



Integrated ICs "Road Map" Strategies and Tactics

**Palos Verdes Shelf
Superfund Site
Institutional Controls Program**



Presentation Outline

- Review purpose of Road Map
- Process of developing Road Map
- Present document
- Questions and comments
- Next steps



Road Map - Purpose

- Informal Planning Document for Partners
 - Help Integrate IC Components
 - Provide Direction for Programs (Goals)
 - Help Set Priorities (Objectives)
 - Define Program Issues and Obstacles (SWOT Analysis)
 - Develop Strategic Direction (Tactics)



Road Map – Process/History

- Summer 2006
 - Strategic Planning Meeting
- Fall 2006
 - Develop Draft Outline
- Spring 2007
 - First Draft (Goals, Objectives and SWOT);
 - Presentation at Partners Meeting
- Summer 2007
 - Received Partner Comments
 - Second Draft




Road Map – Process/History

- Fall 2007
 - Presented Second Draft – Strategic Planning Meeting
 - Consensus on Draft
 - First Draft - Strategies and Tactics





Road Map Organization

- **Goals for Program**
 - **Objectives** (by Risk Area: Commercial and Local Angler)
 - **Target Audience** (within risk area)
 - **IC Component Strategy** (enforcement, monitoring, education)
 - **Individual tactics**





Program Goal

- 1. Protection of the most vulnerable populations** (in Los Angeles and Orange Counties) from the health effects of consuming contaminated fish related to the **Palos Verdes Shelf superfund site**.


Program Goal

- 2. Reduce risk by targeting the two routes of exposure for DDT and PCB**
 - **Commercial:** Consumption of contaminated fish bought through commercial markets
 - **Angler:** Consumption of contaminated fish caught by local anglers

Long Term Objectives


- 1. Commercial:** Eventually eliminate availability of contaminated White Croaker at commercial venues
- 2. Angler:** Adherence to local fishing advisories and bag limit




Commercial: Strategies and Tactics


Target Audiences

1. Commercial fishing operations
2. Fish markets (key areas: San Gabriel Valley, Central OC; Long Beach)
3. Fish distributors
4. Families / affected communities
5. Regulators

Commercial Fishing Operations


- **Enforcement:**
 - **Strategic Objective:** Increase understanding of regulations/ increase enforcement
 - **Tactics:**
 - Dock Side Inspection
 - Increase Patrol
 - Pocket Guide Regs
 - Increase Reg Availability
 - Catch Ban/Catch Block Alignment
 - Increased Technology
 - Marine Protective Area Designation




Commercial Fishing Operations



- **Monitoring/Education:**
 - **Strategic Objective:** Educate fishing operations regarding catch ban – engage industry groups
 - **Tactics:**
 - Develop a Database
 - Assess Behaviors/Awareness
 - Engage Trade Associations
 - Engage Operations
 - Develop Collateral
 - Conduct Outreach
 - Periodic Follow-up






Commercial Fishing Operations

- Measurement:
 - Number of reports of commercial fishing in the catch-ban area
 - Pre and post information on fishing operations regarding white croaker and catch-ban

Fish Markets

- Monitoring/Enforcement:
 - Strategic Objective: Assess the geographic extent and frequency contaminated white croaker found in markets
 - Tactics:
 - Educate Markets (Best Practices)
 - Conduct Inspections
 - Flag Undocumented White Croaker
 - Analyze White Croaker




Fish Markets

- Monitoring/Enforcement:
 - Strategic Objective: Market Certification Program
 - Tactics:
 - Develop Certification Criteria
 - Develop Certification Process
 - Create Materials
 - Promote Program Value




Fish Markets

- Monitoring/Enforcement:
 - Strategic Objective: Evaluate availability of other contaminated locally caught fish
 - Tactics:
 - Agree on Target Fish
 - Outline Market Protocol
 - Conduct Inspections
 - Flag Problem Markets
 - Market Inspections
 - Test Suspect Fish





Fish Markets

- Public Education:
 - Strategic Objective: Educate Markets on Best Practices
 - Tactics:
 - Outline "Best Practices"
 - Engage Markets (informal focus group)
 - Develop Community Support
 - Voluntary Pledge
 - Community Based Media Outreach
 - Develop Materials
 - Periodic Follow-up




Fish Markets



- Measurement:
 - Number of markets found selling undocumented white croaker
 - Number of certified markets
 - Number of markets selling other contaminated fish
 - Community awareness of certification program
 - Number of markets pledging to follow the "Best Practices"







Fish Distributors

- Monitoring/Enforcement/Education:
 - **Strategic Objective:** Engage Distributors Regarding Best Practices and Overall Program
 - **Tactics:**
 - Develop a Database of Distributors
 - Identify Key Distributors
 - Engage Distributors
 - Develop Fact Sheet
 - Conduct Outreach



Families/Communities

- Public Education:
 - **Strategic Objective:** Promote the Certification Program within Target Community
 - **Tactics:**
 - Promotional Outreach
 - Media Outreach
 - Engage Key Community Leaders
 - Evaluations



Families/Communities

- Measurement:
 - Pre and post evaluation of behaviors
 - Community awareness of certification program

Regulators

- Monitoring/Enforcement/Education:
 - **Strategic Objective:** Maintain and Further Develop Effective Communication Channels
 - **Tactics:**
 - Periodic Updates
 - Data Analysis

Anglers: Strategies and Tactics


Target Audiences

Primary:

- Local anglers
- Local angler families


Secondary:


- Angler supply stores

Local Anglers



- Enforcement/Monitoring:
 - **Strategic Objective:** Examine Variations on the Daily Bag Limits for "Target Fish"
 - **Tactics:**
 - Increase Enforcement
 - Reduce White Croaker Bag Limit
 - Establish New Bag Limits
 - Location Specific Bag Limits







Local Anglers

- Public Education:
 - **Strategic Objective:** Educate Pier and Shore-Based Anglers Regarding Risks
 - **Tactics:**
 - Refine Outreach Targets (by risk)
 - Outreach At Piers
 - Outreach Through Bait Shops
 - Outreach Through Angler Organizations
 - Evaluate Outreach (AOATS)



Local Anglers

- Public Education:
 - **Strategic Objective:** Ensure All Local Anglers Receive Fish Advisory Information
 - **Tactics:**
 - Distribute Advisory with License
 - Promote Key Regulations
 - Disseminate Advisory to Key Audience



Local Anglers

- Measurement:
 - Number of bag limit violations
 - Pre and post changes based on AOATS data
 - Pre and post awareness of local advisory



Local Angler Families

- Public Education:
 - **Strategic Objective:** Educate the Families of Local Anglers Regarding Risks
 - **Tactics:**
 - Analyze AOATS Data
 - Identify Target Communities
 - Develop Baseline Survey
 - Outreach Through CBO, Health Industry, Local Media
 - Evaluate Efforts


Local Anglers Families

- Measurement:
 - Pre and post behaviors regarding:
 - Type of fish consumed
 - Amount of fish consumed
 - Parts of fish consumed
 - Cooking preparation

Strategies and Tactics

- Timing:
 - Receive comments by Nov. 30th
 - Develop a refined draft by year end
- Implementation:
 - Angler outreach currently underway
 - Start community outreach by early 2008





Next Steps

- Comments and Questions:
 - Road Map emailed to partners
 - Post Road Map on web site
 - Email comments to SGA:
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White croaker
(Kingfish, tomcod)