



Celebrate Safe Illegal Fireworks Enforcement Campaign 2019 Report



Campaign Objectives

- Public Outreach
 - Banners, Posters, Stickers, Utility Bill Insert, Radio Interviews, Radio Ads, Social Media Campaign, Press Conference.
- Safe Surrender / Seizure of Illegal Fireworks
 - Provide the public the opportunity to dispose of fireworks, both legal and illegal fireworks without fear of prosecution.

A decorative graphic on the left side of the slide. It features a dark blue background with white stars, reminiscent of the American flag. Overlaid on this are several bursts of white and yellow fireworks, suggesting a celebration. The graphic is curved and flows from the top left towards the bottom right.

Campaign Objectives

- Tip Lines
 - Provided multiple methods to report illegal fireworks instead of inundating 9-1-1 system.
 - Celebrate Safe hotline, Merced Connect App and dedicated email address.
 - Expanded dispatch center on July 3 and 4th staffed with volunteers from the community.
- Enforcement
 - Increased enforcement and community presence by Police and Fire Department personnel on July 3rd and 4th.

Enforcement Activities

- Arrested two (2) people for possession of illegal fireworks.
- One hundred and fifty one (151) pounds of illegal fireworks were taken off the streets.





Safe Surrender

- Allowed the public to dispose of any fireworks (safe and sane or illegal) safely and without any fear of prosecution.

	2018	2019	Percentage Change
Surrendered Fireworks	2	1	-50.0%

Respect Neighbors,
Veterans & Pets!

★ ★ ★ ★ ★ ★ ★ ★

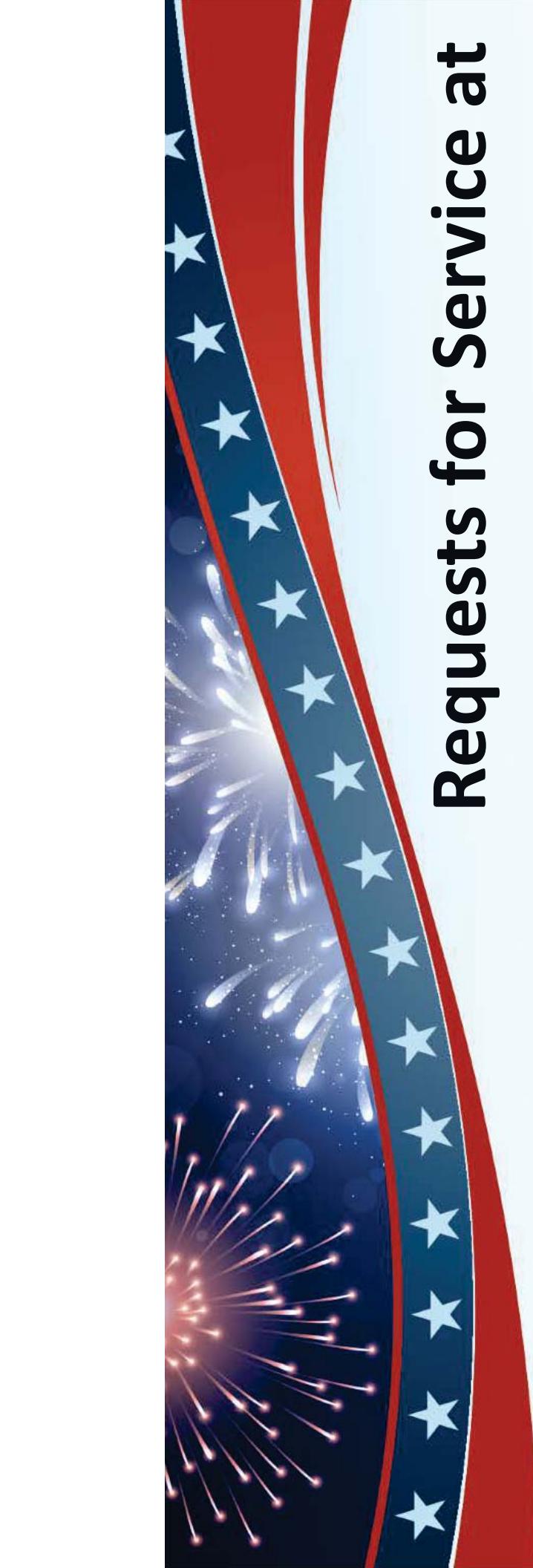
THE CITY OF MERCED HAS
ZERO TOLERANCE
for use/sales/possession of
**DANGEROUS &
ILLEGAL FIREWORKS**
\$1,000 FINE

Report using the Merced Connect App

**209
388-SAFE**


Merced Connect APP

celebratesafe@cityofmerced.org



Requests for Service at Celebrate Safe Hotline

	July 3, 2018	July 4, 2018	July 3, 2019	July 4, 2019	Percent Change (2018 vs. 2019)
Celebrate Safe Hotline (388-SAFE)	38	302	59	594	92.1%
Merced Connect	34	76	4	47	-53.6%
Email	9	11	5	25	50.0%
Total	81	389	68	666	56.2%



Calls for Service

Calls for Service	July 3 rd	July 4 th	July 5 th
Calls 2018	36	206	27
Calls 2019	51	230	23
% change	41.7%	11.7%	-14.8%

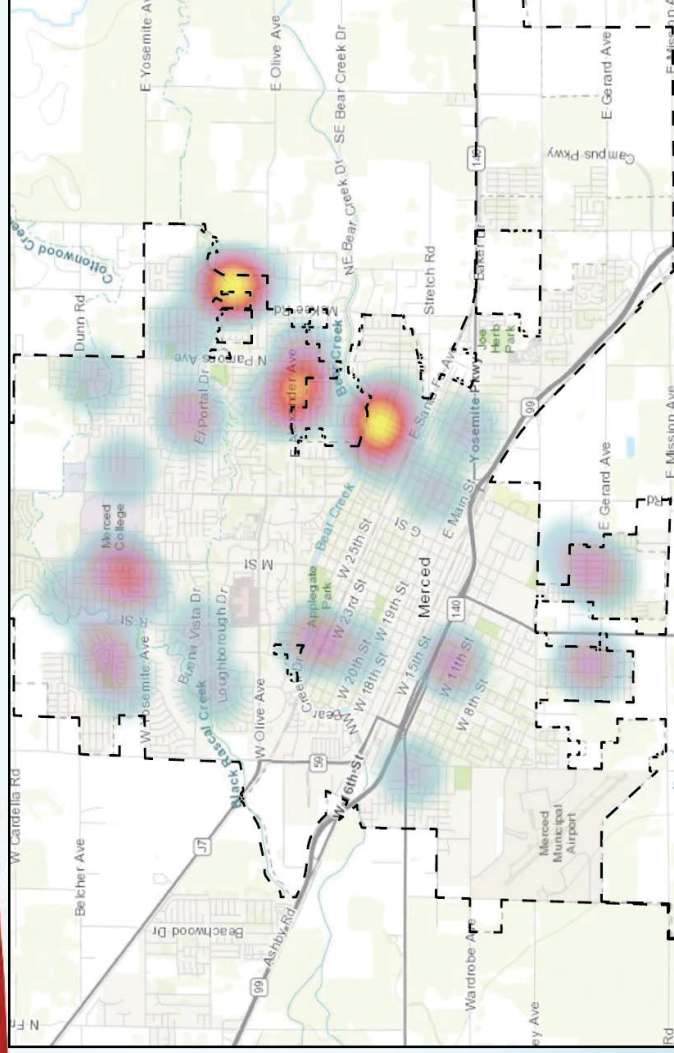
A decorative graphic on the left side of the slide. It features a dark blue background with a series of white stars arranged in a curved path. To the left of the stars, there are several bursts of white fireworks or sparks, suggesting a celebratory theme. The overall design is patriotic and festive.

Celebrate Safe Hotline Results

- The Celebrate Safe hotline answered 587 calls (340 calls in 2018), representing a 72.7% increase in calls this year. Without the hotline, the calls would have been made directly into our dispatch center on 9-1-1 lines or other emergency/business numbers.
- These statistics validate that the public outreach campaign was effective and the program is valued by the community.

Heat Maps of Illegal Fireworks Reports

- Information technology produced maps of the City showing the areas highest call (Complaint) volume.
- This assisted with enforcement.
- Provides good data for subsequent year's efforts.
- PD used these map to target areas weeks prior.



Reporting Period: June 28 through July 6th

Incident Type	2017	2018	2019	Percentage Change (2018 vs. 2019)
Fire	37	20	27	35.0%
Overpressure Rupture, Explosion, Overheat (No Fire)	0	1	0	-100.0%
Rescue & EMS	124	155	163	5.2%
Hazardous Condition (No Fire)	4	4	8	100.0%
Service Call	10	13	18	38.5%
Good Intent	33	38	36	-5.3%
False Alarm & False Call	10	11	7	-36.4%

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Fire Cause

- Twelve (12) fire incidents occurred on July 4th.
- Five (5) fires were fireworks related.
- Six (6) outside rubbish, trash, dumpster, or waste fires.
- Six (6) bush / vegetation fires.



Enforcement on July 3rd and 4th

- **Staffing on July 3rd**
 - One (1) Fire Chief, two (2) Deputy Fire Chiefs, five (5) engine companies and one (1) truck company.
 - Police Chief, 2 sergeants, 6 officers, 2 dispatchers, and 1 explorer scout.
- **Staffing on July 4th**
 - One (1) Deputy Fire Chief, One (1) Fire Battalion Chief, five (5) engine companies and one (1) truck company.
 - 2 Sergeant , 6 officers, 2 dispatchers.
- **Citations**
 - The Fire and Police Department personnel issued 28 administrative citations, completed several parole/probation search, booked 2 gang members for VOP and confiscated illegal fireworks.



Community Feedback



City of Merced Fire Department
Published by Janet German [?] · July 3 at 8:15 PM · 🌐

City of Merced Fire Department and Merced Police Department and City of Merced CA - Home are on the streets right now patrolling for illegal fireworks.

If you hear or see illegal fireworks, call us right now 209-388-SAFE and we will answer your phone call and send someone out immediately.



24,843
People Reached

8,424
Engagements

Boost Post

👍👎🗨️ 272

118 Comments 130 Shares



City of Merced Fire Department
Published by Janet German [?] · July 4 at 6:23 AM · 🌐

For those who received a \$1,000 fireworks fine last night, we will be back out on the streets today.



25,515
People Reached

7,937
Engagements

Boost Unavailable

👍👎🗨️ 712

149 Comments 220 Shares



City of Merced Fire Department
@MercedFire

- Home
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- Community
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- Manage Promotions

- Keith Pelowski Great job, how about coming to Atwater
Like Reply Message 2w 3
- Mary Ann Love Thank you for keeping me safe
Like Reply Message 2w
- Darlene Buetgenbach In the last week I have heard illegal fireworks every night. But last night I heard none. Please be safe this weekend and keep up the good work.
Like Reply Message 2w 8 Replies
- Belinda Webb Great job! Keep at it.
Like Reply Message 2w
- Kay McKee Thank you!!!
Like Reply Message 2w
- Teresa Apodaca Stay safe and thank you.
Like Reply Message 2w
- Anne Stevens Thank you to each and every officer, every person behind the scenes. It would not happen without each and every one of you.
Like Reply Message 2w 2
- Ruth-Anne Harblison Thank you, wish they were doing that in Madera.
Like Reply Message 2w
- Jennifer M. Jones Thank you, my 3 year old nephew thanks you. My sleep thanks you, because every time he hears the random pops, he is running into my room, but not last night!!!!
Like Reply Message 2w 1

Community Feedback

- Amanda Roach I love illegal fireworks but I actually agree with this. Go watch them for FREE at Castle or the high school or something. Many families homes have caught on fire. Those families lose their belongings, money & comfort at the expense of someones night of "fun".
Enjoy your 4th, be safe && keep others in mind when making choices this evening
Like Reply Message 2w 6 1 Reply
- Melissa Skehan Dunn Somebody needs to tell Winton Fire Dept to take notice and notify Authorities
Like Reply Message 2w
- Matthew Trowbridge So when did it become illegal for people to have fun. Wow 1,000 dollars, why not teach people the proper way light/discard fireworks instead of trying to take everything away from people.
And yes I fully understand what fireworks can do but what about mother nature you gonna fine her every time a lightning struck hits the ground and starts a fire?
Like Reply Message 2w 3
- Charlotte Hart Matthew Trowbridge it's not the occasional fun. It's the all hours of the night blasting. People work. Respect. You don't have it. You'll get some at the tune of 1k
Like Reply Message 2w 2



Lessons Learned

- Enforcement of the sale and use of illegal fireworks should increase next year to reduce the use of Illegal Fireworks.
- The tip line, Merced Connect, and email assisted the public in reporting the sale and use of illegal fireworks for the 3rd and the 4th. This has become a major issues leading up to the holiday.
- Additional staffing in the secondary dispatch center, especially on July 4th.
- Expanded dispatch continues to greatly reduce the number of calls into the 9-1-1 center.



Lessons Learned

- Consider shortening the sales and use period of safe and sane fireworks.
- Continue the issuance of administrative citations.
- Create a multi-agency task force to saturate neighborhoods vs. being spread thin throughout each of our communities.
- Have one central tip line leading up to the holiday to take fireworks related calls (countywide approach to celebrate safe).
- This will be a multi-year effort to obtain desired results.

Countywide Follow-up



- County debrief meeting on July 24, 2019
- Every agency and the D.A.'s office working together
- Met with Senator Caballero
- Funding for central valley public safety agencies



Celebrate Safe 2019