



**Angler Outreach Program
Year 13
March 2015 – June 2016**

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
- ▶ 13th year of partnership
- ▶ 136,000+ anglers reached
- ▶ Team size: 4-6 angler outreach team members
- ▶ Current outreach on 8 piers



Heal the Bay

AOP Objectives

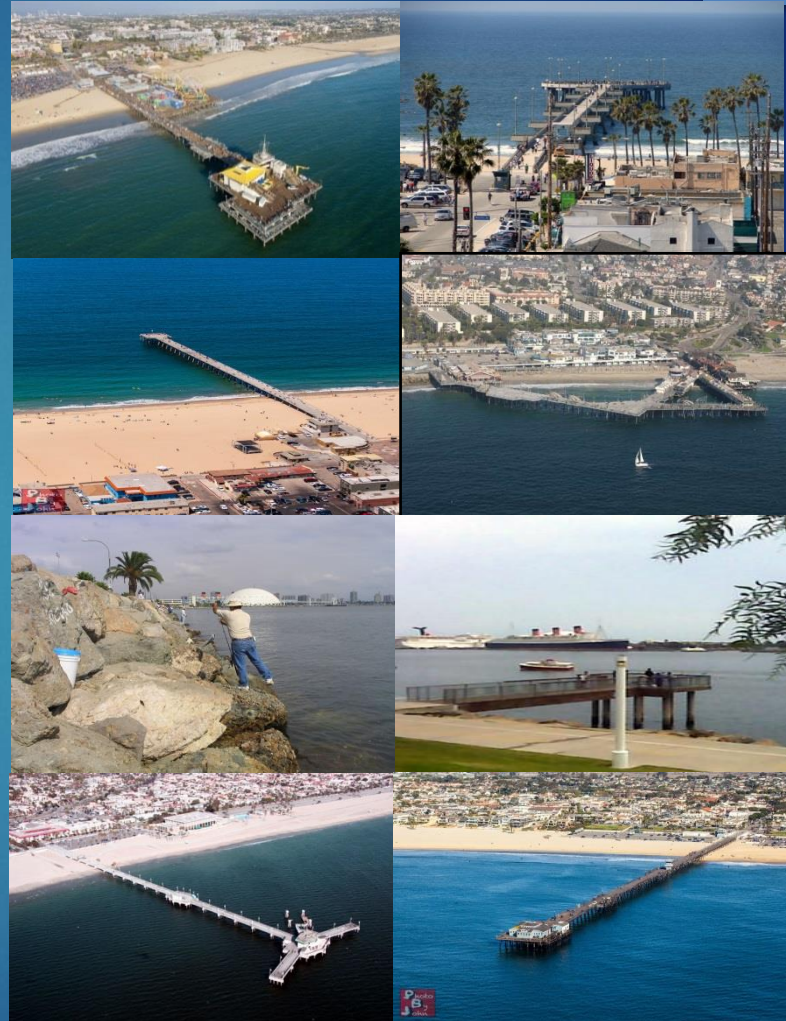
- ▶ The program's primary aim continues to be the education of pier and shoreline anglers on the risks of consuming DDT and PCBs-contaminated white croaker.
- ▶ Secondary goals are to educate anglers on other locally caught fish with regards to catch limits and consumption guidelines concerning DDT,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



Program Overview



- Outreach on 8 piers: Santa Monica, Venice, Hermosa, Redondo, Pier J, Rainbow Harbor, Belmont & Seal Beach
- Educational Outreach
- Each pier visited by Angler Outreach Team 3x/week



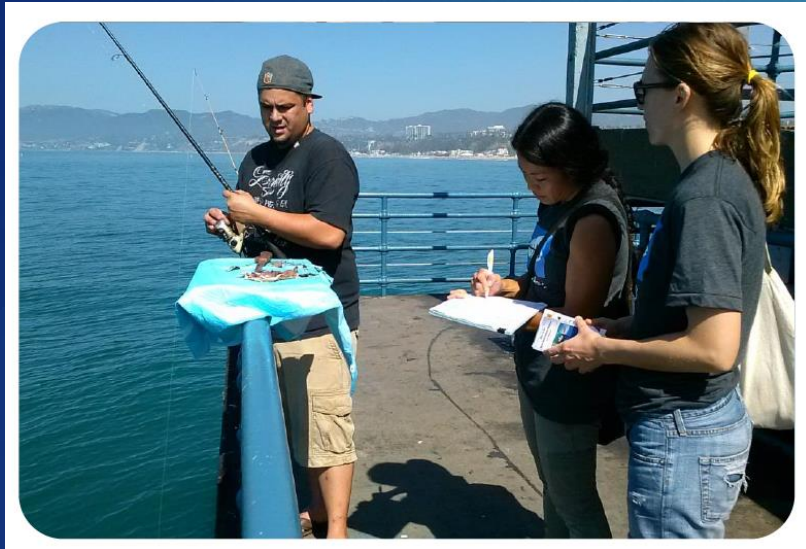
Angler Outreach Team



Current Team:

- ▶ Izchel Pulido – Spanish
- ▶ Hannah Imson – Tagalog
- ▶ Oscar Torres – Spanish
- ▶ Benmin Sun – Chinese
- ▶ Vanessa Alcantar – Spanish

Educational Materials



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

PROTECT THE HEALTH OF YOU AND YOUR CHILDREN

Join with other fishermen and follow the advice in this booklet

www.pvsfish.org

Printed March 2010

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.

- 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 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		



- ▶ Surveys include anglers receiving outreach (new/repeat)
- ▶ Surveys conducted in the daytime 3 days/week
- ▶ **12,952 total anglers** interviewed across 8 piers from March 2015-June 2016



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Database Numbers

March 2015 – June 2016

► Represents:

- March 2015- June 2016
- Preliminary Analysis
- Does not include Cabrillo Pier data





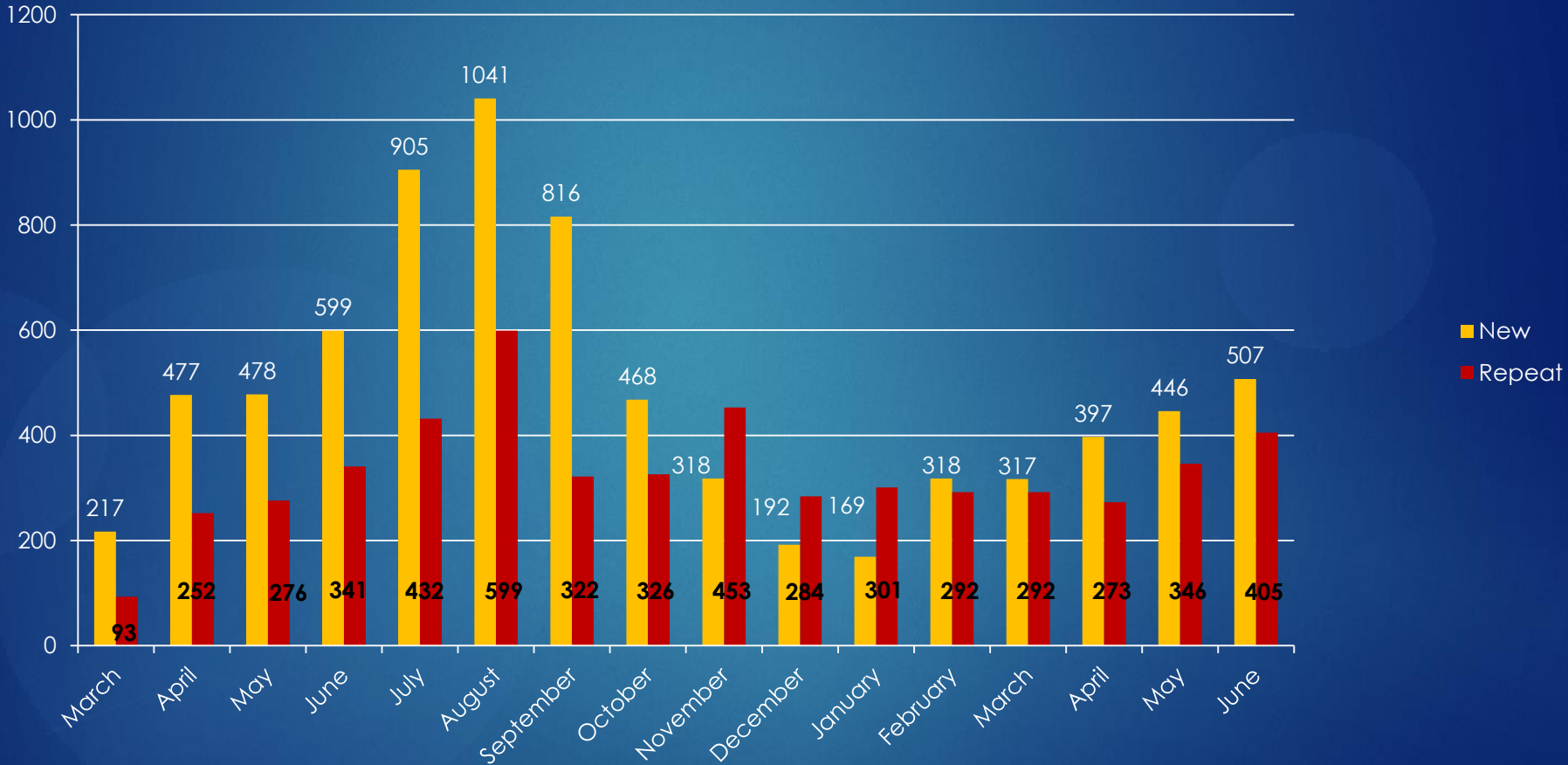
Participant Breakdown

- ▶ New: 7,665 (59%)
- ▶ Repeat: 5,287 (41%)

- ▶ Total: 12,952

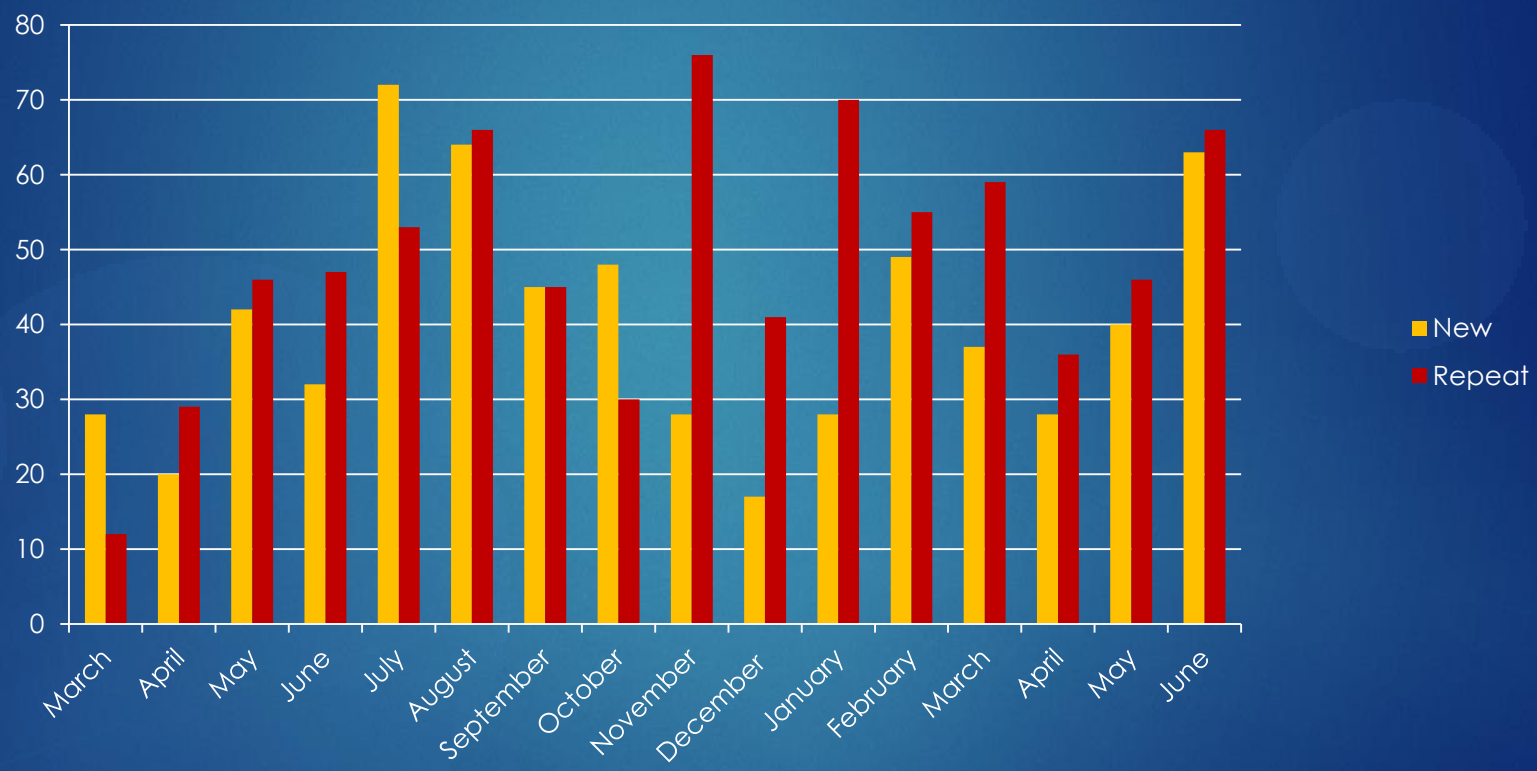


Total Anglers surveyed from Santa Monica through Seal Beach



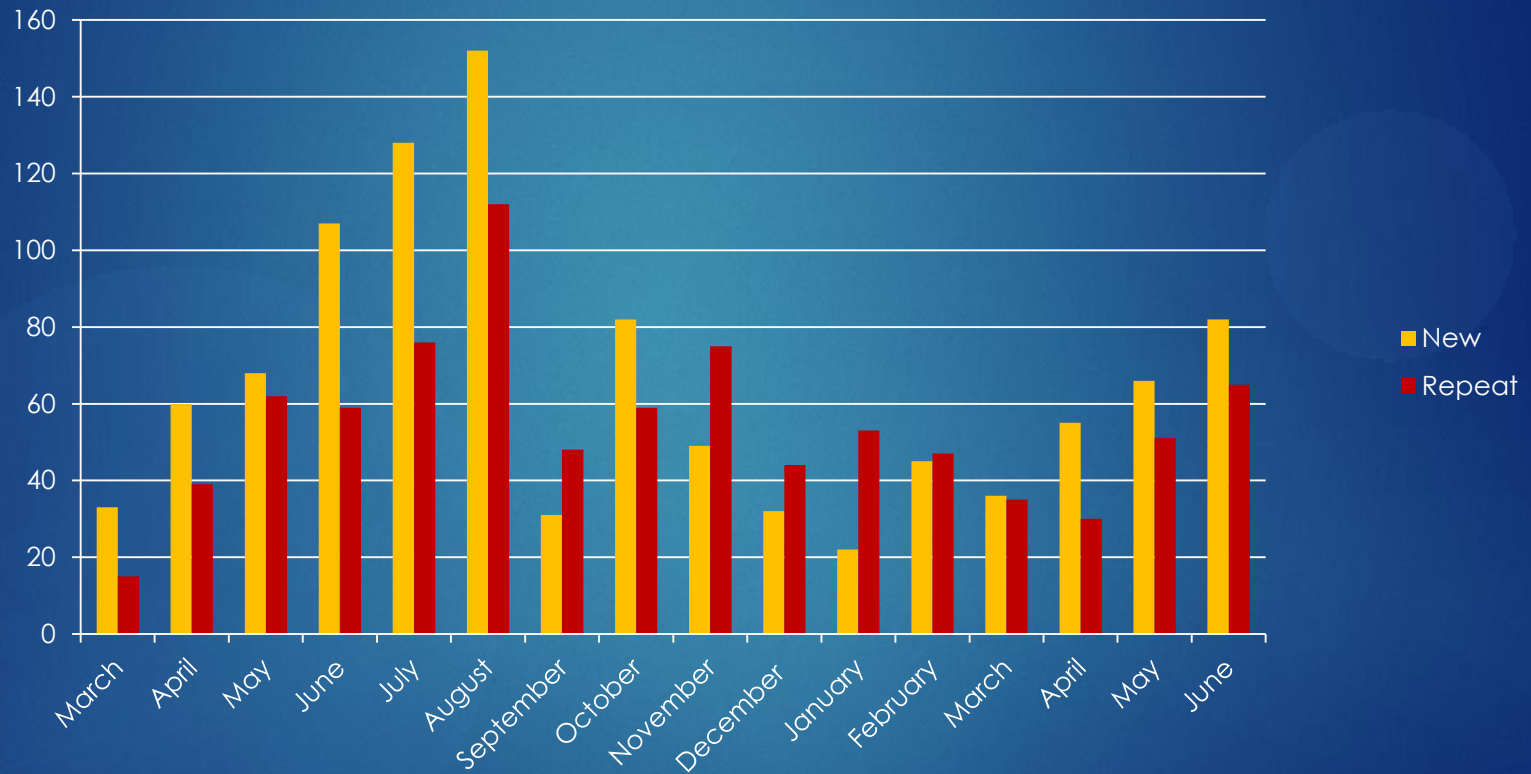
n= 12,952

SANTA MONICA PIER



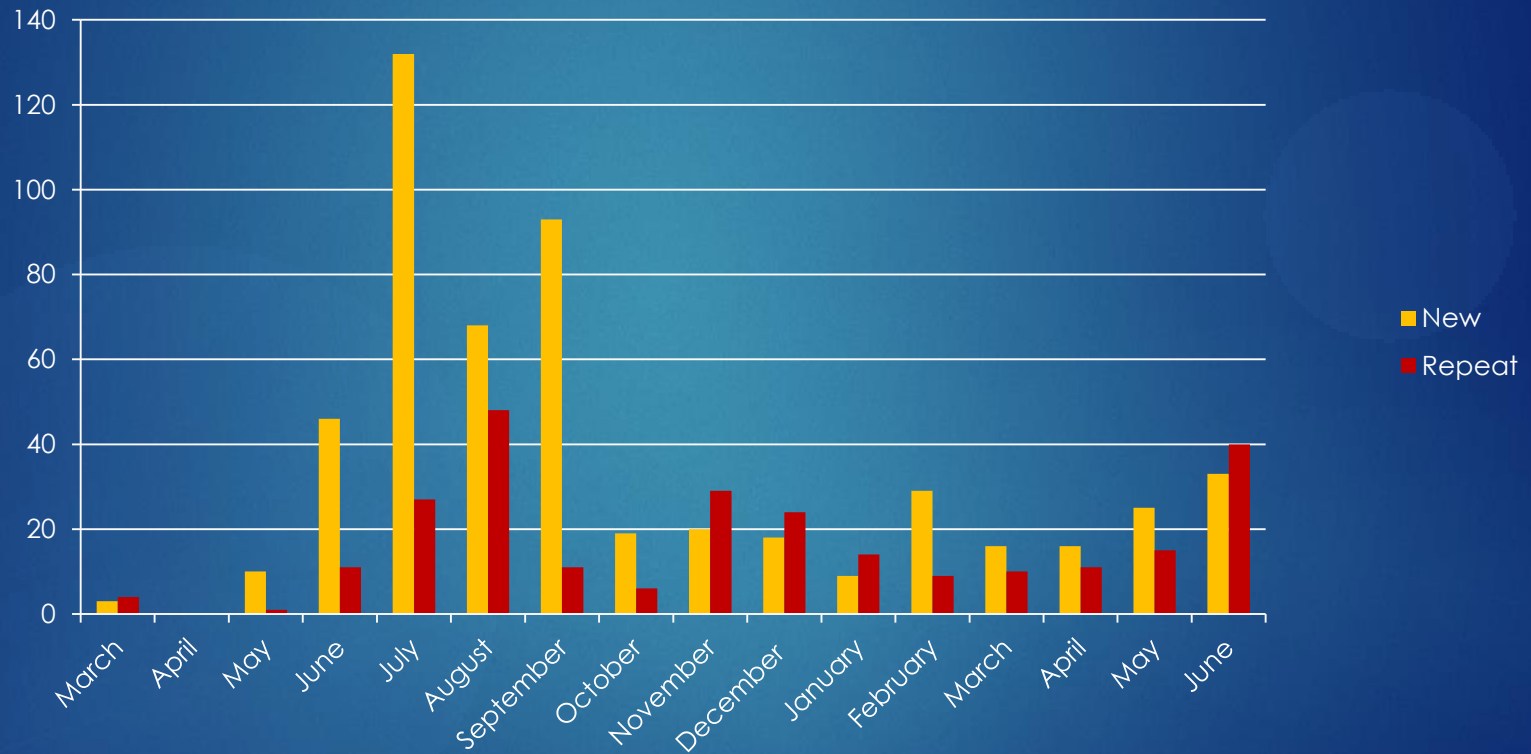
n= 1,418

VENICE PIER



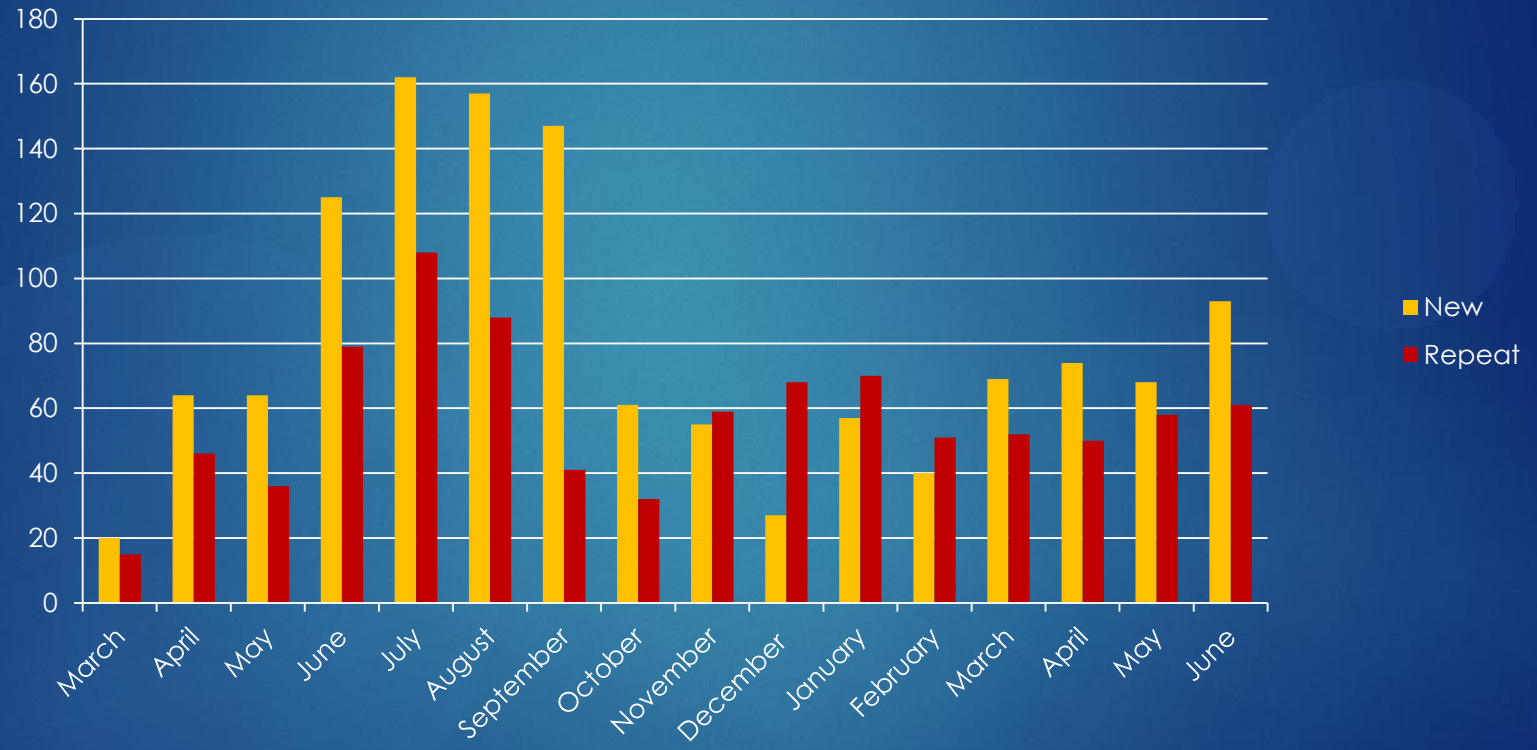
n= 1,918

HERMOSA PIER



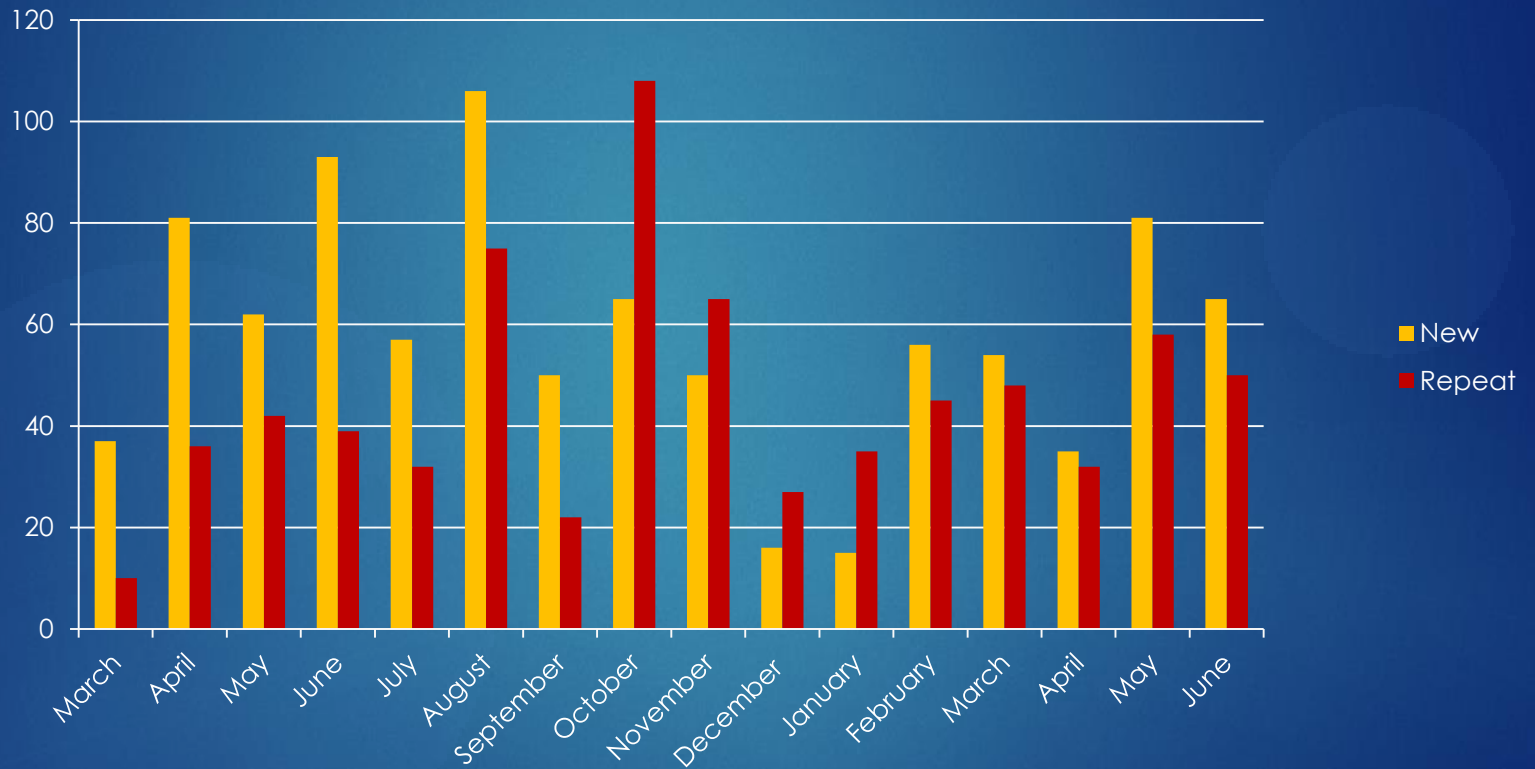
n= 797

REDONDO BEACH PIER



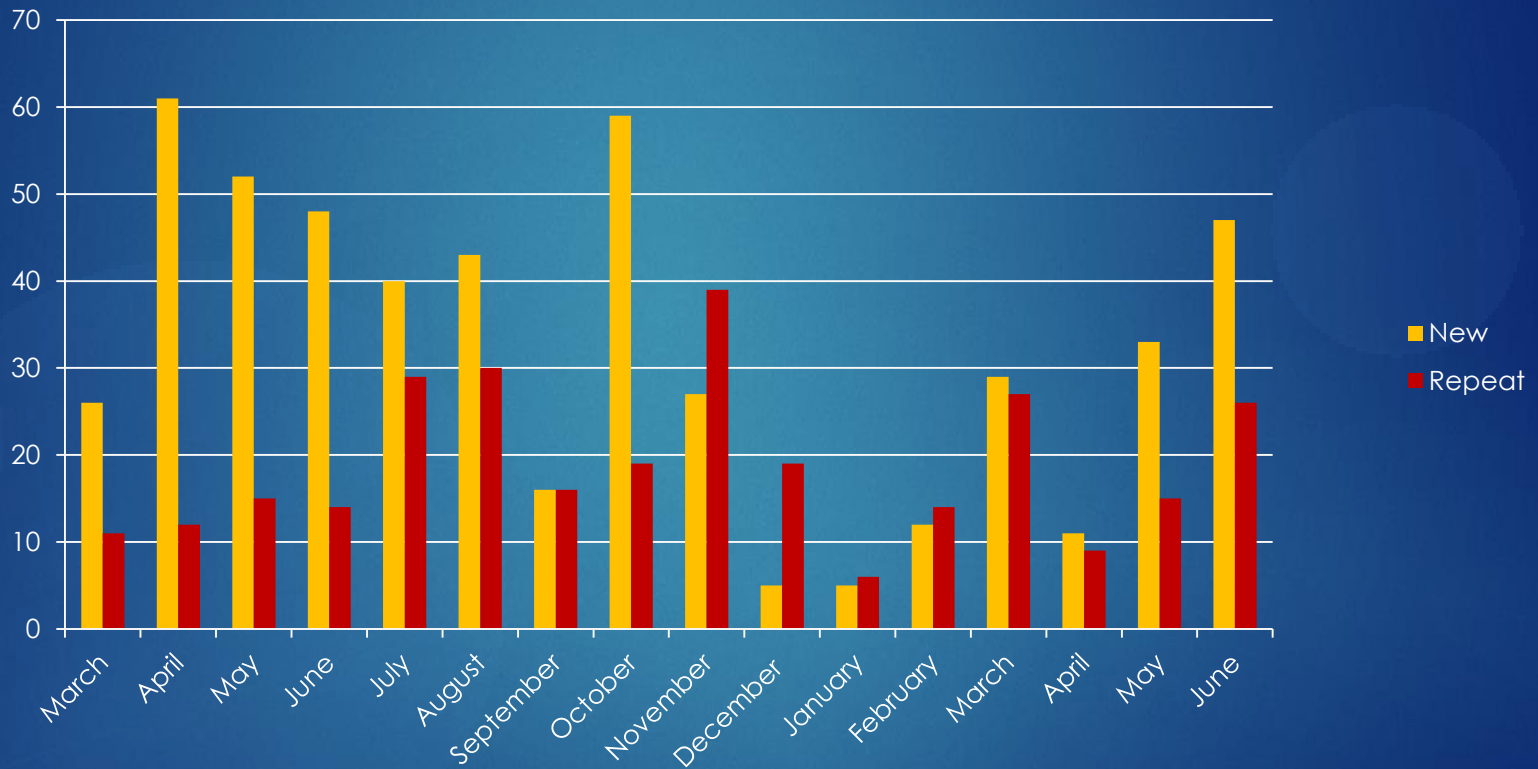
n= 2,197

PIER J



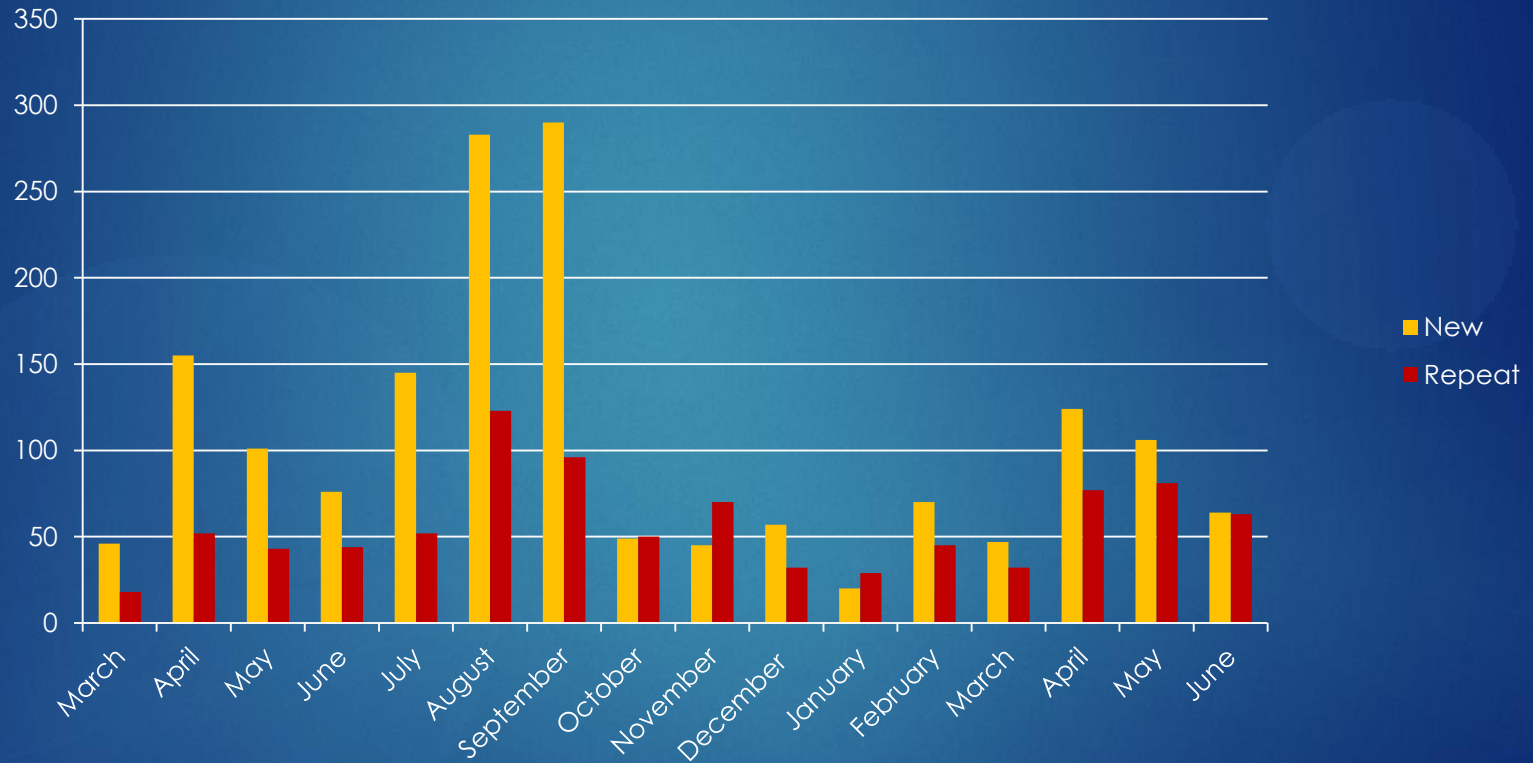
n= 1,647

RAINBOW HARBOR



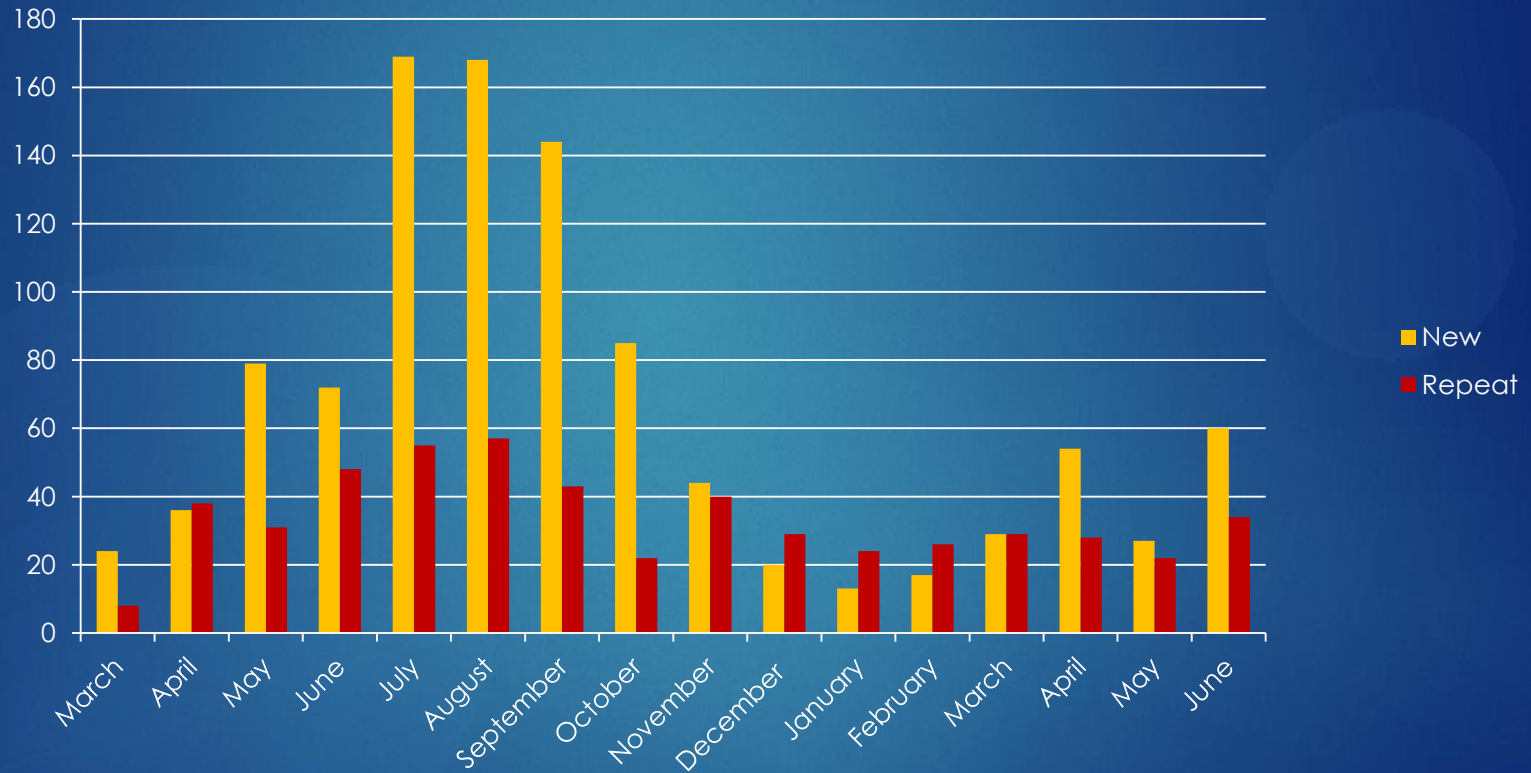
n= 815

BELMONT PIER



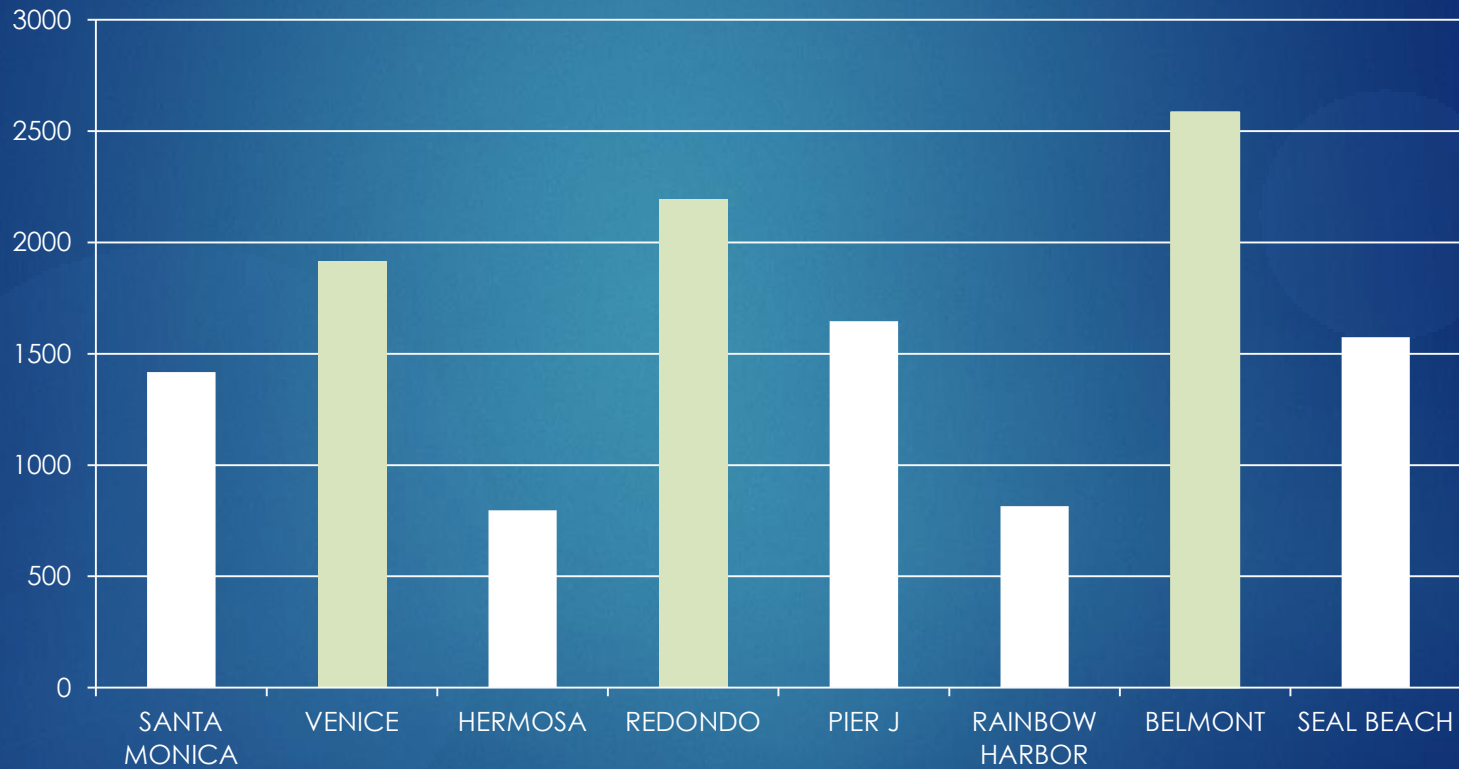
n= 2,585

SEAL BEACH PIER



n= 1,575

Busiest Piers during this reporting period March 2015 - June 2016





Angler Outreach Workers in Action







Pier Sign Tracking

▶ Total signs **38**

Santa Monica Pier	5
Venice Pier	7
Hermosa Pier	5
Redondo Pier	6
Pier J	5
Rainbow Harbor	3
Belmont Pier	5
Seal Beach Pier	2

Pier Sign Tracking



1



2



3



4



5



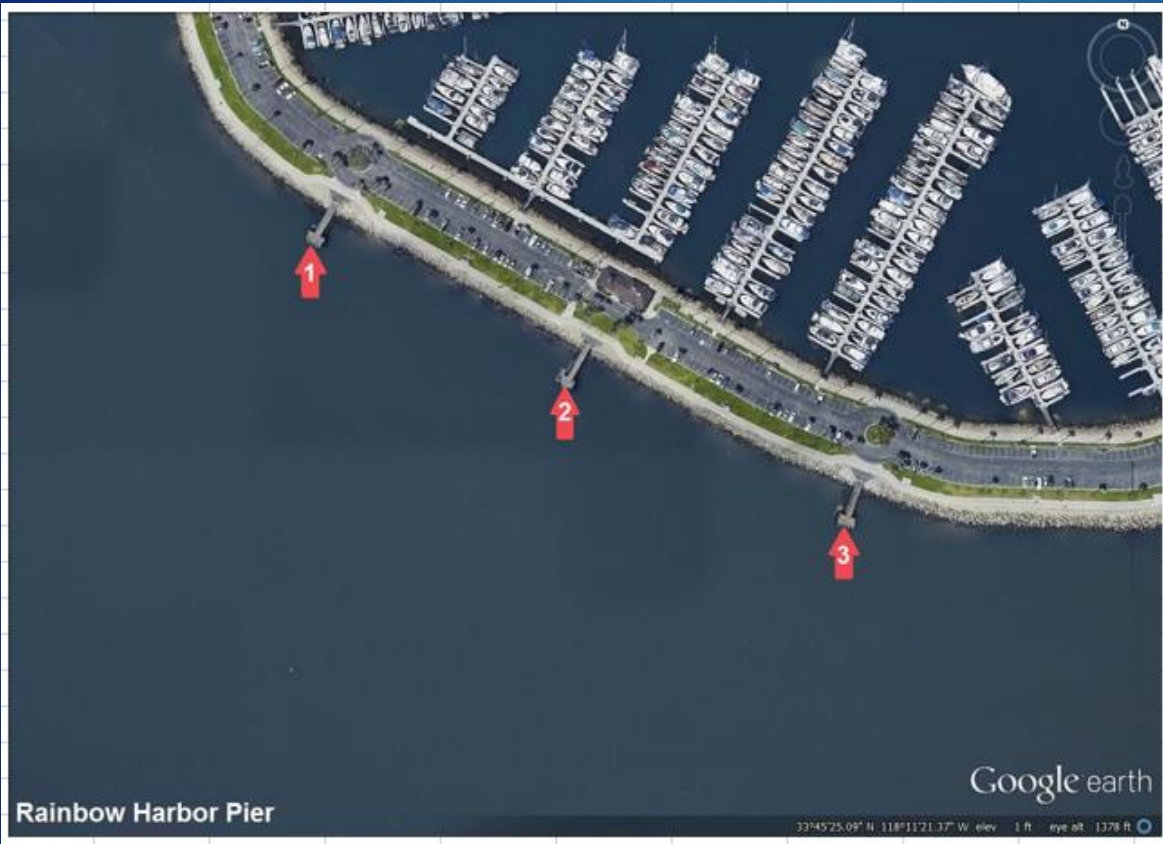
6

VENICE PIER	
Signs	Condition
1	Good
2	Good
3	Good, a couple of stickers, readable
4	Broken, needs replacement
5	Ok, few graffiti, a bit dirty, readable
6	Broken, needs replacement
7	Broken, needs replacement



7

Pier Sign Tracking



1



2



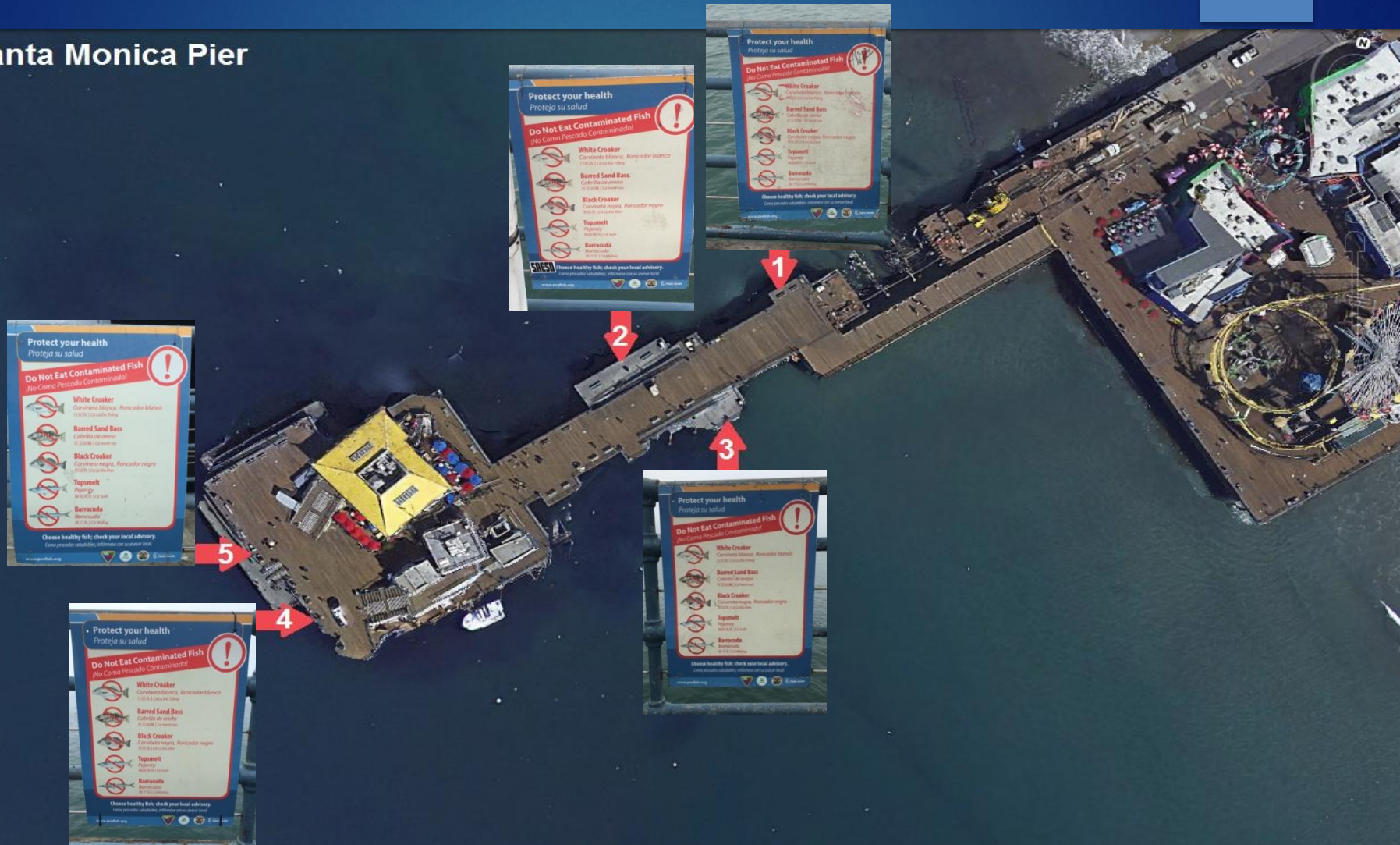
3

RAINBOW HARBOR	
Signs	Condition
1	Poor, with graffiti, somewhat readable, needs replacement
2	Fair, some graffiti, still readable
3	Fair, dirty, few graffiti, still readable

Santa Monica Pier



Santa Monica Pier



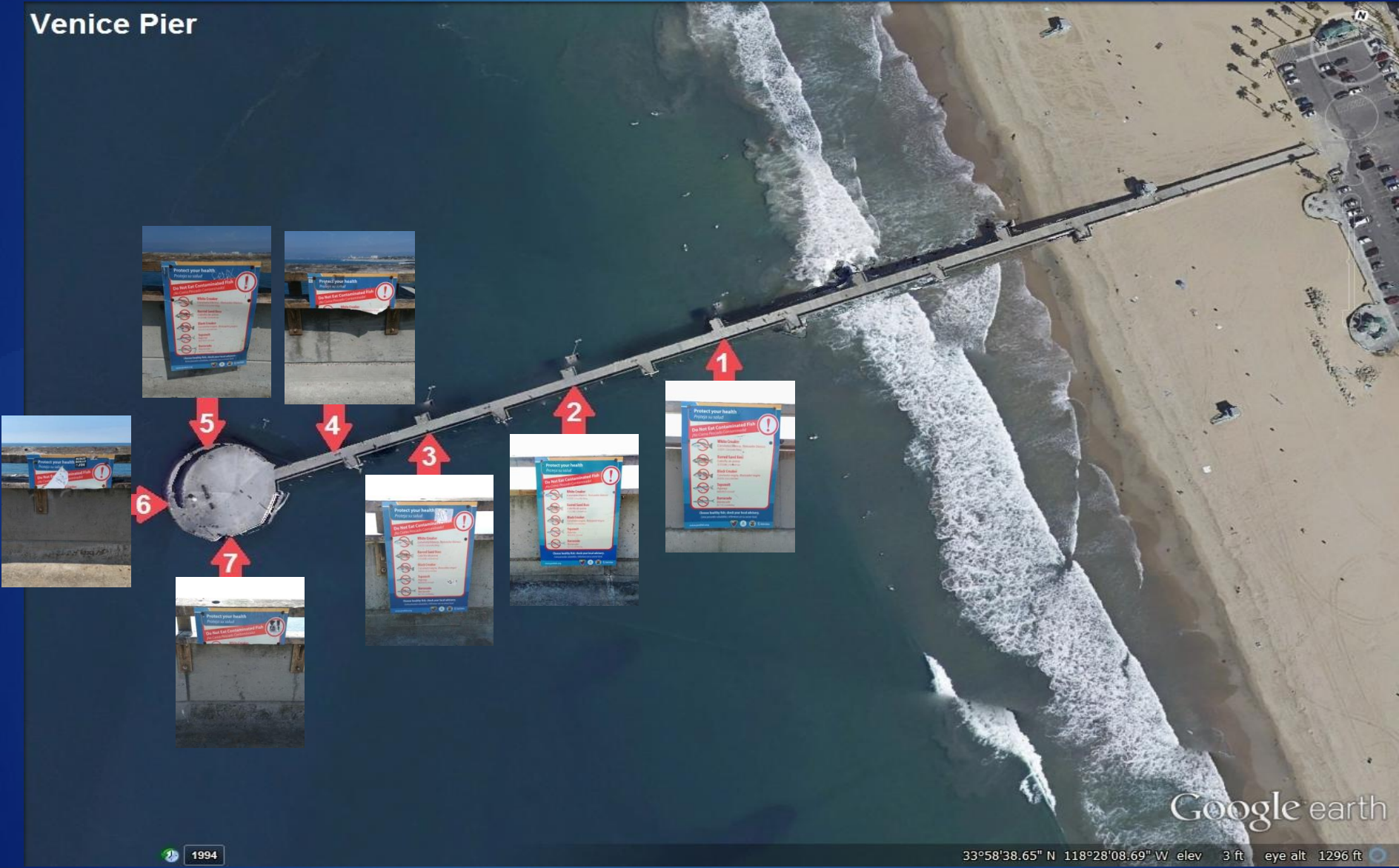
Data CSUMB SFML, CA OPC

Google earth

Venice Pier



Venice Pier



Google earth

Hermosa Beach Pier



Hermosa Beach Pier



Image © 2016 TerraMetrics

Google earth

Redondo Beach Pier



Redondo Beach Pier



6



5



4



3



2



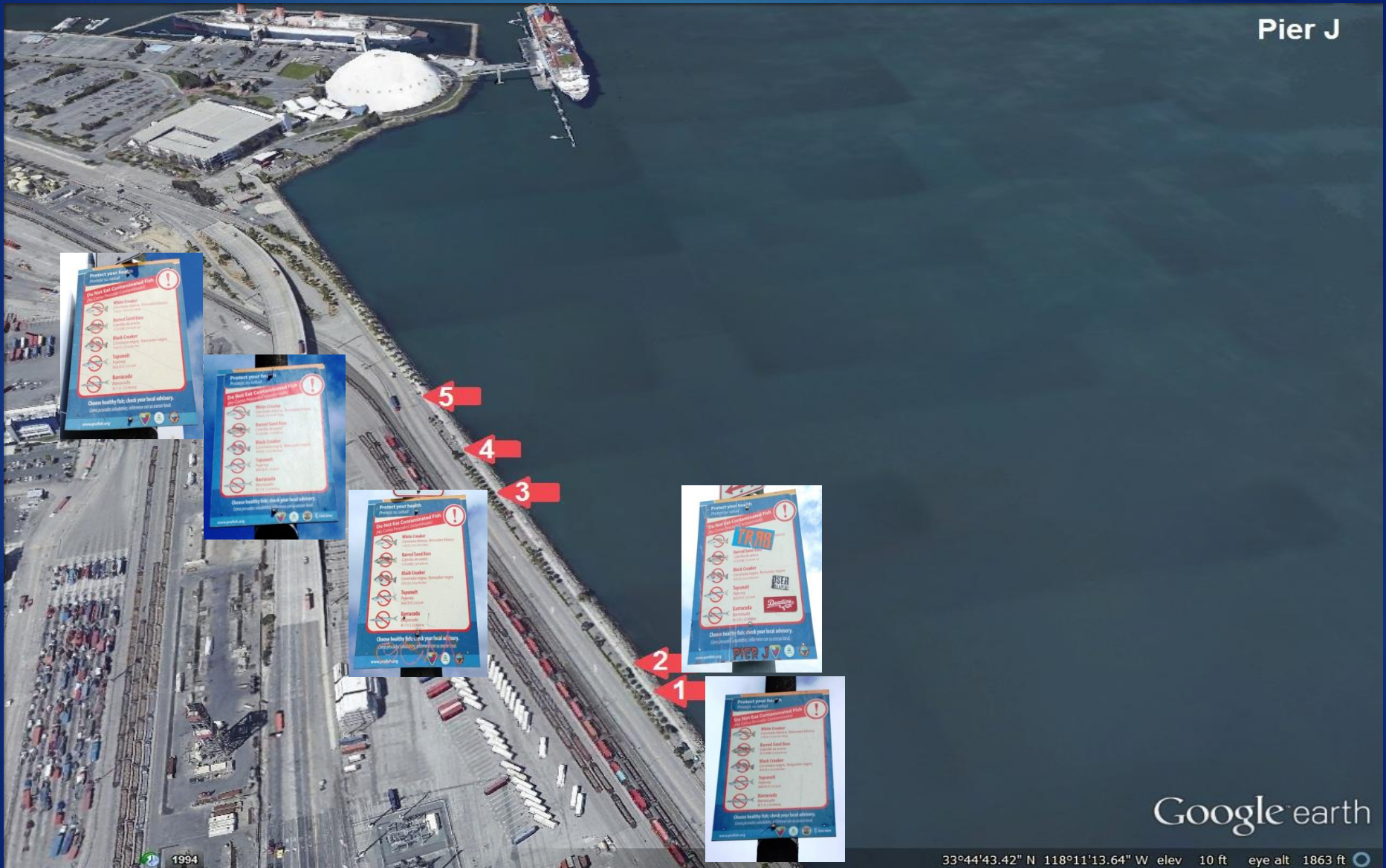
1

Google earth

Pier J



Pier J



Protect your health
Prevent a foodborne illness

Do Not Eat Contaminated Fish
Consumption of the following fish species is not advised:

- White Croaker
- Barnes Sand Bar
- Black Croaker
- Spottail
- Barracuda

Choose healthy fish; check your local advisory.
Consumption of fish is advised. Healthy and delicious!

www.healthebay.org

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Google earth

Rainbow Harbor Pier



Rainbow Harbor Pier

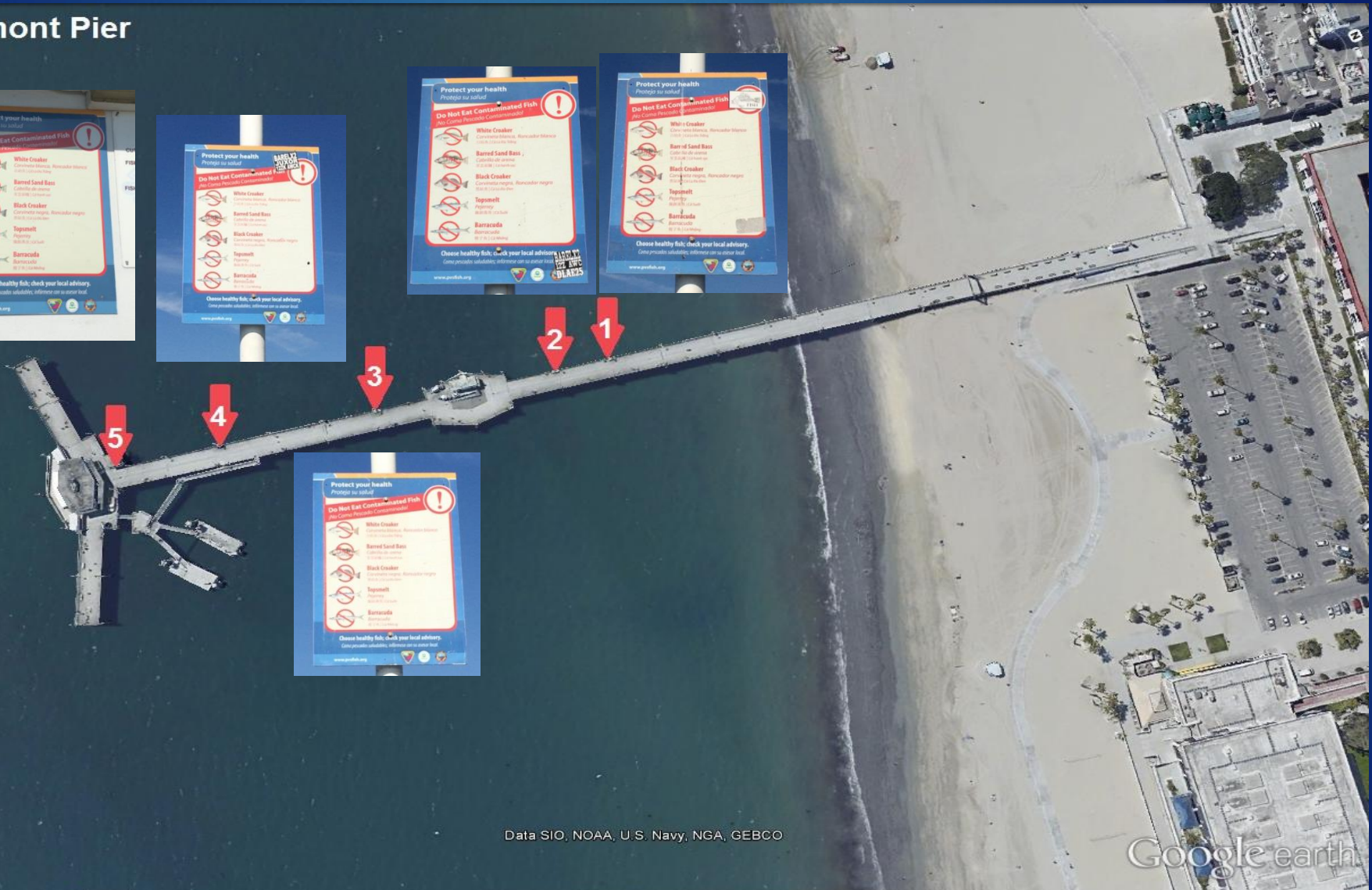
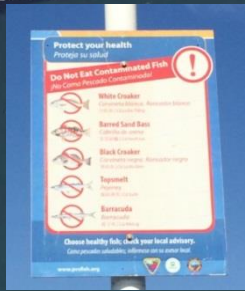
Google earth

1.37° W elev 1 ft eye alt 1378 ft

Belmont Pier



Belmont Pier



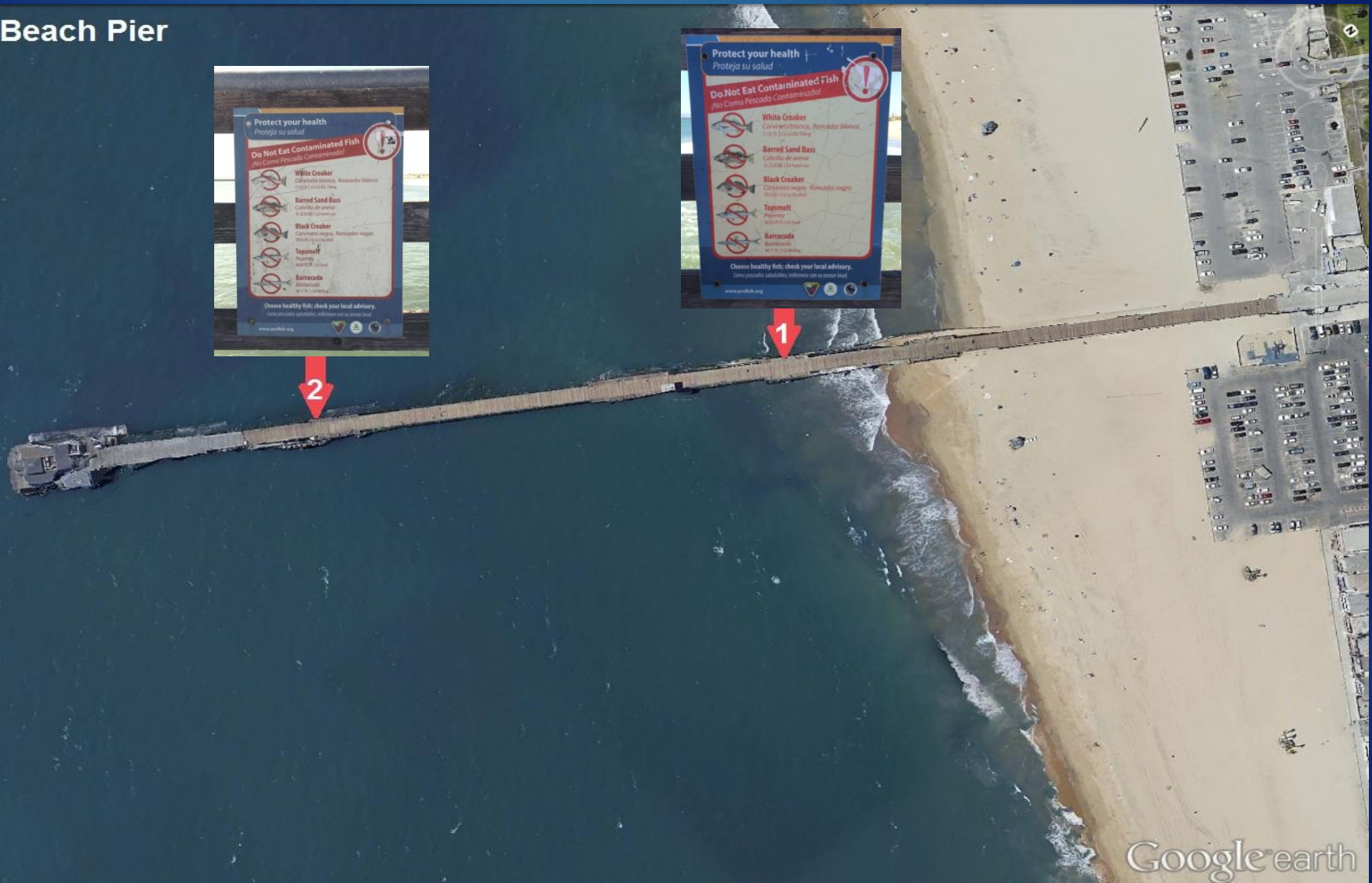
Data SIO, NOAA, U.S. Navy, NGA, GEBCO

Google earth

Seal Beach Pier



Seal Beach Pier



Google earth



Heal the Bay

The Ruby's Fire at Seal Beach Pier



Gazette photo by Jo
Murray
www.gazettes.com

Questions?



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