



Fireworks Ordinance Workplan Status Report

City Council Meeting
Tuesday, October 29, 2019
Item 8.1

Ryan Dulin, Deputy Director, San José Fire Department
Hector Estrada, Deputy Fire Chief, San José Fire Department
Michael Kihmm, Captain, San José Police Department
Rachel Roberts, Deputy Director, PBCE/Code Enforcement
Rosario Neaves, Director, City Manager's Office of Communications



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



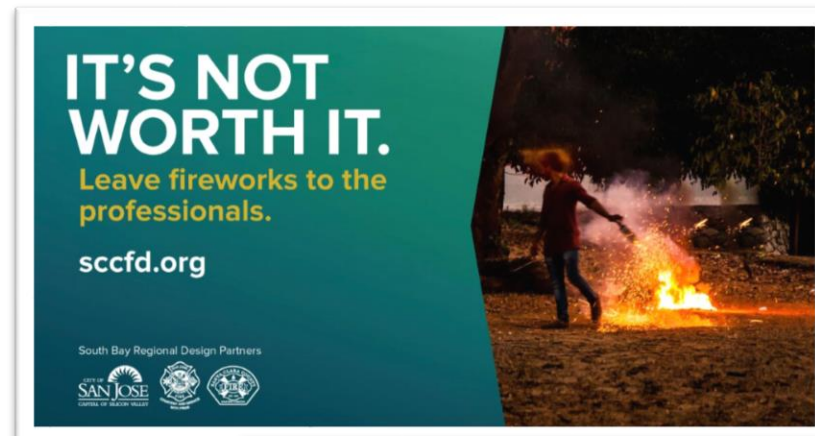


Education and Outreach (Awareness)

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

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

Reporting

- Message outreach and education activities to address the suggestions received from the community survey.
- Year-around reporting using the fireworks online reporting tool.
- 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.



Next Steps (Cont.)

A blue oval graphic with a thin black border, containing the word "Enforcement" in white text.

Enforcement

- Deployment Plan and Enforcement
 - Continue on-duty patrol through neighborhoods to increase visibility.
 - Continue Special Operations Unit at Downtown and Almaden Lake Park Fireworks Shows to ensure traffic control and public safety.
 - Police Officer “hotspot” deployment pilot utilizing overtime assignments.
 - Sting Operations are no longer a viable option.
- Expansion / Training of online reporting tool to PD in order to issue Administrative Citations.



Questions?

Thank you!

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