



2017 FIREWORKS SEASON

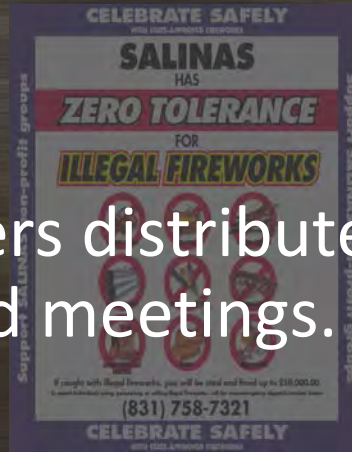
Report to the Salinas City Council

Community Outreach

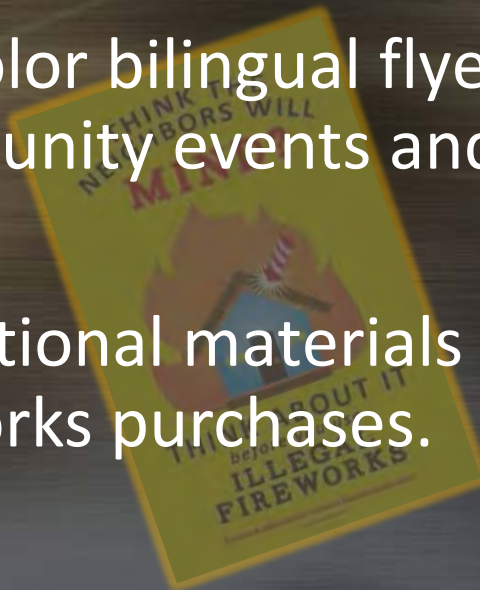


- Press release with several bilingual print and television media interviews.

- Full color bilingual flyers distributed to schools and at community events and meetings.



- Educational materials included with Safe-n-Sane fireworks purchases.



- Safe-n-Sane wholesaler educational materials and media campaign.



ENFORCEMENT



- Website for receiving anonymous tips:
 - Citizens could visit www.salinasfireworks.com and submit tip information.
 - Reports could be submitted via text, email, and voicemail. Pictures and video could also be uploaded.
 - Smartphone applications
- SPD: 4 additional officers dedicated to fireworks.
- SFD: 2 additional engine Co.'s, 3 overhead, and 4 prevention personnel.

STATISTICS June 15th – July 15th 2017



- Over 900 calls to 911 dispatch (228 on July 4th alone)
- SPD calls for service (3 p.m. – 12 a.m. 7/4): **400+**
- Illegal Fireworks tips (website, text, apps, vm): **410+**
- SPD Criminal Citations: **4**
- SFD Administrative Citations: **47**
- SFD Courtesy Notices (prior to July 4th): **17**

	<u>2017</u>	<u>2016</u>
Structure Fires:	2	8
Vegetation Fires:	30	12
Misc Fires (vehicles, dumpsters, etc.):	12	10

Estimated Total Illegal Fireworks Related losses: **\$400,000**

Safe-n-Sane Sales - TNT Fireworks



Location	Group	Retail Sales	7% Surcharge	Net Sales
1	Alisal High School	55,746	3,902	27,873
3	El Gabilan School	31,682	2,218	15,841
2	Everett Alvarez High School	45,658	3,196	22,829
6	Gil Basketball Academy	41,102	2,877	20,551
26	Hartnell Little League	22,110	1,548	11,055
11	Henry F. Kammann School	32,846	2,299	16,423
20	Laurel Wood School	31,278	2,189	15,639
10	Loma Vista School	29,550	2,069	14,775
19	North Salinas High School	59,472	4,163	29,736
13	Notre Dame High School	33,286	2,330	16,643
17	Oasis Charter School	27,082	1,896	13,541
14	Palma High School	42,854	3,000	21,427
15	Salinas High School	60,914	4,264	30,457
12	Salinas Upper Room Church	39,518	2,766	19,759
23	Sherwood School	24,238	1,697	12,119
	TOTALS	\$577,336	\$40,414	\$288,668



QUESTIONS ?