

# 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

May 11, 2021

Item 4.1

Presented by:

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

Jason Ta, Police Captain, Police Department

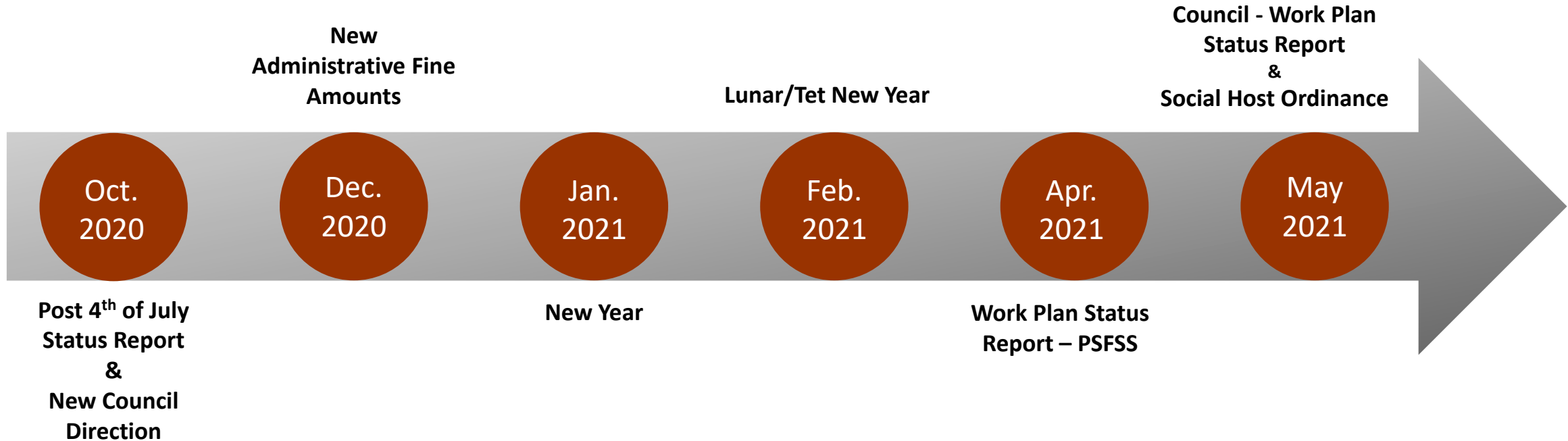
# Program Components



## 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 – April 15<sup>th</sup> and May 11<sup>th</sup>*

# Completed Work Plan Items



- ✓ Increased Fine Amounts 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 - Cross Referenced with City Council
- ✓ Evaluation of funding for Fireworks Hotspot Enforcement Pilot
- ✓ Evaluate the use of drones for enforcement
- ✓ Social Host Ordinance

# Proposed Enforcement Strategy\*



- Enforcement prior to the 4<sup>th</sup> 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



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



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



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



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 spent
- 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 4<sup>th</sup>, 2021
- Enhanced, data driven messaging campaign will continue through July 2021

# Questions?

Hector Estrada, Deputy Fire Chief/Fire Marshal  
Fire Department, Bureau of Fire Prevention

Jason Ta, Police Captain  
Police Department, Bureau of Field Operations

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