

Strategic Planning Meeting Summary

Tuesday, March 18, 2008

9:30 am – 4:30 pm

NOAA Office, Long Beach

Attendees:

Boat People SOS:

Nam Do

Cabrillo:

Linda Chilton

CDFG Marine Region:

Marty Maytorena

CH2M Hill (EPA

contractor):

Olivia Edwards

Kellie Freeman

Nancy Hsu

FCEC Community

Resource Council:

Yolanda Lasmarias

Howard Wang

Hee Joo Yoon

DTSC:

Tim Chauvel

Greg Holmes

Tong Qiao

EHIB:

Marilyn Underwood

Heal the Bay:

James Alamillo

Mark Gold

Frankie Orrala

LA County Public Health:

Janet Scully

LA Sanitation District:

Joe Gully

LB Environmental Health:

Monica Cardenas

NOAA/MSRP:

Jennifer Boyce

Gabrielle Dorr

Dave Witting

OEHHA:

Bob Brodberg (via phone)

OC Environmental Health:

Tom Wong

SEA Lab:

Maria Madrigal

St. Anselm's Cultural Center:

Anh Nguyen

SGA (EPA contractor):

Stephen Groner

Tiffany Jonick

Khanh Nguyen

SMBRC:

Guangyu Wang

USEPA:

Roberta Blank

Jackie Lane

Lori Lewis

Sharon Lin

Carmen White

I. Welcome, Introductions & Agenda Review

Lori Lewis (USEPA) facilitated meeting, walked through the agenda and had attendees introduce themselves. Roberta Blank (USEPA) welcomed the group and commented on the continuing efforts to integrate the Institutional Controls components and Remedial Investigation in addressing the Superfund Site.

II. Remedial Investigation/Feasibility Study Update—*Presentation by Carmen White (USEPA): [Link to presentation](#)*

C. White presented the findings of the Remedial Investigation, which assesses the nature and state of the contaminated sediment and the risk it poses to human health and the environment. She also provided a status report on the Feasibility Study, which is scheduled for release in Fall 2008.

- Remedial Investigation Report:
 - Completed and published. Chemically, DDT is degrading into “daughter” chemical compounds whose toxicity is not known. PCBs, however, have not been breaking down. The sediments are also moving as a result of natural currents. It appears that

the majority of the buried deposit will stay buried; however, the southeast edge of the deposit, near the outfalls where the contaminant concentrations are the highest, may be eroding. A Winter 2007-2008 oceanographic field study is underway to collect data on the strength of winter storms and their effect on the sediment bed.

- Feasibility Study:
 - The Feasibility Study, which assesses various site remedies to reduce health and environmental risk, is undergoing internal review. The study will evaluate the following:
 - No Action
 - Institutional Controls (ICs) & Monitored Natural Recovery (MNR)
 - ICs and Enhanced MNR
 - ICs, MNR and Containment
 - ICs, MNR and Removal (this option does not seem feasible)
- EPA is planning on proposing an Interim Record of Decision (ROD), which will include two capping possibilities and Institutional Controls (ICs plays a critical role in protecting public health).

Questions/Comments:

- It's important to get more information on the sediment placing techniques (i.e. to address re-suspension concerns). Answering a question about the thickness of "clean" sediment, C. White said the sediment would be 45 cm, some would be placed on the SE edge and allowed to move over the contaminated area, and some would be placed directly over the deposit.
- Questions were raised on how "swing" money is allocated, particularly if capping or dredging is not pursued. Approximately \$10 million was set aside as "swing" money, which can go towards Trustees' restoration project if EPA doesn't select an in-situ remedy. The "swing" money would go towards operation and maintenance of the remedy if EPA selects a physical remedy for the site.
- Why are PCBs not breaking down? This may need to be studied further.
- Concern was expressed with the time frame of solutions and that actions should be more than academic.
- More information is needed on the toxicity of DDMU and the impacts on marine life
- It is unclear why some recovery of flora/fauna has occurred, but it can be generally attributed to overall improvement of the environment (e.g. LACSD upgraded to secondary treatment).
- Clarification was requested on the EPA decision making process. C. White and R. Blank explained that an interim ROD, rather than a final ROD is being proposed to allow for more flexibility and more study. If successful, the interim ROD can become the final ROD.

III. ICs Program Update—Presentation by Sharon Lin (USEPA): [Link to presentation](#)

S. Lin discussed the focus of the ICs program: developing a very integrated program, in which the ICs components work in tandem with each other and demonstrate risk reduction.

- Enforcement Program

- Market inspection program with Orange County, LA County, and Long Beach to start spring/summer. Held an inspector training dry run for OC program in March with 40 representatives including inspectors from LA County and City of Long Beach.
- ICs Program Focal Points: 1) Fully integrate ICs/Cleanup program, 2) Continue to focus on behavior change in assessing risk reduction and 3) Focus on incrementally reducing risk.
- ICs Roadmap: Strategies and tactics from previous meeting will be prioritized in this meeting and integrated into the ICs implementation plan.

Questions/Comments:

- Need more information on “local/cultural” names for white croaker so that when outreaching to people, they will understand/know the fish.
- Need to look at pathways in which contaminated fish are traveling from the waterways to the table. Other venues to be explored could include restaurants and schools. While public school foods *[may be]* highly regulated, private schools may face varying levels of regulation.

IV. FCEC Updates—*Presentation by Tiffany Jonick (S. Groner Associates, Inc.): [Link to presentation](#)*

T. Jonick presented an update on and progress of the FCEC program.

- Community Outreach:
 - Opportunities to spread the word and increase awareness:
 - FCEC revamped website is up and running, receiving more than 3,000 visitors per month.
 - Participated in two community events, reaching more than 600 community members cumulatively.
 - Community Outreach Phase 1:
 - Completed more than 42 one-on-one surveys in community health clinics.
 - Community Resource Council:
 - Three members on Council: Dr. Howard Wang (Chinese community), Yolanda Lasmarias (Filipino community), and Dae Joo/Hee Joo Yoon (Korean community).
- Angler Outreach:
 - Mid-point analysis demonstrated behavior change.
 - Take Home Fish Assessment will assess risk by determining the amount of white croaker getting into communities and analyzing fish samples. This will also evaluate behavior change.

Questions/Comments:

- What kind of fish/marine life eats white croaker? Mostly birds and sea lions.
- How were Belmont (control pier) and Rainbow Harbor (test pier) chosen *[for Take Home Fish Assessment]*? Several options were weighed, looking at various conditions including angler traffic, signage and red zone proximity.

- Can do control (pre-evaluation) and testing at same pier [*for Take Home Fish Assessment*]; single pier treatment method was also suggested. T. Jonick mentioned consulting with a behavior change expert, looking at different methodologies (such as delayed treatment) and weighing them with available resources.
- Individuals are “changing their own behaviors,” we are not changing their behavior – need to be careful about the language.
- Key point is that the community outreach program is aiming for behavior change as a goal as opposed to awareness and information dissemination.
- Newly revised fish game looks really nice.
- Do we have trend data in how much fishing of white croaker is occurring? This is an element that has been added to the angler outreach tracking sheets.

V. Other Agency Updates

- **MSRP – Jennifer Boyce (NOAA) & Dave Witting (NOAA)**
 - Staff change: Greg Baker (NOAA) working on different things, J. Boyce will take his place as MSRP program manager.
 - Various projects are in progress:
 - Sea bird restoration
 - Outreach grants have been awarded to Cabrillo and Sea Lab to provide education on healthier fishing. This includes implementing a curriculum to accompany the comic book and restoring fishing as resource.
 - Wetland restoration project continues.
 - Eagle recovery exhibited by 4 nests
 - Efforts underway to diversify fishing habitat to restore fishing opportunities to anglers affected by the fish consumption advisories
 - Identify “safe” fish public can consume to take advantage of the health benefits of consuming fish. The least contaminated fish is pacific mackerel.
 - Create the rocky bottom habitat that white croaker do not like.
 - Trying to bring together permitting, and next steps processes of building artificial reef. Initially looked at Cabrillo to create rocky reef; however unfeasible because of sediment type (mainly soft bottom). Now looking at feasibility of Belmont and Redondo Pier for an artificial reef project.

Questions/Comments:

- What is the impact of catching and releasing white croaker? The number of white croaker caught by anglers is small compared to the overall population; however D. Witting does not recommend or encourage public to throw white croaker away.
 - D. Witting very much agrees with collecting more angler catch data.
 - Is there coordination with EPA on the outreach work? The trustees’ mini outreach grants were very specific on curriculum design surrounding the comic book.
- **OEHHA – Robert (Bob) Brodberg**
 - Changes in staffing: facing reduced staff (lost database/GIS staff)
 - Still planning on updating advisories this year, but hesitant to give time frame.

- Would like to identify better fish to eat; similarly, “bad actors” need to be identified and white croaker is still a bad actor.

Questions/Comments:

- Question was raised on updates to the guidance tissue levels (GTLs). R. Brodberg said there is no update yet; a meeting is scheduled in the next couple of weeks to brief upper level management and finalize the document.
- What will change in the guidance tissue level document? R. Brodberg said the new document includes a section on health benefits, focusing on good fish to eat. Additionally, he is trying to hone guidelines down to a few consumption categories.
- R. Brodberg said GTL numbers will change.
- R. Blank to follow-up directly with R. Brodberg regarding how GTLs will affect advisory update.

- **LA County Sanitation Districts – Joe Gully:** [Link to presentation](#)

- J. Gully is overseeing an effort to optimize and standardize local seafood safety monitoring, bridging three different monitoring programs (JWPCP, Terminal Island and Hyperion treatment plants) mandated by National Pollutant Discharge Elimination System (NPDES) permit requirements.
- Variations among the programs include different sampling zones, years, seasonal collection, fish size variations, fish species, chemicals analyzed, tissue sampled (whole fillet vs. subsample), tissue processing (individual versus composite homogenization) and analytical techniques/detection limits.
- Meeting held in 2007 to address standardization. Joe noted that stakeholders within the PV Shelf Superfund Site ICs program should have been invited to the meeting. Major conclusions of the standardization effort meeting included standardizing species, tissue processing and analytic list, reducing frequency of sampling, allow for program flexibility and identifying needs of other data-users.
- Next steps: Draft revised program, obtain and discuss comments and submit proposal to Los Angeles Regional Water Quality Control Board.

Questions/Comments:

- Regarding the timeframe for next steps, J. Gully said a draft should be developed in the next three months. He would like input from the ICs partners regarding the monitoring.
- What are the boundaries for meeting the different needs of various users? J. Gully said resources had to remain at the same levels (i.e. fishing efforts and analysis levels have to remain the same). While the programs cannot be expanded, there is flexibility in how the monitoring is carried out.
- EPA would like to increase fish monitoring to other fish species, so coordinating monitoring and sampling with J. Gully would be very helpful.
- Monitoring programs for the future needs to be addressed.
- J. Gully is chairing the efforts to standardize the local seafood monitoring, the City of LA is co-chair.

VI. ICs Program Road Map—*Presentation by Stephen Groner (S. Groner Associates, Inc.)*
[Link to presentation](#)

S. Groner provided an overview of the ICs Program Road Map, reviewing the development of the Road Map, as well as the program's goals and long term objectives. He also provided instructions as to what should be accomplished in the small group session: evaluating how likely it is to accomplish tactics, how directly the tactic addresses risk reduction, if the tactic is within the partnership scope and a time frame to accomplish the tactic.

Structure of small group sessions:

- Smaller working groups (6-10 per group)
- Discuss evaluation elements on worksheets
- 60-75 minutes
- Present small group rankings to larger group

Notes on the break-out group discussion summary

- **Additional rankings/comments** field reflected comments from Mark Gold and Janet Scully who were not able to participate in the discussion, but provided their input after the morning session.

Group 1: Enforcement

Members: Marty Maytorena (CDFG), S. Lin, James Alamillo (Heal the Bay), Guangyu Wang (SMBRC), J. Boyce (MSRP), R. Blank (EPA), Monica Cardenas (Long Beach Environmental Health), Tong Qiao (DTSC) and Olivia Edwards (CH2M Hill, serving as facilitator/scribe)

*Red indicates notes/comments

Target Audience	Strategic Objective/Tactic	A	B	C	D
		Doability: Rank 1-7 ¹	Risk Reduction: Weigh 1-5 ²	Partner Scope: Y/N/DK	Time-frame
(1) Commercial Fishing Operations	Randomly sample white croaker landed at the two identified major landing areas: Huntington Beach and Terminal Island	2	3	Y	6 mos to 1 yr
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) <ul style="list-style-type: none"> - Voluntary - Approx 15 to 20 fish/quarter - 2 locations - CDFG Enforcement - EPA monitor/analyze 				
	Additional rankings/comments: Add Ventura to landing areas?	1	4	Y	6 mos
(2) Commercial Fishing Operations	Augment patrol resources to allow for increased enforcement presence to enforce adherence to regulations	4	2	Y	6 mos to 1 yr
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) <ul style="list-style-type: none"> - With proper funding can be accomplished - Proper documentation 				
	Additional rankings/comments:	4	2	Y/DN	2yrs ?
(3) Commercial Fishing Operations	Develop creative ways of laying out regulations to commercial fishermen (i.e. “A Pocket Guide to CA Commercial Fishing”) to increase access to and understanding of regulations	1	3	Y	6 mos. to 1 yr
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) <ul style="list-style-type: none"> - Provide program information - 1 page info pamphlet with current regulations - Link with # 4 (tactic below) 				

¹ Doability—Rank tactics based on how likely it is to accomplish the tactic: 1 being very likely and 7 being unlikely to accomplish

² Use a 1-5 scale, with 1 indicating the tactic directly addresses risk reduction and 5 indicating no relationship to risk reduction

Target Audience	Strategic Objective/Tactic	A	B	C	D
		Doability: Rank 1-7 ¹	Risk Reduction: Weigh 1-5 ²	Partner Scope: Y/N/DK	Time- frame
	Additional rankings/comments: Confusing	1	5	Y	6 mos
(4) Commercial Fishing Operations	Make catch-ban regulation easily accessible for commercial operations to increase access to and understanding of regulations	1	3	Y	6 mos to 1 yr
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) - Enhance website/regs (CDFG & FCEC) - Link with #3 (tactic above)				
	Additional rankings/comments: Confusing	1	5	Y	
(5) Commercial Fishing Operations	Reestablish catch-ban area to correspond with commercial catch-blocks in order to increase understanding of regulations and enforce adherence to regulations	3	2	Y	3+ yrs
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) - Modify catch-ban area				
	Additional rankings/comments:	1	1	Y	2 yr
(6) Commercial Fishing Operations	Research and employ technological methods to monitor the catch-ban area and aid in enforcement to enforce adherence to regulations	6	3	Y	4+ yrs
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) Additional rankings/comments:	3	5	Y	3 yr
(7) Commercial Fishing Operations	Establish the Palos Verdes Shelf as a Marine Protective Area to close off all fishing in this area in order to enforce adherence to regulations	5	1	Y	3 yr
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) Additional rankings/comments:	6	1	DK	2yr

Target Audience	Strategic Objective/Tactic	A	B	C	D
		Doability: Rank 1-4 ¹	Risk Reduction: Weigh 1-5 ²	Partner Scope: Y/N/DK	Time-frame
(1) Local Anglers	Increase enforcement of existing bag limit for white croaker	1	1	Y	6 mos to 1yr
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) - with proper funding				
	Additional rankings/comments:	3	2	4	1yr
(2) Local Anglers	Decrease the bag limit amount of white croaker anglers can legally catch per day	2	1	Y	2-3 yrs
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) - with supportive HHRA (human health risk analysis) evaluation				
	Additional rankings/comments:	2	3	Y	1yr
(3) Local Anglers	Create daily bag limits for additional “target fish”	3	2	Y	2-3 yrs
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) - with OEHHA support				
	Additional rankings/comments:	4	2	Y	2yr
(4) Local Anglers	Create location-specific bag limits to restrict fishing in certain areas	4	1	Y	2-3 yrs
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) - same as #2 and #3 above				
	Additional rankings/comments:	4	1	Y	2yr
Contaminated Fish Retail	Use prop 65 as a tool to ensure markets and restaurants aren’t selling contaminated fish without public notice	3	1	Y	1yr

* Need discussion of market and wholesaler enforcement (health inspectors’ role and health agency enforcement)

* Consider performing enforcement for restaurants

¹ Doability—Rank tactics based on how likely it is to accomplish the tactic: 1 being very likely and 4 being unlikely to accomplish

² Use a 1-5 scale, with 1 indicating the tactic directly addresses risk reduction and 5 indicating no relationship to risk reduction

Group 2: Monitoring

Members: R. Brodberg (OEHHA), Marilyn Underwood (EHIB), J. Gully (LACSD), C. White (EPA), Greg Holmes (DTSC), D. Witting (MSRP) and S. Groner (facilitator/scribe)

Target Audience	Strategic Objective/Tactic	A	B	C	D
		Doability: Rank 1-6 ¹	Risk Reduction: Weigh 1-5 ²	Partner Scope: Y/N/DK	Time- frame
Fish Markets	Assess the geographic extent and frequency with which contaminated white croaker are reaching fish markets.	1	3	Y	1 yr
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) - Baseline for enforcement				
	Additional rankings/comments:	3	3	Y	6 mos to 1yr
Fish Markets	Create, implement and promote a certification program for market adherence to properly procured and documented fish.				
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) <i>Group took apart the tactic and evaluated accordingly below</i>				
	- Clean Fish Certification Process (i.e. certify fish from Ventura)	7	1	N	5 yrs
	- Certify procurement process.	6	2	Y	2-5 yrs
	Additional rankings/comments: Clean fish!	4	2	Y	2 yr
Fish Markets	Evaluate market availability of other contaminated fish caught locally, in addition to white croaker.	3	2.5-3	Y	1-2 yrs
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) - Incorporating into inspectors program				
	Additional rankings/comments:	4	3	Y	1 yr
Commercial Fishing Operations	Educate commercial fishing operations directly and through the assistance of trade industry groups regarding the catch ban regulations.	4	3	Y	1-2 yr
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) - Consistency between fishing blocks and catch ban areas				Regs: 5+ yrs
	Additional rankings/comments:	4	4	Y	2 yr

Target Audience	Strategic Objective/Tactic	A	B	C	D
		Doability: Rank 1-6 ¹	Risk Reduction: Weigh 1-5 ²	Partner Scope: Y/N/DK	Time-frame
Distributors	Educate and engage distributors regarding the overall effort of the ICs program and the specific “Best Practices” being promoted to the markets.	5	3	Y	1-2 yrs
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) - Take Home Assessment for commercial white croaker				
	Additional rankings/comments:	3	4	Y	1 yr
Regulators	Maintain/develop effective means of communicating with the regulatory agencies to ensure that all ICs components are effectively inter-coordinated and integrate new data/information as it’s received.	2	4-5 (MU)	Y	1 mos
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?)		2 BB, JG, DW, CW		
	Additional rankings/comments:	2	4	Y	6 mos
Regulators	Identify restaurants that regularly sell white croaker. Educate them on alternatives or ways to get clean fish	4	2	DN/ Y	1 yr

¹ Doability—Rank tactics based on how likely it is to accomplish the tactic: 1 being very likely and 6 being unlikely to accomplish

² Use a 1-5 scale, with 1 indicating the tactic directly addresses risk reduction and 5 indicating no relationship to risk reduction

Group 3: Education and Outreach (Communities) Group:

Members: Jackie Lane (USEPA), Nam Do (BPSOS), Kelly Freeman (CH2M Hill), Hee Joo Yoon (FCEC Community Resource Council), Anh Nguyen (St. Anselm’s), Howard Wang (FCEC Community Resource Council) and Khanh Nguyen (SGA, serving as facilitator/scribe)

Target Audience	Strategic Objective/Tactic	A	B	C	D
		Doability: Rank 1-6 ¹	Risk Reduction: Weigh 1-5 ²	Partner Scope: Y/N/DK	Time- frame
Fish Markets	Reinforce health inspectors’ efforts to educate markets on “Best Practices” in purchasing white croaker (and possibly other fish), resulting in markets signing commitments to voluntarily implement “Best Practices.”	1	1	Y	6 mos
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) <ul style="list-style-type: none"> - As long as incentives are there – important element. - In context with monitoring – can work. - Introduce incentive elements. - Effective but high manager change [turnover] rate. 				
	Additional rankings/comments: <ul style="list-style-type: none"> - Possibility that markets may not take voluntary commitment seriously, but it’s a step in the right direction. - Does this tactic refer to all markets that sell fish or just the targeted markets? 	1 1	4 4	Y Y	1 yr ongoing
Fish Markets, Families/Communities	Promote the certification program for market adherence to properly procured and documented fish	2	1	Y	6 mos
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) <ul style="list-style-type: none"> - As long as it’s from a governmental agency. FCEC is unfamiliar with communities. - Recognition awards work, but certification is too complex, so less official certificate/award is recommended. - Press release in other languages. 				
	Additional rankings/comments: <ul style="list-style-type: none"> - Clean fish! - May add substantial amt of extra work for inspectors. 	3 2	2 2	Y Y	2 yr ongoing

Target Audience	Strategic Objective/Tactic	A	B	C	D
		Doability: Rank 1-6 ¹	Risk Reduction: Weigh 1-5 ²	Partner Scope: Y/N/DK	Time- frame
Families/ Communities	Utilize community organizations to educate at-risk families and communities about the health risks related to white croaker consumption, providing them with best practices for preparing and eating locally caught fish	2	2	Y	6 mos- 1 yr
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) <ul style="list-style-type: none"> - CBOs can do media outreach → CBOs have the clients already and they know about the community. - Depending on CBOs, some have limited space/time. - Eliminate fish from home → influencing behavior change but allow room to get feedback on behavior changes. 				
	Additional rankings/comments:	1 1	3 2/3	Y Y	now
Families/ Communities	Utilize health professionals and community clinics to educate at-risk families and communities about the health risks related to white croaker consumption, providing them with best practices for preparing and eating locally caught fish				
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) Health Clinics: <ul style="list-style-type: none"> - Community Liaisons confronted hard questions during health clinic outreach. - Health clinic very tiring (trust issue → afraid to talk to people because they are not in a good mood and they are already sick) - Not a lot of risk reduction, doesn't reach enough people. - People in health clinic already have access to health care, need to reach out to those community members without health care. 	6	2	Y	In progress
	Workshops: <ul style="list-style-type: none"> - more efficient with reaching more people - people are interested already - Trust is easier to build. - Very effective, but still doesn't guarantee risk reduction. 	1	2	Y	In progress
	Additional rankings/comments: <ul style="list-style-type: none"> - May happen only if patient is identified as high-risk, meaning he/she consumed lots of fish 	1 4	3 2/3	Y Y	Now

Target Audience	Strategic Objective/Tactic	A	B	C	D
		Doability: Rank 1-6 ¹	Risk Reduction: Weigh 1-5 ²	Partner Scope: Y/N/DK	Time- frame
Families/ Communities	Utilize local media advertisements and stories to educate at-risk families and communities about the health risks related to white croaker consumption, providing them with best practices for preparing and eating locally caught fish	2	3	Y	1 year
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) <ul style="list-style-type: none"> - Change “advertisements” to “communications” broader term. - Include fresh publications. - Local/ethnic media – more effective, include both - Ethnic is important, but everyone should be reached. - Consider budget, know the right people and market it as a human interest story - In terms of effectiveness – one way communication 				
	Additional rankings/comments: <ul style="list-style-type: none"> - Risk reduction depends on story and where, timing should be strategic - Great way to reach lots of people quickly - Some populations turn to media for health information 	4-\$\$	3	Y	6 mos
		1	2/3	Y	
Families/ Communities	Directly outreach to fish consumers to educate at-risk families and communities about the health risks related to white croaker consumption, providing them with best practices for preparing and eating locally caught fish	6	1	Y	?
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) <ul style="list-style-type: none"> - Markets – operate on profit and bottom line, wouldn’t want to have outreach workers in the market telling them not to eat any type of fish. - Does this include restaurants as well? - Very hard to get market to give consent (this affects time frame) 				
	Additional rankings/comments:	2	4	Y	6 mos
		1	2	Y	
All fish consumers	Complete risk assessment and risk management recommendation based on NOAA contaminated fish study and LACSD monitoring	1	1	Y	ASAP
All fish consumers	Create new educational materials based on OEHHA or EPA risk assessment and risk management recommendations based on NOAA & LACSD recent data	2	3	Y	6 mos after risk assess

¹ Doability—Rank tactics based on how likely it is to accomplish the tactic: 1 being very likely and 6 being unlikely to accomplish

² Use a 1-5 scale, with 1 indicating the tactic directly addresses risk reduction and 5 indicating no relationship to risk reduction

Group 4: Education and Outreach (Angler) Group:

Members: Nancy Hsu (CH2M Hill), Frankie Orrala (Heal the Bay), Tim Chauvel (DTSC), Linda Chilton (Cabrillo), Gabrielle Dorr (MSRP) and T. Jonick (facilitator/scribe)

Target Audience	Strategic Objective/Tactic	A	B	C	D
		Doability: Rank 1-5 ¹	Risk Reduction: Weigh 1-5 ²	Partner Scope: Y/N	Time- frame
Local Anglers	Utilize the pier outreach program to educate pier and shore-based anglers in Los Angeles and Orange County on the risks of consuming contaminated white croaker and other locally-caught fish	1	1	Y	As long as risk exists
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) <i>Additional rankings/comments:</i>	1	2	Y	Now
Local Anglers	Outreach to local bait shops (and fishing gear stores) to educate pier and shore-based anglers in Los Angeles and Orange County on the risks of consuming contaminated white croaker and other locally-caught fish	3	4	Y	As long as risk exists/ongoing
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) <ul style="list-style-type: none"> - Owners not always receptive – depending on small/large stores. - Create visual poster to convey message. - Assess existing materials. 				
	<i>Additional rankings/comments:</i>	1	4	Y	Now
Local Anglers	Outreach to angler organizations to educate pier and shore-based anglers in Los Angeles and Orange County on the risks of consuming contaminated white croaker and other locally-caught fish	2	3	Y	1-2 years
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) <ul style="list-style-type: none"> - NOAA starting to reach out to organizations this year: United Pier & Shoreline Anglers and United Anglers of Southern California. Cabrillo worked with 976 fish - Partner with organizations to get into publications. - Discussion should be had on reaching out to angling organizations that target sport fishing/Use angler organizations as “teachers” to other anglers/In doing this, FCEC should partner with MSRP, NOAA, Cabrillo - Possibly target fishing trade show. - Utilize angler organizations as “trusted source” 				
	<i>Additional rankings/comments:</i>	1	4	Y	6 mos

Target Audience	Strategic Objective/Tactic	A	B	C	D
		Doability: Rank 1-5 ¹	Risk Reduction: Weigh 1-5 ²	Partner Scope: Y/N	Time-frame
Local Anglers	Ensure all local anglers receive fish advisory information when obtaining a fishing license by distributing local advisory information in a simple tip card at time of license purchase.	3	3	? DK	2 years
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) <ul style="list-style-type: none"> - Check with fish and game on including tip card. - Weblink from CDFG to advisory info. - Depends on CDGF perspective. - This could overlap with bait shop outreach - Include web info with licensing re: advisory - Consider reinforcement option (i.e. mail out 6 months after) - This tactic could also reach small boat owners who don't get the info. - Consider a higher rating because it reaches non-pier sport fishermen 				
	Additional rankings/comments:	3	5	Y	1 yr
Local Anglers	Ensure all local anglers possessing a fishing license periodically receive advisory information through the mail and email	4/5	5	DK?	2 yrs
	Notes on discussion (Smaller steps? Differences in opinions in group? Pros and Cons?) <ul style="list-style-type: none"> - Is it worth giving advisory info if licensing given only for 1 year period? - Cost considerations (need to purchase materials, postage, etc) - Would require database maintenance, which translates into more money 				
	Additional rankings/comments:	3	4	Y	2 yr
Local Anglers	Create new educational materials based on OEHHA or EPA risk assessment and risk management recommendations based on NOAA contaminated fish study and LACSD monitoring.	2	3	Y	6 mos after risk assess




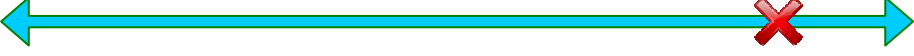
* Signage: who is responsible? LA County Public Health/OC Public Health. More signs should be erected.

¹ Doability—Rank tactics based on how likely it is to accomplish the tactic: 1 being very likely and 5 being unlikely to accomplish

² Use a 1-5 scale, with 1 indicating the tactic directly addresses risk reduction and 5 indicating no relationship to risk reduction

Large Group assessment of Small Group Work:

Following presentations to the large group, L. Lewis asked all participants to indicate agreement/disagreement on the small group rankings.

Tactic Analysis	
1. Public Education (communities)	Totally wacky ←  → On Track
2. Monitoring	Totally wacky ←  → On Track
3. Public Education (angler)	Totally wacky ←  → On Track
4. Enforcement	Totally wacky ←  → On Track <small>Optimistic on timeframes</small>

VII. Action Items

Items	Who	By
Compile today's info	SGA	April 15, 2008
Draft ranking of tactics	EPA	
Provide comments on tactics to SGA	ALL	March 28, 2008
Post small group worksheets online	SGA	March 21, 2008
Review revised Road Map	ALL	Next Partner's Meeting

VIII. Misc. Items

Meeting Assessment	
Positive (what worked)	Things to Change (what did not work)
<ul style="list-style-type: none"> - Well structured process - Pre-typed charts - Facilitation in groups - Lot of partner participation - Lunch/food - Nice turnout - Venue/room 	<ul style="list-style-type: none"> - Give tactics info etc (charts/worksheets) ahead of time - This morning ran longer [than expected] - Less terminology /acronyms

Bike-rack:

- Collect data on how much white croaker is caught over time (pier landing reporting, catch reporting and how these correlate with bucket counts)
- If white croaker is caught and released back into the environment, will this impact the overall fish ecology? White croaker consumption goes down as ICs efforts become increasingly effective, while other fish species continue to be caught and taken out of the PV marine environment. How could this affect the overall local ecology and impact the food chain?
- Look at actual impacts to fish (incorporate in future monitoring efforts)
- Next steps: EPA will assess these bike rack issues and incorporate them into the implementation update and feasibility study if appropriate.