Coastal and Ocean Policy and Management  
ESM 257  
Instructor: Dr. Satie Airamé  
Room: Bren Hall 1424  
Tuesday and Thursday, 2:15 – 3:30 pm  

Instructor Contact Information:  
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Office Hours: Tuesday, 3:30 pm – 5:00 pm, Wednesday, 3:00 – 4:30 pm  

Description: This course will provide an overview of California, U.S., and international coastal and marine policy and management, including case studies and tools that can be used to inform and shape current and future policy and management actions.  

Grade:  
15% Discussion  
25% Assignment 1: Memo (1-2 pages)  
20% Assignment 2: Public testimony (1-2 pages)  
15% Assignment 3: Summary of agenda item from public meeting (1-2 pages)  
25% Assignment 4: Final paper (3-5 pages)  

Attendance: Students will be 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 contact the instructor prior to the class to let her know about the upcoming absence.  

Discussion (15%): Students will be expected to complete required reading prior to the lecture and engage in discussion with the instructor, other students and guest lecturers. Before class, students should note a few key points from the readings that may be of interest to discuss during class. Students will be required to lead discussions during two class. Contribution to discussions will contribute to 15% of the course grade.  

Assignments: All assignments should be submitted to the instructor in hard copy and as a Microsoft Word document attached to an email. Assignments should be typed and in a minimum of 12 point font with regular margins (minimum of 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 and brief title, and the student’s name and date. Guidelines for numbers of pages assume single-spaced text with two lines between paragraphs. Assignments may be double-spaced and, if so, the page limit may be doubled.
ASSIGNMENT 1: Memo (25%)
Due date: November 2 at the beginning 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 memo is to solve a problem that a policymaker or manager has (even if s/he does not know that s/he has it). Because the recipient may be preoccupied with other responsibilities, 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 2 pages, single spaced (or 4 pages double spaced) with regular margins and a minimum of 12 point font.

There is no single best way to write a memo, 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.

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

To: Policymaker or manager of your choice
From: Student’s name
Date:
Re: Subject of memo

______________________________

Conclusion, bottom line, or recommended action

Background about the major issue, question or controversy addressed in the memo

Scientific analysis of policy options: E.g., if a policymaker takes action, what is the likely outcome? Include both benefits and limitations of each policy option considered. This could be done by listing “Pros” and “Cons” of policy or management options or “Evidence” and “Gaps” for a scientific issue.

Identify the best policy or management option(s) and explain why it is the best. (For a science memo, it is not necessary to identify the best policy or management option, but instead present sufficient information so that the recipient can make an informed decision with the information provided.)

If the issue is controversial and there is likely to be a public response to any policy or management action, then identify stakeholders: Identify stakeholders who 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 best policy or management option.
ASSIGNMENT 2: Public Testimony (20%)
Due date: Your written public testimony (1-2 pages, single spaced or 2-4 pages, double-spaced, 12 point font, regular margins) is due to the instructor at least five days prior to the public meeting you wish to observe so that you may incorporate any feedback provided by the instructor into your public testimony, as appropriate.

Instructions: You will be required to observe the discussion of an agenda item of interest to you during a public meeting of an agency or organization that manages California’s coast or ocean. A sample of relevant meetings is listed below and many of the public meetings are live-webcast and archived. A few meetings will be in Santa Barbara so you may want to take advantage of the location and attend a meeting in person. If you become aware of another relevant meeting at the city, county, state or other governmental level that is of interest to you, you may discuss the option with the course instructor in advance of the public meeting that you propose to attend or watch. If you are not able to attend a public meeting, then you may observe a meeting during the live-webcast. If you plan to watch a webcast meeting, test your computer in advance of the meeting to determine if you can stream the video and hear the sound. [You can use an archived webcast of a meeting as a test case but you should plan to attend a meeting in person or watch a live-webcast meeting for this assignment.] Assignment 3, the public meeting summary, will be based on the same meeting that you observe for Assignment 2, your public testimony.

Guidelines for writing testimony
- In order to develop public testimony, you will need to review the meeting agenda and materials prior to the meeting and identify a relevant agenda item or topic for your public testimony. Meeting agendas should be posted at least 10 days before the meeting in order to comply with the Bagley Keene Open Meeting Act. Sometimes supporting materials related to the agenda item will be available in advance of the meetings, as well. However, usually staff are rushing to finish materials, so they may be posted closer to the meeting date.
- You should read meeting materials and conduct additional research in advance of the meeting so that you will be able to provide informed and relevant public testimony on the topic you have chosen.
- Write your testimony on the topic, explaining what you think the policy or management body should do and why. Be as specific as possible. Limit your testimony to 1-2 pages, single-spaced (2-4 pages double-spaced), in 12 point font with regular margins.
- Address your testimony to the chair or entire body who will be meeting. Include your name, contact information and date.
- 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.
- Include some information about what makes you a credible source of information (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.)
- Include a personal story, if relevant, to make your testimony more memorable and accessible to your audience.
- Use simple, plain English. Avoid jargon.
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- Use signposts (bullets and numbers, bold and italic font, and underline) to organize the testimony and highlight key points.
- Write in written voice. (If you choose to give your testimony at a meeting, you should not read exactly what is written but you should speak in spoken voice).
- Do not include citations or a reference section. If you need to refer to a specific scientific study, describe it sufficiently in the testimony so that the audience could locate it, if needed.
- Complete and submit the testimony on time (Lesson learned: A U.S. Congressional committee chairman threw out the head of the National Science Foundation from a hearing because his testimony was not submitted on time.)

Your written testimony is due to the instructor 5 days prior to the public meeting to allow the instructor sufficient time to review the testimony and provide comments before the meeting.

Optional: After you receive comments on your testimony from the instructor, you may revise your testimony, as needed, and you may choose to submit your testimony in person at a public meeting or submit it by email or fax. You are encouraged to submit your testimony, but you do not need to submit the testimony to the policy or management body to receive credit for this assignment.

- If you attend a meeting in person, you may fill out a speaker card and make a public comment at the appropriate time, either as the body prepares for an action item (e.g., a vote) or during public comment. You also may submit the text of your public comment and other supporting materials directly to the commission, council or other relevant body, if you would like. You may prepare a single hard copy to provide to staff, or you may prepare sufficient numbers of copies to hand out to all members of the body.
- If you are not able to attend a public meeting, then you may observe a meeting during the live-webcast and you may submit your testimony by email, fax or mail to the relevant commission, council or other body, if you would like.

Tips for Effective Public Comment: If you decide to provide public comment during a meeting, please consider the following guidance.

- Practice your testimony to make sure you are familiar with the key points and your testimony fits within the time allowed (generally 1 or 2 minutes for a public meeting).
- Clearly state your name and affiliation at the beginning of your testimony.
- Deliver a short verbal testimony and speak as if you were talking to people who don’t know what proteins are.
- Stay on message. Scientists gain credibility if they stick with data and do not get off message.
- Use simple, plain English. Simplify your language, but do not “talk down” to your audience.
- Do not read in monotone. Be more “folksy.”
- Do not look down too often. Do not read testimony directly.
- Have the key points memorized.
- Tell a story, if relevant.
- Incorporate some analogies or statistics to make facts stick.
- Do not allow your comments to run over time.
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ASSIGNMENT 3: Public Meeting Summary (15%)
Due date: The public meeting summary is due to the instructor 5 days after you observe a public meeting in person or on the internet. For example, if you wish to observe the meeting on December 2, your public testimony will be due to the instructor on December 2 and your public meeting summary will be due to the instructor on December 7. Meetings after December 2 will not be considered for this assignment.

Instructions: Watch or attend a public meeting on a topic related to coastal and ocean policy and management. The public meeting should be the same meeting that you have chosen for your public testimony (Assignment 2). In 1-2 pages, single-spaced (or 2-4 pages, double-spaced), 12 point font with regular margins, please summarize the discussion about the agenda item on which you have chosen to submit public testimony.

- The summary shall include the following information:
  - Body that met and meeting date
  - Time the student watched or attended
  - Agenda topic summarized
  - List of supporting documents related to the agenda item
  - Key points made during discussion of the agenda item
  - List of the types of stakeholders who made comments about this agenda item (e.g., fishermen, divers, truck drivers, teachers, etc.)
  - Key points made by stakeholders during public comment about the agenda item
  - Decision made by the body regarding the agenda item or next steps

ASSIGNMENT 4: Final Paper (25%)
Due date: December 2 at the beginning of class

Instructions: Select an environmental problem related coastal or ocean management. Write a 3-5 page paper that includes the following:
- Describe the condition or “state” of the coast or ocean ecosystem affected by the problem
- Summarize the current scientific information available on the topic
- Identify the stakeholders who may be affected by this problem and how they may be affected
- Describe policy and/or management options that may be applied to resolve the problem,
- Identify the policy or management approach that you believe would be best and explain why
- Include references to scientific papers or technical reports, as appropriate, and provide citations
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Upcoming Public Meetings:

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/. Meetings in Santa Barbara or Ventura are in bold font.

September 24, 2010. Channel Islands National Marine Sanctuary Advisory Council Meeting, Santa Barbara, CA (not webcast)

September 29, 2010. California Fish and Game Commission. McClellen, CA

October 12, 2010. California Fish and Game Commission, Marine Resources Committee, Santa Barbara, CA (not webcast)

October 13-14, 2010. Marine Life Protection Act Initiative Master Plan Science Advisory Team. Red Lion Hotel, 1929 Fourth Street, Eureka, CA


October 20-21, 2010. California Fish and Game Commission. Four Points by Sheraton, 8110 Aero Drive, San Diego, CA

October 21, 2010. California Coastal Conservancy, Location TBD


November 9, 2010. California Ocean Protection Council. TBD

November 17-18, 2010, California Fish and Game Commission. Lake Natoma Inn, Sierra Ballroom, 702 Gold Lake Drive, Folsom, CA


November 19, 2010. Channel Islands National Marine Sanctuary Advisory Council, Ventura, CA (not webcast)

December 2, 2010. California Coastal Conservancy, Location TBD


*These public meetings will take place after the last day of fall quarter but they are included because they may be of interest to some students.
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LECTURES AND READING

Lecture 1: Thursday, September 23, 2010
Topic: Introduction to U.S. Ocean Policy and Management
Additional resources:


Lecture 2: Tuesday, September 28, 2010
Topic: Coastal and Marine Ecosystem Stressors
Required reading:


Additional resources:

4. Millenium Ecosystem Assessment

Lecture 3: Thursday, September 30, 2010
Topic: Ecosystem Approaches to Coastal and Ocean Management
Required reading:

   http://compassonline.org/?q=EBM
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Additional resources:

Lecture 4: Tuesday, October 5, 2010
Topic: California Coastal Management
Guest lecturer: Dr. Jonna Engle, California Coastal Commission

Required reading:
1. California Coastal Commission: Why it exists and what it does (brochure)
2. California Coastal Act of 1976
   a. Chapter 1: Legislative findings and declarations (Section 30001-30012, pages 2-6)
   b. Chapter 3: Coastal Resources Planning and Management Policies (Section 30200 – 30265.5, pages 31-45)
   c. Chapter 4, Article 1: Creation, Membership of Commission and Regional Commission (Section 30300 - 30305, pages 49-51)
   d. Chapter 4, Article 3: Powers and Duties (Section 30330 – 30344, pages 61-67)
3. California Coastal Commission Strategic Plan (1997)
   http://www.coastal.ca.gov/strategy.html
   a. Mission
   b. Vision
   c. Agency Description
   d. Principles and Values of California’s Coastal Management Program

Additional resources:
1. U.S. Coastal Zone Management Act of 1972

Lecture 5: Thursday, October 7, 2010
Topic: California State Fishery Management
Guest lecturer: Dr. Craig Shuman, Marine Advisor, California Fish and Game Commission

Required reading:

Additional resources:
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3. California Fish and Game Commission website: http://www.fgc.ca.gov/
4. Original Fish and Game Strategic Plan (under Director Boyd Gibbons, 1995)
   http://www.dfg.ca.gov/about/strategy/docs/1995-Strategic-Plan.html

Lecture 6: Tuesday, October 12, 2010 (Meeting of California Fish and Game Commission Marine Resources Committee, Santa Barbara)
Topic: California Ocean Protection Act and Ocean Protection Council
Required reading:
1. California Ocean Protection Act as of January 1, 2009

Additional resources:
2. Ocean Protection Council Program Priorities for 2009 through 2010

Lecture 7: Friday, October 15 at 8:30 – 9:45 am
[Rescheduled from Thursday, October 14, 2010 due to Marine Life Protection Act Initiative Master Plan Science Advisory Team meeting]
Topic: U.S. Federal Fishery Management
Required reading:

Additional resources:

Lecture 8: Tuesday, October 19, 2010
Topic: Coastal Wetland Management
Required reading:

Additional resources:
1. California Watershed Planning Framework
2. Goleta Beach Groin Proposal and Environment Document
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3. Southern CA Wetlands Recovery Project

Lecture 9: Thursday, October 21, 2010
Topic: Beach Management
Required reading:

Additional resources:
1. U.S. Coastal Zone Management Act of 1972

Lecture 10: Friday, October 22, 2010 at 8:30 – 9:45 am
Reschedule from Tuesday, October 26, 2010 (Marine Life Protection Act Initiative Blue Ribbon Task Force meeting)
Topic: Coastal Water Quality Protection
Required reading:

Additional resources:
1. Clean Water Act (Federal Water Pollution Control Act) of 1972
2. Federal Water Pollution Control Act 2008
detection by MODIS imagery in the southern California coastal ocean. Estuarine, Coastal and Shelf Science Volume 80, Issue 1, 20 October 2008, Pages 141-152


Lecture 11: Thursday, October 28, 2010
Topic: Offshore Energy Development
Required reading:
1. Oil and Gas Leasing on the Outer Continental Shelf. Bureau of Ocean Energy Management, Regulation and Enforcement

Additional resources:
1. Oil Pollution Act of 1990
4. Implementation Plan In Response to the Outer Continental Shelf Safety Oversight Board’s September 1, 2010 Report to the Secretary of the Interior

Lecture 12: Tuesday, November 2, 2010
Assignments: Assignment 1 (Memo) due at the beginning of class
Topic: Ocean Energy Management and Rigs-to-Reefs
Guest lecturer: Donna Schroeder and Jaron Ming, Bureau of Ocean Energy Management, Regulation and Enforcement
Required reading:
2. California AB 2503 Rigs to Reefs, 2010

Additional resources:
Lecture 13: Thursday, November 4, 2010
Topic: Marine Protected Areas: State, Federal and International Approaches to Area-based Ocean Conservation
Readings:
Additional resources:
1. Executive Order for Marine Protected Areas (2000)

Lecture 14: Tuesday, November 9, 2010
Topic: Ocean Stewardship by the National Marine Sanctuaries
Guest lecturer: Sean Hastings, Channel Islands National Marine Sanctuary
Required reading:
Additional resources:

Lecture 15: Thursday, November 11, 2010
Topic: Invasive Marine Species
Required reading:
Additional resources:

Lecture 16: Tuesday, November 16, 2010
Topic: Climate Change: Environmental Impacts to Coasts and Oceans
Required reading:
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Additional resources:

Lecture 17: Thursday, November 18, 2010
Topic: Climate Change: State, Federal and International Policy and Management
Required reading:
   http://coastalmanagement.noaa.gov/climate/adaptation.html
Additional resources:
1. California Coastal Commission Climate Change and Research Considerations September 29, 2008 (pdf)

Lecture 18: Tuesday, November 23, 2010
Topic: Emerging Uses of the Ocean: Marine Aquaculture, Wind and Wave Energy, and Bioprospecting
Required reading:
Additional resources:
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Lecture 19: Tuesday, November 30, 2010
Topic: Coastal and Ocean Stewardship by the National Park Service
Guest lecturer: Dr. Gary Davis, National Park Service
Required reading:
Additional resources:

Lecture 20: Thursday, December 2, 2010
Topic: The Future of Coastal and Ocean Policy and Management
Assignments: Assignment 4, final paper due
Required reading:
3. West Coast Governors’ Agreement of Ocean Health
Additional resources:

December 6-11, 2010. Final Exams
December 7. Last day to submit Assignment 3: Public meeting summary

December 11, 2010. Quarter Ends