

ESM 257 - Coastal and Ocean Policy and Management
Fall Quarter 2023
OVERVIEW

Tuesday and Thursday, 9:30 a.m. – 10:45 a.m.

UCSB Marine Science Institute Auditorium, MSB 1302

Instructor: Sean Hastings

Email: seanhastings69@gmail.com

Telephone: 805-705-1790

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 Commission or CA Coastal Commission Meeting - Internal Brief – 10% of total grade

Assignment 2: Public Comment Chumash Heritage National Marine Sanctuary Designation – 25% of total grade

Assignment 3: Mock Sanctuary Advisory Council Forum Exercise – 25% of total grade

Assignment 4: Decision Making Memo - Chumash Heritage National Marine Sanctuary Designation – 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 notify the instructor **prior** to the absence.

Discussion: Students are 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 lecturer. 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 Canvas prior to the start of lecture on the due date, unless otherwise noted. Assignments should be typed, 12-point font with 1-inch margins and page numbers. Guidelines for the number of pages assume

single-spaced text with two lines between paragraphs. Detailed formatting instructions are provided for each assignment.

MANDATORY Class Field Trips:

There are two activities this quarter that will take place outside of our scheduled class time:

1. **For Assignment #1, tune in virtually to at least one agenda topic for either the California Fish and Game Commission OR California Coastal Commission Meeting:**
 - a. California Fish and Game Commission (FGC) Meeting, October 11-12, 2023
 - b. California Coastal Commission Meeting - October 11-13, 2023
2. **For Assignment #3, MOCK Channel Islands National Marine Sanctuary Advisory Council - Friday Nov. 17, 2023, Ventura, CA**
 - a. Mock session is 7:30 a.m. to 9:00 a.m.
 - b. Real Sanctuary Advisory Council meeting 9:00 a.m. to 1:00 p.m.
 - c. TBD whether we host Mock session with the Sanctuary Advisory Council in person or host Mock session at UCSB.

Extra Credit: You can receive extra credit if you attend (in person or virtually) any public meeting related to a coastal or environmental policy topic outside of the one required meeting for Assignment 1. If you go, to receive credit, post a short paragraph in the discussion forum on Canvas about how the forum was set up and run, what agenda items you tracked, what happened and what you think about what you heard and saw.

- Santa Barbara Harbor Commission October 19 or November 16, 2023; 6:30 p.m. Council Chamber at City Hall, 735 Anacapa Street, Santa Barbara, CA
- Fish and Game Commission Marine Resources Committee November 16, 2023
- California Coastal Commission Meeting: November 15-17, 2023
- Any other public meeting on a coastal/environmental policy topic

ASSIGNMENT 1: Internal Brief

Due Oct 25, 2023 5:00 pm by submitting to CANVAS

You are to tune in virtually to either: [California Fish and Game Commission](#) (Oct 11-12) **OR** [California Coastal Commission](#) (Oct 11-13) live meetings. Your assignment is to watch one of the agenda items and prepare an internal brief as if you are reporting back to your agency/organization. The meetings start at 8:30-9am each day and run all day – select an agenda item that interests you and works for your schedule. The memo should be 1 to 2 pages and include the following information in the MEMO format below:

DATE:

MEMORANDUM FOR: Name of Agency/Organization Supervisor and their title

FROM: Your name and Professional Title (make one up)

SUBJECT: Short subject referencing the agenda item

1. AGENDA ITEM / ISSUE DISCUSSED

State who, where, and what happened.

2. ANALYSIS:

Condense the legal, regulatory, stakeholder, and scientific considerations.

3. NEXT STEPS / RECOMMENDATION(S):

Identify next steps on the issue and your advice on any action your agency / organization should consider.

Your memo should also:

- Use signposts (bullets, bold and italic font, outlines, underlines and spacing) to catch the readers' attention and emphasize key points.
- Cite credible sources to support claims where necessary. Please include references at the end of the memo - references do not count towards the page limit.
- Use language that is simple and concise, and must avoid value-laden jargon.

ASSIGNMENT 2: Public Comment on Chumash Heritage National Marine Sanctuary

Due: Thursday, November 2, 2023 (before lecture, 9:30am) on Canvas

Review the [Chumash Heritage National Marine Sanctuary website](#), including NOAA's proposal, the draft management plan, and the draft environmental impact statement. Prepare a public comment on the proposed action, providing clear evidence and justification to support your position. The comment may address any portion of the proposal, and can be written from your own perspective or from the role of an interested party.

There is no single best way to write a public comment, but there are key pieces of information that should be included and useful techniques for conveying information quickly and effectively. Refer to the [Tips for Submitting Effective Public Comment](#) for detailed guidance.

Your public comment must also:

- Be a minimum/maximum of 3-5 pages, single-spaced. You may include additional pages for references and supporting attachments.
- Use standard business letter format ([full block format](#)), including a subject/reference line that clearly indicates the agenda topic the letter is addressing.
- Use signposts (bullets, bold and italic font, outlines, underlines and spacing) to catch the readers' attention and emphasize key points.
- Cite credible sources from the literature to assist the policy-maker with their decision.
- Use language that is simple and concise, and must avoid value-laden jargon.

For additional context attend the virtual public comment meeting hosted by NOAA.

Date and time: Thursday, Oct. 12, 2023; 1 PM PDT

Registration: <https://attendee.gotowebinar.com/register/7569323252287031132>

ASSIGNMENT 3: Mock Sanctuary Advisory Council Meeting - Proposed Chumash Heritage National Marine Sanctuary (CHNMS)

There are three parts to the assignment:

- 1. Interview your assigned Sanctuary Advisory Council (SAC) member (or alternate), or NOAA staff person and prepare talking points for the mock scoping meeting.**

Due date: Thursday, Nov. 16, 2023 before lecture (9:30am) on Canvas

You will be assigned a council member and/or their alternate (or NOAA staff), and will interview them prior to the Nov. 17 meeting to gain insight on their interests and input on the proposed Chumash Heritage National Marine Sanctuary. Council member or staff contact information to be provided. Interviews can be conducted in-person, over the phone, virtually and/or email; in-person is always best. Submit the notes from your interview (questions and summarized responses), and your prepared talking points for the mock meeting to Canvas.

- 2. Mock Sanctuary Advisory Council Meeting: Serving as a Proxy**

Due date: Friday, November 17, 2023

7:30 a.m. to 9:30 a.m., Location to be confirmed - either Sanctuary Advisory Council meeting, Ventura, CA OR UCSB Rm 1424 Bren

On Nov. 17, 2023 SAC and staff proxies will attend the mock scoping meeting. Mock NOAA staff will provide an update on the proposed Chumash Heritage National Marine Sanctuary and invite mock SAC proxies to deliver oral comments. During the meeting, each student serving as a council member will deliver their oral comment (1-2 minutes), while students serving as staff will facilitate the meeting. Each student should take meeting notes as reference for Part 3 of the assignment see below.

- 3. Post-Meeting Summary and Reflection**

Due date: Thursday, November 30, 2023 before lecture (9:30am) on Canvas

Write a meeting summary in MEMO format (1-3pgs max). Students serving as council staff produce a neutral meeting summary/outcomes. Students serving as proxies for a particular Council Member/Alternate prepare a 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 purpose of the meeting
- Summary of NOAA staff comments on the sanctuary designation process (briefly provide the key details that the person who you are representing needs to understand the background on the topic)

- Summary of relevant scoping comments from other SAC proxies, including their affiliation (focus on their main points and how they are relevant to your stakeholder)
- Next steps in the CHNMS designation process **and YOUR ADVICE on what your SAC member/alternate should be prepared to do**
- List of any supporting documents/links

REFERENCES & RESOURCES

[Chumash Heritage National Marine Sanctuary Website](#)

There are robust collections of public/stakeholder comments available. These will be updated during and after the official public comment period ends on Oct. 25, 2023

Archived Public Comments

- [November 10, 2021 through January 31, 2023 - CHNMS Scoping Comments Submitted](#) (1,225 total). You can search through these comments by keyword using the search box.
- [Sept. 2020 - NOAA Technical Report](#) summarizing comments received during the "5-year review" of the CHNMS candidate site.
- [May 2020 - 5-Year Public Review of Nomination Status for CHNMS](#) (1,149 total). You can search through these comments by keyword using the search box.
- Finally, to help students assigned to the Chumash Community seat representatives, direct links to letters received from Chumash and Salinan tribes during the scoping comment period:
 - [Santa Ynez Band of Chumash Indians scoping and consultation initiation letter](#)
 - [Northern Chumash Tribal Council scoping document](#)
 - [Northern Chumash Tribal Council sign-on public support letter](#)
 - [Northern Chumash Bear Clan scoping comment](#)
 - [Coastal Band of the Chumash Nation scoping comment](#)
 - [Wishtoyo Chumash Foundation scoping comment letter](#)
 - [Barbareno Chumash Tribal Council scoping comment](#)
 - [YTT Northern Chumash scoping letter](#)
 - [Xolon Salinan Tribe letter](#)

ASSIGNMENT 4: Decision Making Memorandum

Due: Tuesday, Dec. 12, 2023 by 5:00 p.m on Canvas

Prompt: You are no longer representing yourself or an interested party, and are now working for NOAA. Based on our class discussions about the proposed action, the mock SAC meeting, and the selected public comments (to be provided), you are now tasked to write a memorandum outlining what decision the agency should make. Should NOAA adopt the Chumash Heritage National Marine Sanctuary Preferred Alternative? Why or why not, with or without modification?

The purpose of a decision-making memo is to make a recommendation to the decision maker(s) so they can make a decision right away based on the information provided. The memo needs to grab their attention quickly and convince them that staff have reviewed all evidence (without having to present all the evidence).

All information needed to support this exercise and an example Decision Memo will be provided. Please limit the memo to **1 page**. 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. Use signposts to highlight key points.

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

(To be dated when signed)

MEMORANDUM FOR: NOAA Administrator

FROM: Student's name AND Professional Title

SUBJECT: Brief title summarizing content of memo

1. ACTION:

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

2. ANALYSIS:

In 1-2 paragraphs, condense the legal, regulatory, stakeholder, and scientific considerations. This should focus on the key points most relevant to your position.

Prompts: Who are the stakeholders that will be interested in the issue, question, or controversy and how are they likely to respond to the policy or management options?

Offer some counter arguments for detractors who will criticize the recommended policy or management option.

3. RECOMMENDATION(S):

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.

Prompts: 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?

Include in footer:

Approved _____ **Disapproved** _____ **Let’s Discuss** _____

Notes: