



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: SEPTEMBER 4, 2018
DEPARTMENT: FIRE & POLICE DEPARTMENTS
FROM: JEFFREY JOHNSON, FIRE CHIEF
ADELE FRESE, CHIEF OF POLICE
TITLE: 2018 FIREWORKS SEASON - AFTER ACTION REPORT

RECOMMENDED MOTION:

Receive the After Action Report on the 2018 fireworks season from the Fire and Police Departments.

RECOMMENDATION:

Staff recommends Council receive this report.

EXECUTIVE SUMMARY:

The attached After Action Report highlights statistical information related to sale of “Sane-n-Sane” fireworks, as well as an evaluation of outreach and enforcement efforts related to illegal fireworks use in Salinas. The City issued a total of 108 Administrative Citations related to illegal fireworks use and will issue another 200 warning letters to addresses where illegal fireworks use was reported.

Salinas non-profit organizations benefited from approximately \$383,320 in net sales of “Safe-n-Sane” fireworks from the 18 retail booths permitted throughout the city.

BACKGROUND:

In June of 2016, the electorate of City of Salinas voted to amend Chapter 13A of the Salinas Municipal Code to repeal a ban on the sale/use of “Safe-n-Sane” fireworks. The amendment also included additional provisions for statistical reporting to the City Council to aid in the evaluation of current outreach and enforcement efforts.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

STRATEGIC PLAN INITIATIVE:

Accepting this staff report supports the following Council goals:

- Safe Livable Community
- Quality of Life

DEPARTMENTAL COORDINATION:

With guidance from the Council Fireworks Subcommittee, multiple City departments played a role in the execution of this years' plan with engagement from the City's contracted Public Information Officer (PIO), Boots Road Group.

Included in the operational plan was the Salinas Public Works Department and the Salinas Code Enforcement Division. Overall coordination was provided by the Fire Prevention Division and Police Departments. This level of involvement and cooperation within City departments was the key factor in the relative success of this years' campaign.

As evidenced in the report, the use of illegal fireworks continue to frustrate our citizens and burden our limited public safety resources. As this problem is not unique to the City of Salinas, staff continues to work to find ways to help combat the issue and minimize the impacts to all.

FISCAL AND SUSTAINABILITY IMPACT:

<u>Revenue:</u>	<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.

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

The City's General Fund was not impacted by this years' plan. The currently adopted fee structure seems to adequately support our current efforts.

ATTACHMENTS:

After Action Report
2018 TNT Sales – Salinas
2018 Phantom Sales Summary