



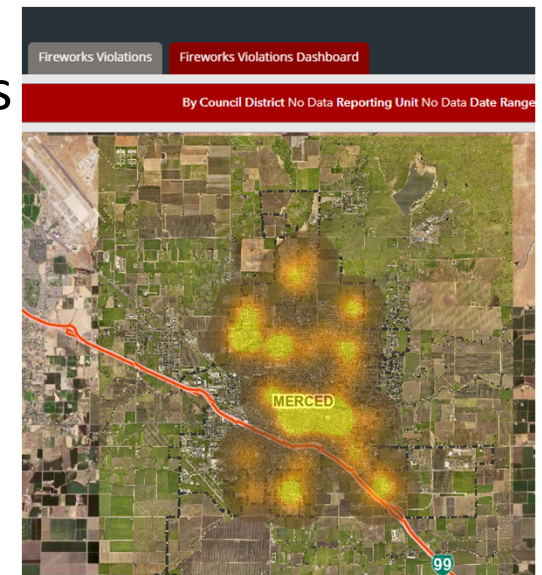
City of Merced Fire Department
Derek Parker, Fire Chief

July 4th Update

July 6, 2021 Council Meeting

Mitigation and Prevention Efforts

- Implementation of Property Owner Citations
 - No contact by MPD and MFD members
- Use of Merced Connect app by community members
 - Creates an email sent to members for investigation
 - Creates a tracking opportunity
- Clandestine operations by MPD members
 - Buy and busts created a tremendous reduction in illegal fireworks



Mitigation and Prevention Efforts

- Social media posts
 - Facebook and Instagram
- Radio spots
- Print media
- Television interviews
- Banners throughout town to deter the use of fireworks
- Meetings with neighborhood groups to listen to concerns



July 4th Weekend Response



| July 2 nd – Friday | July 3 rd – Saturday | July 4 th – Sunday | July 5 th - Monday |
|-------------------------------|---------------------------------|-------------------------------|-------------------------------|
| Calls | Calls | Calls | Calls |
| Fires | Fires | Fires | Fires |
| Structure Fires | Structure Fires | Structure Fires | Structure Fires |