Heal the Bay

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.

Heal the Bay

Education, Community Action, Research, & Advocacy
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

- Focus on fish consumption related issues
- Relevant fishing regulations
Pier Survey

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
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

n= 599
VENICE PIER

March: 15 Repeat, 33 New
April: 39 Repeat, 59 New
May: 62 Repeat, 68 New
June: 59 Repeat, 107 New
July: 76 Repeat, 128 New
August: 112 Repeat, 152 New
September: 48 Repeat, 31 New

n=989
HERMOSA PIER

March: 4
April: 0
May: 10
June: 44
July: 27 (132 - 105)
August: 48 (48 - 0)
September: 11 (93 - 82)

n=452
REDONDO BEACH PIER

March: 15 (Repeat: 15, New: 20)
April: 64 (Repeat: 46, New: 18)
May: 64 (Repeat: 36, New: 28)
June: 79 (Repeat: 24, New: 55)
July: 108 (Repeat: 32, New: 76)
August: 88 (Repeat: 41, New: 47)
September: 41 (Repeat: 15, New: 26)

n=1,151
n=740
RAINBOW HARBOR

March: 26 Repeat, 11 New
April: 61 Repeat, 12 New
May: 52 Repeat, 15 New
June: 48 Repeat, 14 New
July: 40 Repeat, 29 New
August: 43 Repeat, 30 New
September: 16 Repeat, 16 New

n=413
BELMONT PIER

March: 18 (Repeat: 18, New: 46)
April: 155 (Repeat: 52, New: 101)
May: 101 (Repeat: 43, New: 42)
June: 76 (Repeat: 42, New: 34)
July: 145 (Repeat: 52, New: 93)
August: 283 (Repeat: 123, New: 160)
September: 289 (Repeat: 96, New: 193)

n=1,521
SEAL BEACH PIER

March: 8, 24
April: 38, 36
May: 48, 79
June: 55, 70
July: 169, 57
August: 168, 43
September: 142, 43

n=968
Angler Outreach Workers in Action
Questions?

FRANKIE ORRALA: forrala@healthebay.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."
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

- Local shark identification tools
- Relevant fishing regulations
### Pier Surveys

**Survey recreational use along piers, including angler demographics & behavior**

**Surveys conducted in the daytime 3 days/week**

**736 total anglers interviewed across 6 piers**

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<table>
<thead>
<tr>
<th>Date:</th>
<th>Locations:</th>
<th>Outreach worker:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Shark Ambassador Program**

<table>
<thead>
<tr>
<th>Total # of anglers</th>
<th>Total # swimmers present</th>
<th>Total # surfers present</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Legend**

- ☐ Sport
- ☐ Subsistence
- Child present

<table>
<thead>
<tr>
<th>Type of angler</th>
<th>Target species</th>
<th>Species caught</th>
<th>Fishing location</th>
<th>Type of Gear</th>
<th>Ethnicity/Language</th>
<th>Zip Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td>End of pier</td>
<td>Rods and Reels</td>
<td>Hook Size</td>
<td>Line Test</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td>End of pier</td>
<td>Rods and Reels</td>
<td>Hook Size</td>
<td>Line Test</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td>End of pier</td>
<td>Rods and Reels</td>
<td>Hook Size</td>
<td>Line Test</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td>Side of pier</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td>Side of pier</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td>Side of pier</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
<td>Side of pier</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
<td>Side of pier</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td></td>
<td></td>
<td>Side of pier</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td></td>
<td></td>
<td>Side of pier</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**

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[Image of a form with data entries and two people fishing.]
What piers are most popular for anglers?

- Manhattan: 18%
- Hermosa: 9%
- Venice: 47%
- Santa Monica: 17%
- Redondo: 7%
- Malibu: 2%
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?

- Manhattan: 18%
- Hermosa: 7%
- Venice: 49%
- Santa Monica: 18%
- Malibu: 6%
- Redondo: 2%
Ocean Recreation vs. Anglers (total recreation = surfing, swimming & kayaking)
What species are pier anglers targeting?

- 65% Any
- 13% Mackerel
- 6% Halibut
- 4% Sharks
- 3% Bonita
- 2% Rays
- 2% Surf Perch
- 1% Barred Sand Bass

*Others*
What piers do anglers go to target sharks?

<table>
<thead>
<tr>
<th>Location</th>
<th>Angler Target Sharks</th>
<th>Other Species</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manhattan</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Hermosa</td>
<td>89%</td>
<td></td>
</tr>
<tr>
<td>Venice</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Santa Monica</td>
<td>93%</td>
<td></td>
</tr>
<tr>
<td>Redondo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Malibu</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Are subsistence or sport anglers targeting sharks?

- **Subsistence Anglers**
  - Manhattan: 2
  - Hermosa: 1
  - Venice: 16 (84%)
  - Santa Monica: 1
  - Redondo: 2
  - Malibu: 4

- **Sport Anglers**
  - Venice: 1
  - Malibu: 2

Heal the Bay
Species Caught by Anglers at All Piers

- Mackerel: 16%
- Bonita: 2%
- Jacksmelt: 2%
- Rays: 1%
- Sargo: 4%
- Others*: 7%
- Catch and release: 1%
- None: 67%

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

<table>
<thead>
<tr>
<th>Location</th>
<th>ETHNICITY</th>
<th>Total by Pier</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>LATINO</td>
<td>WHITE</td>
</tr>
<tr>
<td>Manhattan</td>
<td>17</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>45%</td>
<td>29%</td>
</tr>
<tr>
<td>Hermosa</td>
<td>50</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>49%</td>
<td>8%</td>
</tr>
<tr>
<td>Venice</td>
<td>125</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>47%</td>
<td>8%</td>
</tr>
<tr>
<td>Santa Monica</td>
<td>57</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>36%</td>
<td>23%</td>
</tr>
<tr>
<td>Redondo</td>
<td>40</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>38%</td>
<td>10%</td>
</tr>
<tr>
<td>Malibu</td>
<td>17</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>31%</td>
<td>20%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>306</td>
<td>98</td>
</tr>
<tr>
<td></td>
<td>42%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Other: Russian, Hawaiian, Indian, Egyptian, Lithuanian, Armenian, Ethiopian, Dutch, Bulgarian, Jewish
## Languages used during pier outreach

<table>
<thead>
<tr>
<th>Location</th>
<th>Language used during outreach</th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>English</td>
<td>Spanish</td>
<td>Others</td>
<td></td>
</tr>
<tr>
<td>Manhattan</td>
<td>33</td>
<td>1</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Hermosa</td>
<td>82</td>
<td>13</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Venice</td>
<td>191</td>
<td>21</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Santa Monica</td>
<td>86</td>
<td>21</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>Redondo</td>
<td>99</td>
<td>1</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Malibu</td>
<td>43</td>
<td>2</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>534</strong></td>
<td><strong>59</strong></td>
<td><strong>41</strong></td>
<td></td>
</tr>
</tbody>
</table>

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