ESM 257 - Coastal and Ocean Policy and Management
Fall Quarter 2022

OVERVIEW

Tuesday and Thursday, 9:30 a.m. – 10:45 a.m.
UCSB Marine Science Institute Conference Room

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 coastal and ocean 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: CA Fish and Game OR Coastal Commission Comment – 10% of total grade
Assignment 2: Policy Brief – 25% of total grade
Assignment 3: Sanctuary Advisory Council Forum Exercise – 25% of total grade
Assignment 4: Decision Making Memo – 15% 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 Gaucho Space prior to the lecture on the due date, unless otherwise noted. 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.

MANDATORY Class Field Trips:

California Fish and Game Commission Meeting, Sept. 30 or October 12-13, 2022
OR
California Coastal Commission Meeting - October 11-13, 2022
&
Channel Islands National Marine Sanctuary Advisory Council - Nov. 19, 2021

ASSIGNMENT 1: Public Scoping Meeting and Comment
Due Oct 25, 2022 5:00 pm by submitting to gauchospace

You are to tune in virtually to either: California Fish and Game Commission OR California
Coastal Commission live meetings.

Your assignment is to prepare a public comment on one of the agenda items. Your comment
letter should be 1 page in standard letter format.

General guidelines for writing an effective comment letter:
● Comments should be addressed to the Chair of the Council and include date and your
  name and affiliation.
● Comment letters should use standard business letter format and include a
  subject/reference line that clearly indicates the agenda 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 your comment 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 2: Policy Brief  
Tuesday, November 1, 2022 before the lecture by submitting to gauchospace

**Instructions:** Select any topic of interest to you that is related to coastal and ocean policy and management and a relevant audience (either a policymaker or manager or policy or management body) who is 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 inch right and left and 1 inch top and bottom and a minimum of 12 point font. You may include additional pages for references and supporting attachments.

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:** Your 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 – You may choose any coastal or ocean topic – here are some examples:**
- Offshore wind or wave energy generating projects
- Demobilizing oil rigs
- 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. deep set buoy gear)
- Ship strikes or entanglement of endangered whales
- Other coast / ocean topics welcome

**ASSIGNMENT 3: Sanctuary Advisory Council Policy Forum - Nov. 18. 2022**

One of my main goals for the course is to engage students in real-world policy making forums like the Channel Islands National Marine Sanctuary Advisory Council (or SAC). Students will support and participate in the SAC’s November 18, 2022 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. Due by 8am Nov. 17, 2022.

2. At the Nov. 18, 2022 Sanctuary Advisory Council meeting students will serve as proxies for Council Members and alternates. You will receive a staff update on the issue, discuss and debate the issue, receive public input and craft policy advice for the sanctuary superintendent. Due date: Friday, November 18, 2022.

3. Post meeting, write a meeting summary for your representative and their constituency (1-3pgs). Meeting Summary Due date: Thursday, Dec. 1, 2022.

Guidance for each part of Assignment 3:

1) You will be assigned to a Council Member and/or their alternate (or a Staff member) 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.

2) Serving as a 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 you are representing – NGO, agency, user group, other

ASSIGNMENT 4: Decision Making Memo

Due date: Tuesday, Dec. 6, 2022

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. 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)
MEMORANDUM 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:
ESM 257 FALL 2022
LECTURES & LECTURERS

Lecture 1: Thursday, September 22, 2022
Topic: Course Introduction and Syllabus Review
Required Reading:

Lecture 2: Tuesday, Sept. 27, 2022
Topic: Environmental Consulting
Guest Lecturer: Dan Gira, Land Use and CEQA Program Manager at Wood PLC,
daniel.gira@amec.com

Lecture 3: Thursday, Sept 29, 2022
TBD

Lecture 4: Tuesday, October 4, 2022
Topic: Managing California’s State Waters
Guest Lecturer: Dr. Craig Shuman, Marine Region Manager, California Dept. of Fish and Wildlife, craig.shuman@wildlife.ca.gov

Lecture 5: Thursday, October 6, 2022
Topic: State/Federal Fisheries: Managing fishing inside and outside the Exclusive Economic Zone (EEZ)
Guest Lecturer: John Ugoretz, Pelagic Fisheries and Ecosystem Program, California Dept. of Fish and Wildlife, John.Ugoretz@wildlife.ca.gov

Lecture 6: Tuesday, October 11, 2022
Topic: Coastal Zone Management & Sea Level Rise
Guest Lecturer: Dr. Charles Lester Director, Ocean & Coastal Policy Center, 3304 Marine Science Institute, UC Santa Barbara, charleslester@ucsb.edu

Lecture 7: Thursday, October 13, 2022
Topic: California Coastal Commission - Role of a Coastal Planner
Guest Lecturer: Jacqueline (Jacki) Phelps, District Supervisor, California Coastal Commission Jacqueline.Phelps@coastal.ca.gov, (805) 585-1800

Lecture 8: Tuesday, October 18, 2022
IN CLASS QUIZ - Open Laptop - Coastal Zone Management

Lecture 9: Thursday, October 20, 2022
Topic: The Role of NGOs in ocean/coastal policy and management, focus on offshore wind
Guest Lecturer: Kristen Hislop, Marine Conservation Program Director, Environmental Defense Center, khislop@environmentaldefensecenter.org
Lecture 10: Tuesday, October 25, 2022
TBD

Lecture 11: Thursday, October 27, 2022
Topic: Ocean Stewardship by National Marine Sanctuaries
Guest lecturer: Chris Mobley, Superintendent, Channel Islands National Marine Sanctuary, chris.mobley@noaa.gov

Lecture 12: Tuesday, Nov. 1, 2022
Topic: The Role of Advisory Boards in Policy Making
Guest Lecturer: Michael Murray, Deputy Superintendent, Channel Islands National Marine Sanctuary, michael.murray@noaa.gov

Lecture 13: Thursday, Nov. 3, 2022
Topic: The Port of Hueneme
Guest Speaker: Giles Pettifor, Environmental Manager, The Port of Hueneme, gpettifor@portofh.org, 805-488-3677

Lecture 14: Tuesday, November 8, 2022
Topic: Managing Big Ships and Big Whales in a Small Sanctuary
Guest Lecturer: Sean Hastings, Policy, Management and Information Officer, Channel Islands National Marine Sanctuary, sean.hastings@noaa.gov

Lecture 15 Thursday, November 10, 2022
Topic: Protecting Blue Whale and Blue Skies, incentive-based Vessel Speed Reduction
Guest Lecturer: Jess Morten, Marine Resource Protection Director, California Marine Sanctuary Foundation, jessica.morten@noaa.gov

Lecture 16: Tuesday, November 15, 2022
Topic: Brand Ambassadors, Protecting Blue Whales and Blue Skies
Guest Lecturer: Robert Mazurek, Executive Director, California Marine Sanctuary Foundation, robert@californiamsf.org

Lecture 17: Thursday, November 17, 2019
Preparation for Sanctuary Advisory Council Meeting Reference Materials: Bring your Council member interview notes and talking points.

Friday, November 18, 2022 –FIELD TRIP
Channel Islands National Marine Sanctuary Advisory Council meeting

Lecture 18: Tuesday, November 22, 2022
NO CLASS

Lecture 19: Tuesday, Nov. 29, 2022
Topic: Blue Prosperity Coalition & SeaSketch
Guest Lecturer: Madeline Berger, berger@nceas.ucsb.edu
Lecture 20: Thursday, December 1, 2022
Topic: Navigating all marine policy sectors
Guest Lecturer: Laura Ingulsrud, Policy Analyst, West Coast Region, Office of National Marine Sanctuaries, laura.ingulsrud@noaa.gov