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 & 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
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

- Focus on fish consumption related issues
- Relevant fishing regulations
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
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
RAINFOREST 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

<table>
<thead>
<tr>
<th>Sign</th>
<th>Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Good</td>
</tr>
<tr>
<td>2</td>
<td>Good</td>
</tr>
<tr>
<td>3</td>
<td>Good, a couple of stickers, readable</td>
</tr>
<tr>
<td>4</td>
<td>Broken, needs replacement</td>
</tr>
<tr>
<td>5</td>
<td>Ok, few graffiti, a bit dirty, readable</td>
</tr>
<tr>
<td>6</td>
<td>Broken, needs replacement</td>
</tr>
<tr>
<td>7</td>
<td>Broken, needs replacement</td>
</tr>
</tbody>
</table>
Pier Sign Tracking

<table>
<thead>
<tr>
<th>Signs</th>
<th>Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Poor, with graffiti, somewhat readable, needs replacement</td>
</tr>
<tr>
<td>2</td>
<td>Fair, some graffiti, still readable</td>
</tr>
<tr>
<td>3</td>
<td>Fair, dirty, few graffiti, still readable</td>
</tr>
</tbody>
</table>
Venice Pier
Rainbow Harbor Pier
Seal Beach Pier

Do Not Eat Contaminated Fish

Protect your health

1. White Craker
2. Drum
3. Black Sea Bass
4. Pacific Sand Bass

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The Ruby’s Fire at Seal Beach Pier

Gazette photo by Jo Murray

www.gazzettes.com