

San José Fire Department

The San José Fire Department's core mission is to serve the community by protecting life, property and the environment through prevention and response.



Fireworks Ordinance Work Plan Status Report

Public Safety, Finance and Strategic Support Committee

April 15, 2021

Item (d) 3

Presented by:

Hector Estrada, Deputy Fire Chief/Fire Marshal, Fire Department

Jason Ta, Police Captain, Police Department

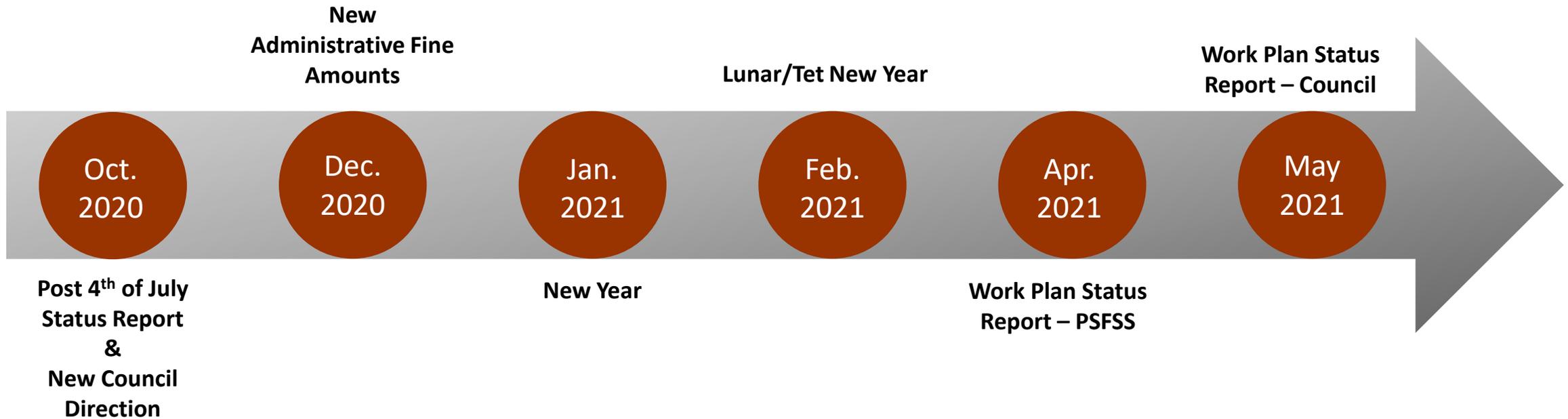
Program Components



Goals

- ✓ Reduce injuries and fires
- ✓ Increase the number of actionable reports
- ✓ Decrease illegal fireworks activity
- ✓ Increase awareness of fines (change of Ordinance)

6 Month Schedule & Response



Summary of Additional Direction from City Council

- ✓ *Increase Fines & Addition of Social Host Ordinance*
- ✓ *Interdepartmental & Interagency Collaboration*
- ✓ *Explore Improvements to Online Reporting Tool/Integration to San José 311*
- ✓ *Evaluation of Fireworks Campaign Messaging & Provide New Year and Lunar New Year Education & Outreach*
- ✓ *Reinstate Status Reports to PSFSS and City Council – Today and May 4*

Completed Work Plan Items



- ✓ Increased Fine Amount for Administrative Citations
 - \$1,000 – First violation
 - \$2,000 – Second violation within 18 months
 - \$3,000 – Third violation within 18 months
- ✓ Presentation to City Council:
 - Digital Strategy Roadmap/San José 311 Report
 - Feasibility of Incorporating Online Reporting Tool
- ✓ Fireworks Ordinance Work Plan and Status Reports Reinstated into PSFSS Committee Work Plan
- ✓ Evaluation of funding for Fireworks Hotspot Enforcement Pilot
- ✓ Evaluate the use of drones for enforcement

Proposed Enforcement Strategy*



- Enforcement prior to the 4th of July to reduce the prevalence of fireworks in San José.
- Data Driven Enforcement on the 4th of July – Hotspots
- PSA video – to Educate and Deter

*Dependent on budget approval**

Work Plan Items In-Progress



- Social Host Ordinance – City Attorney's Office
- Mobile and Online Reporting Tools (San José 311)
- Interjurisdictional Efforts
- Explore Additional Grant Funding
- Outreach Campaign Cultural Competency Analysis
- Review of Citation Protocol
- New/Revised Enforcement Strategies

Statistics: 2021 New Year and Lunar New Year



On-line Reporting Tool (OLRT): 342 reports, 21 actionable (6%), 1 citation



Fire Calls for Fireworks: 16 calls, 0 fires, 1 medical



311 and phone reports: 113 calls, 56 to OLRT, 23 to 311, 34 forwarded, 3 abandoned



Promotion of Multi-lingual Educational Videos on social media: 109,174 people reached



Multi-lingual Educational Videos

BÁO CÁO PHÁO BÔNG BẤT HỢP PHÁP TRONG SAN JOSE VÀO NĂM MỚI NÀY.



Với đêm giao thừa và Tết Nguyên đán đang đến gần,

REPORT ILLEGAL FIREWORK USE IN SAN JOSE THIS NEW YEAR



With New Year's Eve and Tet Lunar New Year celebrations approaching,

请举报圣何西市非法烟花爆竹活动



圣何西消防局安全检查督察, 元旦和春节即将来临, 烟花爆竹再一次引起消防员的关注,

INFORME EL USO ILEGAL DE FUEGOS ARTIFICIALES EN SAN JOSE ESTE AÑO NUEVO



Con las celebraciones de Año Nuevo y Tet,

Outcomes



- Increased Fireworks fines effective Dec. 15, 2020
- Enhanced campaign visibility to multi-lingual audience
- Targeted social media outreach – 109,174 people/\$3,541 spend
- Media Interview – KTSF Channel 26 (Chinese)
- Expanded campaign visibility through Stakeholder Outreach
- Mobile App – Baseline of standards for future improvement

Next Steps



- Interdepartmental team will meet regularly to make continued progress on work plan tasks.
- Police Department enhanced enforcement on and before July 4th, 2021
- Enhanced, data driven messaging campaign will continue through July 2021
- Agendize for City Council in May 2021:
 - Cross-reference of this item
 - Social Host Ordinance

Questions?

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Fire Department, Bureau of Fire Prevention

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Police Department, Bureau of Field Operations

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