

City of Salinas Fireworks Enforcement Operations

September 10

AFTER ACTION REPORT

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), and the Monterey County Emergency Communications Department (ECD).**
- 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.

OUTREACH & EDUCATION

- Starting in June 1st, a multi-media campaign was launched to increase involvement from residents in the reporting of illegal fireworks use.
- Large signs were again placed at key intersections throughout the city.
- Social media, print press, and television news stories.
- A new strategy included the placement of public service announcements in movie theaters. **Messages were displayed to moviegoers over 4000 times per week.**
- Over 500 lawn signs were placed directly into neighborhoods. Additional signs were delivered to resident 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.salinast fireworks.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

Report Fireworks



Service Request



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

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...

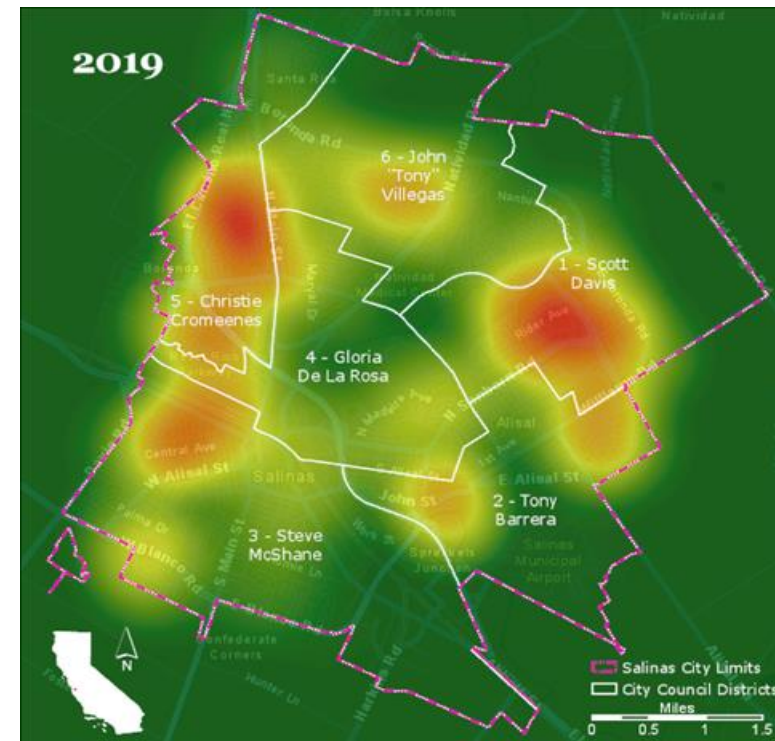
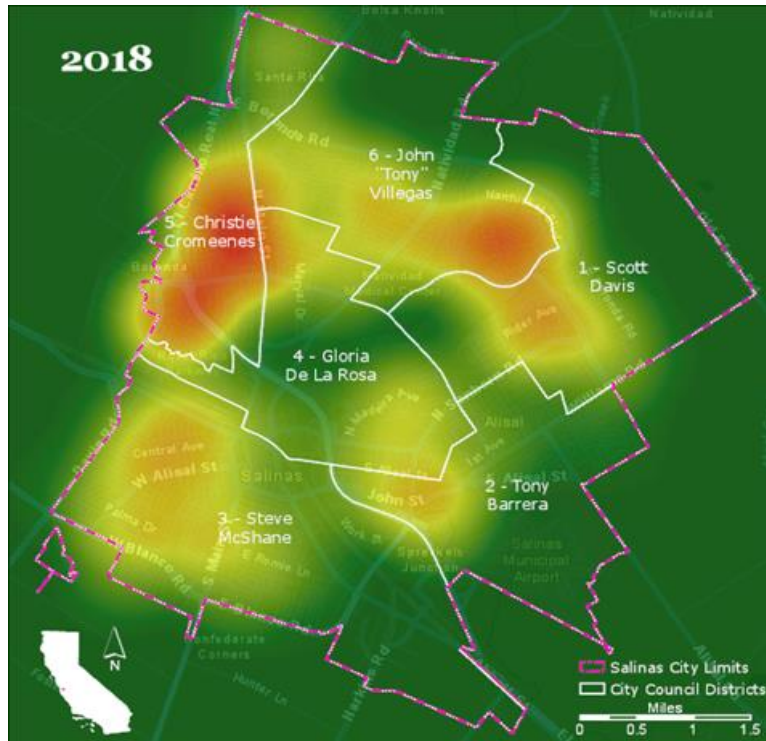
view all in Fire
Department

OBSERVE & DOCUMENT



- Based on the lessons learned from the 2018 season, undercover patrols were deployed on July 4th exclusively and were equipped with video cameras in addition to dashboard cameras installed in their vehicles.
- 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.
- 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.

ILLEGAL FIREWORKS REPORTS



Reports to 911 Dispatch Center = **253**

Q-Alert/Salinas Connect = **43**

Fireworks Website/Tip Line = **91**

There was a marked decrease in fireworks use activity this year, most notably in the areas of Creekbridge and South Salinas.

ILLEGAL FIREWORKS STATISTICS

ADMINISTRATIVE CITATION



- 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 up to \$2,250.

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


SAMUEL P. KLEMEK
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.

REVENUE STATISTICS

Duration:

June 1st – July 15th 2019

Funding Sources:

	<u>2018</u>	<u>2019</u>
“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>
Total Revenue	\$ 70,933	\$ 76,802 est.

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

CHARITABLE ORGANIZATION STATISTICS

2018 vs. 2019 - TNT

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
	TOTALS	\$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
	TOTALS	\$308,185	\$616,370	\$43,146

CHARITABLE ORGANIZATION STATISTICS 2018 vs. 2019 – Phantom

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



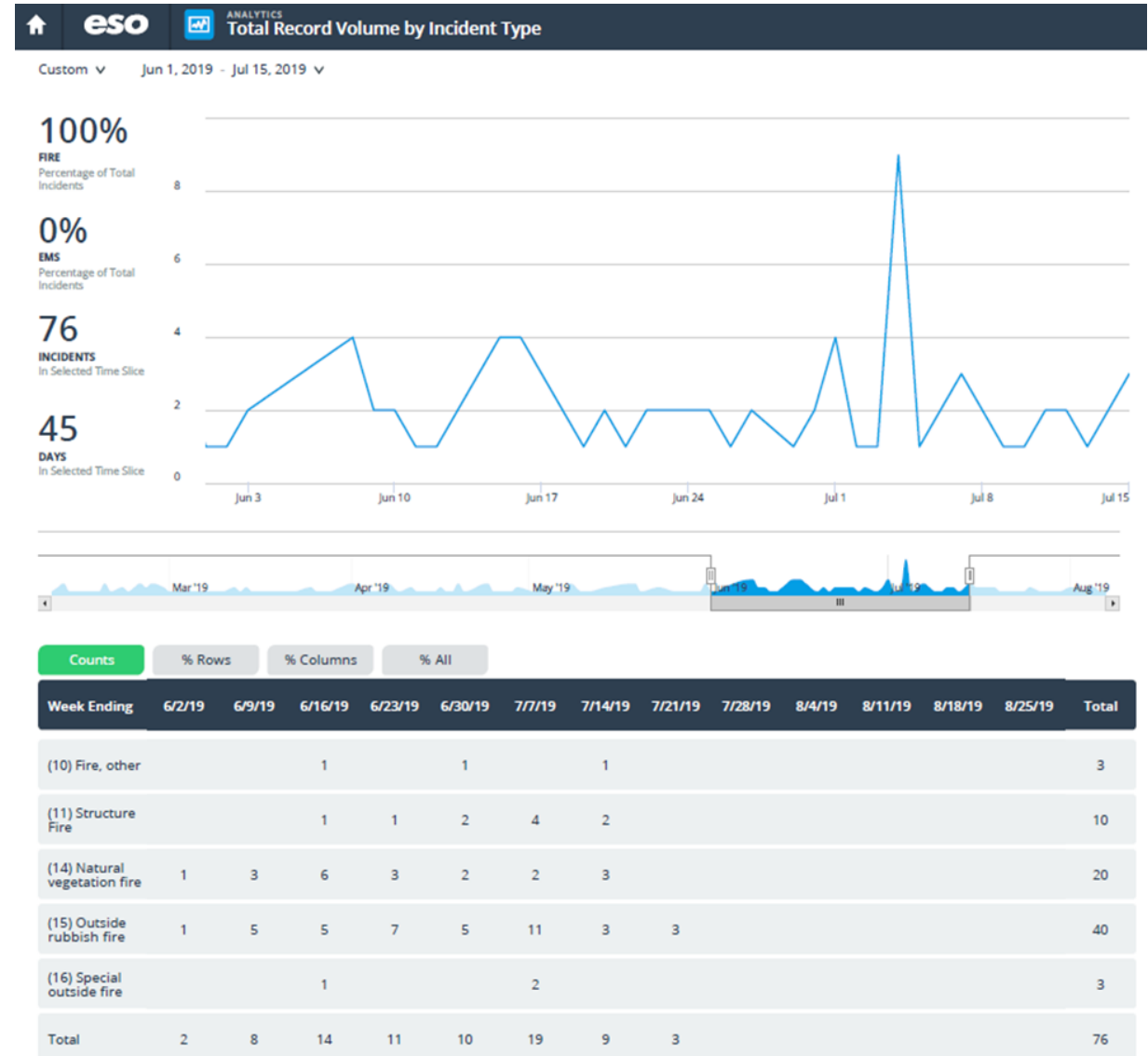
FIRE DEPARTMENT OPERATIONS & STATISTICS

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)

FIRE DEPARTMENT OPERATIONS & STATISTICS

- For the period of July 4th through July 6th 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.



EDUCATION & ENFORCEMENT EXPENSES 7% Surcharge

	<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	N/A
Outside Services:	\$35	\$381
Vehicle Rental:	\$637	\$838
Sign Printing:	\$9,059	\$1,028
Movie Theater Ads		\$1,460
Video Equipment		\$3,941
Total Expenses:	\$41,914	\$25,764

STRENGTHS

- ❖ *Adequate Funding from existing fees, surcharges, and fines.*
- ❖ *Participation from the Code Enforcement Division and Public Works Departments helped to alleviate 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”.
- ❖ 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.
- ❖ 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.

- *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

- 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 decrease in activity and improvement in the quality of citizen-initiated 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.

A stylized landscape illustration. In the background, there are three mountain peaks in shades of tan and brown. In the middle ground, there is a dark purple silhouette of a city skyline. In the foreground, a green field is divided into several vertical strips by white lines that converge towards the horizon, suggesting a road or agricultural furrows.

Questions ?

SALINAS

RICH IN LAND / RICH IN VALUES