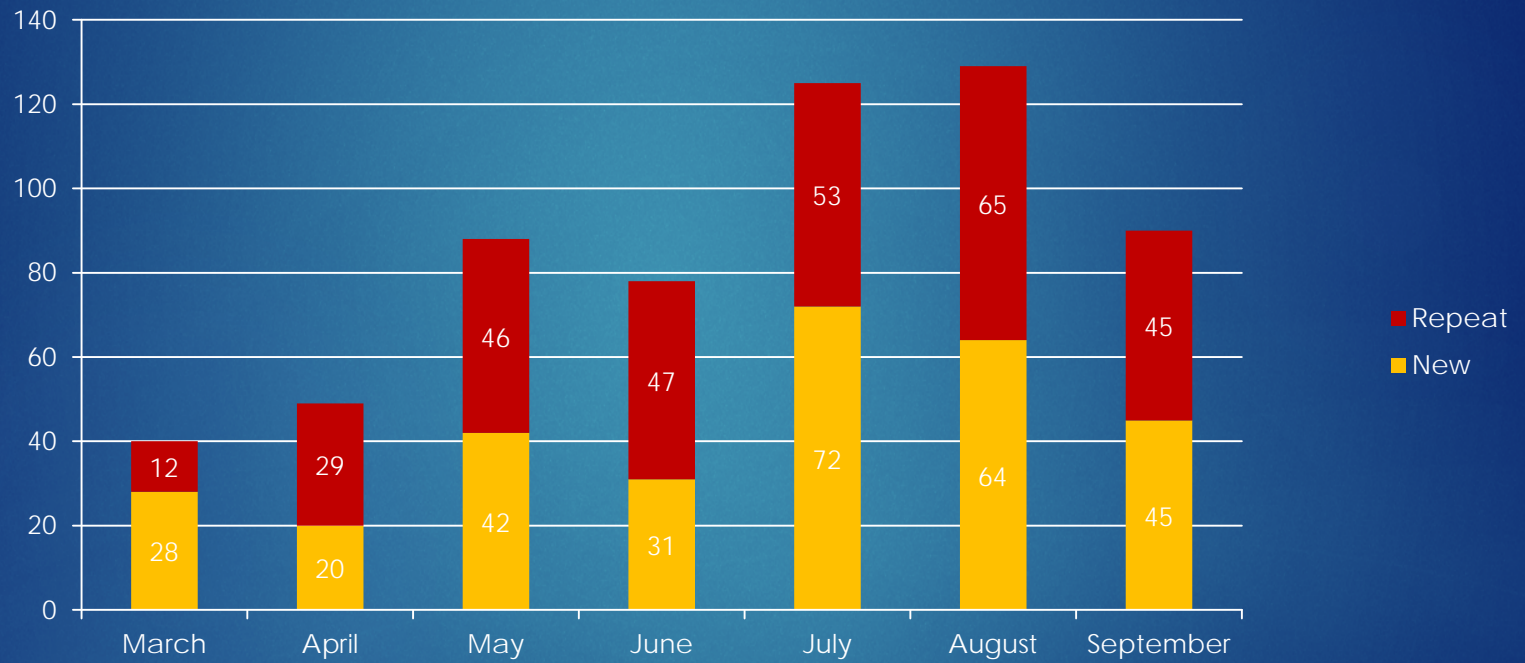
- ▶ Total: 6,833

Total Anglers surveyed from Santa Monica through Seal Beach



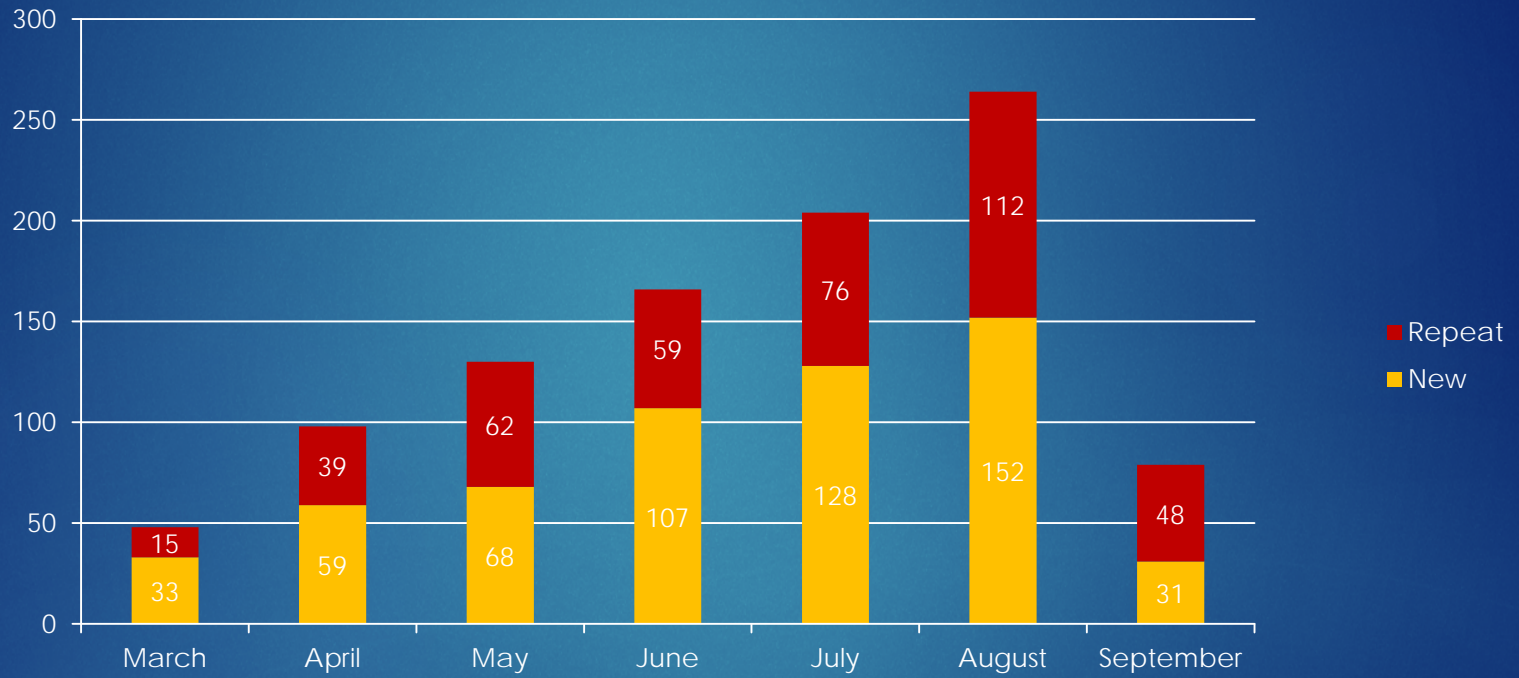
n= 6,833

SANTA MONICA PIER



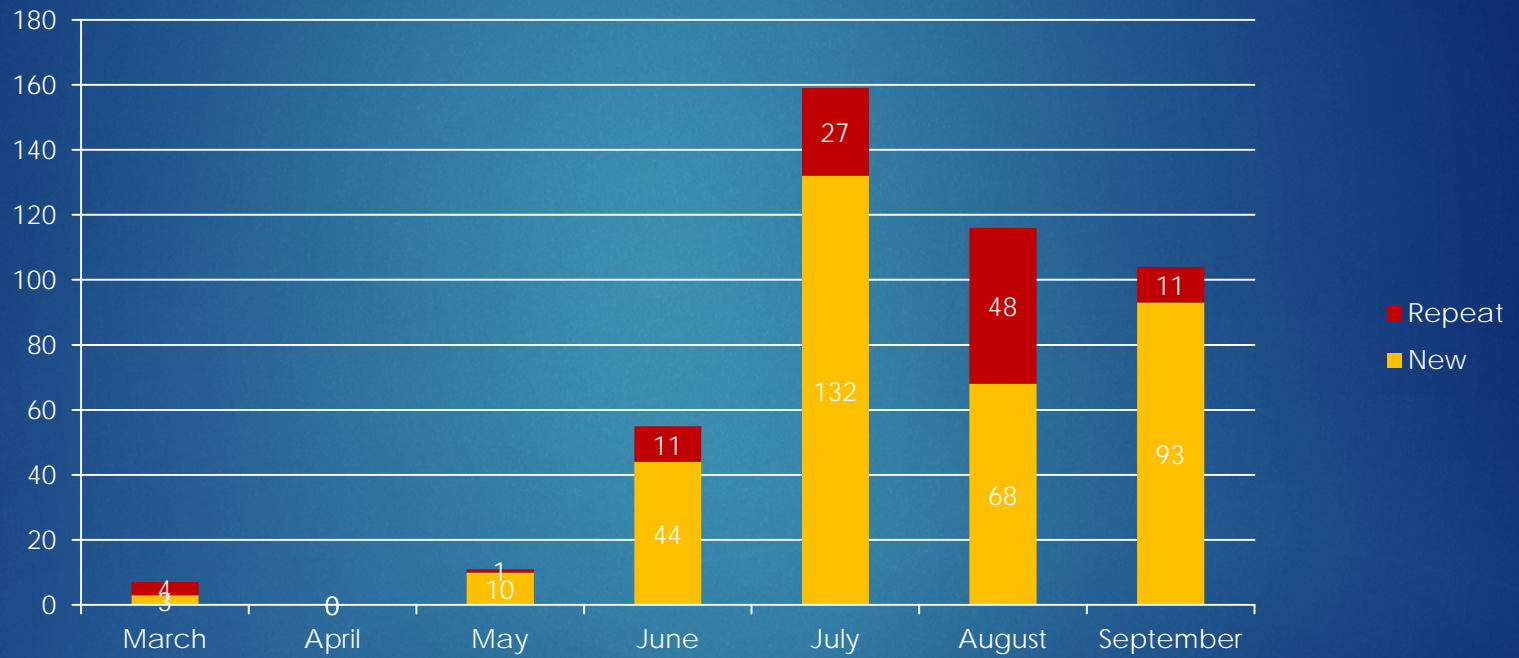
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VENICE PIER



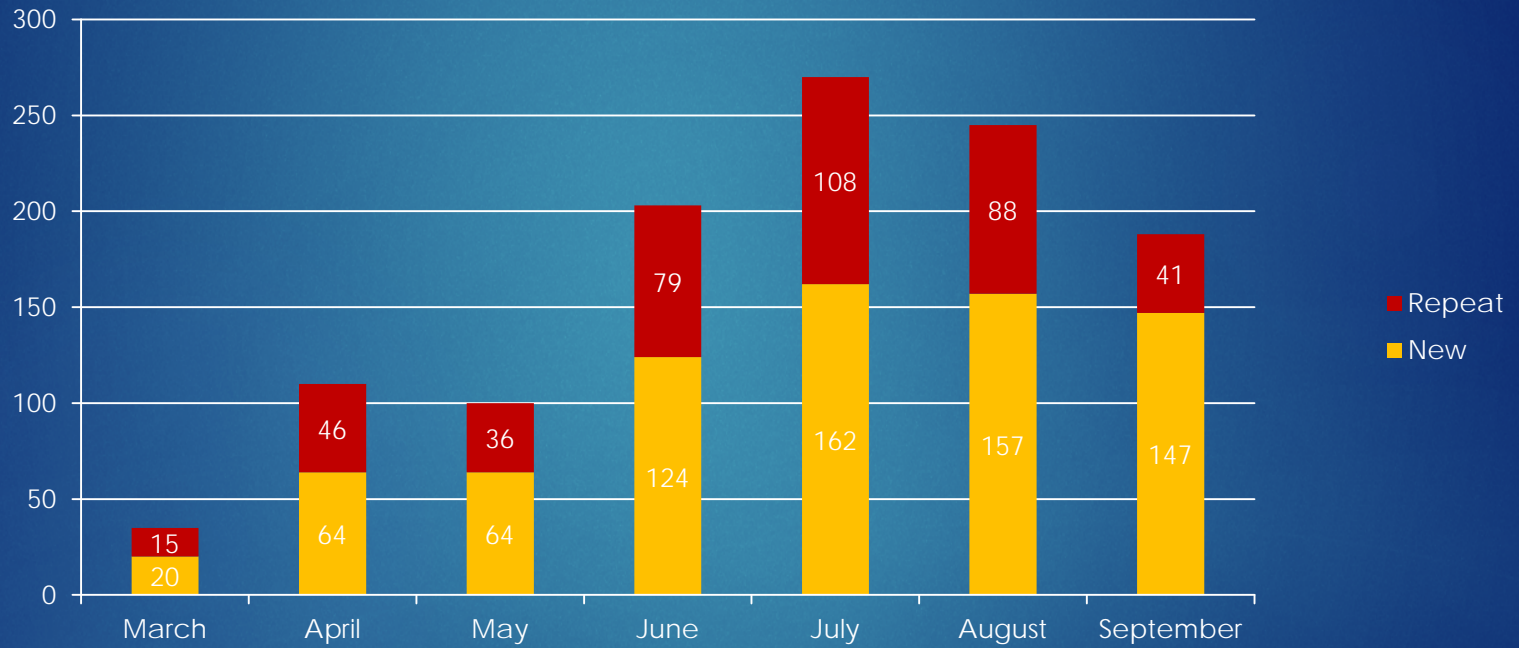
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HERMOSA PIER



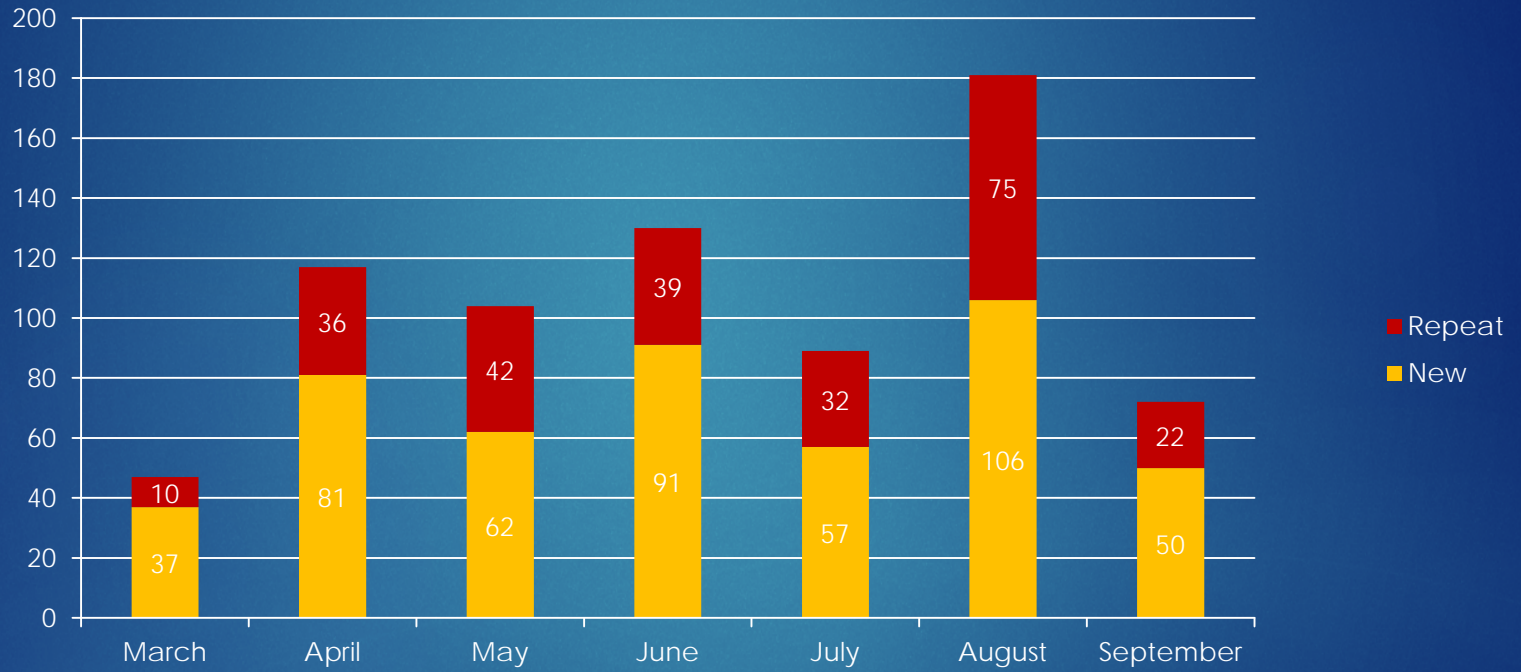
n= 452

REDONDO BEACH PIER



n= 1,151

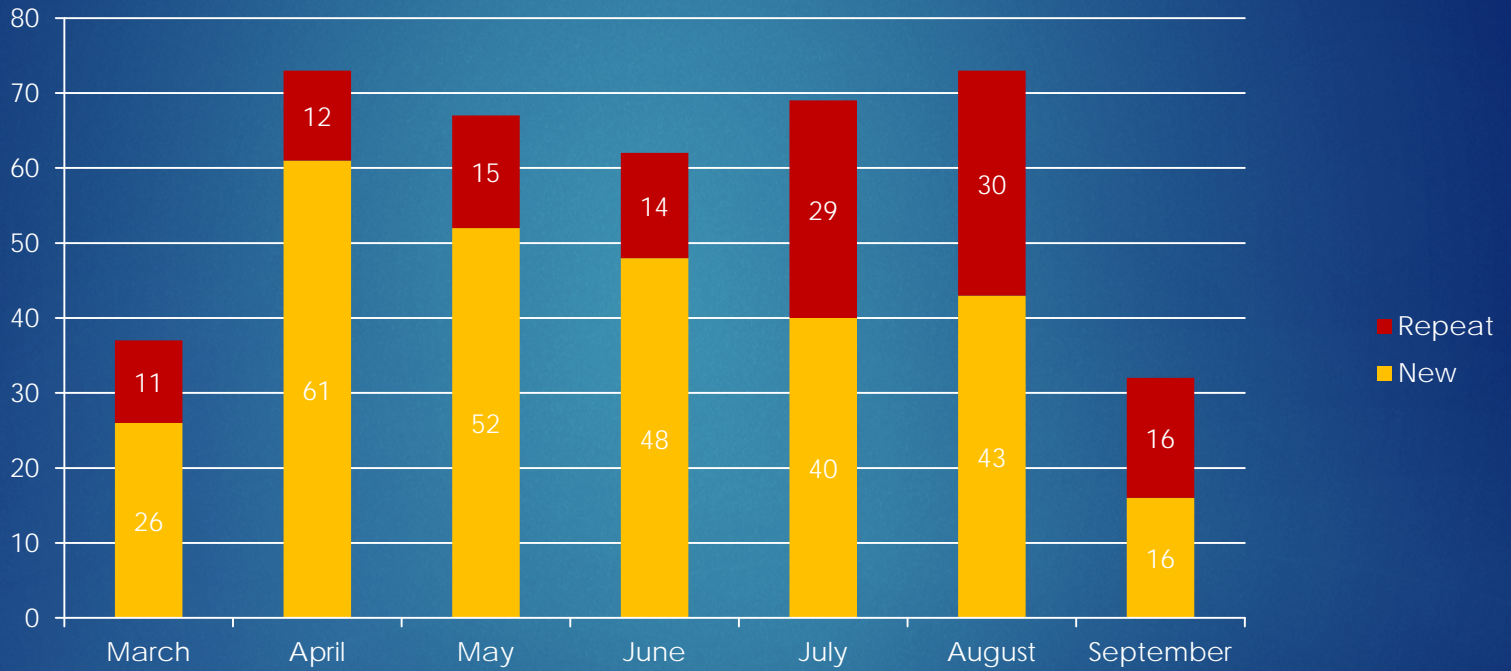
PIER J



n= 740

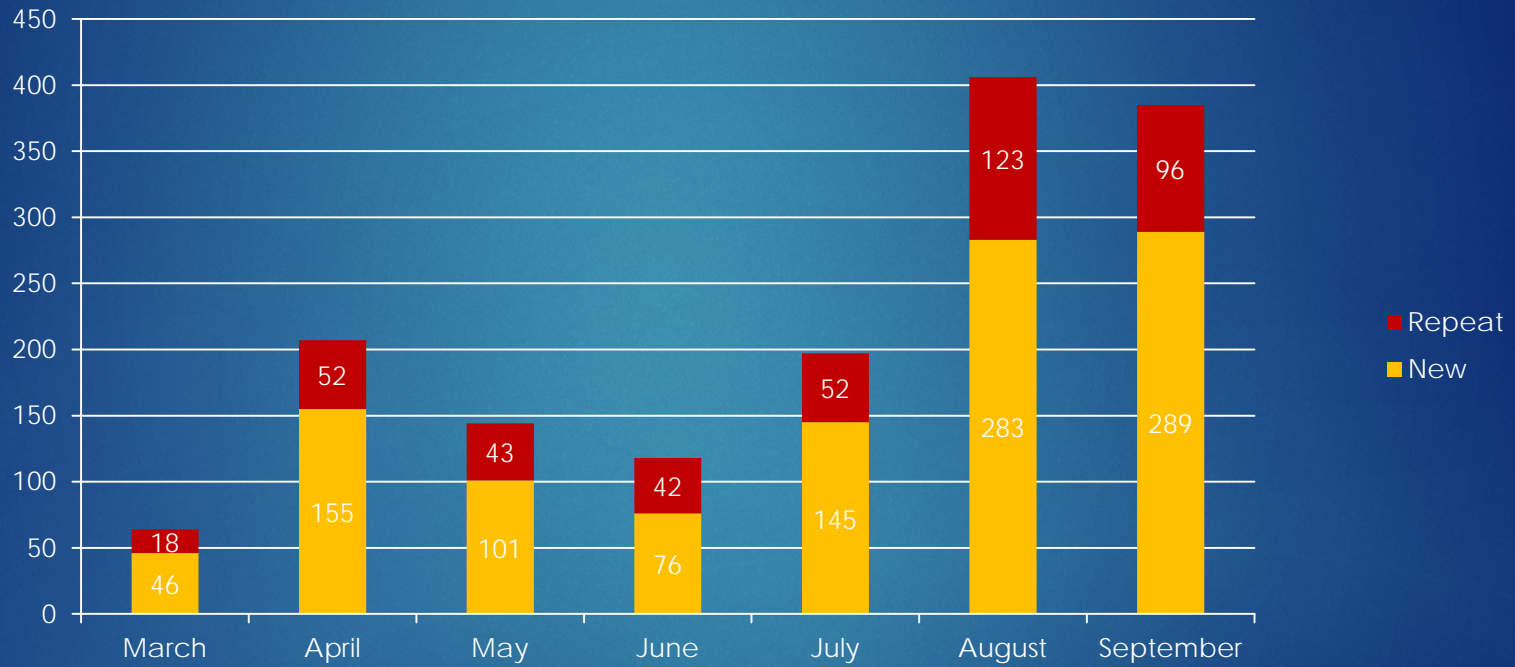


RAINBOW HARBOR



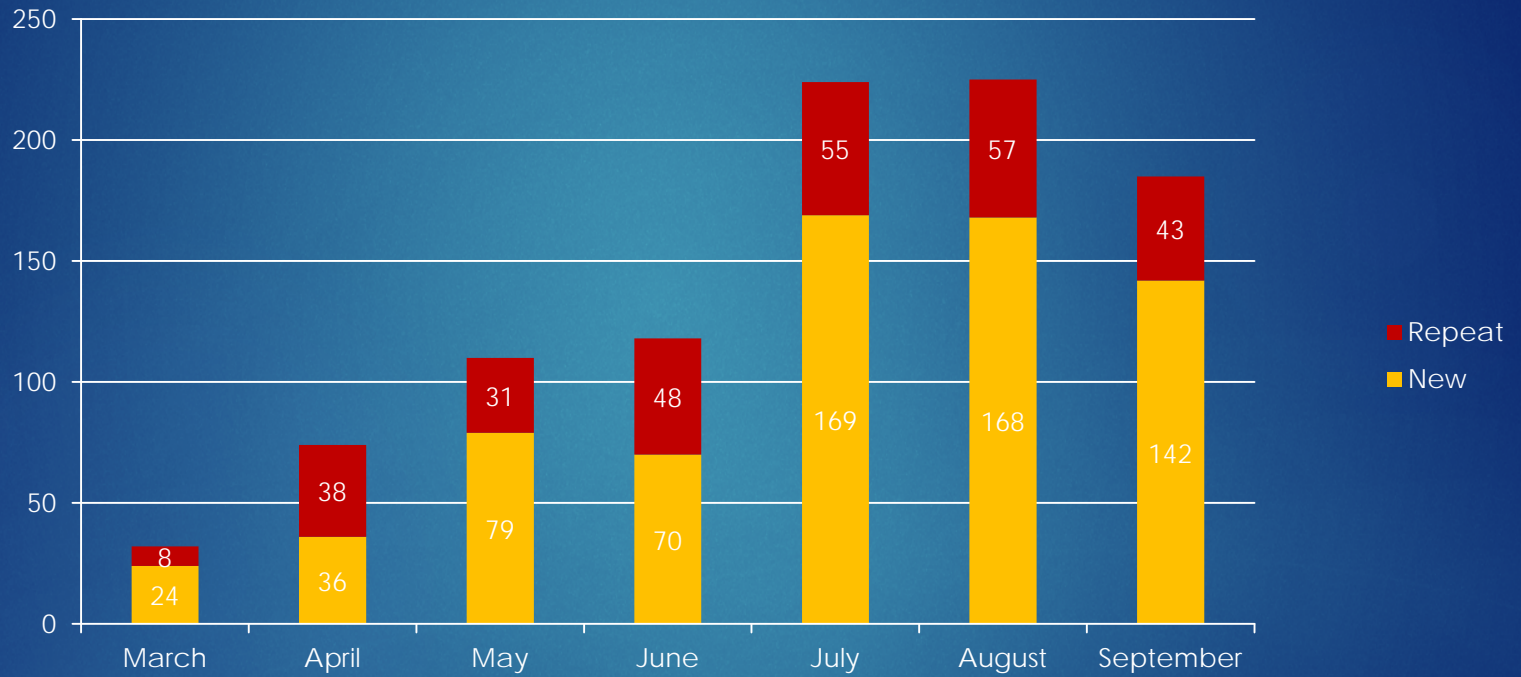
n= 413

BELMONT PIER



n= 1,521

SEAL BEACH PIER



n= 968



Angler Outreach Workers in Action





Questions?



FRANKIE ORRALA: FORRALA@HEALTHERBAY.ORG



SHARK AMBASSADOR PROGRAM

SANTA MONICA BAY PILOT PROJECT

AUGUST 30, 2014 – NOVEMBER 30, 2014



Frankie Orrala, Angler Outreach Program Manager

Dana Murray, Senior Coastal Policy Manager

History/Need

- ▶ Shark bite incident Manhattan Beach Pier July 5, 2014
- ▶ Santa Monica Bay cities and residents concerned about potential conflicts between:
 - ▶ Pier Anglers
 - ▶ Swimmers
 - ▶ Surfers
 - ▶ Ocean wildlife (sharks, sea lions)
- ▶ Heal the Bay & local municipalities partnered to create Shark Ambassador Program to:
 - ▶ Educate pier anglers about how to avoid catching sensitive species like white sharks and how to act responsibly if one is caught
 - ▶ Collect survey data on ocean recreation and pier fishing





Sharks in Santa Monica Bay

- ▶ SM Bay home to dozens of shark and ray species.
- ▶ Juvenile white sharks seasonal residents Southern CA
 - ▶ likely congregate in Santa Monica Bay due abundant prey and warm water.
- ▶ Manhattan Beach epicenter for white shark sightings over the past few years.
 - ▶ frequently spotted by boaters, pier-goers, surfers and paddlers--especially between the surf spot El Porto and the Hermosa Beach Pier.
- ▶ 13 fatal white shark attacks in CA over 100 years.
- ▶ L.A.County lifeguards have safety protocol of warning ocean-goers to exit the water when there has been a verifiable shark sighting.
- ▶ Lifeguards also discretion to close beaches temporarily to ocean-goers if public safety risk.
- ▶ Closing piers to fishing is not consistent with CA's laws.
- ▶ CA Department of Fish and Wildlife's regulations state that "white sharks (*Carcharodon carcharias*) may not be taken or possessed at any time."



©2009 Shark Research Committee Photographer: Randy Wright/LAurfpix.com



BOBRIDGES.COM

SHARK SIGHTING
MANHATTAN BEACH

KTLA .COM
5
5:35 AM 63°

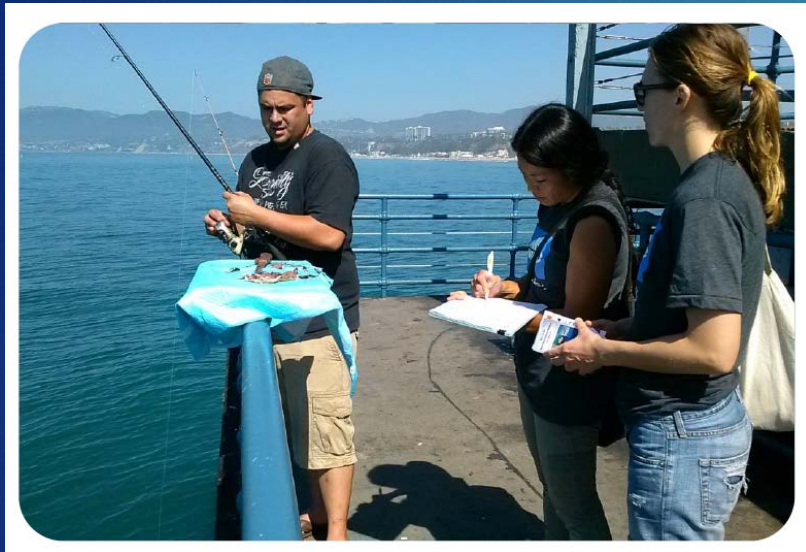
Program Overview



- Outreach on 6 piers:
Redondo, Hermosa,
Manhattan, Venice,
Santa Monica & Malibu
- Educational Outreach
& Pier Use Surveys
- Shark ambassadors
visited piers 3x/week
- Aug. 30 - Nov. 30, 2014



Education Materials



Pier Fishing Regulations in Santa Monica Bay

- No Overhead Casting**
(Applies only to Manhattan Beach Pier)
- No littering on the Pier or in the water**
PUT TRASH IN ITS PLACE
- No Churming**
(Applies only to Manhattan Beach Pier)
- No fish cleaning or gutting of marine life on the Pier**
(Applies only to Manhattan Beach Pier)
- Only one fishing line**
(Applies only to Manhattan Beach Pier)

If a white shark is accidentally hooked, release the shark as soon as it is safe to do so, by cutting the line.

WHITE SHARK
(Carcharodon carcharias)

Photo © Eli Lery

MAY NOT BE TAKEN OR POSSESSED AT ANY TIME

WHITE SHARKS FACTS:

- They are giant fish that can grow to 20 feet long and 4000 pounds. White sharks seen in Santa Monica Bay are typically juveniles.
- Juvenile white sharks are seasonal residents of Santa Monica Bay, because of abundant prey and warm water.
- Juveniles measure up to 18 feet but are often smaller in the Bay, and typically feed on fish, small sharks, and rays. Adults have a wider menu which includes fish, seals, sea lions, dolphins, sea birds, marine turtles, rays, and other sharks.
- They keep populations of other fish healthy and ecosystems in balance.
- Population estimates for white sharks in the Northeastern Pacific range from the hundreds to thousands.
- There have been only 13 fatal white shark attacks in California since the 1920'.
- White sharks became protected in California on January 1, 1994, and it is prohibited to take or possess white sharks, which includes fishing from piers.
- If you enjoy fishing, it is best to avoid areas where there are lots of swimmers and surfers in the water.

HEAL THE BAY SHARK AMBASSADOR PROGRAM Pier Outreach

www.healthebay.org

- Local shark identification tools
- Relevant fishing regulations

SANTA MONICA BAY'S MOST COMMON SHARKS AND RAYS

GREY SMOOTH-HOUD SHARK
Average size 3 - 5 ft

HORN SHARK
Average size 3.3 - 4 ft

ANGEL SHARK
Average size 3 - 5 ft

LEOPARD SHARK
Average size 4 - 7 ft
Minimum Size: 36 in
Bag Limit: 3 per day

SWELL SHARK
Average size 2.5 - 3 ft

THRESHER SHARK
Average size 16 - 20 ft
Bag limit: 2 per day

SPINNY DOGFISH
Average size 3 - 4 ft

SHORTFIN MAKO SHARK
Average size 7 - 13 ft
Bag limit: 2 per day

BLUE SHARK
Average size 7 - 8 ft
Bag limit: 2 per day

ROUND STINGRAY
Average size 1 - 2 ft

BAT RAY
Average size 4 - 6 ft

THORBACK RAY
Average size 2 - 3 ft

SHOVELNOSE GUITARFISH
Average size 4 - 5.5 ft

Pier Surveys



Shark Ambassador Program

Total # of anglers _____
 Total # swimmers present _____
 Total # surfers present _____

Last Modified Aug 28, 2014

Date: _____ Location: _____ Outreach worker: _____
 Start Time: _____
 End Time: _____

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

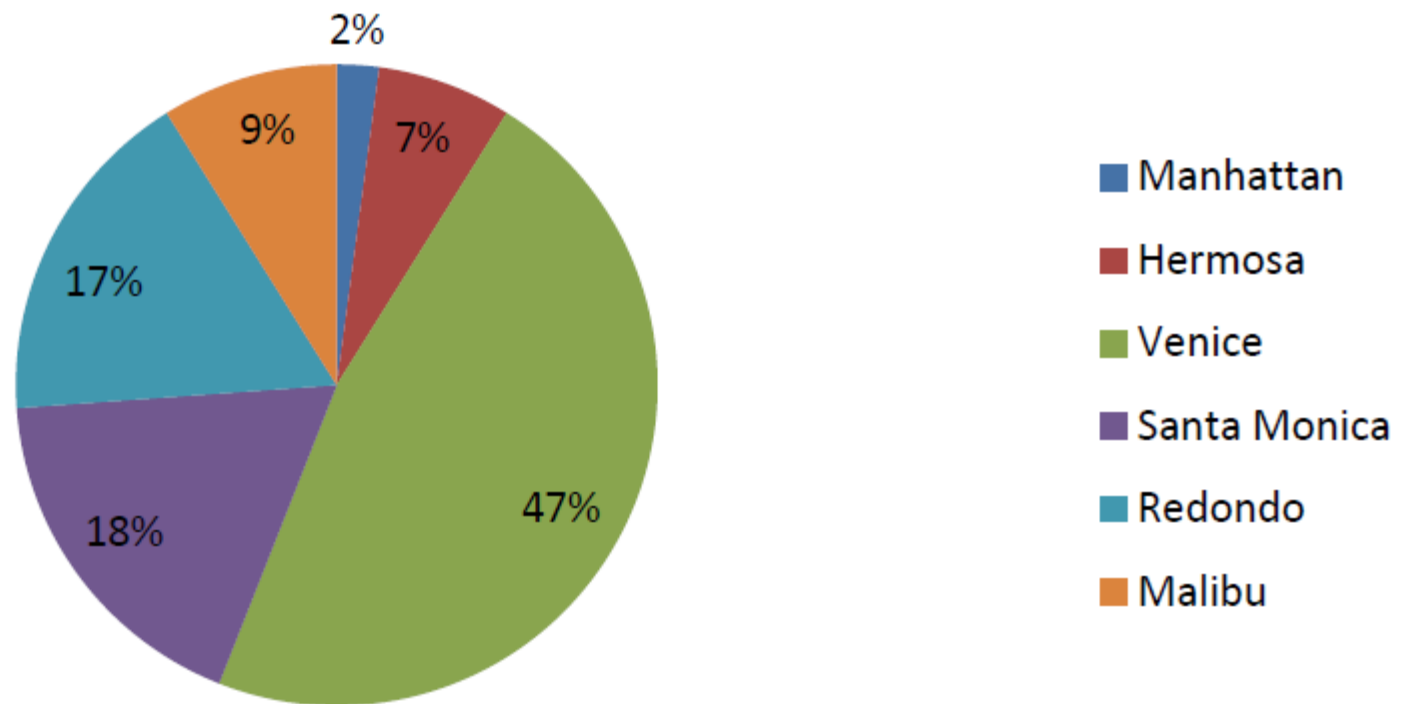
	Type of angler	Target species	Species caught	Fishing location	Type of Gear	Ethnicity/ Language	Zip Code
1	<input type="checkbox"/> Sport <input type="checkbox"/> Subsistence Child present_____			<input type="checkbox"/> End of pier <input type="checkbox"/> Side of pier	<input type="checkbox"/> Rods and Reels Hook Size _____ Line Test _____ Other _____		
2	<input type="checkbox"/> Sport <input type="checkbox"/> Subsistence Child present_____			<input type="checkbox"/> End of pier <input type="checkbox"/> Side of pier	<input type="checkbox"/> Rods and Reels Hook Size _____ Line Test _____ Other _____		
3	<input type="checkbox"/> Sport <input type="checkbox"/> Subsistence Child present_____			<input type="checkbox"/> End of pier <input type="checkbox"/> Side of pier	<input type="checkbox"/> Rods and Reels Hook Size _____ Line Test _____		
4	<input type="checkbox"/> Sport <input type="checkbox"/> Subsistence Child present_____			<input type="checkbox"/> End of pier <input type="checkbox"/> Side of pier			
5	<input type="checkbox"/> Sport <input type="checkbox"/> Subsistence Child present_____			<input type="checkbox"/> End of pier <input type="checkbox"/> Side of pier			
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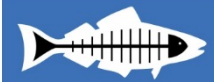
Notes:



- ▶ Survey recreational use along piers, including angler demographics & behavior
- ▶ Surveys conducted in the daytime 3 days/week
- ▶ 736 total anglers interviewed across 6 piers

What piers are most popular for anglers?



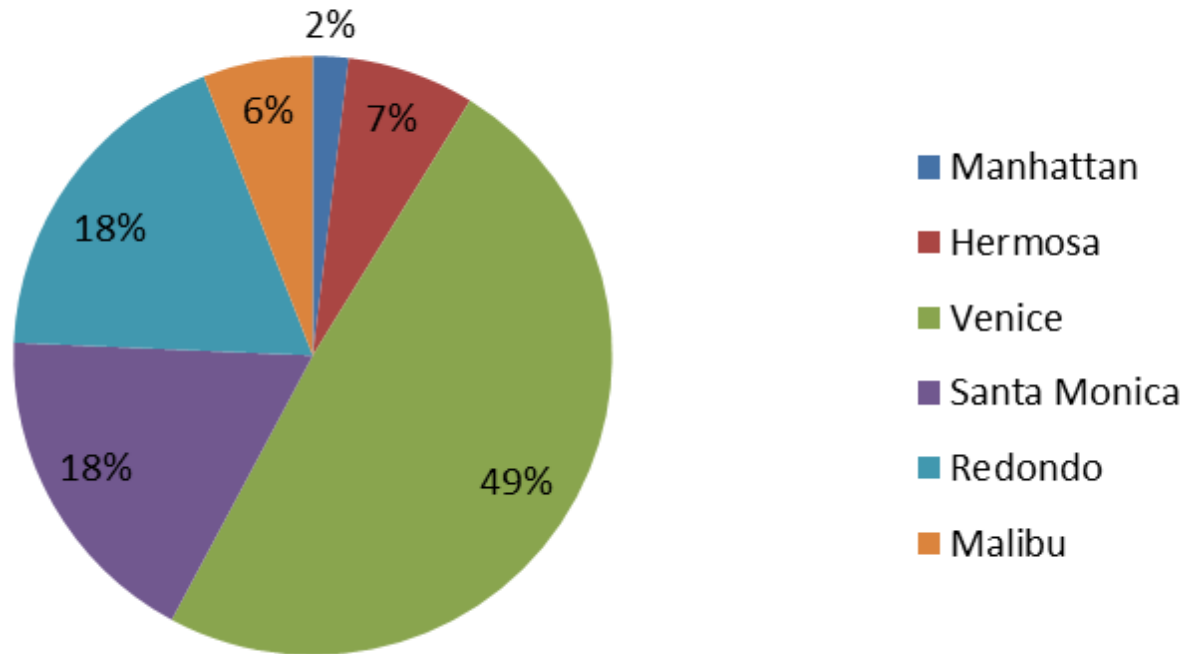


Heal the Bay

Location	FROM 8-30/11-30	SUBSISTENCE ANGLERS	%	SPORT ANGLERS	%
Manhattan	38	30	77	8	23
Hermosa	101	90	88	11	12
Venice	281	256	91	25	9
Santa Monica	160	140	87	20	13
Redondo	103	96	92	7	8
Malibu	53	31	56	22	44
TOTAL	736	643	86	93	14

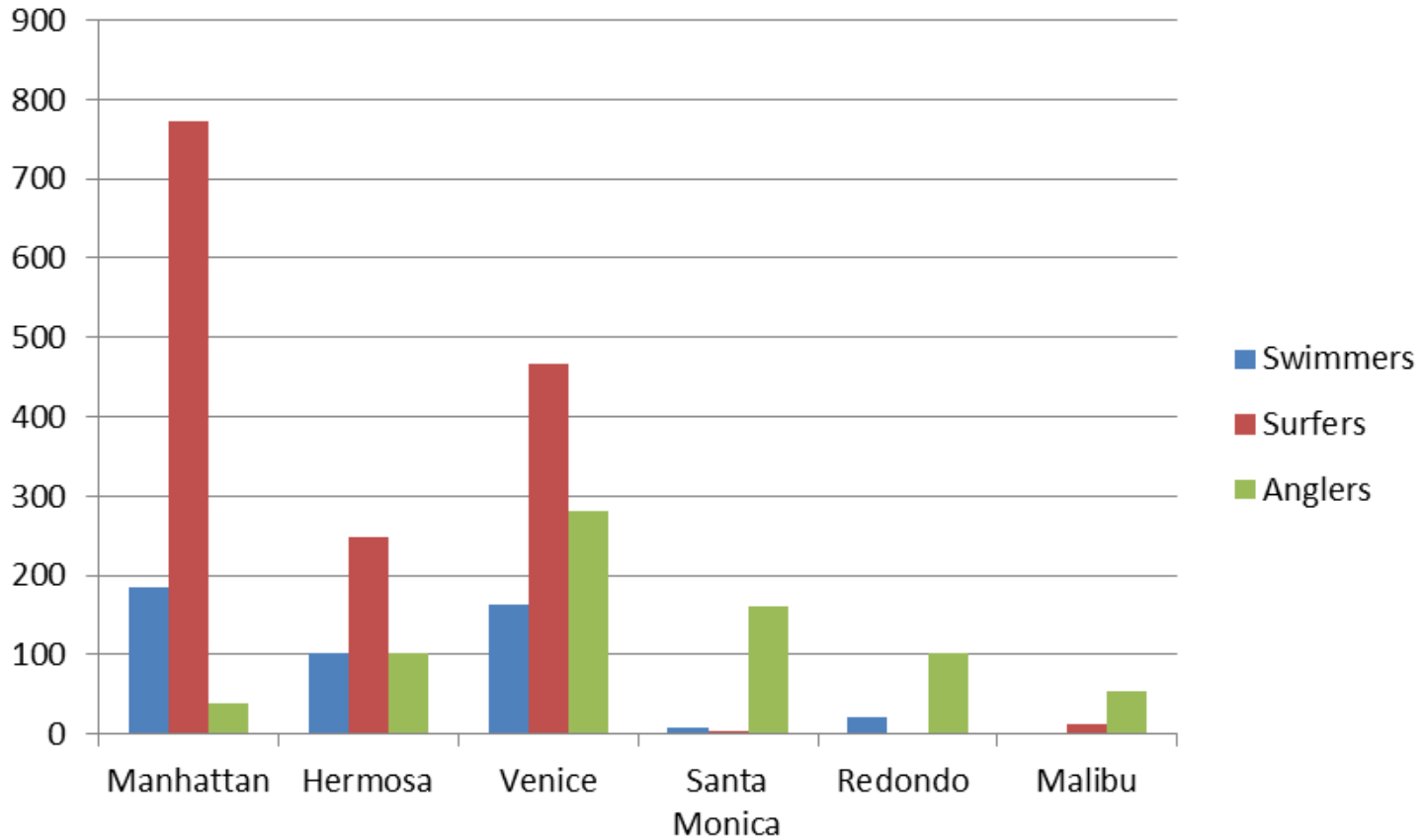
Many anglers who fish on municipal piers do it for subsistence--to put food on the table- and piers are one of the only places in the state where individuals do not need a fishing license, which reduces expenses and provides public access to fishing for everyone.

Where do subsistence pier anglers go to fish?

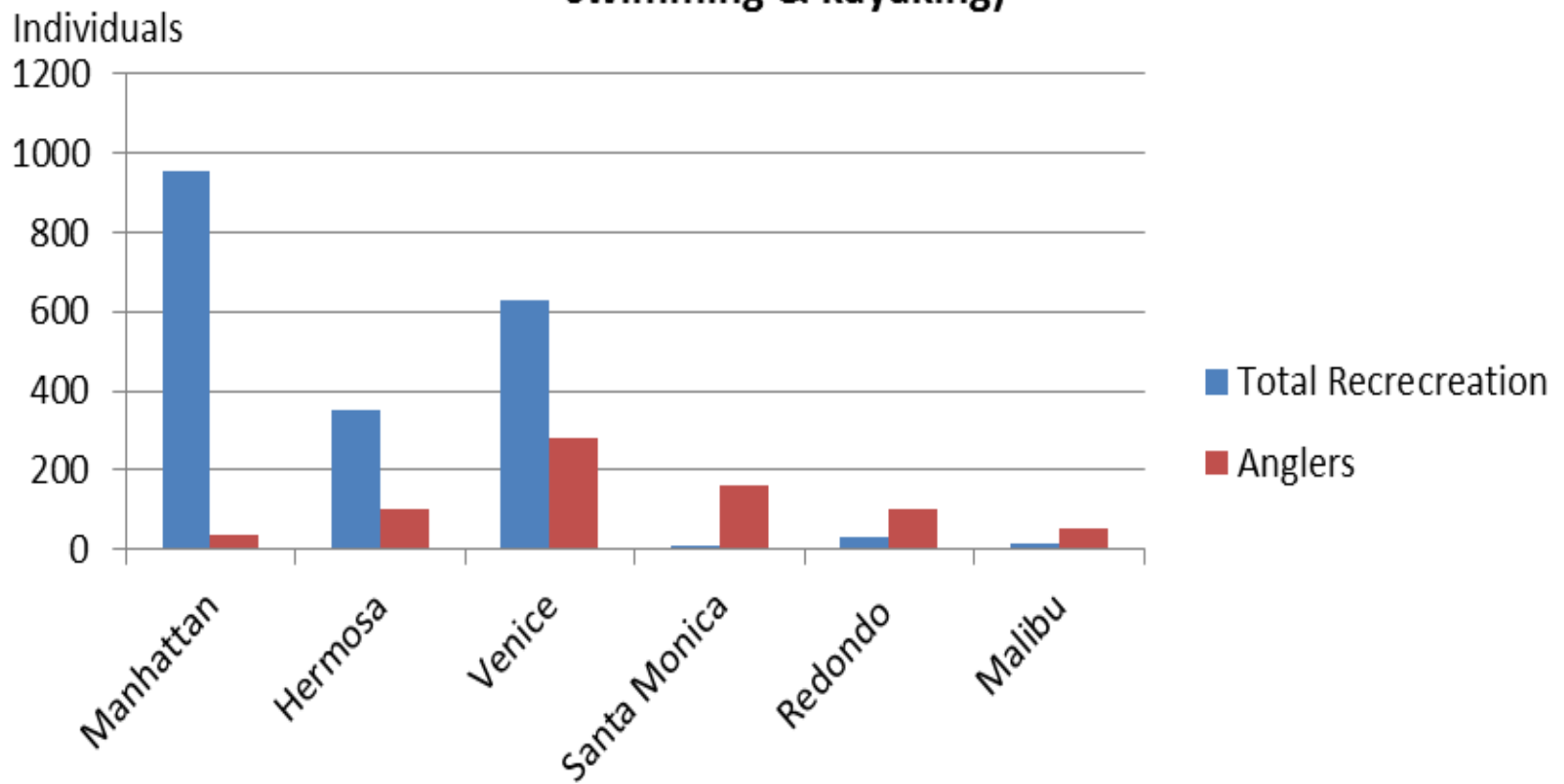


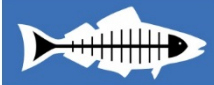
Ocean Recreation at Pier

Individuals

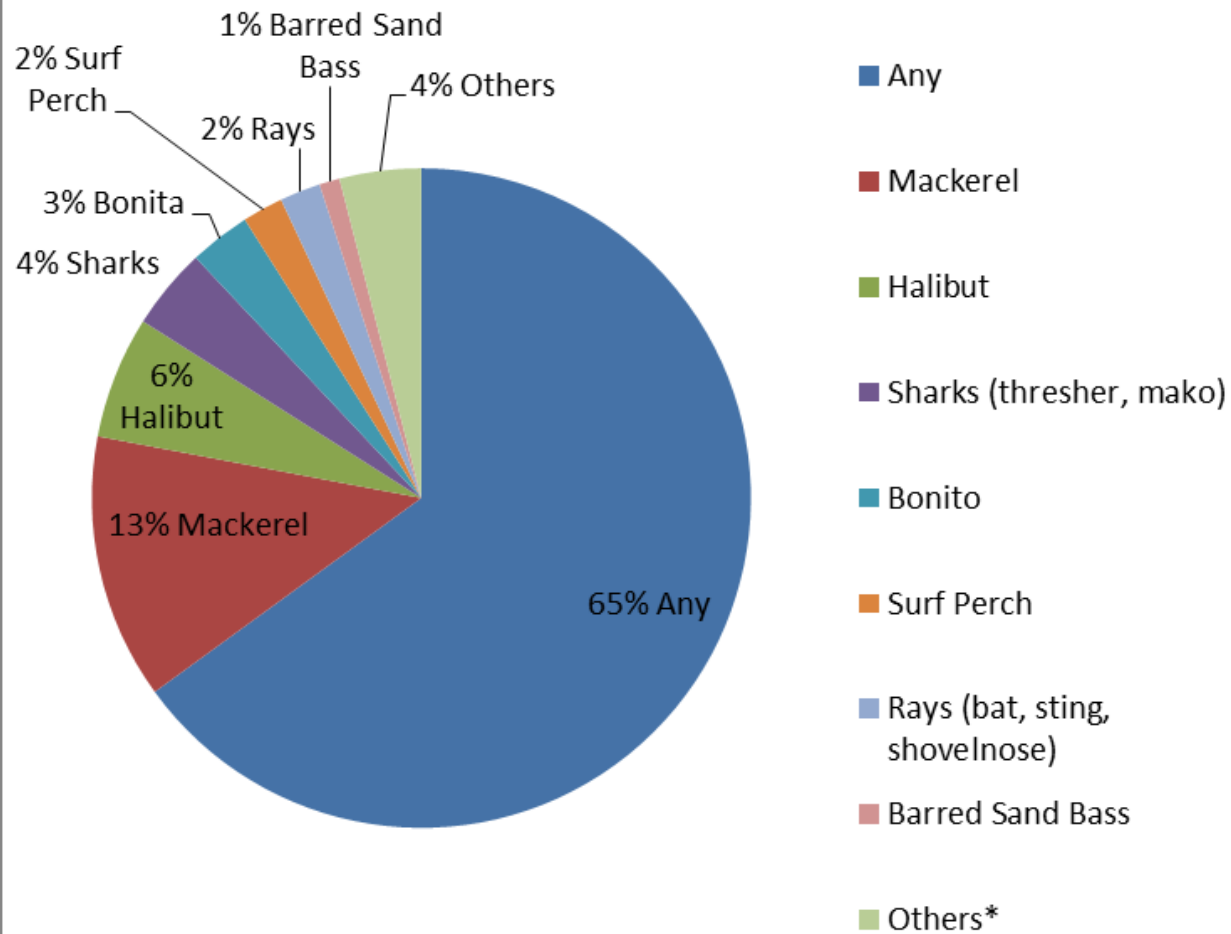


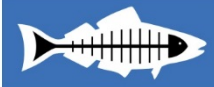
Ocean Recreation vs. Anglers (total recreation = surfing, swimming & kayaking)





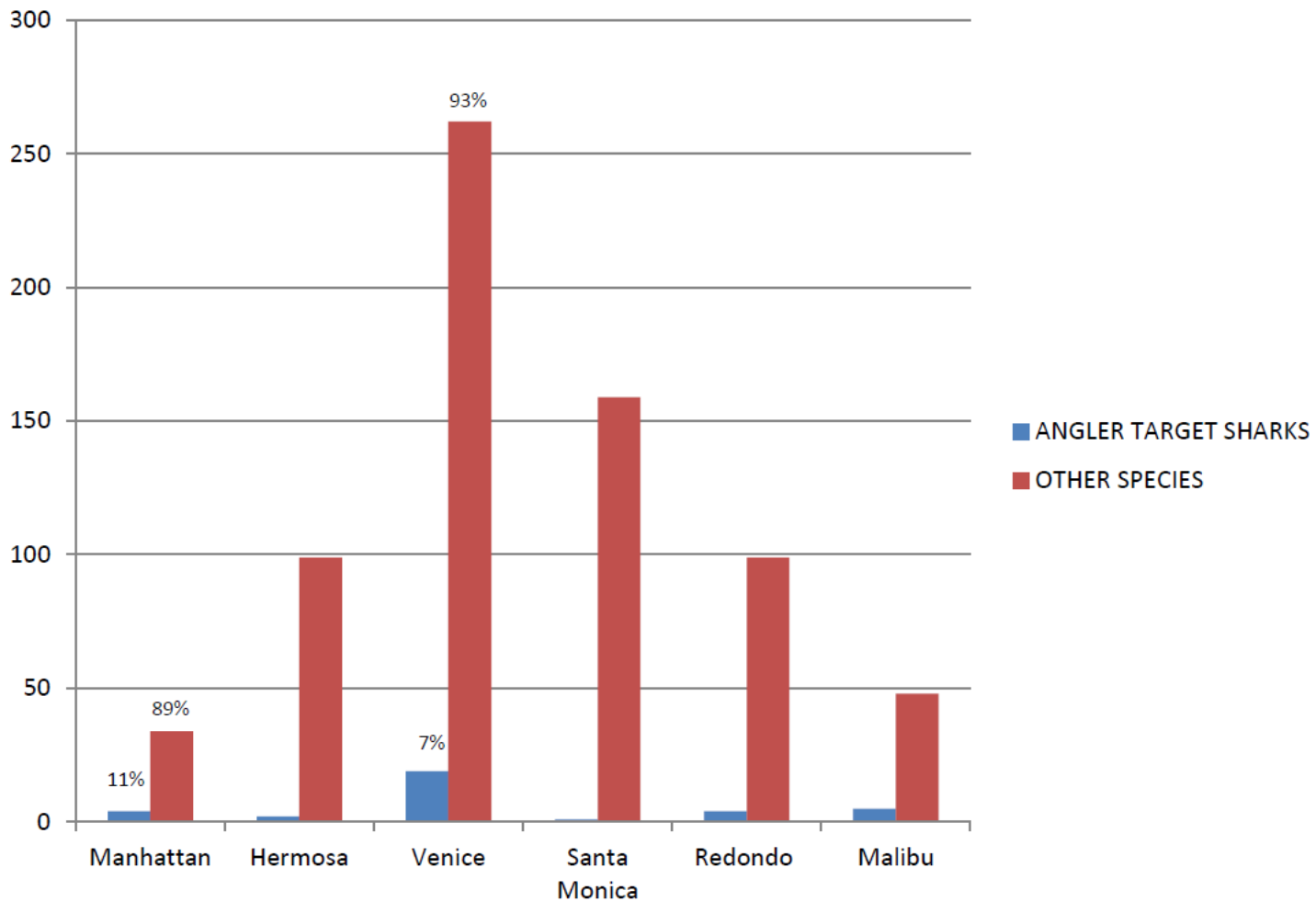
What species are pier anglers targeting?



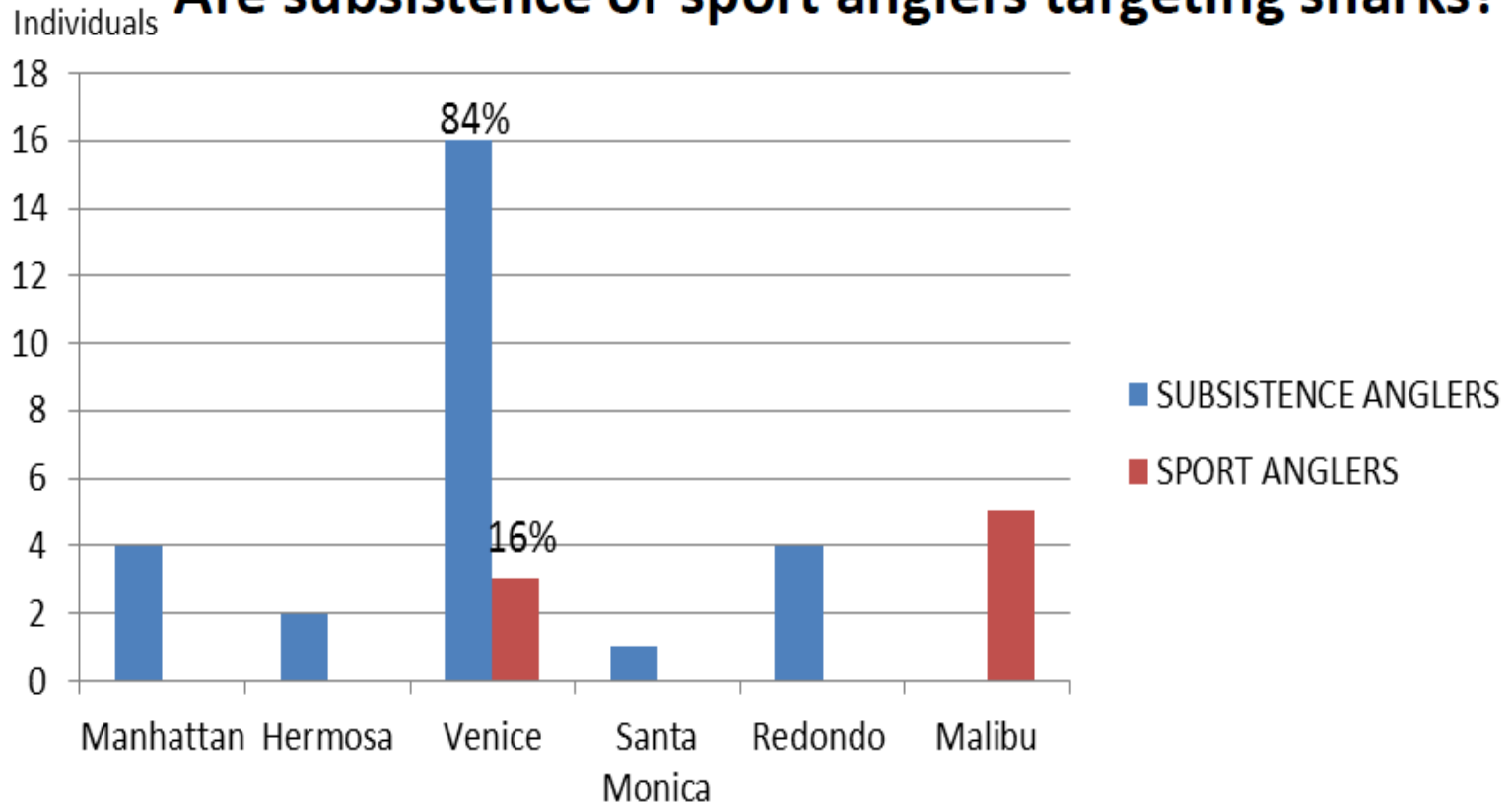


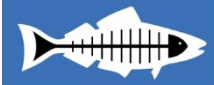
What piers do anglers go to target sharks?

Individuals

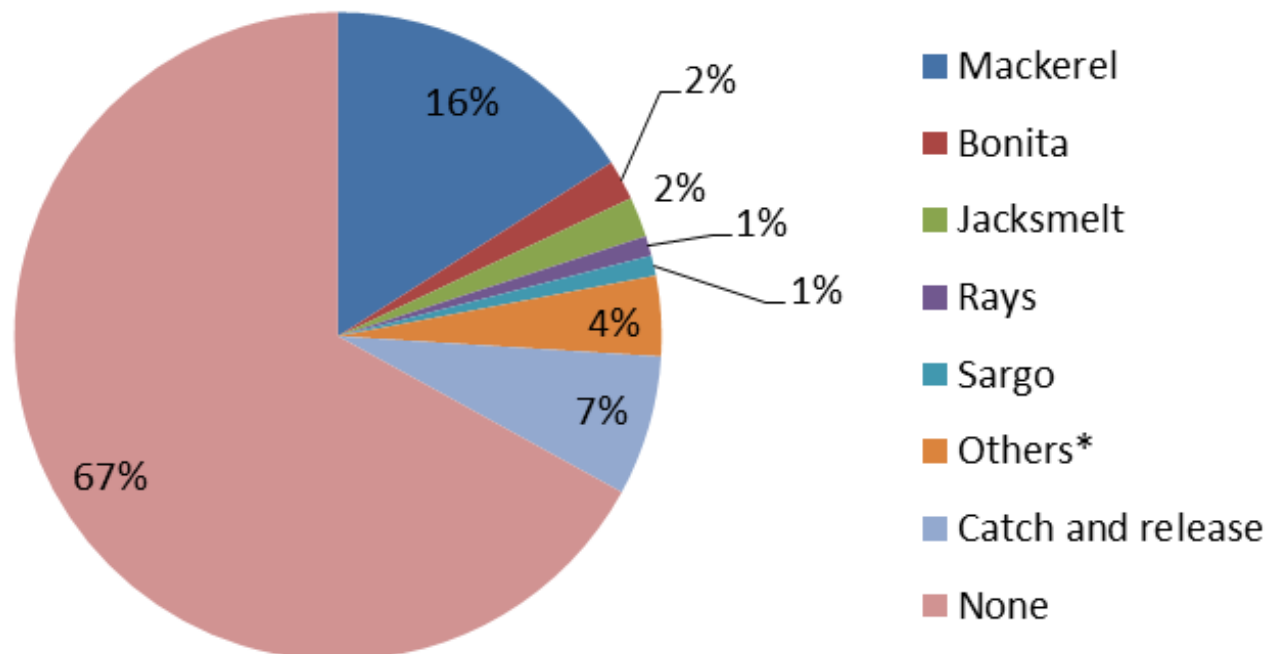


Are subsistence or sport anglers targeting sharks?

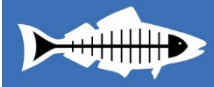




Species Caught by Anglers at All Piers



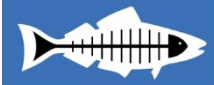
Others: Perch, lizard fish, sardine, halibut, sharks, corbina, barred sand bass, topsmelt, opaleye, wrasse, kelp bass and barracuda. They represent less than 1% each.



Ethnicities at Santa Monica Bay Piers

Location	ETHNICITY					Total by Pier
	LATINO	WHITE	ASIAN	BLACK	OTHER	
Manhattan	17 45%	11 29%	8 21%	1 2.50%	1 2.50%	38
Hermosa	50 49%	8 8%	38 38%	1 1%	4 4%	101
Venice	125 47%	22 8%	47 18%	32 12%	40 15%	266
Santa Monica	57 36%	36 23%	16 10%	13 8%	37 23%	159
Redondo	40 38%	10 10%	51 49%	3 3%	0 0	104
Malibu	17 31%	11 20%	14 25%	1 2%	12 22%	55
TOTAL	306 42%	98 14%	174 24%	51 7%	94 13%	723

Other : Russian, Hawaiian, Indian, Egyptian, Lithuanian, Armenian, Ethiopian, Dutch, Bulgarian, Jewish



Heal the Bay

Languages used during pier outreach

Location	Language used during outreach		
	English	Spanish	Others
Manhattan	33	1	0
Hermosa	82	13	2
Venice	191	21	17
Santa Monica	86	21	19
Redondo	99	1	3
Malibu	43	2	0
TOTAL	534	59	41
	84%	9%	7%

Others: Russian, Chinese

Additional Findings

- ▶ Anglers come from all over greater Los Angeles area: City of Los Angeles, Manhattan Beach, San Fernando Valley, Mission Hills, Venice, Hermosa, South Gate, and Pasadena
- ▶ Gear type usually lightweight hook & line: rods & reels used with line test under 30 lbs. Also common to see 10 and 15 lbs test. The hook size typically small (2 to 5).
- ▶ Aside from Manhattan Beach, anglers use both end of pier and side of pier to fish





Next Steps

- ▶ Stakeholder approach needed. Pier Stakeholders Summit held May 7, 2015.
- ▶ Develop recommended pier management strategy to prevent conflicts among pier users, swimmers/surfers, and sensitive wildlife.
- ▶ Any potential management measures will be best derived from stakeholder discussions, and involve education.
- ▶ Long-term solutions to reduce conflict among sensitive species and users at piers along the Santa Monica Bay.



FRANKIE ORRALA: FORRALA@HEALTHEBAY.ORG

DANA MURRAY: DMURRAY@HEALTHEBAY.ORG