



Pier Outreach Results

Strategic Planning Meeting
November 7, 2013

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Fish Contamination Education Collaborative



Annual Goals 2012-2013:

Awareness

- Anglers who receive outreach will be **MORE AWARE** of DNC fish contamination

Intentions

- Anglers who receive outreach will be **LESS LIKELY** to say they'll eat DNC fish
- Anglers who receive outreach will be **LESS LIKELY** to say they'll give DNC fish to friends and family
- Anglers who receive outreach will be **MORE LIKELY** to say they'll catch and release DNC fish



Review: Previous Results (7/2012 – 12/2012)

- Data results mixed
- Variable differences between outreach vs. no outreach
- Smaller data set (n=320)



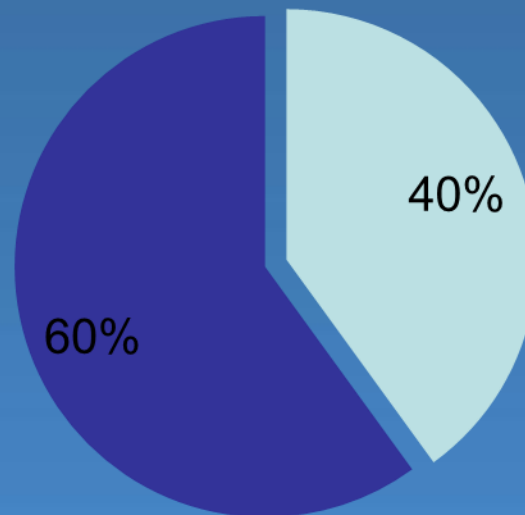


Annual Results Data Set (7/2012-6/2013)

Surveys (n=670):

- 40% Received Outreach
- 60% No Outreach

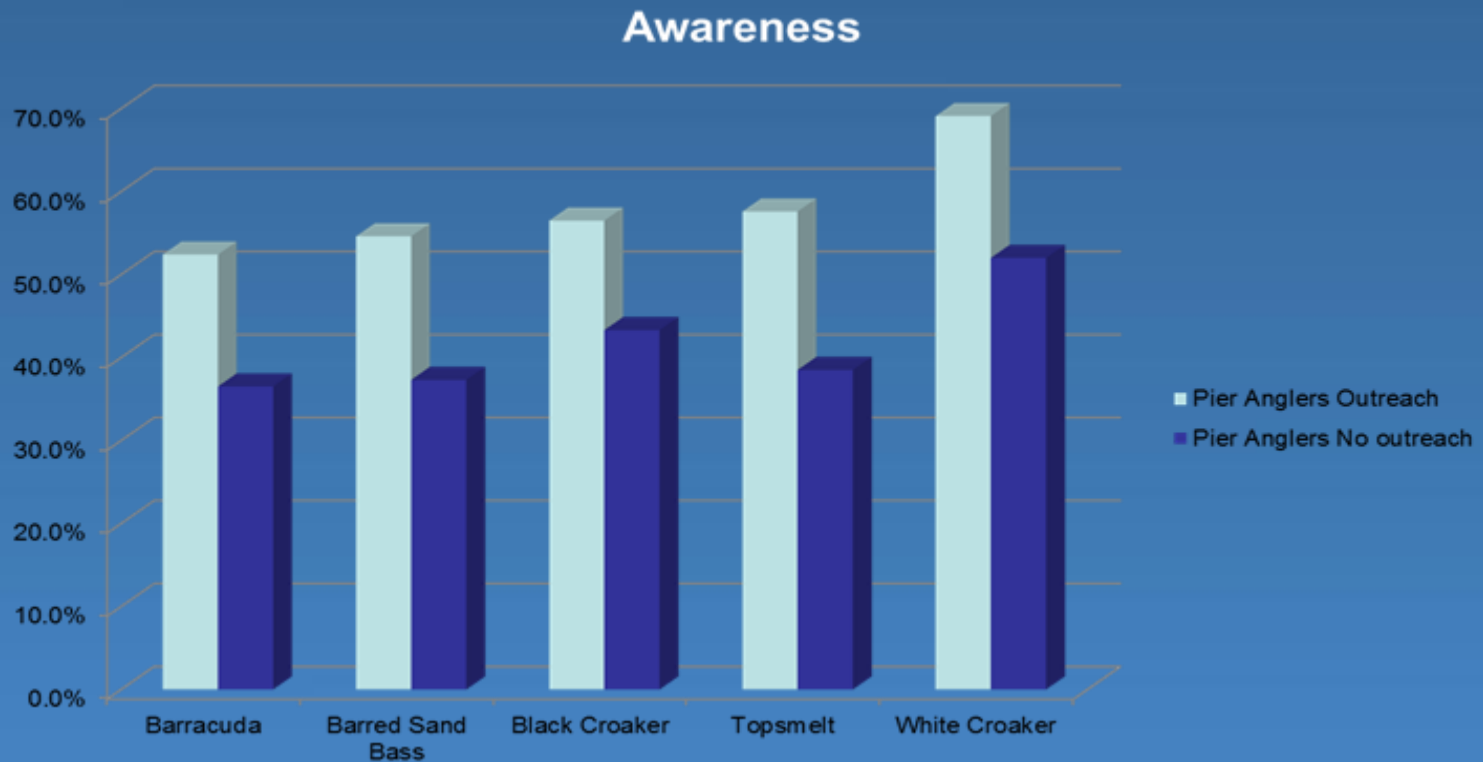
■ Received Outreach
■ No Outreach





Data Results: Awareness

Goal: Anglers who receive outreach will be **more aware** of the fish contamination issue

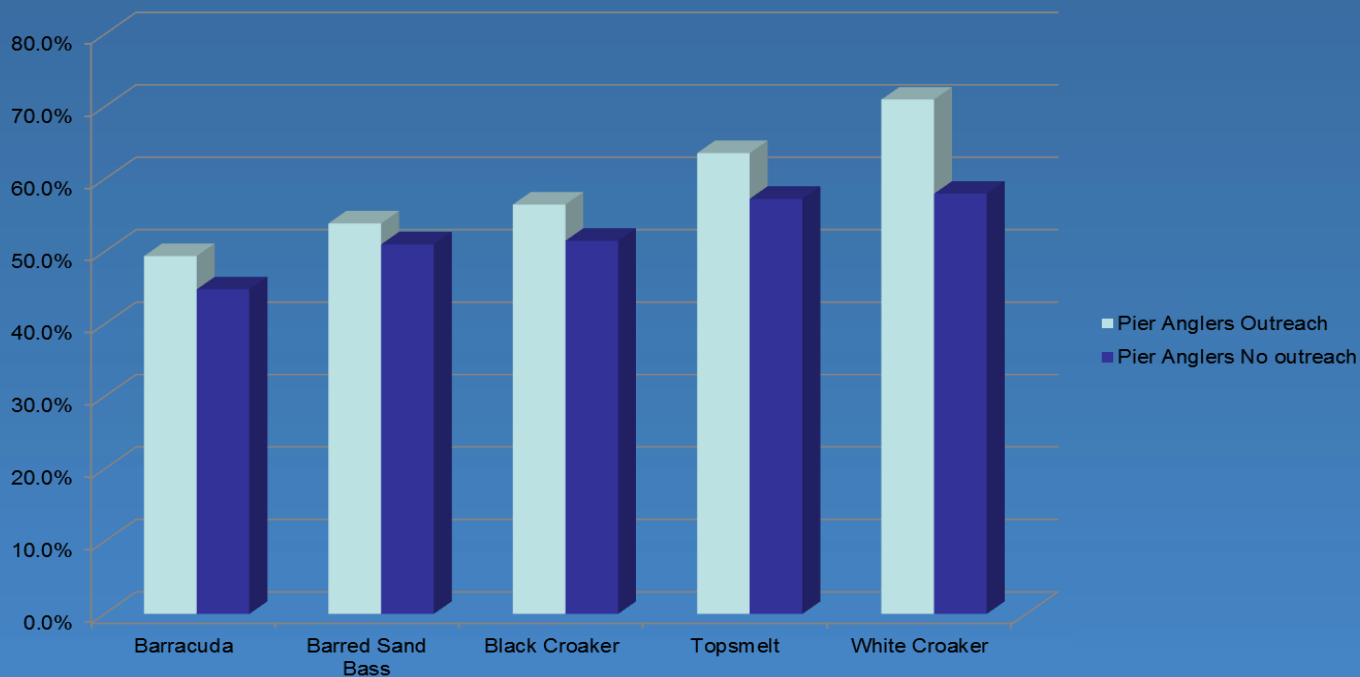




Data Results: Intentions

GOAL: Anglers who receive outreach will be **MORE LIKELY** to say they'll catch and release DNC fish

Throw back DNC Fish

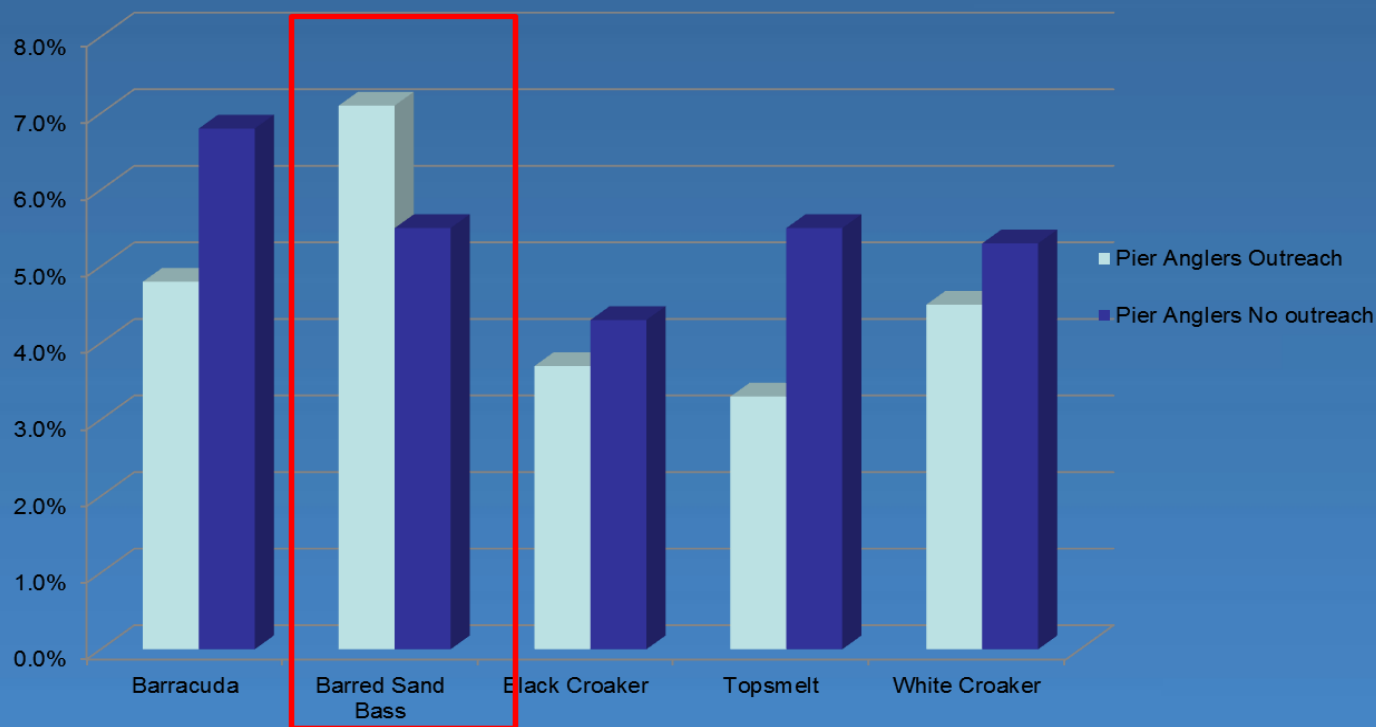




Data Results: Intentions

Anglers who receive outreach will be **LESS LIKELY** to say they'll give DNC fish to friends and family

Give DNC Fish to Friends/Family

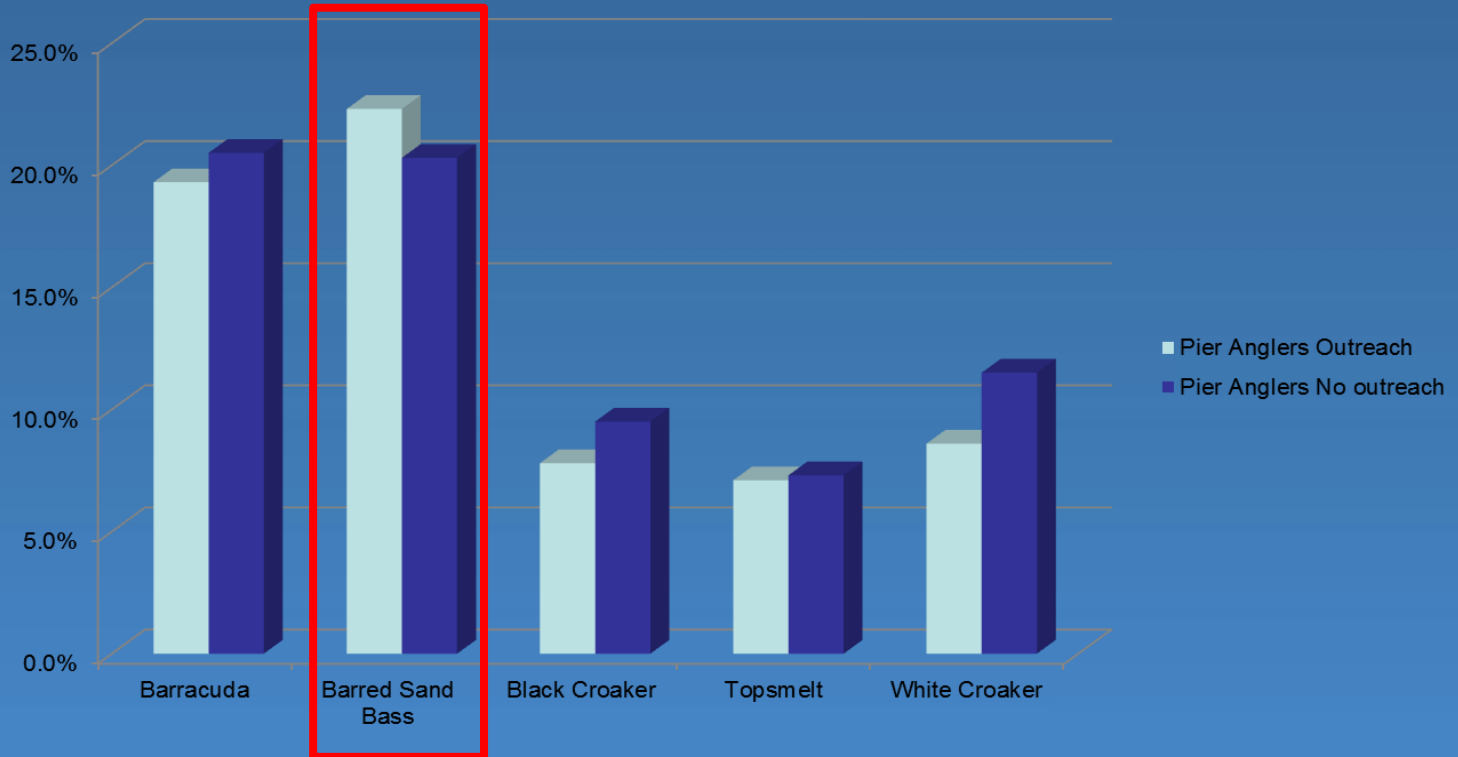




Data Results: Intentions

Anglers who receive outreach will be **LESS LIKELY** to say they'll eat DNC fish

Eat DNC Fish





Change compared to February Mid-Point Data



- Anglers who received outreach were more aware of all fish
- Big improvement in awareness of black croaker
- Reported intentions are in line with the goals



Fishing Sessions (Pilot)

Why?

- Anglers trust other anglers
- Teach anglers to target safe fish
- Show how to throw back DNC fish
- Help identify DNC fish





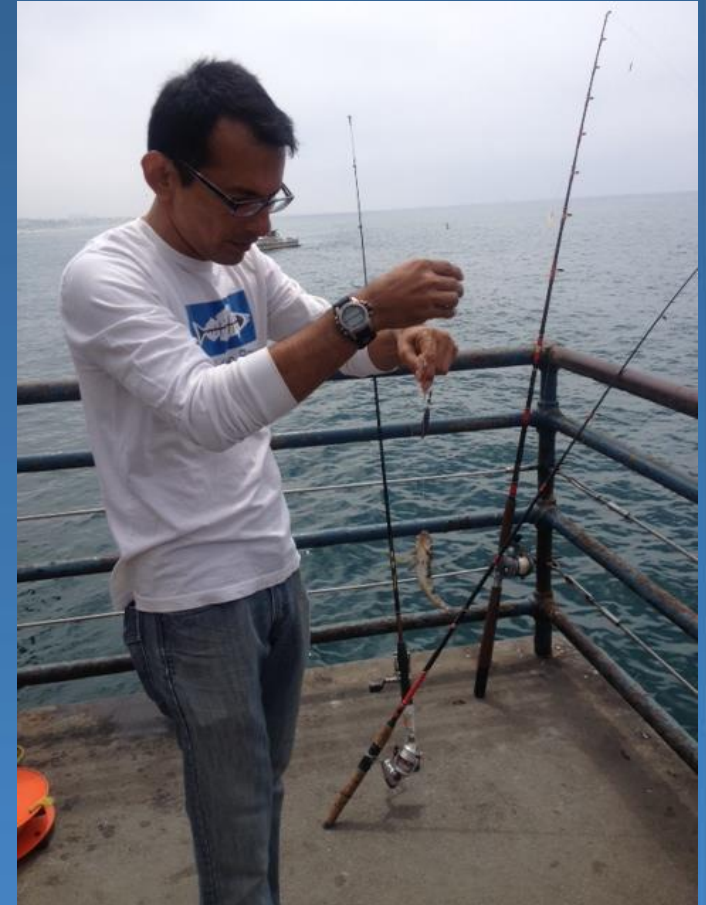
Fishing Sessions (Pilot)

Challenges:

- Fishermen want to fish
- Some lack of interest (Santa Monica)
- Reaching more tourists than anglers (Santa Monica)
- Limited reach

Successes:

- Modeling what we want anglers to do
- Positive feedback from anglers
- Reaching families
- Sending the message that we care





Next Steps

- Angler-to-angler messaging
- Data slated for review after December





Strategic Discussion Questions

- The Pier Outreach program has been an important staple of the Institutional Controls program since its inception. How has the definition of success for the program changed over the years?
- What are ways that the broader partner community can support this work?