



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 (RFD), Riverside Police Department (RPD), Code Enforcement and Riverside TV 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 2018.
4. "Fireworks are Illegal" flyers (English & Spanish) are scheduled 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 16.31.375 and to educate the public on the danger associated with fireworks.

*New Year’s Holiday 2018*

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

1. RFD, RPD and Riverside TV will begin airing PSA’s on social media as well as television from December 26, 2018 - 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

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

*Illegal Fireworks Summary*

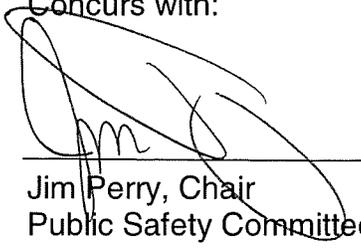
Despite education and outreach efforts, illegal fireworks remain a serious life safety issue in the City of Riverside. In order to promote community risk reduction throughout the year, all stakeholders must be involved, support enforcement and mitigation efforts and continue to educate and ensure public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

**FISCAL IMPACT:**

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

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Concurs with:



Jim Perry, Chair  
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Attachments:

1. Presentation
2. Fireworks Flyer