ESM 257 - Coastal and Ocean Policy and Management
Fall 2013
Room: Bren Hall 1424
Monday and Wednesday, 2:30 – 3:45 pm

Instructor: Sean Hastings
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Office: Ocean Science Education Building (OSEB) - NOAA offices
Office Hours: Monday 4:00 – 5:15 pm and Wednesday 12:30 – 2:00 pm, or by appointment.

T.A.: Lindsey Peavey, PhD student
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Office: MSI 1208
Office Hours: Monday 11:30 am – 2:30 pm, Wednesday 4:00 – 5:30 pm (Note Lindsey will NOT be available on 9/30, 10/2, 10/7, 10/28, 10/30).

T.A.: Andrea Dransfield – Calif. Sea Grant Fellow
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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, short homework/in-class assignments – 20%
- Assignment 1: Policy Brief – 15% (3 pages)
- Assignment 2: Sanctuary Advisory Council Forum Exercise – (Interview/Draft Talking points for a Council Member (15%), Represent Council Member in meeting (20%)*, draft a meeting summary/policy recommendation for the Council Member’s constituency (1-3pgs) (15%)) – Total 50%
  *Students unable to participate in the day of the Advisory Council Forum will still interview a Council Member and draft talking points/written comment to submit to the Council Forum. Each student will make an in class presentation to practice public presentation skills.
- Assignment 3: Decision Making Memo (1 page) –15%

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 required to submit one discussion question based on the readings prior to the start of each lecture via Gauchospace. Questions will be randomly selected to guide class discussion. Students are expected to 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.

ASSIGNMENT 1: Policy Brief (15%)
Due date: Wednesday, Oct. 30, 2013 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
- Others welcome

**ASSIGNMENT 2: Policy Forum (50%)**
**Due dates:** Wednesday, Nov. 13; Monday, Nov. 25, 2013 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 15, 2013 meeting as proxies for Council members and discuss and debate a policy issue (e.g. offshore wind energy), 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. (15%)

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. (20%)

3) Post meeting, the students will write up a 2-3 page meeting summary. (15%)

**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, 2013, prior to the start of class.**

**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 (.5 pts)
- 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 (3 pts)
- List of a minimum of 5 Council Members and/or members of the public who made comments about this agenda item, their affiliation, and their key talking points (3 pts)
- Key points, comments or direction to staff given by the Council during discussion (3 pts)
- Any required action / next steps by whom your representing – NGO, agency, user group, other (5 pts)

**Meeting Summary Due date: Monday, Nov. 25, 2013, prior to class.**

**ASSIGNMENT 3: One Page Decision Making Memo (15%)**
**Due date: December 4, 2013 prior to the start of class.**

**Details to be provided.**
FYI - Upcoming Public Meetings and Policy Forums

Meetings in Santa Barbara or Ventura are in bold font. ESM 257 field trips are in blue.

October 2, 2013. **Class Field Trip: California Fish and Game Commission, Marine Resources Committee, Crowne Plaza Ventura Beach Hotel, Ventura, CA.**

October 2, 2013. Ports of LA and Long Beach Harbor Safety Committee Meeting, Port of LA, Richmond, CA

October 3, 2013. California Coastal Conservancy, TBD

October 9-11, 2013. California Coastal Commission Meeting, Crowne Plaza San Diego, San Diego, CA

October 17, 2013. **Santa Barbara Harbor Commission Meeting, City Hall, Santa Barbara, CA**

November 6-7, 2013. California Fish and Game Commission. Embassy Suites, La Quinta, CA

November 13-15, 2013. California Coastal Commission Meeting, City of Newport Beach, Newport Beach, CA

**November 15, 2013. Class Field Trip: Channel Islands National Marine Sanctuary Advisory Council, Ventura, CA. Transportation and lunch will be provided.**

November 21, 2013. **Santa Barbara Harbor Commission Meeting, City Hall, Santa Barbara, CA**

November 21, 2013. California Ocean Protection Council, Sacramento, CA

December 5, 2013. California Coastal Conservancy, TBD

Meetings of the California Coastal Commission, California Fish and Game Commission, California Ocean Protection Council and California Marine Life Protection Act Initiative are live-broadcast and archived on the following website: http://www.cal-span.org/.
LECTURES AND READINGS

Lecture 1: Monday, September 30, 2013
Topic: Course Introduction, Introduction to U.S. and Global Ocean Policy and Management

Required Reading
1. United Nations Convention on Law of the Sea. 1982. (Read: Table of Contents, Preamble, Parts I & II; skim the rest based on interest.)

Lecture 2: Wednesday, October 2, 2013
Field Trip: California Fish and Game Commission meeting, Crowne Plaza Ventura Beach Hotel, Ventura. 1st Shuttle departs UCSB/Bren @ 12:30 and returns by 4:30 pm. 2nd Shuttle departs UCSB/Bren @ 2:30 p.m. and returns by 6:00 p.m.

While observing the meeting, please construct at least two tweets and include #CAFishandGame in each tweet. Tweeting tips are provided in a one-page document listed under required reading. All tweets will be storified post-meeting and presented to Commissioner Rogers on Oct. 7th. Those without a smart phone and the ability to live tweet, please record your tweets and email them to lpeavey@bren.ucsb.edu on Oct. 2nd after the meeting.

Students unable to attend can watch an archived webcast of a Fish and Game Commission meeting – http://www.cal-span.org/.

Required Reading:
1. Mission of the California Fish and Game Commission
2. Oct. 2nd Meeting Agenda
3. Twitter Tips & Example Tweets

Lecture 3: Monday, October 7, 2013
Topic: California Fisheries Management – Perspectives of a California Fish and Game Commissioners
Guest lecturer: Commissioner Richard Rogers

Required Reading:
Additional Resources:

Lecture 4: Wednesday, October 9, 2013
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 5: Monday, October 14, 2013
Topic: Introduction to United States Federal Fisheries Management

Required Reading:

Additional Resources:

**Lecture 6: Wednesday, October 16, 2013**
Topic: Sustainable Fisheries Group- The Role of Academia and Private Foundations in Policy Development
Guest Lecturer: Dr. Steve Gains, Dean

**Required Reading:**
1. SFG website: [http://sfg.msi.ucsb.edu/](http://sfg.msi.ucsb.edu/)

**Additional Resources:**

**Lecture 7: Monday, October 21, 2013**
Topic: Ocean Stewardship by the National Marine Sanctuaries
Guest lecturer: Chris Mobley, Sanctuary Superintendent, Channel Islands National Marine Sanctuary

**Required Reading:**

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

**Lecture 8: Wednesday, October 23, 2013**
Topic: Ocean Energy Management
Guest lecturers: Donna Schroeder, Bureau of Ocean Energy Management
Required Reading:

Additional Resources:
5. Outer Continental Shelf Governors Coalition, Letter to President Barack Obama regarding concerns over status of offshore energy development, March 13, 2012

Lecture 9: Monday, October 28, 2013
Topic: Coastal Zone Management

Required Reading:
2. California Coastal Plan

Lecture 10: Wednesday, October 30, 2013
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

November 1, 2013 – POSSIBLE FIELD TRIP – Ports of LA/LB & Marine Exchange

Lecture 11: Monday November 4, 2013
Topic: The Shipping Industry
Guest Lecturer: Shaun Walbridge, Science Director Assistant, ESRI or Sean Hastings

Required Reading:

Additional Resources:

Lecture 12: Wednesday, November 6, 2013
Topic: Marine Debris
Guest Lecturer: Nick Mallos, Conservation Biologist and Marine Debris Specialist, The Ocean Conservancy

Required Reading:

Additional Resources:

Monday, November 11, 2013 – Veteran’s Day – No Class

Lecture 13: Wednesday, November 13, 2013
Topic: Marine Mammal Protection Act and Endangered Species Act
Guest Lecturer: Lindsey Peavey, PhD Bren Student
Required Reading:
1. Endangered Species Act of 1973 Digest (USFWS)
2. Marine Mammal Protection Act of 1972 Digest (USFWS)

Additional Resources:

Friday, November 15, 2013 - FIELD TRIP – Channel Islands National Marine Sanctuary Advisory Council meeting, Ventura, CA. Time TBD, transportation provided.
Lecture 14: Monday, November 18, 2013
Topic: Marine Spatial Planning in National Marine Sanctuaries – Whales and Ships
Guest Lecturer: Andrea Dransfield, California Sea Grant State Fellow, Channel Islands NMS

Required Reading:

Additional Resources:
8. Video – The Silver Bullet (13 min) http://vimeo.com/48669451 * FOR EDUCATIONAL PURPOSES ONLY AND IS NOT FOR CIRCULATION
Lecture 15: Wednesday, November 20, 2013
Topic: Ocean Governance: The New Zealand Dimension
Guest Lecturer: Dr. Michael McGinnis, Monterey Institute of International Studies, Victoria University of Wellington, New Zealand

Required Reading:

Lecture 16: Monday, November 25, 2013
Topic: Marine Spatial Planning: Integrating SeaSketch and Marxan
Guest Lecturer: Dr. Will McClintock

Required Reading:

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

Lecture 17: Wednesday, November 27, 2013
Topic: Ecosystem based management, area based management, and the California Marine Life Protection Act
Guest lecturer: Dr. Satie Airamé, Assistant Dean

Required Reading:

Additional Resources:
5. Executive Order for Marine Protected Areas (2000)
7. California Marine Managed Areas Improvement Act (2006)

Lecture 18: Monday, December 2, 2013
Topic: Ocean Acidification
Guest Lecturer: Bruce Steele

Required Reading:

Additional Resources:
4. Natural Resources Defense Council – Acid Ocean Film
   http://www.nrdc.org/oceans/acidification/aboutthefilm.asp

Lecture 19: Wednesday, December 4, 2013
TBD – Student selected