ESM 257 - Coastal and Ocean Policy and Management  
Fall 2012  
Room: Bren Hall 1510 
Monday and Wednesday, 2:30 – 3:45 pm

Instructor: Dr. Craig Shuman 
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Description: This course provides an overview of approaches and governance tools used in marine and coastal policy and management. Focused on current case studies from California and the U.S. west coast, this course will examine relevant international, federal, and state marine and coastal policy programs.

Grade:
15% Discussion questions and participation  
10% Assignment 1: Public Meeting Summary (1 page)  
15% Assignment 2: Written comment on agenda item from public meeting (2 pages)  
30% Assignment 3: Memo (3 pages)  
30% Assignment 4: Group Case Study Presentation

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 (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. On an alternating lecture schedule, students will be required to submit two discussion questions based on the readings prior to the start of each lecture via GauchoSpace.

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: Public Meeting Agenda Item Summary (10%)
Due date: Wednesday, October 17 prior to the start of class


In 1 page, 11 point font with regular margins, please summarize the discussion about the agenda item from the August 8, 2012 meeting.

- The summary of the August 8, 2012 meeting shall include the following information:
  o Location, date of meeting, and names of Commissioners present (.5)
  o List of supporting documents related to the agenda item (.5)
  o Key points and recommendations made by staff during the presentation/discussion of the agenda item (3)
  o List of a minimum of 5 stakeholders who made comments about this agenda item, their affiliation, and their key talking points (3)
  o Key points, comments or direction to staff given by the Commission during discussion (3)

ASSIGNMENT 2: Written Comment on Public Meeting Agenda Item (15%)
Due date: Wednesday, October 17 prior to the start of class

Instructions: Based on your review of the Fish and Game Commission meeting in Assignment 1, your understanding of the relevant laws and regulations, and your personal beliefs and values, you will prepare a 2 page written comment letter to the California fish and Game Commission advocating for a particular outcome pertaining to the regulatory options for saltwater basses before the Commission.

General guidelines for writing effective public comment letters:
- Comments should be addressed to the President or Chair of the Commission, Board, or Body, unless otherwise indicated.
- Comments 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.

Optional: After you receive feedback on your comments from the instructor, you may revise your comments as needed and submit your letter to the California Fish and Game Commission. You do not need to submit your comments to the Commission to receive full credit for this assignment. If you decide to submit your comments, the file should be free of any comments or tracked changes and be submitted as a PDF document via email or a hard copy via mail.

Examples of public comments submitted during the south coat MLPA planning process are available on GauchoSpace (note: some of the comment letters are far more effective than others in getting their point across).

**Grading:**
Organization and structure (3)
Clarity of writing (3)
Explanation of subject (4)
Argument for desired outcome (i.e., why should the Commission follow your recommendation) (5)

**ASSIGNMENT 3: Memo (30%)**
**Due date:** Wednesday, November 14 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 memo 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 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 3 pages, single spaced with regular margins and a minimum of 11 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.

**Memos should cite credible sources from the literature to assist the policy-maker with their decision.**

**Memos should be written in a neutral tone, use language that is simple and concise, and must avoid value-laden jargon.**

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 (1)

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**Conclusion, bottom line, or recommended action:** One to two sentences summarizing the issue and clearly stating the recommendation or desired outcome. (4)

**Background** about the major issue, question, or controversy addressed in the memo. Why should this issue be a priority to the policymaker? (4)

**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? (6)

**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? (5)

**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. (4)

**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? (6)

ASSIGNMENT 4: Group Case Study Presentation (30%)

Due date:
1. Oil rig decommissioning– October 24
2. Pacific Gas and Electric Seismic Surveys – November 5
3. Offshore aquaculture – November 21
4. La Jolla Children’s Pool– December 3

Instructions: Groups of 2 – 4 students will prepare and give a presentation arguing for or against a particular outcome on a real-world coastal and marine policy issue. The presentation should focus on the relevant policy components of the issue and how the particular outcome is within the existing regulatory and statutory framework, supported by the available science, and of a greater benefit to society than an alternate outcome. Presentations will be given by each side and then the presenting teams will engage in discussion with members of the class.

Criteria for presentations:
- Presentations will be limited to strictly 20 minutes for each side
- Presentations shall be based in Powerpoint
- Supplemental materials, handouts, charts, visual aids, etc. are permitted, but are not required
- Graphs, figures, data, pictures and quotations must cite the source material
- All team members must participate equally in the presentation and discussion

Case Study Topics:
1. Partial vs. complete decommissioning of offshore oil platforms: Platform Holly case study
2. Industrial coastal uses: Pacific Gas and Electric Seismic survey case study
3. Offshore finfish aquaculture: Open net pen salmon case study
4. The Marine Mammal Protection Act, Clean Water Act, and Conflicting Coastal Uses: La Jolla Children’s Pool case study

All teams are required to meet with the instructor at least 2 weeks prior to the presentation to receive further instruction on their case study.

Grading

Group points:
Structure and flow of presentation (5)
Understanding and application of relevant science and policy (5)
Articulation and credibility of argument (5)

Individual points:
Knowledge of material (10)
Presentation and communication of information (5)
LECTURES AND READING

Lecture 1: Monday, October 1, 2012
Topic: Course Introduction, Introduction to U.S. and Global Ocean Policy and Management

Additional Resources:
1. Executive Order 13547 of July 19, 2010

Lecture 2: Wednesday, October 3, 2012
Topic: Ecosystem based management, area based management, and the California Marine Life Protection Act

Guest lecturer: Dr. Satie Airamé, Assistant Dean, Academic Programs, Bren School of Environmental Science and Management

Required Reading:

Additional Resources:
1. Executive Order for Marine Protected Areas (2000)
Lecture 3: Monday, October 8, 2012
Topic: Introduction to California State Fisheries Management

Required Reading:
   a. Part 1: Context for MLMA (Pages 1-16)
   b. 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:
2. California Government Code Sections 11340 – 11342.4, Chapter 3.5. Administrative Regulations and Rulemaking, Article 1

Lecture 4: Wednesday, October 10, 2012
Topic: California Fisheries Management – Perspectives of a California Fish and Game Commissioners
Guest lecturer: Commissioner Richard Rogers

Required Reading:
1. Mission of the California Fish and Game Commission

Additional Resources:
Lecture 5: Monday, October 15, 2012
Topic: Introduction to United States Federal Fisheries Management

Required Reading:
2. NOAA Fisheries. Fisheries of the United States 2011. Fact Sheet

Additional Resources:
3. NOAA Catch Share Policy, November 4, 2010

Lecture 6: Wednesday, October 17, 2012
Assignments: Assignment 1 (meeting summary) and 2 (comment letter) due at the beginning of class

Topic: Fisherman’s perspective
Guest lecturer: Chris Voss, commercial fisherman

Required Reading:
1. Greenberg, P. 2010. Four Fish: The future of the last wild food. (Chapter 1 - Salmon)

Additional Resources:
Lecture 7: Monday, October 22, 2012
Topic: Ocean Energy Management
Guest lecturers: Jaron Ming, Bureau of Safety and Environmental Enforcement and Donna Schroeder, Bureau of Ocean Energy Management

Required Reading:

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

Lecture 8: Wednesday, October 24, 2010
Assignment: Platform Holly Case Study Group Presentations

Topic: Partial vs. complete decommissioning of offshore oil platforms

Required Reading:
Lecture 9: Monday, October 29, 2012
Topic: The Future of Sharks and Seafood
Guest Lecturer: Mike Sutton, Audubon California, Fish and Game Commission

Required reading:
1. AB 376 (Fong) 2011
2. AB 853 (Fong) 2011
3. AB 376 Senate Floor Analysis

Additional Resources

Lecture 10: Wednesday, October 31, 2012
Topic: Coastal Processes, Beach Management, and Sea Level Rise
Guest Lecturer: Dr. David Revell, ESA PWA

Required reading:

Additional Resources:
Lecture 11: Monday November 5, 2012
Assignment: Pacific Gas and Electric Seismic Survey case study Group Presentation
Topic: Industrial coastal uses

Required Reading:
1. Final Environmental Impact Report for the Central Coastal California Seismic Imaging Project (Executive Summary)

Lecture 12: Wednesday, November 7, 2012
Topic: International approaches to fisheries management and aquaculture
Guest lecturer: Rebecca Gentry, PhD Bren Student,

Required Reading:
1. Greenberg, P. 2010. Four Fish: The future of the last wild food. (Chapter 2 – Sea Bass)

Additional Resources:
2. New Zealand Government’s Aquaculture Strategy and Five Year Action Plan
4. Annala, John H. New Zealand’s ITQ system: have the first eight years been a success or a failure? 1996. Reviews in Fish Biology and Fisheries. 6:43-62.

Lecture 13: Monday, November 12, 2012 - Holiday
Lecture 14: Wednesday, November 14, 2012
Assignments: Assignment 3 (memo) due at the beginning of class

Topic: Coastal and Marine Spatial Planning, Coastal Preservation and Coastal Open Space
Guest lecturer: Linda Krop, Environmental Defense Center

Required Reading:

Additional Resources:
5. Naples Coalition v. County of Santa Barbara, Board of Supervisors. Verified Petition for Writ of Mandamus, No. 1304044

Lecture 15: Monday, November 19, 2012
Topic: Coastal development, wetland restoration and the California Environmental Quality Act
Guest lecturer: Bob Stark, PMC

Required Reading:
2. CEQA Checklist
5. Presentation by California State Parks to California Coastal Commission, Malibu Lagoon Restoration and Enhancement Project, No. 4-07-098, Oct 13, 2010. (skim this)

Additional Resources:
7. Website supporting restoration of Malibu Lagoon: http://www.restoremalibulagoon.org/ 
8. Website opposing restoration of Malibu Lagoon: www.savemalibulagoon.org

Lecture 16: Wednesday, November 21, 2012
Assignment: Offshore aquaculture case study Group Presentations

Topic: Offshore finish aquaculture

Required Reading:
1. Greenberg, P. Four Fish: The future of the Last Wild Food (ch, 3 and 4 Cod and Tuna) 

Lecture 17, Monday, November 26, 2012
Topic: Water Quality and the Clean Water Act

Required Reading:

Additional Resources:
1. Santa Barbara City Environmental Services Division, Finance Department. Memo to Ordinance Committee, April 19, 2011 regarding single-use bag reduction.
2. Santa Barbara City Administrator’s Office. Memo to the Mayor and Council members, March 13, 2012 regarding single-use bag ordinance.
7. Federal Water Pollution Control Act (2008)

Lecture 18: Wednesday, November 28, 2012
Topic: Ocean Stewardship by the National Marine Sanctuaries
Guest lecturer: Sean Hastings, Channel Islands National Marine Sanctuary

Required Reading:
5. Video – The Silver Bullet (13 min) http://vimeo.com/48669451 *NOTE THIS VIDEO IS A DRAFT FOR EDUCATIONAL PURPOSED ONLY AND IS NOT FOR CIRCULATION

Additional Resources:
Lecture 19: Monday, December 3, 2012
Assignment: La Jolla Children’s Pool Case Study Group Presentations

Topic: The Marine Mammal Protection Act, Clean Water Act, Public Trust Doctrine, and Conflicting Coastal Uses: La Jolla Children’s Pool case study

Required Reading:
1. Senate Bill 428 (Kehoe) 2009
2. Assembly analysis SB 428 (Kehoe) 2009
3. MMPA Fact Sheet

Lecture 20: Wednesday, December 5, 2012

Topic: The Future of Coastal and Ocean Policy and Management

Required Reading:
2. Greenberg, P. Four Fish: The Future of the Last Wild Food (Conclusion)

Additional Resources:
2. West Coast Governors’ Agreement of Ocean Health Charter