

ESM 257 - Coastal and Ocean Policy and Management Fall Quarter 2020

Tuesday and Thursday, 8:00 a.m. – 9:15 a.m.

Instructor: Sean Hastings

Email: seanhastings69@gmail.com

Telephone: 805-705-1790

Office Hours: By appointment

Teaching Assistant

Email: winslow@ucsb.edu

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 assignments – 25% of total grade

Assignment 1: Policy Brief – 25% of total grade

Assignment 2: Public Scoping Meetings Comments – 20% of total grade

Assignment 3: Sanctuary Advisory Council Forum Exercise – 20% of total grade

Assignment 4: Decision Making Memo – 10% 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: 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 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 number of pages assume single-spaced text with two lines between paragraphs.

Class Virtual Field Trips:

- [California Fish and Game Commission Meeting, October 14 & 15, 2020](#)
- [California Coastal Commission Meeting, November 4, 5, 6, 2020](#)
- [Channel Islands National Marine Sanctuary Advisory Council, Nov. 20, 2020](#)

ASSIGNMENT 1: Policy Brief

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 1.25 inches right and left and 1 inch top and bottom and a minimum of 12 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

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
- ☐ Demobilizing oil rigs
- ☐ Offshore aquaculture
- ☐ Invasive Species
- ☐ Marine debris
- ☐ Artificial reefs
- ☐ A state or federal fishery – e.g. Dungeness crab, coastal pelagic species, drift gill net, experimental fishery permit (e.g. box crab)
- ☐ Ship strikes or entanglement of endangered whales
- ☐ Other coast / ocean topics welcome

ASSIGNMENT 2: Public Scoping Meetings and Comments

Students will prepare a public scoping comments verbal and written format related to the California Fish and Game Commission and California Coastal Commission meetings.

General guidelines for writing and delivering effective public scoping/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.)
- ☐ 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.

ASSIGNMENT 3: Sanctuary Advisory Council Policy Forum

One of my main goals for the course is to engage students in real world policymaking forums like the Channel Islands National Marine Sanctuary Advisory Council (or SAC). Students will support and participate in the SAC's November 15, 2019 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.
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.
3. Post meeting, write a 1-3 page meeting summary for your representative and their constituency (1-3pgs).

Guidance for each part of Assignment 3:

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.

Interview Notes and Talking Points (or written comment letter) due date: Nov. 17, 2020.

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.

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
- ☐ 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: Monday, Nov. 30, 2020.

ASSIGNMENT 4: Decision Making Memo

Due date: Tuesday, Dec. 15, 2020

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 12-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:

LECTURES AND READINGS

Lecture 1: Thursday, October 1, 2020

Topic: Course Introduction to Coast and Ocean Policy and Management

Lecture 2: Tuesday, October 6, 2020

Topic: Managing California's State Waters

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

Lecture 3: Thursday, October 8, 2020

Topic: State/Federal Fisheries, Managing fishing inside and outside the Exclusive Economic Zone (EEZ)

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

Lecture 4: Tuesday, October 13, 2020

Topic: The Role of NGOs in ocean/coastal policy and management

Guest Lecturer: Kristen Hislop, Marine Conservation Program Director

Lecture 5: Thursday, October 15, 2020

Topic: The Role of NGOs in ocean/coastal policy and management

Guest Lecturer: TBD

Lecture 6: Tuesday, October 20, 2020

Topic: Overview of California Coastal Management

Lecture 7: Thursday, October 22, 2022

Jacqueline Phelps, District Supervisor, California Coastal Commission

Lecture 8: Tuesday, October 27, 2020

Topic: Where is the Wakame? Invasive Algae In California

Lecture 9: Thursday, October 29, 2020

Topic: Ocean Stewardship by the National Marine Sanctuaries

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

Lecture 10: Tuesday, Nov. 3, 2020

Topic: The Role of Advisory Boards in Policy Making

Guest Lecturer: Michael Murray, Deputy Superintendent / Advisory Council Coordinator, Claire Nasr, CA Sea Grant Fellow, Channel Islands National Marine Sanctuary

Lecture 11: Thursday, Nov. 5, 2020

Topic: The Port of Hueneme, Giles Pettifor, Environmental Manager

Lecture 12: Tuesday, November 10, 2020

Managing Big Ships and Big Whales in a Small Sanctuary

Lecture 13: Thursday, November 12, 2020

Will McClintock

Topic: Marine Spatial Planning: Integrating SeaSketch and Marxan

Guest Lecturer: Will McClintock

Lecture 14: Tuesday, November 17, 2020

Protecting Blue Whale and Blue Skies, Jess Morten

Lecture 15: Thursday, November 19, 2020

Preparation for Sanctuary Advisory Council Meeting

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

Friday, November 20, 2020 – *VIRTUAL FIELD TRIP*

Channel Islands National Marine Sanctuary Advisory Council meeting

Lecture 16: Tuesday, November 24, 2020

Topic: Policy Making through Permitting - Channel Islands National Marine Sanctuary
Research Permit on White Shark Tagging – In Class Exercise

Thursday, November 26, 2020 – HAPPY THANKSGIVING – NO CLASS

Lecture 17: Tuesday, Dec.1, 2020

Topic: The Emerging Role of Unmanned Technologies in Ocean Management

Guest lecturer: Matt Pickett, Commander NOAA Corps (retired) President, Oceans Unmanned

Lecture 18: Thursday, December 3, 2020

Topic: TBD

Lecture 19: Tuesday, December 8, 2020

Topic: TBD

Lecture 20: Thursday, December 10, 2020

Topic: TBD