

**ESM 257 - Coastal and Ocean Policy and Management  
Fall 2017**

**Room: Bren Hall 1424**

**Monday and Wednesday, 8:00 – 9:15 am**

**Instructor:** Sean Hastings

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**Office Hours:** By appointment

**Course Description:** This course provides an overview of approaches and governance tools used in marine and coastal policy and management. This course will examine relevant international, federal, and state marine and coastal policy programs and issues and students will learn directly from professionals in government, academia, non-government organizations and stakeholders.

**Grade:**

- Attendance, participation in class, short homework/in class assignments – 20% of total grade
- **Assignment 1:** Policy Brief (3 pages, not including references) – 25% of total grade
- **Assignment 2:** Sanctuary Advisory Council Forum Exercise – 30% of total grade
- **Assignment 3:** Decision Making Memo (1 page, references not needed) – 25% of total grade

**Attendance:** Students are expected to attend all lectures and complete all required readings in advance of the lecture. Students who are unable to attend a lecture due to another compulsory activity or illness should email the instructor **prior** to the class to let him know about the upcoming absence.

**Discussion (20%):** Students will be expected to complete required readings prior to the lecture and engage in discussion with the instructor, other students and guest lecturers. Students will be assigned to lead at least one in class discussion with the lecturers. Students are expected to attend the field trips and complete all in class or take home short assignments.

**Assignments:** All assignments shall be submitted electronically directly to my email prior to the lecture on the due date. Assignments should be typed and in a minimum of 12 point font with regular margins (1.25 inches right and left and 1 inch top and bottom). Pages should be numbered and a header should be used to identify the assignment number, brief title, and the student's name and made up professional title and date. Guidelines for numbers of pages assume single-spaced text with two lines between paragraphs.

**Class Field Trips:**

**Santa Barbara Board of Harbor Commissioners Meeting, City Hall, Santa Barbara, CA**

- October 19, 2017; OR
- November 16, 2017

**If you can't make one of these dates you may watch a live-broadcast or archived meeting**

on the following website: <http://www.cal-span.org/>, and report back to me.

**Channel Islands National Marine Sanctuary Advisory Council**

Friday, November 17, 2017, Ventura, CA – Channel Islands National Park Lagomarsino Visitor Center.

Transportation and lunch will be provided.

**ASSIGNMENT 1: Policy Brief (25%)**

**Due date: Monday, Oct. 30, 2017 prior to the start of class.**

**Instructions:** Select a topic of interest related to coastal and ocean policy and management and a relevant audience (either a policymaker or manager or policy or management body) who would be engaged in making decisions on the topic. The purpose of a policy brief is to make a recommendation to solve a problem that a policymaker or manager has (even if s/he does not know that s/he has it). The recipient will be preoccupied with other responsibilities so the brief should grab his/her attention quickly. The brief should convince the reader that the author (most likely a staff member) has REVIEWED all evidence (but the author does NOT need to PRESENT all evidence). The goal of a brief is to prepare the recipient to make a decision right away based on the information in the memo. Please limit the brief to 3 pages, single-spaced with regular margins and a minimum of 11 point font.

There is no single best way to write a brief, but there are some key pieces of information that should be included and some useful techniques for conveying information quickly and effectively. Use signposts (bullets, bold and italic font, outlines, underlines and spacing) to catch the readers' attention and emphasize key points.

**Briefs should cite credible sources from the literature to assist the policy-maker with their decision.**

**Briefs should be written in a neutral tone, use language that is simple and concise, and must avoid value-laden jargon.**

The brief should include the following information in the format below:

**To: Policymaker or manager of your choice**

**From: Student's name AND Professional Title (make one up)**

**Date:**

**Re: Subject of brief**

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**Conclusion, bottom line, or recommended action:** One to two sentences summarizing the issue and clearly stating the recommendation or desired outcome.

**Background:** about the major issue, question, or controversy addressed in the brief. Why should this issue be a priority to the policymaker?

**Legal and regulatory analysis of policy options:** What are the underlying statutes or regulations that give the policy maker the authority to act on the issue and what types of action can be taken? What areas are absolute, what areas leave room for interpretation, where are the

loopholes?

**Scientific analysis of policy options:** What scientific evidence exists to help the policy maker come to an informed decision? What data did you use to develop your recommendation? What are the key data gaps or areas of scientific uncertainty?

**Identify stakeholders:** Who are the stakeholders that will be interested in the issue, question, or controversy and how they are likely to respond to the policy or management options. Offer some counterarguments for detractors who will criticize the recommended policy or management option.

**Identify the best policy or management option(s)** and explain why it is the best. Explain the “Pros” and “Cons” of the options to help define why your recommendation is the best option. What are the tradeoffs between science and policy, what are the possible unintended consequences? What are the possible scientific, political, and/or social ramifications of the recommended option(s) and how do they compare to those of the options that were not recommended?

**Potential Topics – Students may choose any coast/ocean topic**

- Offshore wind and wave energy generating projects
- Ocean acidification
- Ocean fertilization
- Offshore aquaculture
- Artificial reefs
- California Lobster Fishery Management Plan
- Ship strikes on endangered whales
- Other coast / ocean topics welcome

**ASSIGNMENT 2: Sanctuary Advisory Council Policy Forum (30%)**

**Due dates: Part 1 - Monday, Nov. 13, 2017; Part 2 – Nov. 17, 2017; Part 3 - Wednesday, Nov. 22, 2017.**

One of my main goals for the course is to engage students in real world policymaking forums like the Channel Islands Sanctuary Advisory Council (SAC).

Students will support and participate in the SAC’s November 17, 2017 meeting as proxies for Council members and discuss and debate a policy issue (e.g. tbd), and provide advice to the Superintendent.

There are three parts to the assignment:

1. Interview a Council Member and their alternate prior to the Nov. meeting to gain insight on that Council Member's interests and input on the issue. Prepare talking points for use in the meeting. (30% of assignment)
2. At the Nov. Council meeting students will serve as proxies for Council Members and alternates at the SAC meeting. They will receive a staff update on the issue, discuss and debate the issue, receive public input and craft policy advice for the superintendent. (40% of assignment)

3. Post meeting, write a 1-3 page meeting summary for your representative and their constituency (1-3pgs) (30% of assignment).

**Guidance for each part of Assignment 2:**

- 1) **A Council Member and their alternate (or a Staff member) will be assigned to each student. Interview questions and Council contact information and examples of talking points to be provided.** Interviews with Council Members and their alternates can be conducted in-person, over the phone, via Skype and/or email. In-person is preferable, if possible.

**Students unable to attend and participate in the Sanctuary Advisory Council meeting** will interview a Council Member prior to the meeting and prepare and submit a 2-page written comment letter to the SAC advocating the Council Member's perspective.

**Interview Notes and Talking Points (or written comment letter) due date: Nov. 13, 2017.**

**General guidelines for writing effective public comment letters:**

- Comments should be addressed to the Chair of the Council.
- Comment letters should use standard business letter format and include a subject/reference line that clearly indicates the topic the letter is addressing.
- Include information upfront about what makes you a credible source to comment on this issue (e.g., you have personal knowledge of the habitat or species, or the scientific community has determined that the action you describe would be effective, etc.)
- If several policy or management options are being considered, identify the option you believe will best address the problem and describe why. Alternately, you may identify an option that the body has not considered and describe why you think it is the best policy or management option
- Use signposts (bullets and numbers, bold and italic font, and underline) to organize the comments and highlight key points.
- Use footnotes to cite referenced material
- Submit comments on time. Each body is different, but briefing binders are generally distributed to body members at least one week prior to the meeting. Your comments have a greater chance of having an impact if they are in the briefing binders and are able to be reviewed by the body members prior to their meetings. Written letters distributed at meetings are difficult for body members to read and absorb.

**Grading:**

Organization and structure; Clarity of writing; Explanation of subject; Argument for desired outcome (i.e., why should the SAC follow your recommendation).

- 2) **Serving as proxy – guidance to be provided.** Some students may serve as a proxy for Council Members, and some as Council Staff. During the meeting, each student serving as a Council Member will craft policy advice, usually in the form of a verbal motion, which is then discussed/debated and finalized with a vote. Students serving as Council Staff will record the discussion and motion. Each student should take meeting notes as reference for the written meeting summary part of the assignment.

For students unable to attend the meeting they will present their Council Member's viewpoint to the class.

**3) Students serving as Council Staff can produce a neutral meeting summary/outcomes. Students serving as proxies for a particular Council Member can append the staff summary, but they should prepare their meeting summary as if they were reporting back to whomever they are representing. The summary of the meeting shall include the following information:**

- Location, date of meeting, and names of Council Members present
- List of supporting documents related to the agenda item (.5 pts)
- Key points and recommendations made by staff during the presentation/discussion of the agenda item
- List of Council Members and/or members of the public who made relevant or pertinent comments about this agenda item, their affiliation, and their key talking points
- Key points, comments or direction to staff given by the Council during discussion
- Any required action / next steps by whom your representing – NGO, agency, user group, other

**Meeting Summary Due date: Wednesday, Nov. 23, 2017.**

**ASSIGNMENT 3: Decision Making Memo (25%)**

**Due date: Monday, Dec. 11, 2017**

**Instructions:** Select a topic of interest related to coastal and ocean policy and management and a relevant audience (either a policymaker or manager or policy or management body) who would be engaged in making decisions on the topic. This can be the same topic as your policy brief, or you may choose a new topic. The purpose of a decision-making memo is to make a recommendation to solve a problem that a policymaker or manager has. The recipient will be preoccupied with other responsibilities so the memo should grab his/her attention quickly. The memo should convince the reader that the author (most likely a staff member) has REVIEWED all evidence (but the author does NOT need to PRESENT all evidence). The goal of a memo is to prepare the recipient to make a decision right away based on the information in the memo. Please limit the memo to 1 page, single-spaced with regular margins and a minimum of 11-point font.

Memos should be written in a neutral tone, use language that is simple and concise, and must avoid value-laden jargon. Key points should be presented clearly and succinctly.

The memo should include the following information in the format below:

**(To be dated when signed)**

**MEMORADUM FOR: Policymaker or manager of your choice**

**FROM: Student's name AND Professional Title (make one up)**

**SUBJECT:**

**1. ACTION:**

In one to three sentences, state who, where and what.

2. ANALYSIS:

Condense the legal, regulatory, stakeholder, and scientific considerations you described in your policy briefs down to less than ten sentences (two paragraphs at most).

3. RECOMMENDATIONS:

In two sentences, identify the best policy or management option(s) and its relevance.

Approved \_\_\_\_\_ Disapproved \_\_\_\_\_ Let's Discuss \_\_\_\_\_

Notes:

## Public Meetings and Policy Forums

### California Fish and Game Commission

- October 11 & 12, 2017 Atascadero, CA
- November 9, 2017 Marine Resources Committee, Marina, CA
- December 6 & 7, 2017 San Diego, CA

Live-broadcast and archived on the following website: <http://www.cal-span.org/>

### California Coastal Commission

- October 11-13, 2017, Ukiah, CA
- November 8-10, 2017 Half Moon Bay, CA

Live-broadcast and archived on the following website: <http://www.cal-span.org/>.

### Class Field Trips:

#### **Santa Barbara Harbor Commission Meeting, City Hall, Santa Barbara, CA**

- October 20, 2017; OR
- November 19, 2017

#### **Channel Islands National Marine Sanctuary Advisory Council**

November 17, 2017, Ventura, CA Location, Channel Islands National Park, Lagomarsino Visitor Center

Transportation and lunch will be provided.

### California Ocean Protection Council

November 1, 2017 Sacramento, CA

Live-broadcast and archived on the following website: <http://www.cal-span.org/>.

### Pacific Fishery Management Council

November 14-20, 2017 Costa Mesa, California

### California Coastal Conservancy

November 30, 2017

Live-broadcast and archived on the following website: <http://www.cal-span.org/>.

### **OneNOAA Science Seminars:**

The most complete and integrated summary of NOAA science and climate seminars across the nation. Visit the OneNOAA Science Seminar Calendar at <http://www.nodc.noaa.gov/seminars/>

All seminars are posted in Eastern Time and subject to changes without notice; so please check the OneNOAA seminar web page for the latest seminar updates.

To join the weekly e-mail list for OneNOAA science seminars (anyone can join):

- Send an email to [OneNOAAscienceseminars-request@list.woc.noaa.gov](mailto:OneNOAAscienceseminars-request@list.woc.noaa.gov) with 'subscribe' in the subject or body (don't include the quotes) or

- Visit <https://list.woc.noaa.gov/cgi-bin/mailman/listinfo/onenoaascienceseminars> and fill in your name and email address. For general questions about the seminars, please contact [Tracy.Gill@noaa.gov](mailto:Tracy.Gill@noaa.gov) or [Hernan.Garcia@noaa.gov](mailto:Hernan.Garcia@noaa.gov)

## LECTURES AND READINGS

### Lecture 1: Monday, October 2, 2017

**Topic: Course Introduction to Coast and Ocean Policy and Management**

#### Required Reading

1. [Lackey, R.T. 2006. Axioms of Ecological Policy. Fisheries 31\(6\): 286-290.](#)
2. [Pew Oceans Commission. 2003. America's Living Oceans: Charting a course for sea change.U.S. Commission on Ocean Policy. 2004. An Ocean Blueprint for the 21<sup>st</sup> Century.](#)
3. [Executive Order 13547 of July 19, 2010.](#)
4. [U.S. Ocean Policy Report Card 2012](#) (pp 1-5)

### Lecture 2: Wednesday, October 4, 2017

**Topic: Managing Big Ships and Big Whales in a Small Sanctuary**

#### Required Reading:

1. Abramson, L., Polefka, S., Hastings, S., Bor, K. 2009. Reducing the Threat of Ship Strikes on Large Cetaceans in the Santa Barbara Channel Region and Channel Islands National Marine Sanctuary. Prepared and adopted by the Channel Islands National Marine Sanctuary Advisory Council. 73 pgs. Online at: [http://sanctuaries.noaa.gov/science/conservation/pdfs/ship\\_strikes.pdf](http://sanctuaries.noaa.gov/science/conservation/pdfs/ship_strikes.pdf) (Read the executive summary pages 1-17).
2. Joint Working Group on Vessel Strikes and Acoustic Impacts. 2012. Vessel Strikes and Acoustic Impacts. Joint Working Group of Gulf of the Farallones and Cordell Bank National Marine Sanctuaries Advisory Councils, San Francisco, CA. Online at: [http://sanctuaries.noaa.gov/protect/shipstrike/pdfs/strikes\\_acoustic.pdf](http://sanctuaries.noaa.gov/protect/shipstrike/pdfs/strikes_acoustic.pdf) (Read Executive Summary, pages 5-6).
3. Redfern, et al. 2016. Assessing the Risk of Ships Striking Large Whales in Marine Spatial Planning. Conservation Biology 27(2):292-302.
4. USCG PARS studies for SF and SB Channel <http://channelislands.noaa.gov/focus/pdf/11-01-2011.pdf>

### Lecture 3: Monday, October 9, 2017

**Topic: Ocean Stewardship by the National Park Service**

Guest lecturer: Russell Galipeau, Superintendent

#### Required Reading:

Channel Islands National Park General Management Plan

The National Park Service Organic Act (16 U.S.C. 1, 2, 3, and 4)

### Lecture 4: Wednesday, October 11, 2017

**Topic: Ocean Stewardship by the National Marine Sanctuaries**

Guest lecturer: Chris Mobley, Superintendent, Channel Islands National Marine Sanctuary

#### Required Reading:

1. Area Based Management of Marine Resources: A Comparative Analysis of the National Marine Sanctuaries Act and Other Federal and State Legal Authorities. June, 2016.



2. National Marine Sanctuaries Act, Title 16, Chapter 32, Sections 1431 et seq. United States Code as amended by Public Law 106-513, November 2000.
3. Channel Islands National Marine Sanctuary Final Management Plan: A Summary Guide, January 2009. 8 pages.
4. Sanctuary Enhancement Act Summary, 2008.
5. [https://www.washingtonpost.com/news/on-leadership/wp/2013/04/23/decision-making-in-the-federal-government/?utm\\_term=.d4bc54d898e9](https://www.washingtonpost.com/news/on-leadership/wp/2013/04/23/decision-making-in-the-federal-government/?utm_term=.d4bc54d898e9)

**Lecture 5: Monday, October 16, 2017**

Topic: Overview of Coastal Zone Management  
In Class exercise

Required Reading:

1. Coastal Zone Management Act of 1972.
2. Skim California Coastal Plan
3. Santa Barbara County Coastal Land Use Plan, 2009

**Lecture 6: Wednesday, October 18, 2017**

**Topic** – Topic: Local Coastal Program – City of Carpinteria case study

Guest lecturer: Jackie Campbell, City of Carpinteria, Community Development Director (retired)

Required Readings:

[City of Carpinteria - General Plan / Local Coastal Land Use Plan & Environmental Impact Report 2003](#)

[City of Carpinteria - Council Agenda Staff Report, June 22, 2015, Local Coastal Plan Amendments](#)

**Lecture 7: Monday, October 23, 2017**

Topic: Legislative Role in Shaping Coast/Ocean policy and management

Guest lecturer: Senator Hannah Beth Jackson and District Representative Allison Maginot

Required Reading: TBD

**Lecture 8: Wednesday, October 25, 2017**

Topic: Oil

Guest lecturer: Jenna Driscoll, Watershed and Marine Program Associate, Santa Barbara Channelkeeper

Required Readings: TBD

**Lecture 9: Monday, October 30, 2017 – POLICY PAPER DUE**

Topic: The Role of Advisory Boards in Policy Making

Guest Lecturer: Michael Murray, Deputy Superintendent / Advisory Council Coordinator, Channel Islands National Marine Sanctuary

Required Reading:

1. SAC website - <http://channelislands.noaa.gov/sac/welcome.html>
  - a. Pay particular attention to the member and alternate biographies - these are the same representatives that you will serve as proxies for at the Nov. SAC meeting.
  - b. Read the Charter and Decision Making and Operational Protocols; check out a work plan, and under Notes and Actions a Key Outcomes document.

**Lecture 10: Wednesday, November 1, 2017**

Topic: Managing California's State Waters

Guest Lecturer: Dr. Craig Shuman, Marine Region Manager, CA Dept. of Fish and Wildlife

Required Reading:

1. Hardy, Michael C., Suzanne Ludicello, John DeWitt, John J. Kirlin, and Ralph Larson. 2010. Lessons Learned from California's Marine Life Management Act Task One Report: Implementation of the MLMA. May 18, 2010.
  - i. Part 1: Context for MLMA (Pages 1-16)
  - ii. Part 2: How MLMA changed fishery management (Pages 17-29)
2. Weber, M.L., and B. Heneman. 2000. Guide to California's Marine Life Management Act. The California Marine Life Management Project and Commonweal Common Knowledge Press, Bolinas, CA. p. xiv – xxv, and 1 – 32.
3. Final Statement of Reasons for Regulatory Action: Add Sections 29.17 and 127 Title 14, California Code of Regulations, Re: Kellet's Whelk (skim this)

Additional Resources:

4. The Marine Life Management Act of 1998, California State Assembly Bill 1241. 1998. Keely - Marine Resources. (Summary information available here: <http://www.dfg.ca.gov/marine/mlma/#summary>)
5. California Government Code Sections 11340 – 11342.4, Chapter 3.5. Administrative Regulations and Rulemaking, Article 1.
6. Harty, Michael C., Suzanne Ludicello, John DeWitt, John J. Kirlin, and Ralph Larson. 2010. Lessons Learned from California's Marine Life Management Act Final Report: Evaluation, Lessons Learned, and Recommendations.
7. Kronman, M. 2013. Excerpt: *From Hooks to Harpoons - The Story of Santa Barbara Channel Fisheries*. Santa Barbara Maritime Museum.

**Lecture 11: Monday November 6, 2017**

Topic: Fishery Management Plan development

Guest Lecturer: John Ugoretz, CA Dept of Fish and Wildlife

Required Reading: TBD

**Lecture 12: Wednesday, November 8, 2017**

Topic: Role of the Decision Maker

Guest Lecturer: Richard Rogers, CA Fish and Game Commissioner (ret)

Required Reading: TBD

**Lecture 13: Monday, November 13, 2017**

Topic: Sustainable Seafood Tracing and Marketing

Guest lecturer: Norah Eddy, Salty Girl Seafoods

Required Readings: TBD

**Lecture 14: Wednesday, November 15, 2017**  
**Preparation for Sanctuary Advisory Council Meeting**

Reference Materials: Bring your Council member interview notes and talking points.

**Friday, November 17, 2017 - *FIELD TRIP* – Channel Islands National Marine Sanctuary Advisory Council meeting, Ventura, CA. Transportation and lunch will be provided.**

**Lecture 15: Monday, November 20, 2017**  
**Topic: Policy Making through Permitting - Channel Islands National Marine Sanctuary Research Permit on White Shark Tagging – In Class Exercise**

Required Reading:  
Channel Islands National Marine Sanctuary Regulations

**Wednesday, November 22, 2017**  
**NO CLASS – HAPPY THANKSGIVING**

**Lecture 16: Monday, November 27, 2017**

Topic: Marine Spatial Planning: Integrating SeaSketch and Marxan  
Guest Lecturer: Will McClintock

Required Reading:

1. Merrifield, M.S., McClintock, W., Burt, Chad, F., Evan, Serpa, P., Steinback, C., Gleason, M. 2013. MarineMap: A web-based platform for collaborative marine protected area planning. *Ocean & Coastal Management* 74:67-76.  
<http://marinemap.org/~will/Transfer/Literature/MLPA%20Initiative/MarineMap%20and%20the%20MLPAI.pdf>

Additional Resources:

2. Learn about SeaSketch: <http://www.seasketch.org/>
3. SeaSketch Demo: Whale Strikes in the Santa Barbara Channel:  
[http://marinemap.org/~will/Transfer/presentations/Esri\\_UC\\_Plenary/120903\\_Esri\\_UC-english-captions.mp4](http://marinemap.org/~will/Transfer/presentations/Esri_UC_Plenary/120903_Esri_UC-english-captions.mp4)

**Lecture 17: Wednesday, November 29, 2017**

Topic: The Emerging Role of Unmanned Technologies in Ocean Management  
Guest lecturer: Matt Pickett, Commander NOAA Corps (retired)

Required Readings:  
[Collaborative Center for Unmanned Technologies](#)

**Lecture 18: Monday, December 4, 2017**

TBD

**Lecture 19: Monday, December 6, 2017**

TBD