



City of Arts & Innovation

Public Safety Committee Memorandum

City of Arts & Innovation

TO: PUBLIC SAFETY COMMITTEE MEMBERS **DATE: MARCH 21, 2018**

FROM: FIRE DEPARTMENT **WARDS: ALL**

SUBJECT: FIREWORKS ENFORCEMENT ACTIVITIES FOR 2018 - DIRECT SUBMITTAL

ISSUE:

Receive an update on Fire Department, Police Department, and Code Enforcement efforts to reduce the use of illegal fireworks for the 2018 Fourth of July and New Year's Eve holidays.

RECOMMENDATIONS:

That the Public Safety Committee:

1. Receive an update on fireworks enforcement activities for 2018; and
2. Forward this update to City Council.

LEGISLATIVE HISTORY:

All fireworks are illegal in the City of Riverside.

1. The manufacturing, possession, storage, use or handling of fireworks is prohibited in the City of Riverside under Section 16.32.100 of the Riverside Municipal Code (RMC).
2. RMC Chapter 1.18, Section 1.18.040 Penalties: In addition to any remedy available at law, any person in violation of any provision of this Chapter or Section 16.32.375 of this Code involving 25 pounds or less of fireworks is subject to the issuance of an administrative citation of one-thousand dollars (\$1,000.00) and a disposal fee as set by the state.
3. RMC Chapter 16.32, Section 104.1.1 Citations: The fire code official and his or her designee are authorized to issue a citation to persons operating or maintaining an occupancy, premises, or vehicle subject to this code who allow a hazard to exist or fail to take immediate action to abate a hazard on such occupancy, premises or vehicle when ordered or notified to do so.
4. RMC Chapter 16.32, Section 16.32.080 Assistance from Other Agencies: Police and other enforcement agencies shall have authority to render necessary assistance in the investigation of fires or enforcement when requested to do so.

BACKGROUND:

According to National Fire Protection Association statistics, fireworks cause thousands of fires and injuries each year. In an ongoing effort to reduce illegal fireworks activity within the City, the Fire Department, Police Department and Community Development/Code Enforcement Division are working collaboratively on a fireworks education and enforcement campaign. The goal of the campaign is to make sure that residents understand that all fireworks are prohibited in Riverside, and that violation may result in administrative citation as well as restitution costs for any damages that may result.

DISCUSSION:

This year the lead personnel for the fireworks task force are Fire Marshal McDowell, Police Lieutenant Dwayne May and Code Enforcement Manager Gary Merk. Abatement activities for this year will continue to focus on public education, prevention and enforcement. Specific actions taken to promote a safe Fourth of July will include:

1. Riverside Fire Department, Riverside Police Department, Code Enforcement and RiversideTV are in the process of developing new fireworks Public Safety Announcements (PSAs), which will air the first week of June, along with previously developed PSAs.
2. “Fireworks are Illegal” flyers and posters will be displayed at fire stations, distributed to schools and handed out to the public at community events leading up to the Fourth of July. The flyers will also be featured on the Fire Department, Police Department and City’s social media pages and websites beginning in June, 2018.
3. The electronic billboards at the Auto Mall near Adams and the 91 Freeway, and the Marketplace at Mission Inn Avenue and the 91 Freeway will feature the “No Fireworks” message beginning in June.
4. “Fireworks are Illegal” flyers (English & Spanish) are scheduled for to be included in the June utility billing, which will reach over 100,000 households.
5. Signs will be placed/distributed in areas previously identified as having high firework activity, including Casa Blanca and Arlanza.
6. RFD and RPD will use social media outlets to identify firework sales activity.
7. The fine for illegal fireworks has increased from \$500 to \$1,000. RFD, RPD and Code Enforcement will partner to enforce fireworks violations.
8. RFD, Code Enforcement and RPD will increase staffing from June 29 – July 7, 2018. RFD will overstaff six fire apparatus to standby at the Mt. Rubidoux fireworks show on July 4, 2018.
9. Fire management staff will be on duty and on-call for emergencies. Three battalion chiefs will be on duty July 4, and four additional chief officers will be on call and available to respond if needed.

In addition, all 14 Fire stations are directed to maintain a visible presence during July 4 and New Year’s Eve festivities to enforce RMC 16.31.100 and to educate the public on the danger

associated with fireworks.

New Year's Eve 2018

In an effort to continually inform the community on the risks surrounding fireworks:

1. RFD, RPD and RiversideTV will begin airing PSA's on social media as well as television from December 26- January 1, 2019.
2. "Fireworks are Illegal" signs will be posted at all fire stations.
3. Electronic billboards at the Auto Mall near Adams and the 91 Freeway, and the Marketplace at Mission Inn Avenue and the 91 Freeway will feature the "No Fireworks" message.
4. RFD, RPD and Code Enforcement will staff additional personnel to assist with fireworks enforcement on December 31, 2018.

2018 Estimated Fireworks Enforcement Campaign Costs

Fire Staff	Police Staff	Code Enforcement Staff	Flyer Publication	Total
\$3,537	\$13,329	\$3,199	\$1,600	\$21,665

Illegal Fireworks Summary

Despite education and outreach efforts, illegal fireworks remain a serious life safety issue in the City of Riverside. In order to promote community risk reduction throughout the year, all stakeholders must be involved, support enforcement and mitigation efforts and continue to educate and ensure public safety.

FISCAL IMPACT:

The estimated fiscal impact for the 2018 fireworks enforcement campaign is \$21,665, and included in the respective operating budgets for Fire, Police and Code Enforcement.

Prepared by: Michael D. Moore, Fire Chief

Certified as to

availability of funds: Adam Raymond, Chief Financial Officer/Treasurer

Approved by: Alexander T. Nguyen, Assistant City Manager

Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. Presentation
2. Fireworks Flyer