
City of Merced
Celebrate Safe
Illegal Fireworks 2019 Campaign

Purpose

- Reduce the amount of illegal fireworks used, sold and possessed in the City of Merced
- Public outreach to increase communication, messaging, and education to report and reduce illegal fireworks utilized on the Fourth of July
- Increase Public Safety presence in the community around the Fourth of July to promote the legal use of fireworks
- Enforcement before and after the Fourth of July

What is a legal / illegal firework?

- Legal fireworks have the safe and sane seal



Illegal fireworks

- Any firework that explodes
- Any firework that leaves the ground
- Any safe and sane firework that is modified

Public Outreach

- Banners will be placed in downtown Merced as well as a large banner placed across G Street
- Press conference and news interviews with local media. Collaboration with fire agencies in Merced County to promote consistent message
- Social media campaign
- Public service announcements with local radio stations
- Neighborhood watch
- Community presence by public safety while promoting safety during the 4th of July
- Safe surrender of illegal fireworks – any fire station, anytime

How to report illegal fireworks

- Report using phone, email, and Merced connect app



- Do not call 911
- Phone : (209) 388-SAFE (7233)
- Email: CelebrateSafe@Cityofmerced.org
- Merced Connect App

Secondary Dispatch Center

- Staffed on the 3rd and 4th of July to reduce the calls coming into the dispatch center while ensuring that illegal fireworks reporting has a dedicated answering point
- 2018 requests for service at secondary

	July 3, 2018	July 4, 2018
Celebrate Safe Hotline	38	302
Merced Connect	34	76
Email	9	11

Illegal Fireworks Enforcement

- Enforcement of illegal fireworks use, possession, and sales within the City
- Illegal Fireworks Fines (MMC:8.22.020(g))
  - 1st violation: $1,000
  - 2nd violation: $1,500
  - 3rd violation: $2,000
- Enhanced police patrols

Have a Safe 4th of July

- Always use Safe and Sane fireworks with a responsible adult present
- Always read and follow the directions on the label
- Use Safe and Sane fireworks outdoors only, away from dry grass and flammable materials
- Do not give fireworks to young children!
- Never point or throw fireworks at another person
- Always have a bucket of water or fire extinguisher present for unexpected emergencies
- Always submerge your fireworks after use in a bucket of water overnight

