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August 4

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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 1, 2020 through July 15, 2020.

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 Public Works Department (SPW), Monterey County Emergency Communications Department (ECD), and Mag One Media Group.

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

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 or pose a considerable safety risk for staff or the public. 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 should be reviewed and thoroughly examined for the appropriation of needed resources to ensure the functions of incident response, stabilization and enforcement are safe, efficient, and effective.

Operational Overview:

Starting in June 1st, a multi-media campaign was launched to increase involvement from residents in the reporting of illegal fireworks use. Building on the positive outcome realized in 2018 and 2019, large signs were again placed at key intersections throughout the city promoting the various methods of reporting illegal fireworks use. This was further publicized in a broad social media campaign, print press, and broadcast news outlets. A detailed statistical analysis is attached.

Additionally, over 500 lawn signs were placed directly into neighborhoods by the fire department with additional signs being delivered to residents and citizens groups and made available to the public at City Hall and at the Council rotunda. This campaign proved ongoing success in routing complaints received to the www.salinasfireworks.com website, the "Salinas Connect" application, as well as the voicemail and text tip line.



FIREWORKS SAFETY

[HOME](#) » [OUR CITY SERVICES](#) » [FIRE DEPARTMENT](#) » [FIRE PREVENTION](#) » [FIREWORKS SAFETY](#)



How Do I...

Find Out

Find fire safety info for kids?

Keep your children safe by talking to them about fire...

Find a neighborhood firehouse?

Use this interactive map to find out the firehouse that...

Prepare for a disaster?

Take the time to review the following links and prepare...

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: 758-7475

Text us: 758-7475

view all in Fire Department

Based on the lessons learned from the 2018 and 2019 seasons, undercover patrols were deployed in the days leading up to the holiday to corroborate citizen tips from the salinasfireworks.com website, voicemail and text reports.



The Salinas Police Department deployed officers undercover as well. Coordinating with Fire Prevention staff via the encrypted radio network, resources patrolled areas where increased activity was evident and collected evidence to support the issuance of administrative citations after the fact.

Citizen participation in reporting illegal fireworks use increased significantly. The "Salinas Connect" application served as the primary repository for all illegal fireworks reports and residents could upload pictures and video evidence to support the reports. Home surveillance systems captured several instances of illegal activity in days leading up to, and after, the 4th of July holiday.

ADMINISTRATIVE CITATIONS

For the period of June 1st through July 15th, the total number of Administrative Citations referred to the Office of City Attorney was 45.

Administrative fines remained unchanged from the previous year at \$1,250 for the “Use, Possession, or Sale of Illegal Fireworks”, and an additional fine of \$1000 was assessed for violations of the “Class-D” noise ordinance.

In some cases, multiple fines were assessed where illegal activity was documented over several days. The highest single citation amount was \$6,750.

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

The Salinas Fire Department issued approximately 35 additional “Notices of Violation” to addresses where multiple reports were received from the various tip sources. These notices carry no specific penalty other than to warn the recipient that violations have been noted at their address.

Statistical Information:

Duration:

June 1st – July 15th, 2020

Overall, enforcement expenses related to overtime was down slightly due to staffing limitations while there was an increase in spending related to a new digital media outreach campaign. Here again, there were pandemic-related delays in organizing and launching the campaign.

Enforcement and Education Expenses

	<u>2019</u>	2020
Fire Department Overtime:	\$11,990	\$8,600
Police Department Overtime:	\$4,159	\$6,240
Code Enforcement Overtime:	\$1,346	N/A – Limited Staff
Public Works Overtime:	\$621	\$918
MoCo 911 Overtime:	\$ 282	N/A – Limited Staff
Outside Services:	\$381	\$13,000
Vehicle Rental:	\$838	\$1,163
Sign Printing:	\$1,028	\$348
Movie Theater Ads	\$ 1,460	N/A Due to pandemic closure
Video Equipment	\$3,941	N/A
<hr/>		
Total Expenses:	\$25,764	\$30,269

Revenue

Local non-profit organizations realized a sharp increase in sales of approximately 47% overall.

As illustrated in the table below, revenue was up significantly from previous years.

2019	2020	% Change from Prior Year
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Combined Sales Revenue

Gross Sales	\$ 773,363.00	\$ 1,136,000.00	46.9%
Net Sales	\$ 372,343.00	\$ 568,086.00	52.6%
7% Surcharge	\$ 54,118.00	\$ 79,532.00	47.0%

Funding Sources

	<u>2019</u>	<u>2020</u>
“Safe & Sane” retail fireworks booth application fees:	\$ 6,066	\$ 6,785
“Safe & Sane” fireworks retail sales surcharges (7% of gross):	\$ 54,118*	\$ 79,532*
Illegal fireworks fines collected through Administrative Citations:	\$8,500	\$ 12,000
Total Estimated Revenue to the City	\$ 68,684	\$ 98,317

*- Information as provided by wholesalers TNT and Phantom Fireworks.

TNT FIREWORKS SALES

2020

2020 TNT Fireworks Sales #- Salinas

Loc #	GROUPS (14)	NET SALES	RETAIL SALES	7% SURCHG
CNR0001	Alisal High School	\$40,333	\$80,666	\$5,647
CNR0002	Everett Alvarez High School	\$32,168	\$64,336	\$4,504
CNR0003	El Gabilan School	\$23,676	\$47,352	\$3,315
CNR0006	Monterey Park School	\$20,408	\$40,816	\$2,857
CNR0009	St. Paul's Episcopal Church	\$20,686	\$41,372	\$2,896
CNR0010	Rancho San Juan High School	\$27,328	\$54,656	\$3,826
CNR0011	Peacock Acres, INC	\$35,057	\$70,114	\$4,908
CNR0012	Salinas Upper Room Church	\$37,573	\$75,146	\$5,260
CNR0013	Notre Dame High School	\$25,288	\$50,576	\$3,540
CNR0014	Sacred Heart School	\$26,969	\$53,938	\$3,776
CNR0015	Palma High School	\$39,362	\$78,724	\$5,511
CNR0018	Salinas Salad Bowl Bobby Sox	\$26,557	\$53,114	\$3,718
CNR0019	North Salinas High School	\$53,831	\$107,662	\$7,536
CNR0023	Salinas Colts Broncos Football	\$22,118	\$44,236	\$3,097
CNR0026	Salinas High School	\$41,116	\$82,232	\$5,756
TOTALS		\$472,470	\$944,940	\$66,146

2019 TNT Fireworks Sales #- Salinas

Loc #	GROUPS (16)	NET SALES	RETAIL SALES	7% SURCHG
CNR0001	Alisal High School	\$30,467	\$60,934	\$4,265
CNR0002	Everett Alvarez High School	\$25,421	\$50,842	\$3,559
CNR0006	Henry F. Kammann School	\$15,021	\$30,042	\$2,103
CNR0010	Salinas Salad Bowl Bobby Sox	\$17,733	\$35,466	\$2,483
CNR0011	Madonna Del Sasso School	\$26,243	\$52,486	\$3,674
CNR0012	Salinas Upper Room Church	\$25,999	\$51,998	\$3,640
CNR0013	Notre Dame High School	\$17,341	\$34,682	\$2,428
CNR0014	Sacred Heart School	\$22,679	\$45,358	\$3,175
CNR0015	Salinas High School	\$31,075	\$62,150	\$4,351
CNR0017	Legal Services for Seniors	\$11,400	\$22,800	\$1,596
CNR0018	Millennium Charter HS	\$15,217	\$30,434	\$2,130
CNR0019	North Salinas High School	\$33,641	\$67,282	\$4,710
CNR0023	Sherwood School	\$16,289	\$32,578	\$2,280
CNR0026	Palma High School	\$19,659	\$39,318	\$2,752
TOTALS		\$308,185	\$616,370	\$43,146

PHANTOM FIREWORKS SALES

2020

Nonprofit Organization	Stand Location Name	Stand Location Address	Retail Sales	Net Sales	Sales Taxes @9.25%	Surcharge @ 7%
Confidence Pregnancy Center	Laurel West Plaza Kmart	1000-1070 N. Davis Road	\$ 49,702.18	\$ 24,851.09	\$ 4,597.45	\$ 3,479.15
Los Padres Elementary	Main Street SC Lucky	1150 S. Main Street	\$ 63,244.60	\$ 31,622.30	\$ 5,850.13	\$ 4,427.12
Mt Toro High School	Foods Co.	1030 E. Alisal Street	\$ 78,286.78	\$ 39,143.39	\$ 7,241.53	\$ 5,480.07
			Totals	\$ 191,233.56	\$ 95,616.78	\$ 17,689.10
						\$ 13,386.35

2019

Phantom Fireworks 2019 Safe & Sane Sales Salinas CA

Organization	Retail Sales	Net Sales	7% Surcharge
Confidence Pregnancy Center	\$25,437.52	\$12,718.76	\$1,780.63
El Camino Real Futbol League	\$39,087.20	\$19,543.60	\$2,736.10
Everett Alvarez Boys Basketball	\$63,792.80	\$31,896.40	\$4,465.50
First Apostolic Church of Salinas	\$28,436.34	\$14,218.17	\$1,990.54
Totals	\$157,053.86	\$64,158.76	\$10,972.77



PHANTOM FIREWORKS OF NORTHERN CALIFORNIA

www.facebook.com/fireworkssacramento



Salinas Fire Department Operations

During this period in 2020, SFD responded to a total of 1,763 emergency incidents. A breakdown of the fire incidents with previous years' data is provided as follows:

	2019	2020
Structure Fires:	10	19
Vegetation Fires:	20 (3 Fireworks related)	34 (8 from fireworks)
Misc. Fires (Dumpsters, etc.):	46 (10 Fireworks related)	55 (6 from fireworks)

For the period of July 2nd through July 5th the SFD staffed 1 additional apparatus with 3 personnel and 1 Chief officer to respond to increased calls for service and patrol the target threat areas. The Salinas Police Department deployed 7 additional officers each day on July 3rd and 4th.

While there were no significant fires caused by fireworks this year, there were 3 significant hand and face injuries caused by illegal fireworks. In two cases, individuals suffered complete amputation of at least one hand and were flown by helicopter to a bay area trauma center.

Salinas Police Department Operations

This year's 4th of July fireworks enforcement included July 3rd. Past enforcement efforts were conducted on July 4th only. A total of six officers and one sergeant were assigned each day between 1500 hrs. and 0100 hrs. Two officers had to be ordered in on July 3rd and all six officers and sergeant had to be ordered in on July 4th.

The sergeants assigned to the detail, Sgt. G. Magana and Sgt. S. Craig, were given necessary H&S and SCC codes (see attached documents) to be used as well as instructions to forward administrative reports directly to the Fire Department for follow up. Additionally, they were instructed that Fire Marshal Sam Klemek was the primary point of contact and to contact him for the joint briefing with Fire personnel at Station 1.

July 3rd

Sgt Craig wrote in his after-action report, "I forwarded any Q-Alert requests to the team via email as well as dispatching them to different fireworks calls that came into County Communications. The units spent a large amount of time stationary in specific problem neighborhoods including the areas of Cherokee Dr., Santa Lucia Ave., Abbott St., Seville St., and Santa Rita. Officers made several contacts with persons lighting fireworks on streets or driveways, but all of these were California compliant.

It quickly became apparent that most illegal fireworks deployed in the city were being deployed from residential backyards. Most aerial fireworks were launched one at a time and not in strings of multiple projectiles, making it extremely difficult to determine their launching point. Additionally, many of the individuals deploying illegal fireworks did so in a very sporadic manner with one or two aerials launched from the same location over the course of an hour. With multiple people in the same area launching aerial fireworks, the sounds were fairly continuous however the launch locations were typically separated by two or three streets.

Two reports for administrative citations were generated during the shift. These include SPD reports 20-070094 and 20-070096.

This event would benefit greatly from at least four additional officers for a total staffing of eight officers and one sergeant.

Officers assigned to the event should be given an unmonitored channel for ease of communication between the UC element and enforcement teams. The units would switch to a monitored channel for any enforcement actions.

I believe the greatest asset would be a drone pilot be embedded in the enforcement team. This would allow the deployment of the drone in a problem area where the drone pilot would be able to identify and vector the enforcement units to the correct location. Additionally, captured video evidence from the drone would be extremely useful in ensuring the correct persons were held liable for their actions.”

Sgt. Craig also later wrote, “Additionally, as is past practice for this holiday, County Communications would broadcast all fireworks calls without an RP as beat information and assigned fireworks calls with an RP to a beat unit,” and, “For Fourth of July Eve on 7/3, we responded to 7 from a total of 8 Q-Alert Requests. I would also redirect our enforcement efforts in an attempt to address the greatest number of calls for service as possible with our limited resources. My strategy was to attempt to identify the geographical areas of the city that seemed to generate the most complaints and direct our enforcement efforts there. The data for most calls per area was gained by reviewing CAD in conjunction with the Q-Alert system. Therefore, it is impossible for me to quantify the number of calls that we received yet didn't respond to.”

July 4th

Sgt. Magana wrote the following in his after-action report, “The units spent most of the time in North Salinas and East Salinas where most of our calls for service regarding fireworks were being generated. The data for most calls per area was gained by reviewing CAD. It is impossible for me to quantify the number of calls received that we did not respond to. Preliminary information from County Communications was that we received 86 fireworks calls for service.

Officers made contact with people lighting fireworks in the middle of the street or sidewalks, but all of these were California compliant fireworks. The people were informed by officers to keep the fireworks off the streets and sidewalks.

Most aerial fireworks were launched one at a time early in our shift and as the daylight ended and it became dark there were strings of multiple projectiles throughout the city, making it extremely difficult to observe everyone launching fireworks with the limited resources we had. The team generated 32 administrative citations for 5-02.19 SCC. We did not generate any other citations or arrests and did not confiscate any fireworks.

During our special enforcement officers responded to a victim of a shooting located at 424 Noice Dr. # 95. The fireworks enforcement unit was working in North Salinas at the time and we responded to assist patrol. The crime scene was hectic, and we assisted patrol officers in securing the scene, providing first aid to the victim, contacting, and transporting witnesses, evidence collection etc. Patrol was at minimum staffing during this shift and we assisted them.

I would recommend getting rid of the undercover vehicles and use those officers in a uniformed enforcement capacity.

I believe the unit should be split in different parts of the city, with six units each assigned East, North and South to cover the entire city.

County Communications should also hire an extra dispatcher on channel 2 just to deal with firework calls and firework enforcement units. Generating case numbers would take some time to receive because of the radio traffic from patrol.”

Totals

7/3/20

Number of calls received by County Communications	67
Number of calls Fireworks Enforcement officers responded to	12
5-02.19 SCC Administrative Reports generated	2
Fireworks confiscated	None

7/4/20

Number of calls received by County Communications	264
Number of calls Fireworks Enforcement officers responded to	48
5-02.19 SCC Administrative Reports generated	32
Fireworks confiscated	None

STRENGTHS

- ❖ *Adequate Funding from existing fees, surcharges, and fines.*
- ❖ *Participation from the Code Enforcement Division and Public Works Departments alleviated the excessive burden of limited SFD and SPD resources.*
- ❖ Comprehensive media coverage to include social media, led to a significant increase in citizen-based tips from the “neighborhood approach”. Overall calls to 911 decreased.
- ❖ Undercover operations to “observe and report” led to Administrative Citations with better evidentiary support.
- ❖ Integration of the Salinas Connect reporting platform provided detailed information for follow-up.
- ❖ Additional signage was placed at high visibility areas and intersections of the city.
- ❖ Movie theater ads were effective at promulgating information to the public.
- ❖ Advance warnings sent to addresses where illegal fireworks were reported last year helped to deter activity in certain areas.

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.*
- *Collection and sorting of data from various sources of intelligence remains a manual process and is labor intensive.*
- *Manual review of video evidence is also time consuming and delays issuance of Administrative Citations.*

RECOMMENDATIONS

- *Continue attempts 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.*
- *Consider a “reward” system for tips leading to successful citation of individuals and property owners where illegal fireworks are used. Rewards could be funded with successfully collected fines.*
- *Re-consider “Social Host Ordinance”*
- *Increase fines related to fireworks violations as a deterrent.*

CONCLUSION AND NEXT STEPS

Continued collaborative efforts in this years' campaign proved to be a positive influence toward curbing illegal fireworks use in the City of Salinas. 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 several years but marked decreases in activity were noted this year.

The improvement in the quality of citizen reports is a positive indicator of the success of these efforts. The increase in citations with actionable evidence is another product of better collaboration between City departments in a coordinated fashion.

Future years' plans will build on these successes and 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.

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.	4/2021	Ongoing
2) Limited Patrol Staffing	Increase staffing where possible	SFD/SPD/SCED	7/2021	Ongoing
3) Integration with “Salinas Connect”	Further refine automated responses and reports	Administration Div./SFD Prevention Div.	5/2019	100% complete
4) Data Collection and Sorting	Staff collaboration to merge data sources	Administrative Div./SFD Prevention	6/2019	100% complete
Multi-Unit Dwelling Enforcement	Identify better methods for citations of individuals	SFD/City Attorney/ SPD/SCE/ Council FW Subcommittee	1/2021	Ongoing
5) Limited Administrative Support	Identify existing staff resources to assist	SFD/Administrative Div./FW Sub-Committee/ SCE/ City Attorney	10/2020	In-process