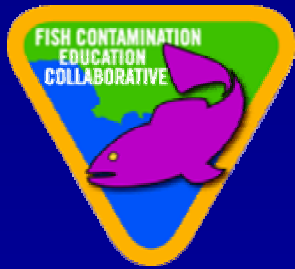




Take Home Fish Assessment



- Purpose:
 - # White croaker getting back into the community
 - Can we change angler behavior?
- Fish Sampling Component
- Audience
- Assessment Locations:
 - Control Pier-Belmont
 - Test Pier-Rainbow



Take Home Fish Assessment

- Methodology:
 - Identify single behavior
 - Evaluate Motivators/Barriers
 - Develop Intervention
 - Implement Pilot
 - Evaluate Strategy
-



Take Home Fish Assessment



- Implementation:
 - Training
 - Baseline Surveys
 - Collected Fish Samples



Take Home Fish Assessment



- Training:
 - In house: review surveys , protocol



Take Home Fish Assessment



- Training:
 - Angler Outreach Training with Heal the Bay



Take Home Fish Assessment



- Training:
 - White Croaker Identification Training with CH2M Hill



Take Home Fish Assessment



- Training:
 - Piloting Surveys



Take Home Fish Assessment



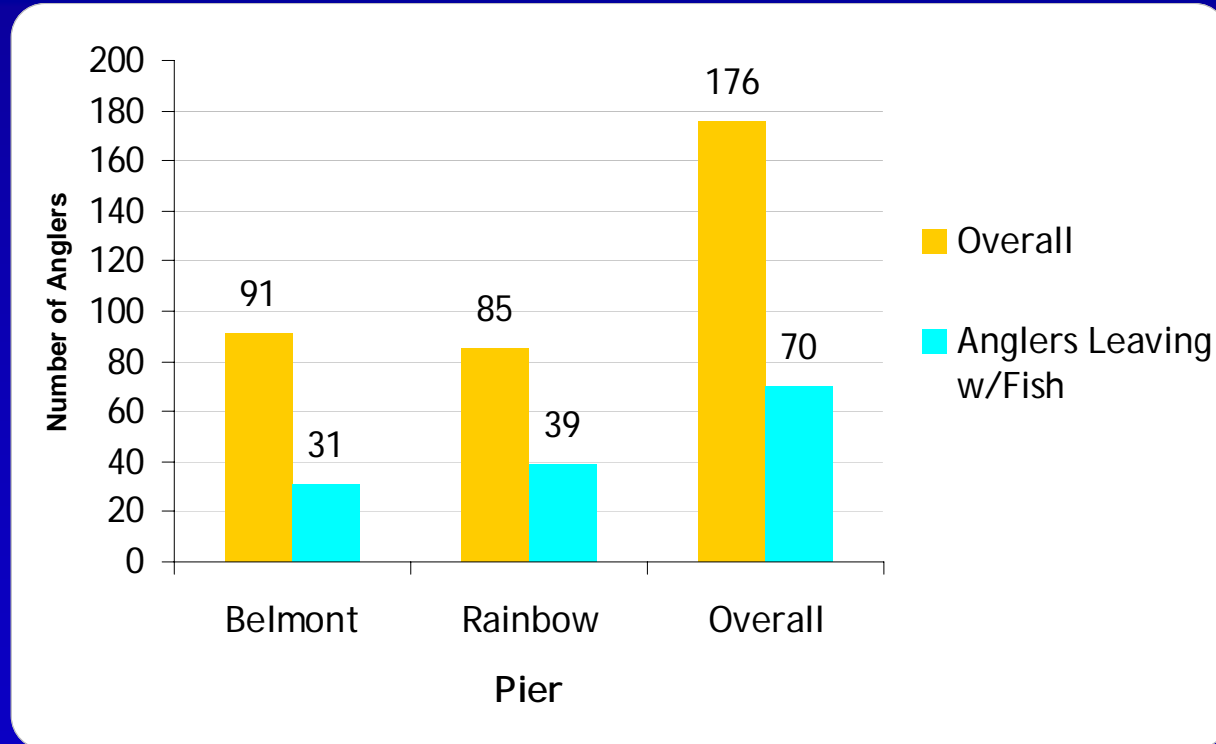
- Implementation: Baseline Surveys
 - Weekend Surveying: May – June
 - White croaker sampling



Take Home Fish Assessment

□ Surveys Results:

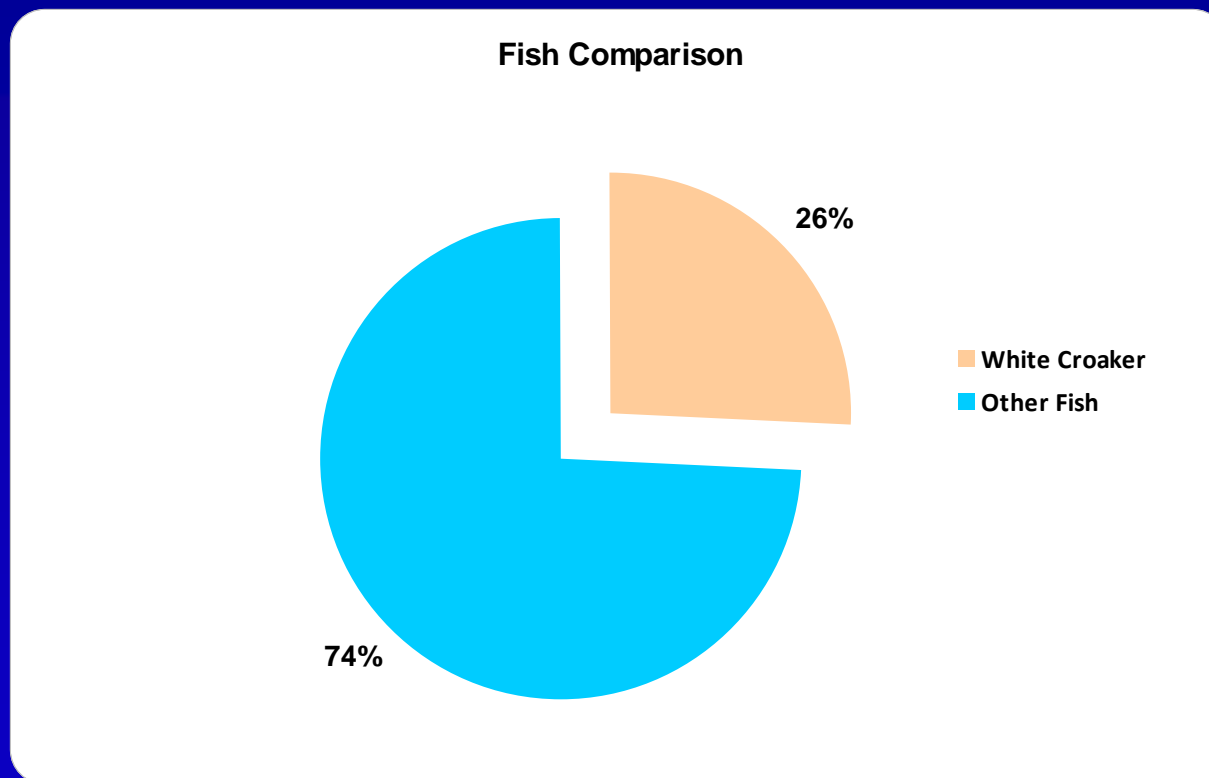
Context: Anglers Leaving Pier with Fish





Take Home Fish Assessment

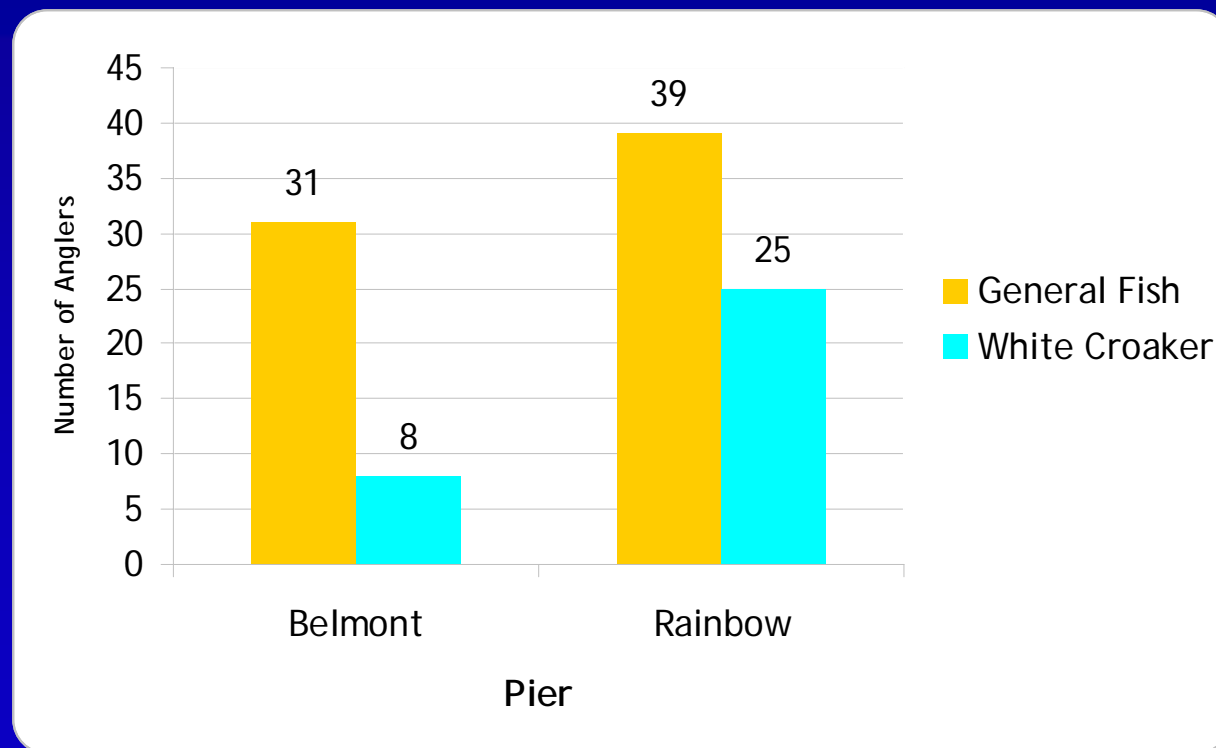
Fish Anglers are Leaving the Pier With





Take Home Fish Assessment

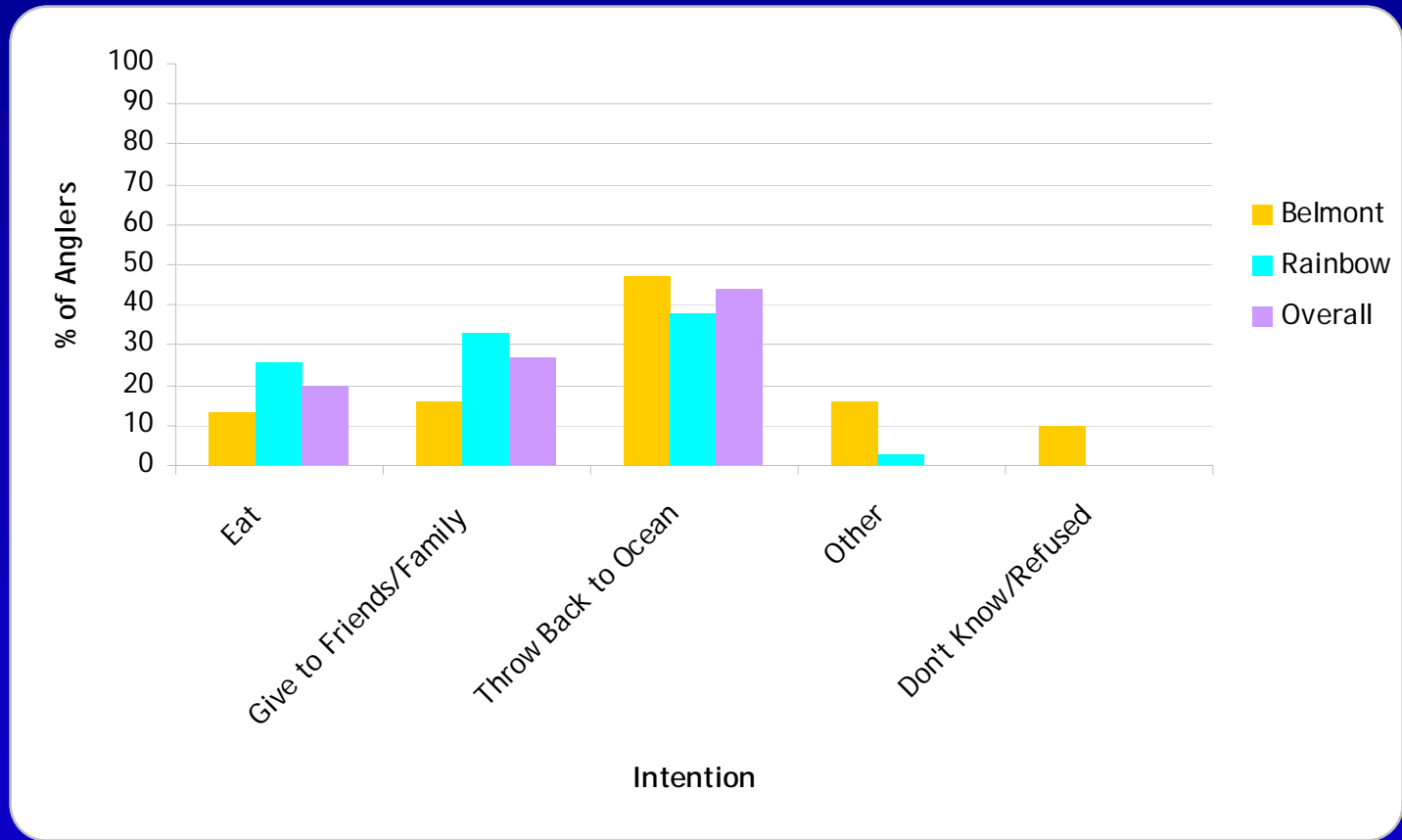
Comparison of White Croaker Leaving Piers





Take Home Fish Assessment

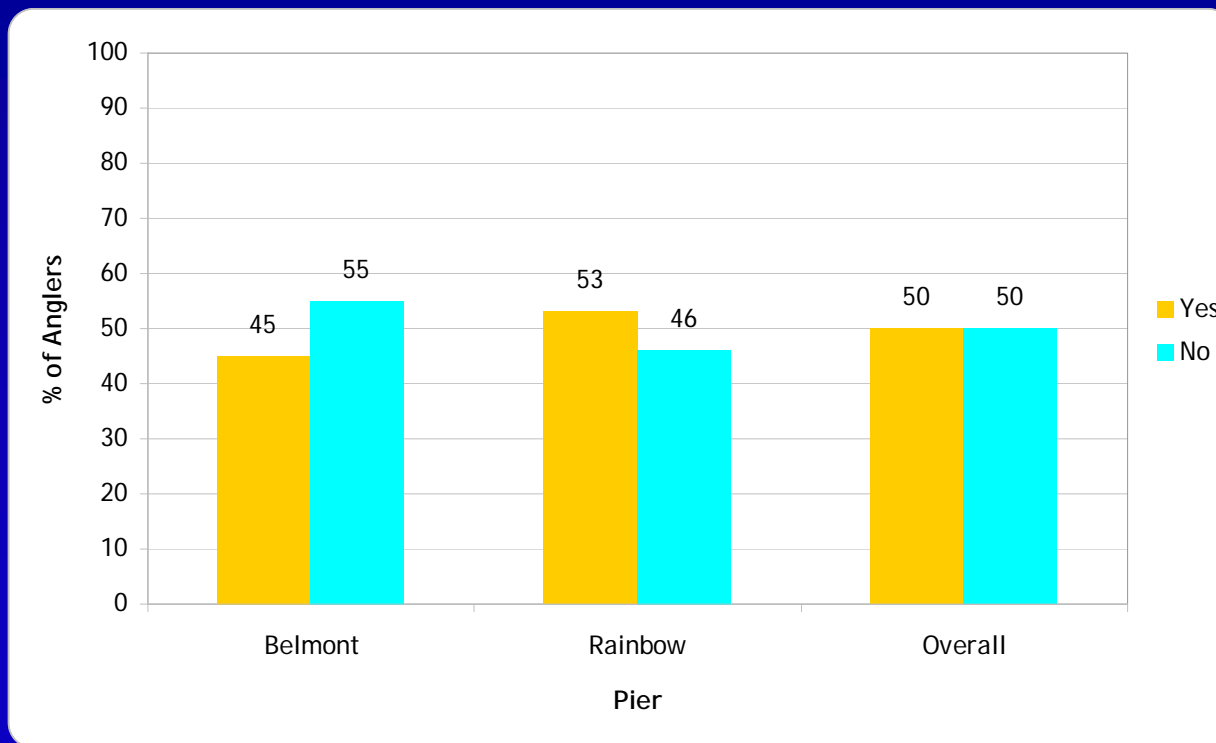
What Anglers Do with White Croaker





Take Home Fish Assessment

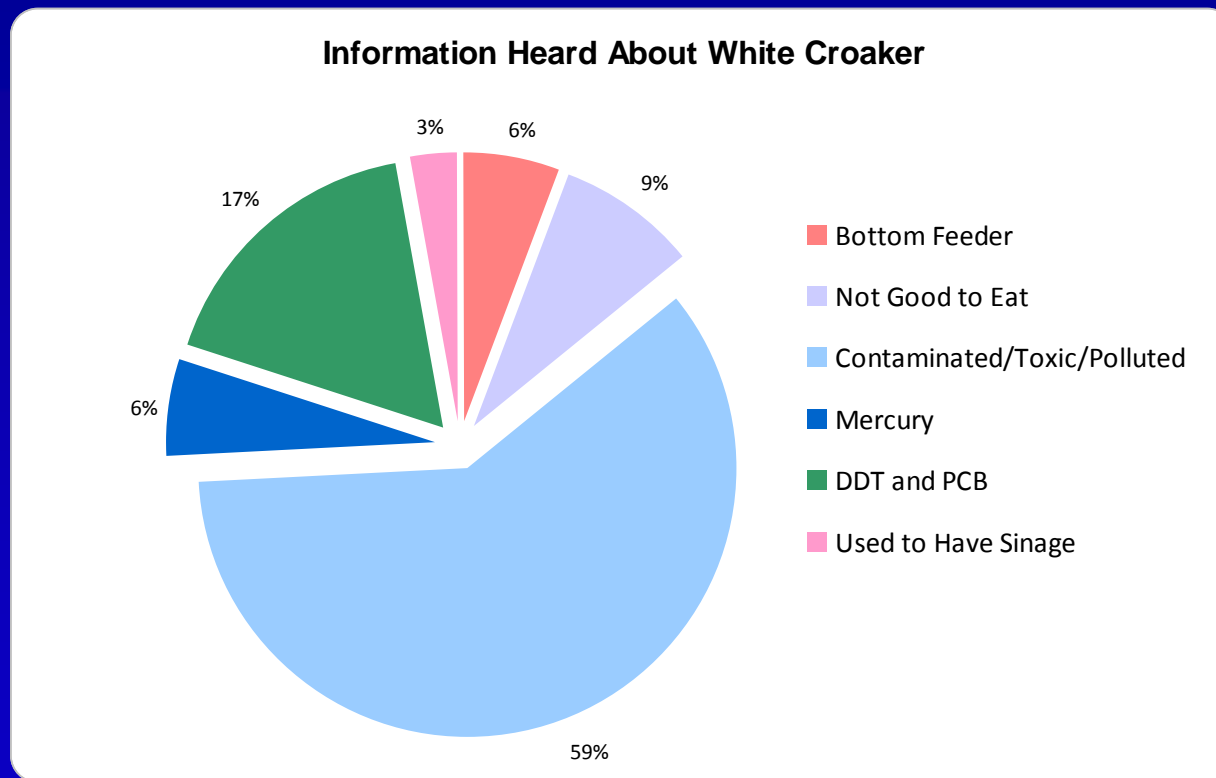
Have you heard anything about white croaker?





Take Home Fish Assessment

What did you hear about white croaker?

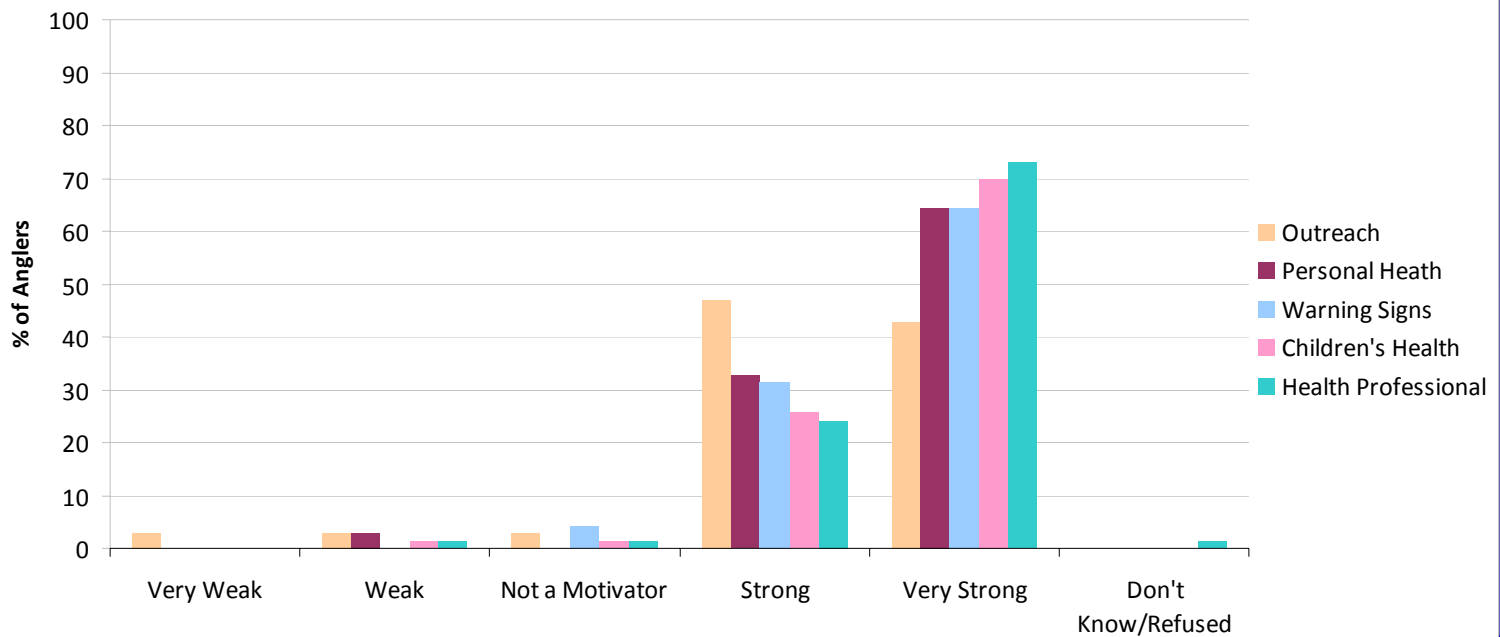




Take Home Fish Assessment

Catch and Release Motivators

Motivators for Throwing White Croaker Back

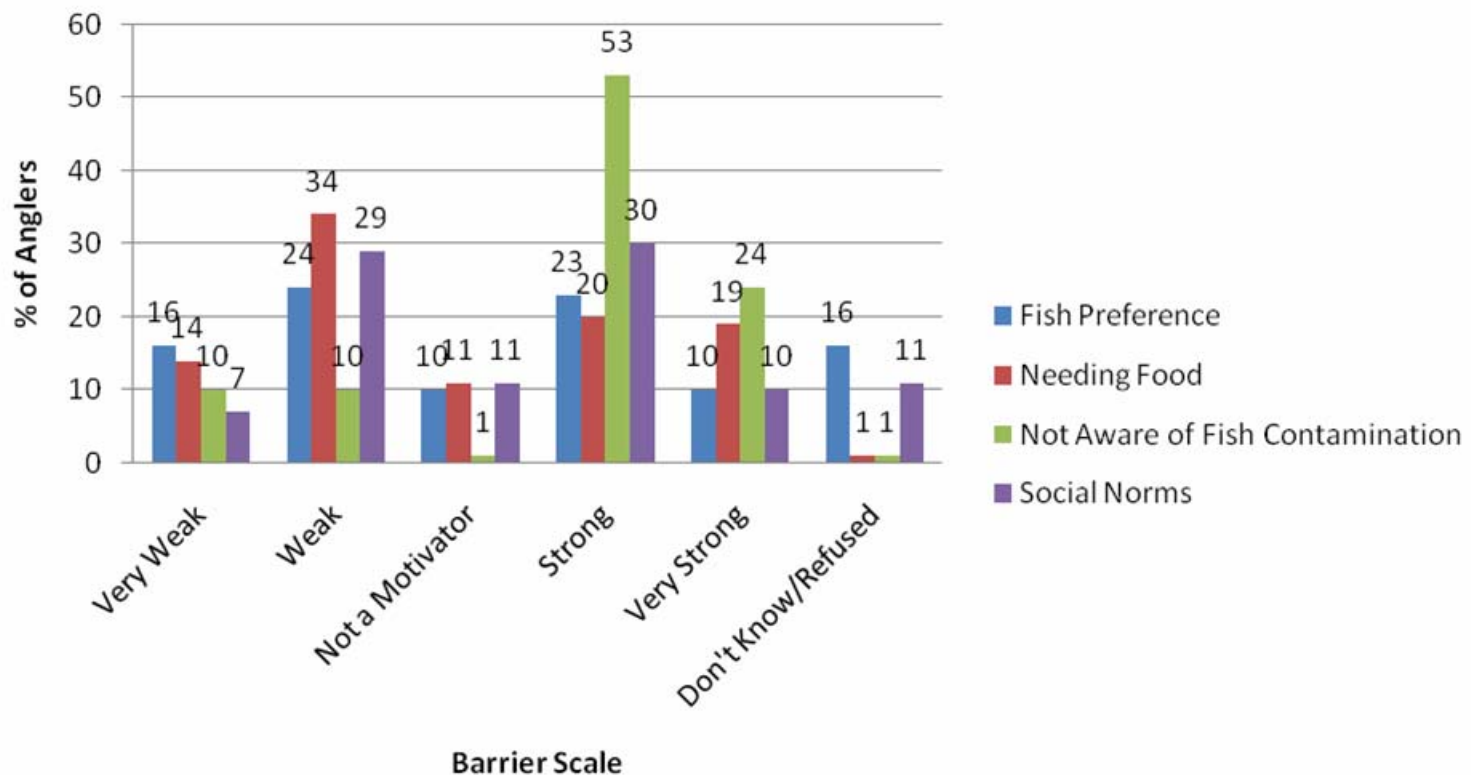




Take Home Fish Assessment

Catch and release barriers

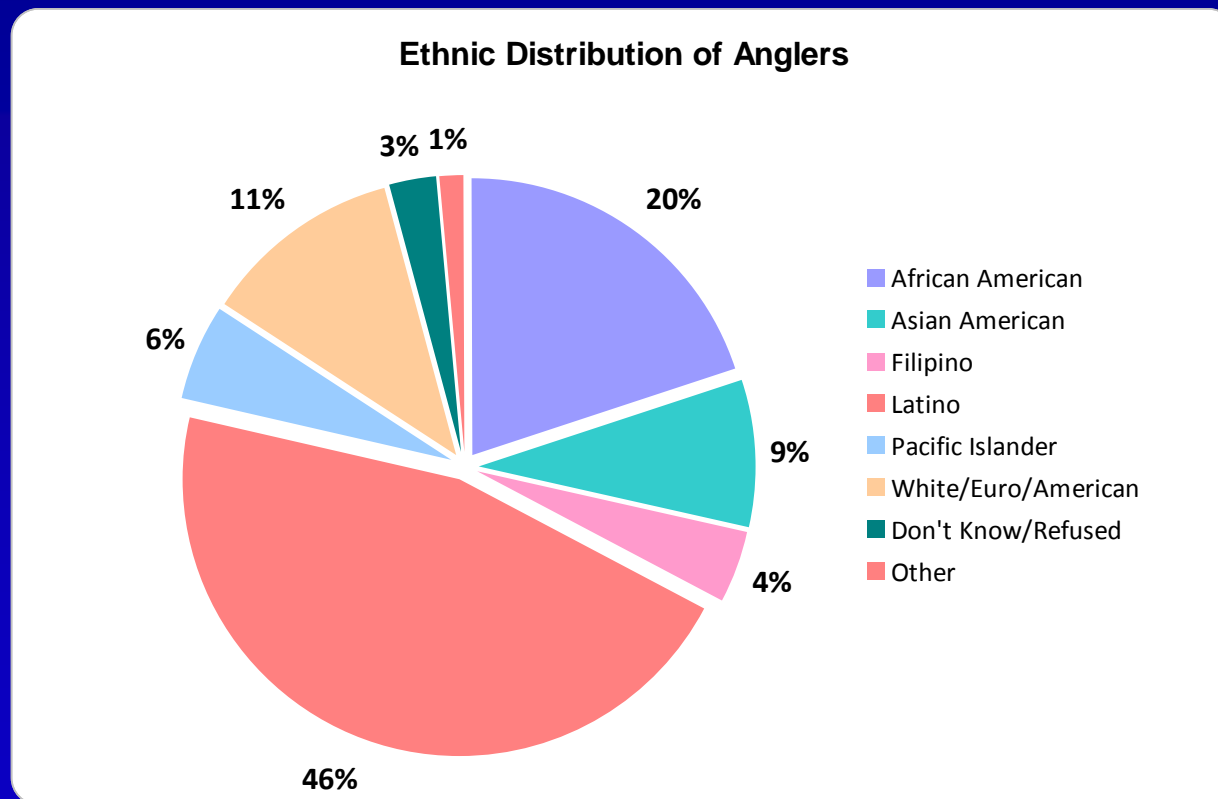
Barriers to Throwing White Croaker Back





Take Home Fish Assessment

Ethnic Distribution

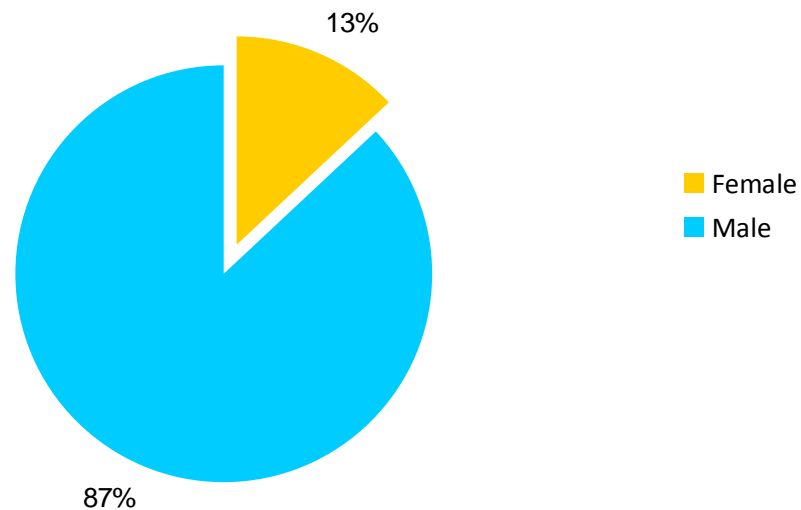




Take Home Fish Assessment

Gender Distribution

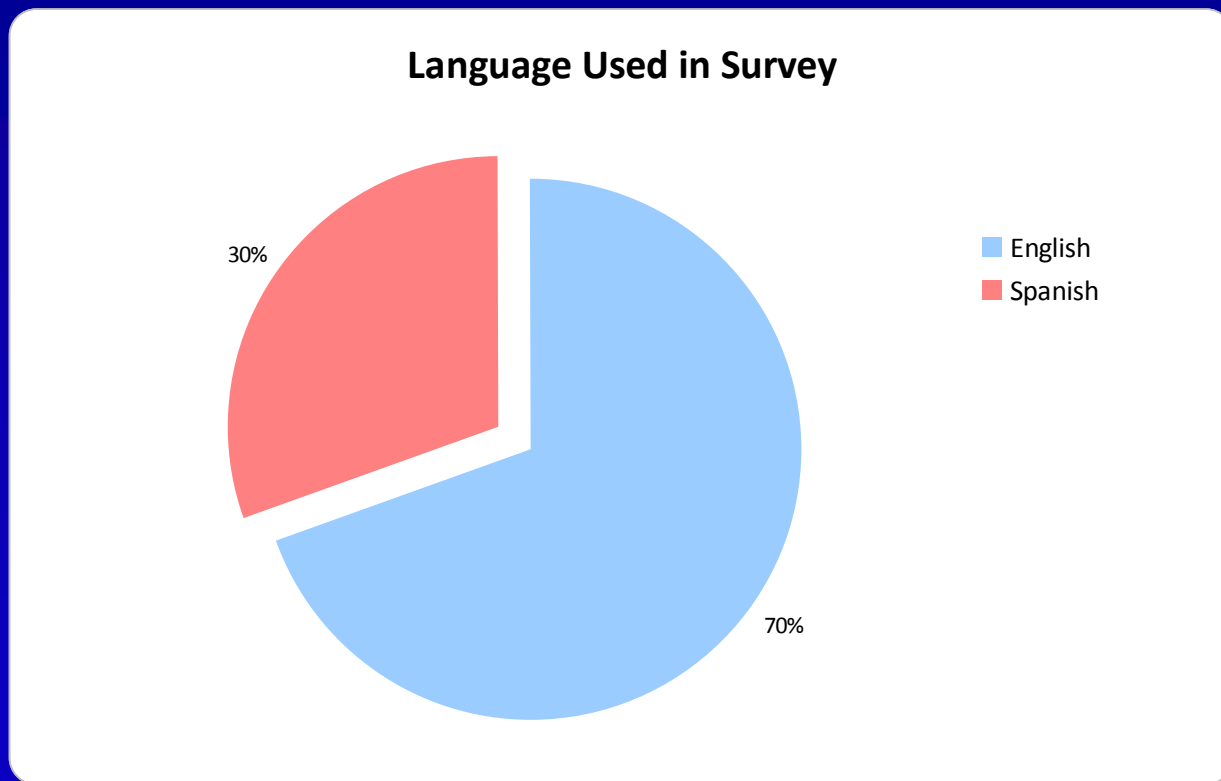
Gender Distribution of Anglers

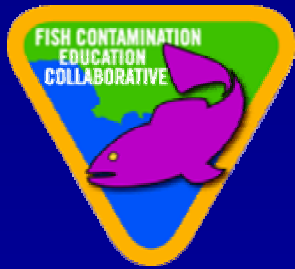




Take Home Fish Assessment

Language





Take Home Fish Assessment

- Next Steps:
 - Develop & Implement Intervention
 - Follow-up surveys