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City of  
Salinas  
Fireworks  
Enforcement  
Operations –  
After Action  
Report

August 27

2019

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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, 2019 through July 15, 2019.

## 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 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 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 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 are requested to 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 1<sup>st</sup>, 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, 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 social media, print press, and television news stories. A new strategy included the placement of public service announcements in Salinas-based movie theaters. Messages were displayed to moviegoers over 4000 times per week.



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](http://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



### 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**

#### 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...

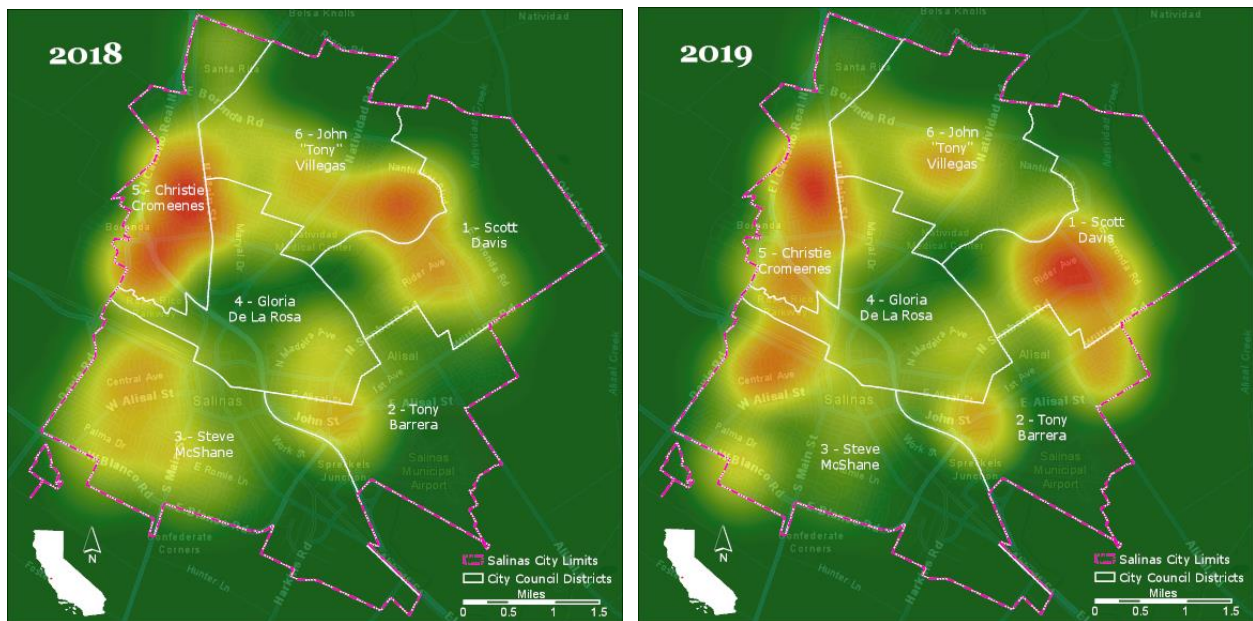
view all in Fire  
Department

Based on the lessons learned from the 2018 season, undercover patrols were deployed on July 4<sup>th</sup> exclusively and were equipped with video cameras in addition to dashboard cameras installed in their vehicles. This allowed for staff to witness and record illegal activity and/or corroborate citizen tips from the salinasfireworks.com website, voicemail and text reports.



The Salinas Police Department deployed Violence Suppression Unit officers undercover as well. Coordinating with Fire Prevention and Code Enforcement 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.

Upon deployment, all units were provided with a list of addresses where illegal fireworks were witnessed and/or cited the previous year. Throughout the evening, fireworks activity in these areas had notably decreased and reports were scant, perhaps as evidence of the effectiveness of the previous years' enforcement efforts.



**Fireworks reports received from all sources**

For the period of this report, the total number of Administrative Citations referred to the Office of City Attorney was 27.

Administrative fines remained unchanged from the previous year at \$1,250 for the “Use, Possession, or Sale of Illegal Fireworks”. Disputed citations are administered by the Office of the City Attorney through the Administrative Hearing process.

The Salinas Fire Department issued approximately 50 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 1<sup>st</sup> – July 15<sup>th</sup> 2019*

**Funding Sources:**

	<b><u>2018</u></b>	<b><u>2019</u></b>
"Safe & Sane" retail fireworks booth application fees:	\$ 7,810	\$ 6,066
"Safe & Sane" fireworks retail sales surcharges (7% of gross):	\$ 50,323*	\$ 55,736*
Illegal fireworks fines collected through Administrative Citations:	<u>\$ 12,800</u>	<u>\$ 15,000 est.</u>
<b>Total Revenue</b>	<b>\$ 70,933</b>	<b>\$ 76,802 est.</b>

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

### 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
	<b>TOTALS</b>	\$324,113	\$648,226	\$45,376

### 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
	<b>TOTALS</b>	\$308,185	\$616,370	\$43,146

## 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**

### 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**

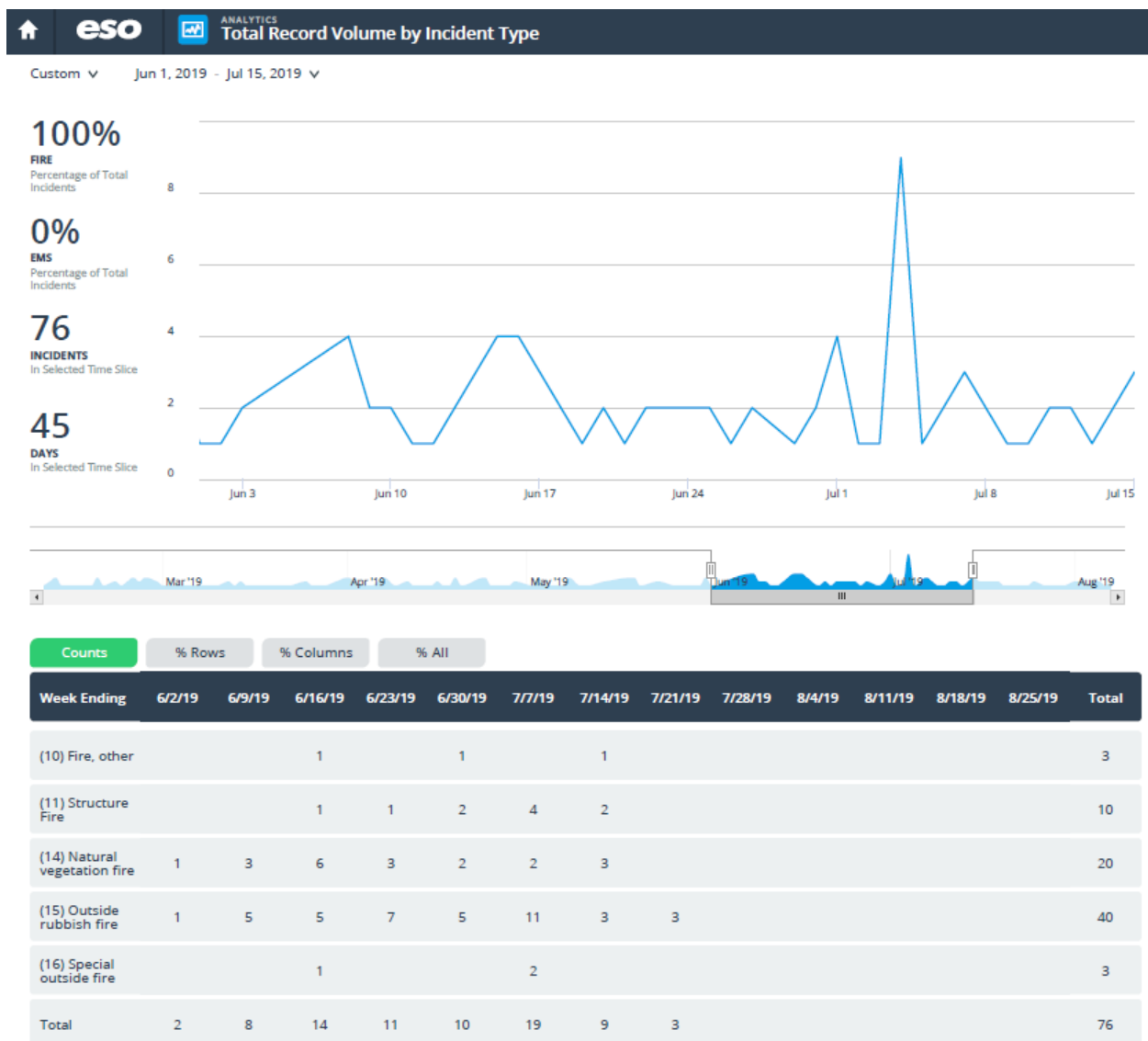
[www.facebook.com/fireworkssacramento](http://www.facebook.com/fireworkssacramento)



## Salinas Fire Department Operations

During this period in 2019, SFD responded to a total of 1,959 emergency incidents. A breakdown of the fire incidents with previous years' data is provided as follows:

	2018	2019
Structure Fires:	14 (2 fireworks related)	10
Vegetation Fires:	25 (5 Fireworks related)	20 (3 Fireworks related)
Misc. Fires (Dumpsters, etc.):	17 (7 Fireworks related)	46 (10 Fireworks related)



For the period of July 4<sup>rd</sup> through July 6<sup>th</sup> 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.

**Enforcement and Education Expenses**

	<u>2018</u>	<u>2019</u>
Fire Department Overtime:	\$14,342	\$11,990
Police Department Overtime:	\$12,547	\$4,159
Code Enforcement Overtime:	\$2,665	\$1,346
Public Works Overtime:	\$2,347	\$621
MoCo 911 Overtime:	\$ 282	
Outside Services:	\$ 35	\$381
Vehicle Rental:	\$ 637	\$838
Sign Printing:	\$ 9,059	\$1,028
Movie Theater Ads		\$ 1,460
Video Equipment		\$3,941
<hr/>		
<b>Total Expenses:</b>	<b>\$41,914</b>	<b>\$25,764</b>

## 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.*
- *Quality of video and photo evidence in low light is challenging. Look into more technically capable equipment if possible.*

## 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>Action</u>	<u>Responsible</u> <u>Party/Areas</u>	<u>Targeted</u> <u>Completion</u> <u>Date</u>	<u>Status</u>
1)	<b>Neighborhood Involvement</b>	Solicit more participation in outreach and volunteer patrol	Council/Community Safety Div.	4/2019	Ongoing
2)	<b>Limited Patrol Staffing</b>	Increase staffing where possible	SFD/SPD/SCED	7/2019	Ongoing
3)	<b>Integration with "Salinas Connect"</b>	Further refine automated responses and reports	Administration Div./SFD Prevention Div.	5/2019	100% complete
4)	<b>Data Collection and Sorting</b>	Staff collaboration to merge data sources	Administrative Div./SFD Prevention	6/2019	100% complete
5)	<b>Photo/Video Evidence Quality</b>	Identify equipment and methods to assure "evidence quality"	SFD/SPD/SCE/City Attorney	6/2019	Complete
6)	<b>Multi-Unit Dwelling Enforcement</b>	Identify better methods for citations of individuals	SFD/City Attorney/SPD/SCE/ Council FW Subcommittee	1/2019	
7)	<b>Limited Administrative Support</b>	Identify existing staff resources to assist	SFD/Administrative Div./FW Sub-Committee/ SCE/ City Attorney	1/2019	In-process