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Fireworks
2018
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2018

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EXPLANATION OF TERMS

Examples:

AAR	After Action Report
CAD	Computer Aided Dispatch
COS	City of Salinas
EOC	Emergency Operations Center
SFD	Salinas Fire Department
SPD	Salinas Police Department
SCE	Salinas Code Enforcement
SPW	Salinas Public Works
OCA	Office of the City Attorney
ECD	Emergency Communications Department
IC	Incident Command
ICP	Incident Command Post
ICS	Incident Command System
NGEN	Next Generation Emergency Network
RP	Reporting Party

INTRODUCTION

This report summarizes the various strategies used to enforce current laws and ordinances respective of illegal fireworks in the City of Salinas, and will serve to highlight the relative successes and areas for improvement for future operations.

Focus:

- Prevention / public outreach
- Enforcement of illegal activity
- Incident Response / mitigation

Classification:

- Unclassified
- For Official Use Only (FOUO)
- By Invitation Only

Operation, Activity or Scenario:

- Fire
- Law Enforcement Action
- Severe Weather
- Hazardous Material Release
- Bomb Threat
- Medical Emergency
- Evacuation
- Lockdown
- Special Event
- Exercise/Drill
- Other

Statistical information for this report was collected from CAD records, and the various reporting platforms for the period of June 15, 2018 through July 15, 2018.

AFTER ACTION REPORT OVERVIEW

This report is a compilation of information from the different departments and staff who participated in the enforcement operations and public outreach campaigns. The information was gathered by the Salinas Fire Department (SFD), the Salinas Police Department (SPD), Salinas Code Enforcement Division (SCED), Salinas Public Works Department (SPW), Monterey County Emergency Communications Department (ECD), and the Boots Road Group (BRG).

The overall strategy for the public outreach campaign and enforcement plan was a combined effort on behalf of the SFD Prevention Division and the SPD Special Operations and Violence Suppression Units, in collaboration with the City Council Fireworks Sub-Committee.

The recommendations in this AAR should be viewed with considerable attention to the needs for a safe and livable community. In some cases, departments may determine that the benefits of implementation are insufficient to outweigh cost. In other cases, departments may identify alternative solutions that are more effective. However, each department should review the recommendations and determine the most appropriate action and time needed for implementation.

The issues addressed in this AAR are being requested to be reviewed and thoroughly examined for the appropriation of needed resources to ensure the functions of incident response, stabilization and enforcement are efficient and effective.

Operational Overview:

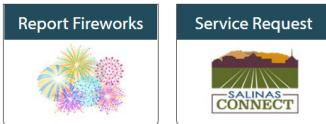
Starting in mid-June, a multi-media campaign was launched to increase involvement from residents in the reporting of illegal fireworks use. New this year was the placement of large signs at key intersections throughout the city promoting the various methods of reporting illegal fireworks use. This was further publicized in social media, print press, and television news.

Additionally, over 800 lawn signs were placed directly into neighborhoods by the fire department with additional signs being delivered to residents and citizens groups. This campaign is credited with drastically increasing the number of complaints received to the www.salinasfireworks.com website, the “Salinas Connect” application, as well as the voicemail and text tip line.



FIREWORKS SAFETY

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Celebrate Safely with Safe and Sane Fireworks in Salinas

Help us keep our community safe this Fourth of July – report illegal and unsafe fireworks and those putting others in danger. Use **SalinasCONNECT** (click "Request Service" and give us as much info as possible), call our tip line, or text us a photo and the address of the violation. Together we can keep Salinas safe this holiday and have a great July 4th.

Call us: 296-3939

Text us: 296-3939



Another strategy that proved key included the involvement of code enforcement officers and fire prevention inspectors. In the days leading up to the holiday and for several days after, enforcement staff responded to complaints in unmarked vehicles to observe and record illegal activity. This effort combined with undercover operations by the police department significantly increased the number of citations issued.

The implementation of undercover patrols from June 28th through July 5th allowed for city staff to witness illegal activity to corroborate citizen tips from the salinasfireworks.com website, voicemail and text reports. For the period of this report, the total number of Administrative Citations issued was approximately 108.

The Salinas Police Department deployed Violence Suppression Unit officers undercover as well. Coordinating with Fire Prevention and Code Enforcement staff via the new Next Generation Emergency Network (NGEN) over encrypted talk groups proved very effective in directly observing and documenting violations for Administrative Citations.

Administrative fines ranged from \$1,250 for the “Use, Possession, or Sale of Illegal Fireworks” to \$2,250 when an additional fine of \$1,000 was added for a violation of the “Class-D” Noise Ordinance. The additional fine applied to violations that were directly witnessed by enforcement staff.

Disputed citations are administered by the Office of the City Attorney through the Administrative Hearing process.

Statistical Information:

Duration:

June 15th – July 15th 2018

Funding Sources:

		<u>2017</u>	<u>2018</u>
“Safe & Sane” retail fireworks booth application fees:		\$ 6,776	\$ 7,810
“Safe & Sane” fireworks retail sales surcharges (7% of gross):		\$ 48,411	\$ 50,323
Illegal fireworks fines collected through Administrative Citations:		<u>\$ 6,000</u>	<u>\$ 25,000 est.</u>
Total Revenue		\$ 61,187	\$ 83,133 est.

2018 TNT Fireworks Sales #'s- Salinas				
Loc #	GROUPS (16)	NET SALES	RETAIL SALES	7% SURCHG
CNR0001	Alisal High School	\$27,033	\$54,066	\$3,785
CNR0002	Everett Alvarez High School	\$21,540	\$43,080	\$3,016
CNR0003	El Gabilan School	\$14,519	\$29,038	\$2,033
CNR0006	CHP #730 Explorers	\$18,511	\$37,022	\$2,592
CNR0008	Salinas High School	\$32,511	\$65,022	\$4,552
CNR0010	Legal Services for Seniors	\$14,779	\$29,558	\$2,069
CNR0011	Madonna Del Sasso School	\$19,489	\$38,978	\$2,728
CNR0012	Salinas Upper Room Church	\$20,811	\$41,622	\$2,914
CNR0013	Notre Dame High School	\$16,249	\$32,498	\$2,275
CNR0014	Sacred Heart School	\$19,487	\$38,974	\$2,728
CNR0015	Palma High School	\$25,816	\$51,632	\$3,614
CNR0017	Monterey Co Airshow Assn.	\$15,467	\$30,934	\$2,165
CNR0018	Millennium Charter HS	\$13,422	\$26,844	\$1,879
CNR0019	North Salinas High School	\$32,770	\$65,540	\$4,588
CNR0023	Sherwood School	\$13,062	\$26,124	\$1,829
CNR0026	Salinas Colts Broncos	\$18,647	\$37,294	\$2,611
	TOTALS	\$324,113	\$648,226	\$45,376

2018 Phantom Fireworks Sales Summary

Organization: First Apostolic Church of Salinas

Booth Location and Address: Cardena's Market 950 E Alisal St Salinas CA

Retail Sales: \$34,222.42

Taxes Dues: \$3,165.57

Surcharge Due: \$2,395.56

Organization: Lincoln Elementary PTO

Booth Location and Address: Main Street SC Lucky 1150 S. Main Street Salinas CA

Retail Sales: \$36,470.02

Taxes Dues: \$3,373.48

Surcharge Due: \$2,552.90

Salinas Fire Department Operations

During this period in 2018, SFD responded to a total of 1,265 emergency incidents. A breakdown of the fire incidents with previous years' data is provided as follows:

	2017	2018
Structure Fires:	6	14 (2 confirmed fireworks related)
Vegetation Fires:	30	25 (5 Confirmed fireworks related)
Misc. Fires (Vehicles, dumpsters etc.):	12	17 (7 Confirmed fireworks related)

For the period of July 3rd through July 5th the SFD staffed additional apparatus to respond to increased calls for service and patrol the target threat area of Natividad Creek Park and other wildland urban interface threat areas.

The Fire Prevention Division is charged with administering the “Safe-n-Sane” sales lottery, the coordination of public outreach, enforcement operations, and the issuance of Administrative Citations. Staff time committed to these tasks exceeded 150 hours.

Salinas Police Department

Between 15:00 to Midnight: 166 calls for fireworks: 305 total calls for service from the public; 418 total including officer initiated calls.

All Firework calls were broadcasted immediately and then closed except for calls wanting contact:

20:00 – 6 pending

22:00 – 19 pending

23:00 – 11 pending

23:50 – 5 pending

Enforcement and Education Expenses

Fire Department Overtime:	\$ 14,342	Outside Services:	\$ 35
Police Department Overtime:	\$ 12,547	Vehicle Rental:	\$ 637
Code Enforcement Overtime:	\$ 2,665	Sign Printing:	\$ 9,059
Public Works Overtime:	\$ 2,347		
MoCo 911 Overtime:	\$ 282		

Total Expenses: \$ 41,914

STRENGTHS

- ❖ Adequate Funding from existing fees, surcharges, and fines.

- ❖ *Increased participation from the Code Enforcement Division and Public Works Departments to alleviate the excessive burden of limited SFD and SPD resources.*
- ❖ An Increased and more comprehensive media coverage to include social media, led to a significant increase in citizen-based tips from the “neighborhood approach”.
- ❖ Undercover operations to “observe and report” led to a significant increase in citations issued.

AREAS OF IMPROVEMENT

- *Participation from organized neighborhood and citizens’ groups was solicited with little to no response or action.*
- *Limited staff was physically available for patrols.*
- *Integration with the new “Salinas Connect” system was incomplete*
- *Collection and sorting of data from various sources of intelligence remains a manual process and is labor intensive. This delays timely issuance of Administrative Citations.*
- *Quality of video and photo evidence in low light is challenging.*
- *Multi-unit dwellings difficult to pinpoint specific individuals.*
- *Limited administrative support in the Fire Prevention Division for administration of the “Safe-n-Sane” retail lottery program.*

RECOMMENDATIONS

- *Increase the breadth of undercover patrols to include staff from other city departments*

- *Re-attempt to engage neighborhood groups and citizens in “observe and report” roles and the distribution of signage.*
- *Increase publicity of undercover activity and citation statistics in traditional and social media.*
- *Re-consider “Social Host Ordinance”*
- *Increase fines related to fireworks violations as a deterrent.*
- *Issue “advance warnings” to addresses where reports of violations occurred, but were unwitnessed by enforcement staff.*
- *Continued outreach to property managers and landlords regarding social host issues and work toward including specific language into lease/rental agreements.*
- *Further involvement of the Community Development Department, Finance Department, and Office of the City Attorney in the administration of the “Safe-n-Sane” lottery program.*

CONCLUSION AND NEXT STEPS

The collaborative efforts in this years' campaign realized a positive influence toward curbing illegal fireworks use in the City of Salinas. The goal of these programs is focused on changing social consciousness at the individual and neighborhood level. It should be acknowledged that this is an ongoing process over several years.

The marked increase in citizen reports is a positive indicator of the success of these efforts. The increase in citations issued is another product of better collaboration between City departments in a coordinated fashion.

Future years' plans will build on these successes and look to provide more feedback to citizens via the Salinas Connect application and salinasfireworks.com website. Every voicemail, text and email submission was reviewed by staff, and an acknowledgment was returned where the RP's contact information was provided. While there were a number of pointed frustrations in these reports, the majority were supportive of our efforts.

The Council Fireworks Subcommittee and City staff will remain engaged with constituents to discuss and implement recommendations, and to bring about a social change and improve the quality of life for the residents of Salinas.

IMPROVEMENT PLANNING MATRIX

IMPROVEMENT PLANNING MATRIX

<u>Area of Improvement</u>	<u>Improvement</u>	<u>Responsible</u>	<u>Targeted</u>	<u>Status</u>
			<u>Action</u>	<u>Party/Areas</u>
				<u>Completion</u>
				<u>Date</u>
1) Neighborhood Involvement	Solicit more participation in outreach and volunteer patrol	Council/Community Safety Div.	4/2019	Ongoing
2) Limited Patrol Staffing	Increase staffing where possible	SFD/SPD/SCED	7/2019	
3) Integration with “Salinas Connect	Further refine automated responses and reports	Administration Div./SFD Prevention Div.	5/2019	75% complete
4) Data Collection and Sorting	Staff collaboration to merge data sources	Administrative Div./SFD Prevention	6/2019	50% complete
5) Photo/Video Evidence Quality	Identify equipment and methods to assure “evidence quality”	SFD/SPD/SCE/City Attorney	6/2019	
6) Multi-Unit Dwelling Enforcement	Identify better methods for citations of individuals	SFD/City Attorney/ SPD/SCE/ Council FW Subcommittee	1/2019	
7) Limited Administrative Support	Identify existing staff resources to assist	SFD/Administrative Div./FW Sub-Committee/ SCE/ City Attorney	1/2019	In-process
8)				
9)				
10)				
11)				
12)				
13)				
14)				
15)				
16)				

17)

18)