

Partners Meeting Summary

Monday, January 31, 2011

9:30 a.m. – 1:00 p.m.

Los Angeles County Department of Public Health Office

Attendees:

BPSOS (Vietnamese CBO): Alex Pham	LA County Public Health: Carolyn Anderson Kelly Ho	NOAA/MSRP: Gabrielle Dorr
Cabrillo: Alfonso Montiel	Janice Lewis	OCHCA: Suntara Sovan
CDFG: Rebecca Hartman	Salwa Mina	Mozhgan Mofidi
DTSC: Tim Chauvel	Charlotte Nohra	SMBRC: Guangyu Wang
FCEC CRC: Yolanda Lasmarias Howard Wang	Marita Santos	SGA (EPA Contractor): Namju Cho Stephen Groner
Heal the Bay: James Alamillo Halima Dominguez Frankie Orrala Diana Ramirez	LA County Sanitation: Herald Community Center (Chinese CBO): Connie Kwok Rebecca Soong	USC Sea Grant Linda Chilton
LB Environmental Health Monica Cardenas Jackie Hampton	ITSI (EPA Contractor): Ed Gillera Riz Sarmiento	USEPA: Jackie Lane Carmen White

I. Introduction and Agenda Review

Stephen Groner (SGA) opened the meeting by welcoming and thanking all partners for their attendance. He then walked through the day's agenda and invited Carmen White (EPA) to address her appointment to Project Manager. She again thanked the partners for their attendance and emphasized that FCEC will be continuing on without significant alteration to present undertakings. Attendees then introduced themselves, noting their affiliation with FCEC. Stephen also introduced Namju Cho (SGA) as the interim replacement for Tiffany Jonick (SGA) while she is away on maternity leave.

II. Pier Signage – Tiffany Jonick (SGA)

[Link to presentation](#)

- After nearly a year of work, the Pier Signage designs have been field tested through the following process:
 - Following the development of a field testing survey through the Messaging Workgroup, the field testing survey itself was field tested in an effort to assess its efficacy in reaching the target populations during the weekend of October 22, 2010 at Belmont pier;

- The survey was conducted over the course of two weeks at 11 pier and non-pier locations;
- Results from the survey were incorporated into a report which was then analyzed by the Messaging Workgroup leading to the development of two potential design alternatives.
- Partners were then asked to provide feedback regarding the two potential design alternatives as well as to provide general feedback. Their responses were as follows:
 - Meeting issued round of applause for Messaging Workgroup's work regarding pier signage and the positive results that the pier signage has received in field testing.
 - Collective vote of 26 – 3 in favor of the use of the exclamation mark over the arrow in the top right quadrant of the sign.
 - However, as a follow up to this result, several partners voting for the exclamation mark noted that the aesthetic execution of the arrow was the issue (ie, preferred another color of arrow, size of arrow, etc) and furthermore, that with various alterations, the arrow may be preferable.
 - Jonick stated that a subsequent Messaging Workgroup conference call would be held to address these concerns.
 - Partners questioned the translation of content.
 - Representatives of the Messaging Workgroup answered these queries by saying that since the content had not yet been finalized, the translations have not been made official. Summarily, as they currently exist, the translations are incomplete in waiting for finalized pier signage content.
 - Partners remarked that the lines reading "Eating fish is healthy. This sign is meant only to apply to the above species" may be incorrect as they fail to address the modified dietary restrictions on other fish species in the area
 - Other partners agreed with this statement and Jonick stated that this issue would be dealt with at the next Messaging Workgroup conference call.
- Following the comments of partners, Jonick concluded the presentation by reviewing the timeline of events moving forward with Pier Signage.

III. EPA Consumption Study – Namju Cho (SGA)

[Link to presentation](#)

- The 2009 Record of Decision laid out the primary objective for the Palos Verdes Shelf Superfund Site to be the reduction of contamination levels in local fish regarding DDT and PCBs to acceptable levels as it relates to human consumption.
- While the data from the 2002-04 survey is effective in describing the contamination level in fish species, there is no useful data which outlines the current consumption patterns of local human populations.
 - The purpose of the Consumption Study is to utilize various survey tools to get at this information. The survey will identify:

- **What?** Determine which species are most commonly consumed; assess frequency of consumption of white croaker, barred sand bass and topsmelt.
- **How much?** Provide estimates of portion size for different ethnic groups
- **How often?** Provide estimates of (1) frequency and (2) duration of exposure for different ethnic groups.
- **Who?** Characterize fishing populations by age, sex, ethnic composition, mode of fishing, and consumption rates.
- **How?** (1) Characterize consumption of fish parts in addition to muscle, such as skin and organs, and preparation/cooking methods; (2) Characterize what people do with the fish they catch and the shellfish they harvest (e.g., release it, eat it themselves, share it with family or friends, etc.)
- The project will be led by Carmen White from EPA. The rest of the principle team includes Namju Cho (SGA,) Dr. Michael Franklin (Cal State Northridge,) Dr. Chuck Lambert (McDaniel Lambert) and Dr. Wes Schultz (Action Research.)
- Currently, the survey has been developed and is in the process of approval from the Office of Management and Budget (OMB.) Following its approval, it will be conducted.
 - In preparation for the implementation, potential surveyors are being identified and interviewed. To be considered for a surveyor position, applicants must satisfy the following requirements:
 - Speaks two or more of these languages: English, Spanish, Vietnamese, Chinese;
 - Majors in biology/marine science;
 - Is familiar with local fish species.
- Partners were then provided with an opportunity to ask questions or provide general feedback:
 - Several partners asked how long the approval process is expected to take with OMB. Carmen White responded that while the process shouldn't take much more than a few months, this is a new process for her so she cannot give firm specifics.

IV. Community Outreach Events – Alex Pham (BPSOS) and Connie Kwok (HCC)

[Link to presentation](#)

- Connie Kwok summarized several events which HCC staffed on behalf of FCEC in the preceding four months. These events were:
 - September 2010, San Gabriel Senior Citizen Health benefit Group featuring outreach to 228 community members;
 - September 2010, San Gabriel Cancer Victim Group featuring outreach to 60 community members;
 - November 2010, Mission 261 Seafood Restaurant Event featuring outreach to more than 700 community members.
- Alex Pham summarized several events which BPSOS staffed on behalf of FCEC in the preceding four months. These events were:
 - September 2010, 4th Annual Asian and Pacific Islanders Community Health and Resources Fair featuring outreach to 250 community members;

- November 2010, Vietnamese Family Funday Event featuring outreach to 200 community members.
- In total, 1,711 community members were reached through HCC and BPSOS during the preceding four months.
- Partners were then provided with an opportunity to ask questions or provide general feedback:
 - Several partners including Yolanda Lasmarias and Monica Cardenas noted that they had passed out FCEC materials during recent events and asked if they should pass along notifications of these distributions.
 - Nick Laurrell (SGA) answered that they should pass along info to him at nlaurrell@sga-inc.net or to call him at 562-597-0205
 - Rebecca Soong and Alex Pham also noted that their biggest events of the year were coming up the weekend of February 5 regarding the Lunar New Year.

V. **Electronic Outreach – Nick Laurrell (SGA)**

[Link to presentation](#)

- The five major components comprising the electronic outreach program are website, blog, facebook, youtube and eNewsletter.
- www.pvsfish.org:
 - The center of the online outreach is the website (www.pvsfish.org) which functions as a 24/7 hub of information.
 - Recently, the website has been converted onto a Joomla Content Management System which has allowed for greater alacrity in the posting of new and additional content.
 - A Search Engine Optimization (SEO) program has been initiated in an effort to target appropriate keywords and maximize www.pvsfish.org in search engine rankings, particularly Google.
- Facebook:
 - Beginning in November, members of the Angler Outreach team have begun using the FCEC Facebook wall as a place to post pictures and updates on the pier outreach work. This has resulted in a 14% gain in friends and exponentially more activity on the wall than ever before.
- Blog:
 - The blog is different than the website in that it is updating on a regular basis and provides users a place to comment.
 - The blog has now been updated with Facebook, Youtube, eNewsletter and flickr buttons which allow the users one-click access to any of the applications.
- YouTube:
 - The recently created YouTube channel has already received more than 2,000 views.
 - Currently, the plan is to propagate the channel with approximately 30 videos in the next four months.
- eNewsletter:
 - Since issue 1 in 2009, eNewsletter distribution is up 470%.

- The eNewsletter functions as a way to reach out to members of the public who have been reached at other events and given their email addresses.
- While our open rates are in line with the industry standard, our clickthrough rates of 36% are 600% higher than the industry standard of 6%.
- As a whole, significant gains have been made in the way of online traffic and interactions:
 - 55% more web traffic in December 2010 v. December 2009;
 - Page Rank 1 rankings in keywords: FCEC, Palos Verdes Shelf Superfund, fish contamination.
- Partners were then provided with an opportunity to ask questions or provide general feedback:
 - Several partners had questions regarding what SEO was and how it works.
 - Laurrell responded that SEO is the process of targeting appropriate keywords and strategically integrating them into a website in an effort to show up higher on various search engines (particularly Google)
 - Guangyu Wang (SMBRC) asked why “white croaker” was not higher in SEO results
 - Laurrell responded that “white croaker” had not been targeted. However, Laurrell said it would be targeted moving forward. UPDATE: As of February 16, 2011, www.pvsfish.org had achieved PR1 ranking for “white croaker.”
 - Jackie Lane (EPA) asked what the difference between a clickthrough and open was in regards to the eNewsletter
 - Laurrell answered that an open merely denoted a single click to open the eNewsletter while a clickthrough denotes multiple clicks suggesting that the user has read or “clicked through” the eNewsletter.
 - Wang also cautioned the group to not become too caught up in the high rate of growth in web traffic as it is not sustainable long-term. He went on to ask what metrics would be used for success when 400-500% growth in traffic numbers was no longer realistic.
 - Jonick responded that new metrics are currently being developed but that the general idea will be to focus more on interaction and targeted keyword results.

VI. Monitoring and Enforcement – Multiple Partners

[Link to presentation](#)

- Gabrielle Dorr (MSRP) explained that lobster testing will be moving forward in the next year at Rocky Point, Point Vicente, White Point and the LA Break Wall to determine baseline levels of contaminants.
 - James Alamillo (Heal the Bay) asked whether it was a good idea to test for contamination levels in lobsters near the LA Break Wall as there is a high amount of contamination stemming from sewage and refuse in the area.
 - Several partners responded that contamination stemming from these areas should be different than that related to the Palos Verdes Shelf Superfund Site. However, should major discrepancies be discovered between the four sites, then those results would be analyzed accordingly.

- Rebecca Hartman (CDFG) reported that monitoring work has continued since the September Strategic Planning Meeting. No white croaker has been discovered.
- Charlotte Nohra (LA Public Health) reported that the actual number of markets inspected was lower than the 31 presented, probably more in the 28 range. Also, that while 15 white croaker were identified, no member of the LA County Public Health team has received official training in the identification of White Croaker. Also, it is difficult to determine whether or not they were contaminated White Croaker caught in the catch-ban area.
- Mozghan Mofidi (OCHCA) reported that monitoring work has continued since the September Strategic Planning Meeting. Like CDFG, no White Croaker has been identified. Also, tip cards and additional materials have been distributed to vendors.
- Monica Cardenas (LB Environmental Health) re-introduced herself to the group after a 20+ month hiatus. She stated that she was pleased to be re-joining the team and relayed that LB has actually inspected more than the presented 15 markets three times per year and is likely closer to 17 markets. Monica also asked to what extent the updated fish advisory should be reflected in monitoring efforts:
 - White responded that this was a good question and that the fish advisory should align with monitoring and inspecting efforts.
 - Jonick responded that an FCEC wide monitoring meeting would likely be planned to both assess the integration of the updated fish advisory into monitoring efforts as well as to train new staff on proper fish identification techniques.

VII. Conclusion

Stephen Groner concluded the meeting by once again thanking the partners for their attendance. While the date of the next meeting was not cited, he relayed that plans for the next meeting were in the works and that the summary for this meeting would be up on the website in the next month. Several partners had also asked for materials during the course of the meeting, these materials were made available to them at the close of the meeting.