

City of Salinas Fireworks Enforcement Operations

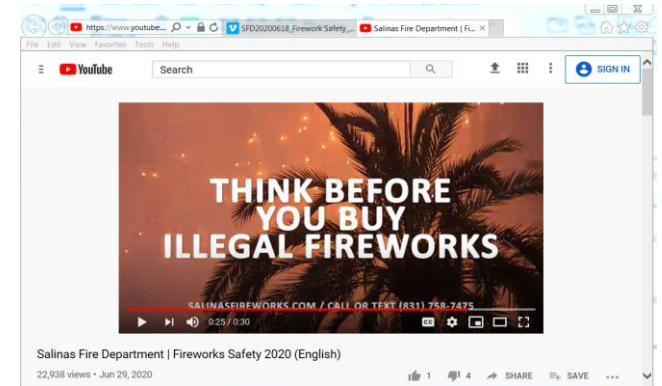
AFTER ACTION REPORT



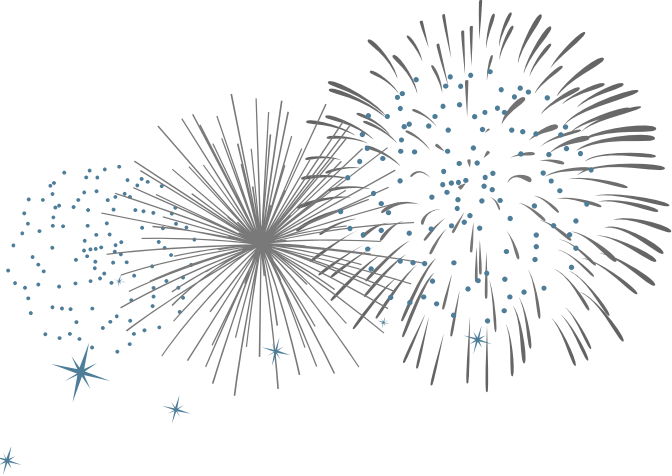
August 8, 2023

Outreach & Education

- Multi-media campaign from June 1st to July 15th, decreased involvement from residents in the reporting use of illegal fireworks
- Large signs placed at key intersections and within neighborhoods throughout the city.
- Social media posts, print press, radio and television news stories.



Revenue Statistics



Statistical Information:

Duration: June 1st – July 15th, 2023

Funding Sources

	<u>2022</u>	<u>2023</u>
<i>“Safe & Sane” retail fireworks booth application fees:</i>	\$6,905	\$7,513
<i>“Safe & Sane” fireworks retail sales surcharges (7% of gross):</i>	\$76,595	\$71,400
<i>Illegal fireworks Administrative Citations collected:</i>	\$70,170	\$55,517*
*2022 revenue		
Total Estimated Revenue	\$153,670	\$134,430

Charitable Organizations Statistics

2023 Fireworks Sales Total : **\$71,400.75**



	GROUPS (12)	NET SALES	RETAIL SALES (On Form)	7% SURCHG
CNR0001	Alisal HS Booster Club	\$39,119	\$78,239	\$5,477
CNR0002	Everett Alvarez Athletic Booster Club	\$39,093	\$78,186	\$5,473
CNR0003	CHP 730 Squad Club	\$24,899	\$49,798	\$3,486
CNR0008	Gil Basketball Academy (GBA)	\$35,878	\$71,756	\$5,023
CNR0009	Victory Outreach- Salinas	\$13,706	\$27,412	\$1,919
CNR0010	Rancho San Juan HS Booster Club	\$30,088	\$60,176	\$4,212
CNR0011	Madonna Del Sasso School	\$38,685	\$77,371	\$5,416
CNR0012	Legal Services for Seniors	\$0	\$0	\$0
CNR0013	Notre Dame High School	\$18,291	\$36,582	\$2,561
CNR0014	Reclaim for the Future	\$27,952	\$55,905	\$3,913
CNR0015	SHS Athletic Booster Club	\$48,392	\$96,783	\$6,775
CNR0018	The Rock of Salinas	\$16,713	\$33,427	\$2,340
CNR0019	North Salinas HS Booster Club	\$43,999	\$87,999	\$6,160
CNR0023	Sherwood School	\$18,818	\$37,635	\$2,634
CNR0026	Palma High School	\$29,644	\$59,287	\$4,150
	TOTALS	\$425,278	\$850,555	\$59,539



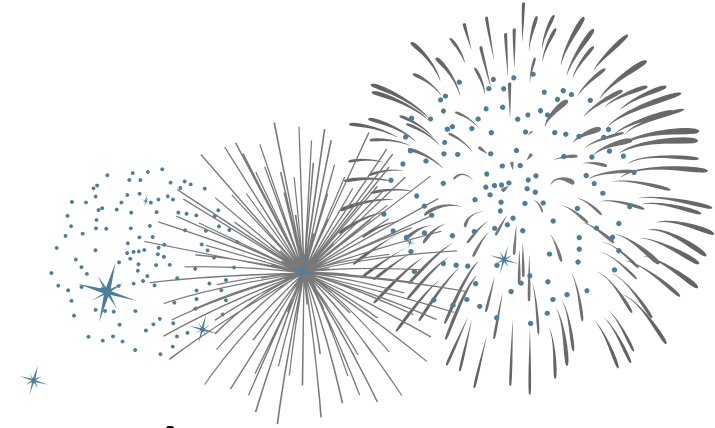
Organization Name	Net Sales	Retail Sales	7% Surcharge
Confidence Pregnancy Center	\$25,607.81	\$ 51,215.62	\$ 3,585.09
Ernie Camacho Educational Foundation	\$33,265.32	\$ 66,530.64	\$ 4,657.14
Mt. Toro HS	\$25,853.74	\$ 51,707.48	\$ 3,619.52
Totals:	\$84,726.87	\$ 169,453.74	\$ 11,861.75

Fire Department Operation & Statistics

During this period in 2023, SFD responded to a total of 2,127 emergency incidents. A breakdown of the fire incidents with previous years' data is provided as follows:

	<u>2022</u>	<u>2023</u>
<i>Structure Fires:</i>	56	15
<i>Vegetation Fires:</i>	40	62
<i>Misc. Fires (Dumpsters, etc.):</i>	38	18
<i>Total:</i>	134	95

Illegal Fireworks Reports



Reports to 911 Dispatch Center, Q-Alert Salinas Connect and Fireworks Website/Tip Line = 500 +/-

- Illegal fireworks activity was relatively similar to last year.
- Staff attributes this to the following factors:
 - *Holiday was on a Tuesday*
 - *Increased costs- fireworks and fuel*
 - *Public receiving our outreach message*

Observe and Document

From unmarked vehicle – Fire/Code

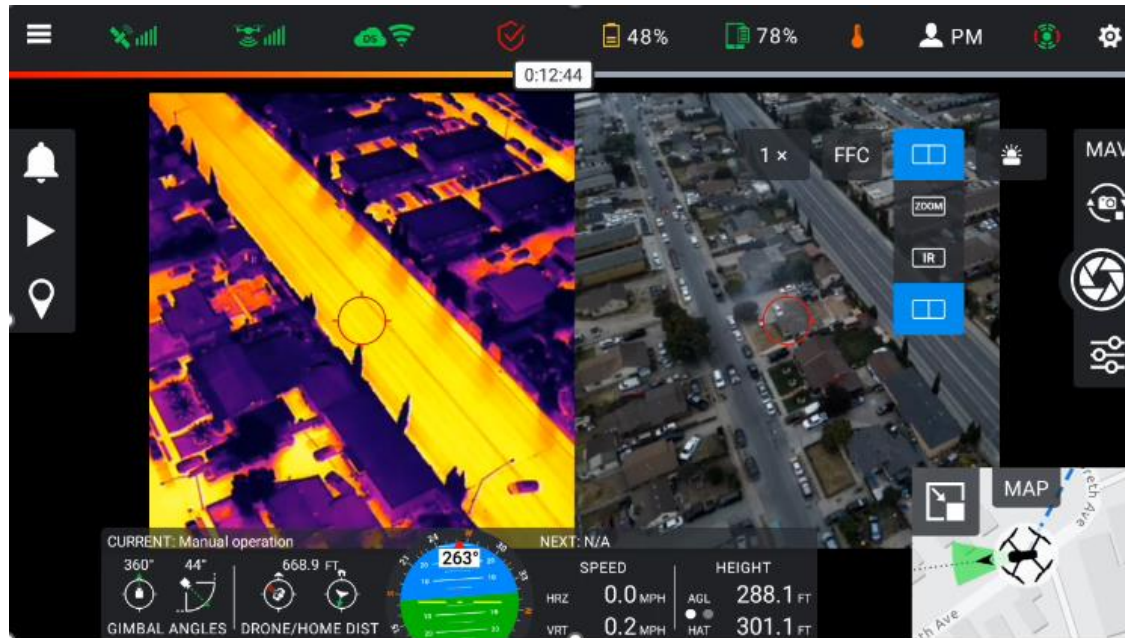


- Members of the Fireworks Enforcement Task Force consisted of:
 - Fire Personnel
 - Code Enforcement Officers
 - Other City Staff
- They were deployed in unmarked and marked units.
- The multiple divisions involved assisted with observation and documentation.
- Citizen participation in reporting illegal fireworks was consistent with last year.

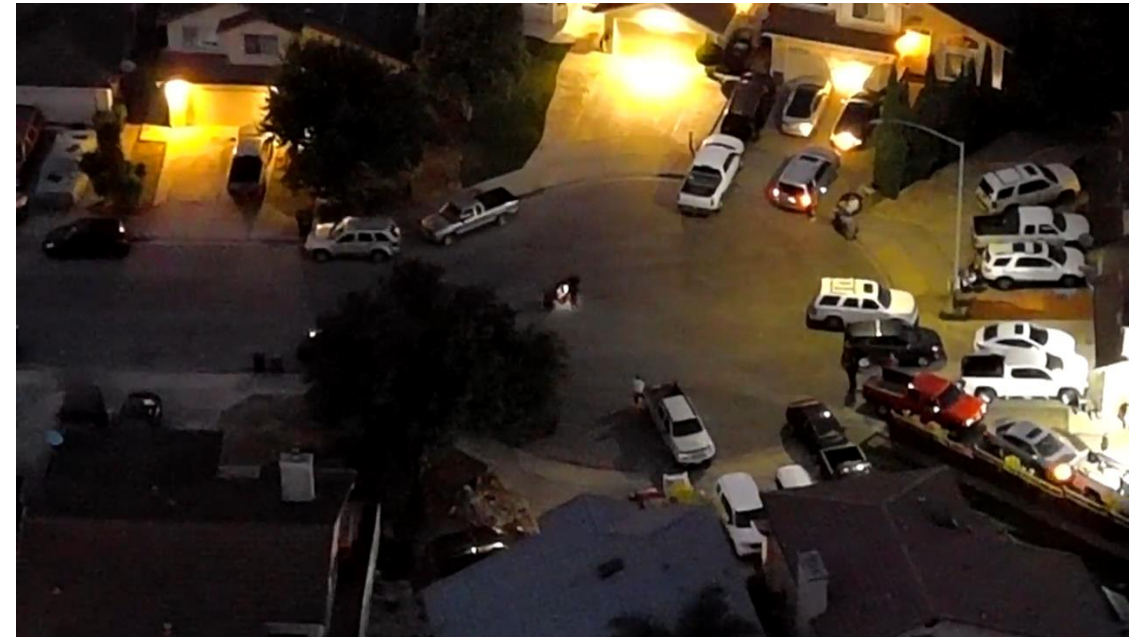
Observe and Document – Drone Team

- Newly formed SFD Drone Team deployed two drones

Aerial Picture



Drone Footage



Illegal Fireworks Statistics

- The total number of Administrative Citations **110**.
- Administrative fines remain unchanged from the previous year at \$1,250 with a noise violation of \$250.
- Largest single citation is \$37,500.
- Total citations to be issued \$322,500.

ADMINISTRATIVE CITATION



CITY OF SALINAS
FIRE PREVENTION DIVISION
65 W. ALISAL STREET, SALINAS, CA 93901
Office (831)758-7466 fireprevention@ci.salinas.ca.us



DATE: July 30th, 2023

CASE NO: FD2307-0001

The City of Salinas Fire Department, Code Enforcement Officer(s) and/or Salinas Police Officer(s) witnessed the discharge of illegal fireworks from _____, APN:0000000000, in the City of Salinas on the following date(s): July 4th, 2023

THIS IS A VIOLATION OF SALINAS MUNICIPAL CODE (SMC) CHAPTER 13A AND YOU ARE BEING ISSUED THIS ADMINISTRATIVE CITATION IN LIEU OF CRIMINAL PROSECUTION FOR THE FOLLOWING VIOLATION(S):

	FINE
- <u>SMC Section 5-02.19(c) POSSESSION or USE OF ILLEGAL FIREWORKS</u>	\$1250
- <u>SMC Section 5-12.05(b) DISTURBING THE PEACE; NOISE</u>	\$250
- <u>SMC Chapter 13-9; 104.12 - 111.4 COST RECOVERY</u>	

ADDITIONAL VIOLATIONS MAY RESULT IN CRIMINAL PROSECUTION, ADDITIONAL ADMINISTRATIVE FINES AND FURTHER PUNITIVE ACTIONS.

Issued to Owner of Record:

Address of Property Owner of Record:

SKYLAR THORNTON
FIRE MARSHAL

This Citation is required to be paid within thirty (30) days from the date of issuance.

FINES ARE PAYABLE TO
CITY OF SALINAS, 65 West Alisal St. Salinas, CA 93901

PLEASE REFER TO THE BACK OF THIS CITATION FOR ADDITIONAL IMPORTANT INFORMATION.

Education & Enforcement Expenses

	2022	2023
Fire Department Overtime:	\$14,645	\$6,114
Police Department Overtime:	\$10,129	\$0.00
Code Enforcement Overtime:	\$752	\$1,045
Public Works Overtime:	\$918	\$2,964
MoCo 911 Overtime:	N/A – Limited Staff	N/A – Limited Staff
Outside Services:	\$17,850	\$8,720
Vehicle Rental:	\$1,478	\$1,153
Sign Printing:	N/A	\$3,500
Total Expenses:	\$45,772	\$23,496

Recommendations

- Work with community groups to establish a community-based organized fireworks display to discourage “at-home” use of illegal fireworks.
- Increase publicity of undercover activity and citation statistics in traditional and social media.
- Increase utilization of Drone Teams (SPD and SFD) on future July 4th Holidays.
- Consider utilization of additional city employees, willing to observe and report.
- Increase sharing of regional resources to target illegal fireworks sales.
- Continue attempts to engage neighborhood groups and citizens in “observe and report” roles and the distribution of signage.

Conclusion and Next Steps

The goal of these programs continues to focus on changing social consciousness at the individual and neighborhood level. It should be acknowledged that this is an ongoing process over many years.

Future years' plans will build on these successes. The Council Fireworks Subcommittee and City staff will remain engaged with constituents to discuss and implement recommendations to bring about a social change and improve the quality of life for the residents of Salinas.



SALINAS

RICH IN LAND | RICH IN VALUES

Questions?