



Fireworks Ordinance Workplan Status Report

Public Safety, Finance, and Strategic Support Committee

Thursday, August 15, 2019

Item (d)1



Program Components

Education
and Outreach
(Awareness)

Reporting

Enforcement

Goals

- Reduce Injuries and Fires
- Increase the number of Actionable Reports
- Decrease the number of Hotspots



Outcomes/Highlights

- 15 Fires/ Zero Medical Emergencies
- 75% increase in actionable reports from 2018 Fourth of July Reporting Period
 - Online reports not containing enough information for the City to take an action dropped by 5%.
- Enforcement actions:
 - 2 Arrests
 - 1 Field Citation
 - 7 Online Citations
 - 150 Warnings
 - Confiscated 300lbs of Fireworks



New Items for 2019 4th of July

- Fire Department Information Technology provides development and support services of the online reporting tool.
- Initiated regular reporting at the Neighborhoods Commission.
- Conducted community survey.
- Displayed campaign messaging on digital boards and banners at Andrew P. Hill High School, Leigh High School, and Dartmouth Middle School.
- Added Google translation service to the online reporting system.
- Followed-up with reporting parties on disposition of their reports.
- Expanded Education and Outreach with Cities within the Region.



Education and Outreach (Awareness)

School Partnering



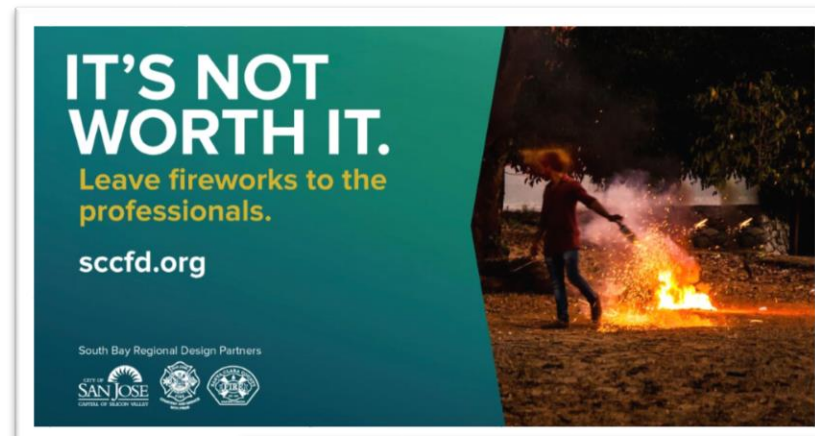


Education and Outreach (Awareness)

Pop-Ups



Regional Messaging





Social Media Kit

www.sanjoseca.gov/fireworks



Social Media Messages



FED UP WITH FIREWORKS?

- Facebook - [English](#), [Spanish](#), [Vietnamese](#)
- Twitter - [English](#), [Spanish](#), [Vietnamese](#)
- Instagram - [English](#), [Spanish](#), [Vietnamese](#)

Sample Posts:

Sick and tired of your neighbors setting off dangerous and illegal fireworks? It's easier than ever to report violators online. Just snap a picture and file a report at sanjoseca.gov/fireworks.

Celebrating the Fourth of July should be fun—and—safe—for everyone. Report illegal firework use online at sanjoseca.gov/fireworks to keep your friends and family safe this holiday.



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IT'S NOT WORTH IT

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- Twitter - [English](#), [Spanish](#), [Vietnamese](#)
- Instagram - [English](#), [Spanish](#), [Vietnamese](#)

Sample Posts:

ALL fireworks are illegal and dangerous—and can cause fires and serious injury. Fines can be as high as \$1,000. Is it really worth it to risk all that? sanjoseca.gov/fireworks

Don't blow it this Fourth of July. Fireworks are illegal and dangerous—and fines can be as high as \$1,000. Are a few seconds of fun really worth all that?

It's easier than ever for San José residents to report illegal fireworks use. Neighbors can simply snap a photo and report online—and you could face fines as high as \$1,000. So take a break this holiday and leave the shows to the pros.



Online Reporting Tool

- High percentage of reports contain Insufficient or No Information

Community Concerns

- Lack of public safety presence to deter illegal activity

2019 Lessons

Public Education and Outreach

- Effective messaging is critical in order to change behavior of a community



Next Steps

Education and Outreach

- Message outreach and education activities to address the suggestions received from the community survey.

Reporting

- Produce an online tutorial video on how to use the reporting tool and what type of information is needed for the City to issue a citation or warning notice.
- Explore integration with MySanJoseApp to provide the community with a “one-stop” mechanism to report issues to the City.

Enforcement

- Pursue Police Department sting operations targeting the sale of fireworks.



Questions?

Thank you!

**Ryan Dulin, Deputy Director
San José Fire Department**

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