



## 2019 FIREWORKS ENFORCEMENT UPDATE

Fire Department

City Council Meeting  
October 22, 2019



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### BACKGROUND

1. Fireworks cause thousands of fires and injuries per year
2. Multi-departmental task force was developed to address illegal fireworks consisting of RFD, RPD, and Code
3. Task force goals include public education, outreach and enforcement of illegal fireworks
4. Illegal Fireworks Education and Enforcement Program was approved by Public Safety Committee on March 21, 2018 and City Council on May 1, 2018, and is utilized annually
5. City Council approved a reward in the amount of \$1,000 for information leading to the identity and apprehension of any person involved in the use of illegal fireworks (July 2, 2018)
6. The Public Safety Committee reviewed the program on September 18, 2019

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## DISCUSS AND REVIEW

1. Fireworks program analysis
2. Call volume statistics
3. Fiscal impact of the program to RFD, RPD and Code (i.e. straight time, OT, marketing, etc.)
4. Identify areas for improvement



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## TASK FORCE OPERATIONS

1. Occurred June 29<sup>th</sup> and July 3<sup>rd</sup> - 6<sup>th</sup>
2. RPD and RFD monitored incoming 3-1-1 texts to assist dispatcher(s) and to ensure quicker response times
3. Increased number of task forces from 6 to 19 on July 4<sup>th</sup>. (5-6 nights added)



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## ADMINISTRATIVE CITATIONS 2018/2019

| Administrative Citation Status<br>2018 | Quantity                   | Payment Received | Administrative Citation Status<br>2019 | Quantity      | Payment Received |
|--|----------------------------|------------------|--|---------------|------------------|
| Paid in full                           | 11                         | \$11,000         | Paid in full                           | 13            | \$13,000         |
| Payment Plan Set up                    | 20                         | on-going         | Payment Plan Set up                    | 4             | on-going         |
| Appealed                               | 6                          | on-going         | Appealed                               | 10            | on-going         |
| Dismissed                              | 2                          | \$0              | Dismissed                              | 1             | \$0              |
| Sent to Collections                    | New Process<br>\$1,000+ CA | on-going         | Sent to Collections                    | Not available | Not available    |
| Total                                  | 70                         | \$               | Total                                  | 145           | \$               |

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## 2019 STATISTICS

| Year | Calls For Service | Fires | Injuries | Citations | Patrol Contacts | Fireworks Confiscated |
|------|-------------------|-------|----------|-----------|-----------------|-----------------------|
| 2016 | 955               | 9     | 6        | 20        | 160             | 780 lbs.              |
| 2017 | 746               | 15    | 1        | 139       | 304             | 805 lbs.              |
| 2018 | 599               | 10    | 0        | 70        | 337             | 630 lbs.              |
| 2019 | 693               | 16    | 0        | 131       | 314             | 3,856 lbs.            |

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## PHANTOM FIREWORKS WESTERN REGION, LLC.



1. Dispatch received a tip from the County
2. RPD and RFD responded to inspect and investigate
3. Confiscated approx. 2,500 lbs.
4. Met with State
5. Restitution, disposal, criminal offense



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## MISC. 2019 FIREWORKS UPDATES

1. No Fireworks "Reward" calls taken
2. 3-1-1 calls from 06/01/19 – 07/15/19 = 185 calls  
 \*\*(2018 recorded 252 calls)
3. Highest 3-1-1 center calls during 06/01/19 – 07/15/19:
  - A. Ward 1, Downtown
  - B. Ward 3, Magnolia Center
  - C. Ward 7, La Sierra



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## CONT. 311 AFTER-HOURS SERVICE

1. After-hours services available Mon. – Fri. from 6:00 p.m. to 7:00 a.m. & Saturdays from 1:00 p.m. to 7:00 am the next business day.
2. Mobile application available from 06/01 to 08/30 for 4<sup>th</sup> of July
3. 3-1-1 will refer caller to call 9-1-1 if it involves fire/life safety. Non-emergency calls will be deferred to 951-354-2007.
4. RFD and RPD issued warning letters to persons who received a citation last year; any actual addresses retrieved from 3-1-1; and any person the Task Force received information on using illegal fireworks.



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## ENHANCED 2019 FIREWORKS PROGRAM

1. "Fireworks are Illegal" Press Conference with City Mayor and elected officials was held at City Hall.
2. Additional staffing was provided to support the task force operations on the 4<sup>th</sup> of July.
3. Increased social media outreach with branding of "Fireworks Are Illegal" image stating a \$1,000 fine would be issued.
4. Pub Ed Coordinator attended various City meetings and handed out posters to local businesses for their store fronts.
5. New PSA's and videos in English/Spanish, describing task force procedures when receiving and responding to 3-1-1 and 9-1-1 fireworks calls.



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## 9-1-1 FIREWORKS CALLS

| Year | July 1 | July 2 | July 3 | July 4 | July 5 | 5 DAY TOTAL |
|------|--------|--------|--------|--------|--------|-------------|
| 2015 | 8      | 32     | 94     | 374    | 123    | 631         |
| 2016 | 78     | 132    | 188    | 307    | 94     | 799         |
| 2017 | 82     | 86     | 138    | 304    | 41     | 651         |
| 2018 | 58     | 27     | 77     | 403    | 34     | 599         |
| 2019 | 19     | 28     | 77     | 495    | 74     | 693         |

NOTE: Provide a dedicated dispatcher for 4<sup>th</sup> of July and New Years Eve.



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## FISCAL IMPACT

| Activity                     | Amount          |
|------------------------------|-----------------|
| Fire Prevention              | \$3,500         |
| Fire Investigations          | \$3,500         |
| Code Enforcement             | \$5,000         |
| Police Department            | \$20,400        |
| Materials                    | \$3,700         |
| Utility Bill Inserts         | \$2,000         |
| <b>Total Estimated Costs</b> | <b>\$38,100</b> |



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## FUTURE IMPROVEMENTS IDENTIFIED

1. Have (1) fireworks show at the Riverside Municipal Airport on July 4<sup>th</sup>, 2019
2. Develop a banner for NEW RPD plane for advertising
3. Increase staffing for 4<sup>th</sup> of July but reduce the days of coverage
4. Share flyers with other department Public Information Officers



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## NEW YEARS 2019/2020

1. Public Education Coordinator to hand out posters to local businesses and send out electronic email to all RUSD and ALVORD schools prior to holiday
2. Mobile application available from 12/01/19 to 01/30/20
3. Repurpose the flyer image for use on other platforms
  - A. Social media (posts, event/header images for both City and Fire pages)
  - B. Website slider image
  - C. Parking meter graphic
  - D. Electronic signs (Marketplace, University Village and Auto Center signs)
  - E. City Hall lobby television screens (welcome screens near the main entrance)
  - F. Electronic billboards will be operating from December 1<sup>st</sup> to Jan 31<sup>st</sup>.



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## RECOMMENDATION

That the City Council discuss and receive the Illegal Fireworks Education and Enforcement Program Plan Update including options for improving the program.

