ESM 257 - Coastal and Ocean Policy and Management  
Fall 2015  
Room: Bren Hall 1424  
Monday and Wednesday, 8:30 – 9:45 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:
- Discussion questions, participation in class, short homework/in class assignments – 20% of total grade
- Assignment 1: Policy Brief (3 pages) – 25% of total grade
- Assignment 2: Sanctuary Advisory Council Forum Exercise – 30% of total grade
- Assignment 3: Decision Making Memo (1 page) – 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 via GauchoSpace prior to the lecture on the due date. Assignments should be typed and in a minimum of 11 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 date. Guidelines for numbers of pages assume single-spaced text with two lines between paragraphs.

Class Field Trips:
Santa Barbara Harbor Commission Meeting, City Hall, Santa Barbara, CA
- October 15, 2015; OR
- November 19, 2015

California Fish and Game Commission
November 4, 2015 Marine Resources Committee, Ventura, CA
Transportation will be provided
ASSIGNMENT 1: Policy Brief (25%)
Due date: Monday, Oct. 26, 2015 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
Date:
Re: Subject of brief

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: Policy Forum (30%)
Due dates: Part 1 - Monday, Nov. 16, 2015; Part 2 – Nov. 20, 2015; Part 3 - Wednesday, Nov. 25, 2015 prior to the start of class.

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 20, 2015 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. 16, 2015.

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. 25, 2015.

ASSIGNMENT 3: Decision Making Memo (25%)
Due date: Tuesday, Dec. 8, 2015

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
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 7-8, 2015, Los Angeles, CA
- November 4, 2015, Marine Resources Committee, Ventura, CA
- December 9-10, 2015, San Diego, CA

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

Ports of LA and Long Beach Harbor Safety Committee Meeting
October 7, 2015, San Pedro, CA

California Coastal Commission
- October 7-9, 2015, Long Beach, CA
- November 4-6, 2015, Half Moon Bay, CA
- December 9-11, 2015, San Francisco, 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 15, 2015; OR
- November 19, 2015

California Fish and Game Commission
November 4, 2015, Marine Resources Committee, Ventura, CA
Transportation will be provided

Channel Islands National Marine Sanctuary Advisory Council
November 20, 2015, Channel Islands National Park, Ventura, CA
Transportation and lunch will be provided.

California Ocean Protection Council
December 7, 2015, Sacramento, CA
Live-broadcast and archived on the following website: http://www.cal-span.org/.

Pacific Fishery Management Council
November 13-19, 2015, Garden Grove, California

California Coastal Conservancy
October 1, 2015
December 3, 2015
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/

For general questions about the seminars, please contact Tracy.Gill@noaa.gov or Hernan.Garcia@noaa.gov
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. Unless otherwise indicated, seminars are open to the public.

To join the weekly e-mail list for OneNOAA science seminars (anyone can join):
- Send an email to 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.
LECTURES AND READINGS

Lecture 1: Monday, Sept. 28, 2015
Topic: Course Introduction, Introduction to U.S. and Global Ocean Policy and Management

Required Reading

Lecture 2: Wednesday, Sept. 30, 2015
Topic: Introduction to California State Fisheries Management
Guest Lecturer: Craig Shuman, Marine Region Manager, California Department of Fish and Wildlife

Required Reading:
   i. Part 1: Context for MLMA (Pages 1-16)
   ii. Part 2: How MLMA changed fishery management (Pages 17-29)
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:

Lecture 3: Monday, October 5, 2015
Topic: California Fisheries Management – Perspectives of a California Fish and Game Commissioners
Guest lecturer: Commissioner Richard Rogers
Required Reading:
1. Mission of the California Fish and Game Commission

Additional Resources:

Lecture 4: Wednesday, October 7, 2015
Topic – History of Fishing Santa Barbara Channel
Guest Lecturer: Mick Kronman, Santa Barbara Harbor Master

Required Reading:

Lecture 5: Monday, October 12, 2015 – BRING LAPTOP
Topic: Coastal Zone Management

Required Reading:
2. Skim California Coastal Plan
3. Santa Barbara County Coastal Land Use Plan, 2009

Lecture 6: Wednesday, October 14, 2015

Topic: TBD
Guest lecturer: TBD

Required Readings:
TBD

Lecture 7: Monday, October 19, 2015

Topic: Ocean Stewardship by the National Park Service
Guest lecturer: Russell Galipeau

Required Readings:
Channel Islands National Park General Management Plan
The National Park Service Organic Act (16 U.S.C. 123, and 4)

Lecture 8: Wednesday, October 21, 2015
Topic: Ocean Stewardship by the National Marine Sanctuaries
Guest lecturer: Chris Mobley, Superintendent, Channel Islands National Marine Sanctuary
Required Reading:

Additional Resources:
7. Sanctuary Reauthorization Act Gaines Testimony (2007)

Lecture 9: Monday, October 26, 2015
Topic: Protecting Blue Whales and Blue Skies

Required Reading:
1. Safe Passage Project - Shipping Working Group Proposal

Additional Resources:
10. Video – The Silver Bullet (13 min) http://vimeo.com/48669451 * FOR EDUCATIONAL PURPOSES ONLY AND IS NOT FOR CIRCULATION
11. Letter from National Marine Fisheries Service and National Marine Sanctuaries to
California Air Resources Board regarding use of cap and trade to incentivize ships to reduce speed. June 21, 2012.


**Lecture 10: Wednesday, October 28, 2015**

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

Required Readings:
TBD

**Lecture 11: Monday, November 2, 2015**

Topic: The Role of Advisory Boards in Policy Making
Guest Lecturer: Michael Murray, Deputy Superintendent / Advisory Counsel 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 12: Wednesday, November 4, 2015**

FIELD TRIP – California Fish and Game Commission Meeting, Ventura, CA
Transportation will be provided
Lecture 13: Monday November 9, 2015  
Topic: Marine Spatial Planning: Integrating SeaSketch and Marxan  
Guest Lecturer: Grace Goldberg  

Required Reading:  

Additional Resources:  
2. Learn about SeaSketch: http://www.seasketch.org/  

Wednesday, November 11, 2015 – Veteran’s Day Holiday – NO CLASS

Lecture 14: Monday, November 16, 2015  
Topic: Sanctuary Advisory Councils – Getting ‘er done  
Guest Lecturer: Kristi Birney, Marine Conservation Analyst, Environmental Defense Center  

Required Reading:  
1. CINMS Sanctuary Advisory Council website.  

Lecture 15: Wednesday, November 18, 2015  
Preparation for Sanctuary Advisory Council Meeting  
Reference Materials: Interview notes and talking points.

Friday, November 20, 2015 - FIELD TRIP – Channel Islands National Marine Sanctuary Advisory Council meeting, Ventura, CA. Transportation and lunch will be provided.

Lecture 16: Monday, November 23, 2015  
Topic: Sustainable Fisheries Group- The Role of Academia and Private Foundations in Policy Development  
Guest Lecturer: Dr. Steve Gaines, Dean, UC Santa Barbara Bren School
Required Reading:
1. SFG website: http://sfg.msi.ucsb.edu/

Additional Resources:

Wednesday, November 25, 2015
NO CLASS – HAPPY THANKSGIVING

Lecture 17: Monday, November 30, 2015

Topic: Coastal and Ocean Stewardship by the Department of Defense
Guest Lecturer: John Ugoretz, Biologist, U.S. Navy

Required Reading:
   a. Skim Section 3.5: Current Condition of Natural Resources, Coastal and Marine Communities, Pages 3-21 through 3-27
   b. Skim Section 3.7. Marine Flora and Fauna, Pages 3-35 through 3-42
   c. Skim Section 3.8. Special Status Species, Pages 3-43 through 3-49
   d. Read Section 4.3.3: Natural Resource Management Objectives and Strategies, Coastal and Marine Habitats and Communities, Pages 4-25 through 4-34.
   e. Read Section 4.4. Fish and Wildlife Management, Pages 4-47 through 4-53

Lecture 18: Wednesday, December 2, 2015 – LAST DAY OF CLASS

Topic: Advancing coastal conservation in a politicized context: perspectives on the NGO role
Guest Lecturer: Sarah Abramson Sikich, Vice President, Heal the Bay

Required Reading:
1. Heal the Bay website: www.healthbay.org

POSSIBLE LECTURERS / TOPICS (DO NOT INCLUDE ON GAUCHO SPACE)

Topic: Ocean Acidification
Guest Lecturer: Bruce Steele, Commercial Fisherman and Farmer

Required Reading/Videos:
2. Welch, C. Sept. 12, 2013. Ocean acidification, the lesser-known twin of climate change, threatens to scramble marine life on a scale almost too big to fathom. The Seattle Times. <great videos, photographs, and text>

Additional Resources:
6. OneNOAA Science Seminar & Alaska Center for Climate Assessment and Policy: Ocean Acidification: Perceptions, Risks and Uncertainties. Tuesday, November 5, 2013. Jeremy Mathis (Pacific Marine Environmental Laboratory & Ocean Acidification Research Center, University of Alaska Fairbanks). Fisheries in Alaska are located in seas projected to experience ocean acidification (OA). We describe the current patterns of dependence on marine resources that could be negatively impacted by OA and the risk to Alaska’s fishery sector. Webinar archive: https://accap.uaf.edu/node/990?utm_source=ACCAP&utm_campaign=2b2e01d433-11%2F5%26Webinar%3A+OA%3A+Perceptions+%26+Uncertainties&utm_medium=email&utm_term=0_7a2dda40c5-2b2e01d433-37331933#registrationModal

Topic: Dynamic Ocean Management: The scientific potential and implications for law and policy
Guest Lecturer:

Required Reading:


Topic: Sustainable Seafood
Guest Lecturer: Mike Sutton, Fish and Game Commissioner

Required Reading: