Celebrate Safe

Illegal Fireworks Enforcement Campaign

2020 Report

Campaign Objectives

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

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 2nd through 5th.

Enforcement Activities - Fire

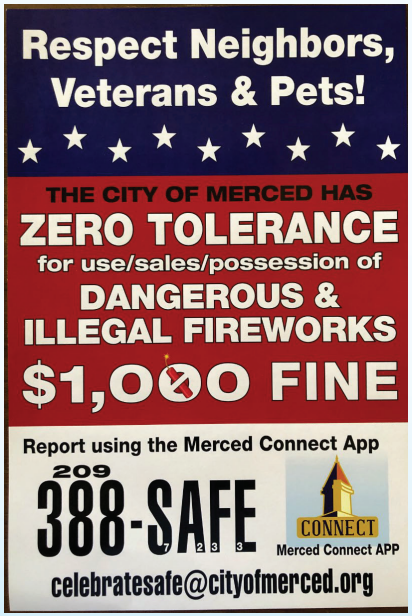
- Crews patrolled all areas of the City from July 2nd – July 5th
- Contacted numerous citizens and educated them on the use of illegal fireworks
- Issued two (2) administrative citations ($1,000 each)
- Confiscated 175 pounds of illegal fireworks
- Staffing
  - All on duty companies
  - Chief Officers

Enforcement Activities - PD

- Additional staffing on July 3rd and 4th to patrol areas of the City
- 3 citations issued
  - 2 Health and Safety Code
  - 1 MMC
- Patrol presence around hot spot areas of the City
- Staffing
  - On duty patrol
  - 1 Sergeant
  - 4 additional officers

Safe Surrender

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



	2019	2020	Percentage Change
Surrendered Fireworks	1	2	100.0%

Requests for Service at Celebrate Safe Hotline

	July 3, 2019	July 4, 2019	July 3, 2020	July 4, 2020	Percent Change (2019 vs. 2020)
Celebrate Safe Hotline (388-SAFE)	59	594	86	228	-52%
Email	5	25	10	21	3%
Total	68	666	96	249	-53%

Calls for Service – Fire Dept.

- July 3rd – 36 Calls for Service
  - 9 Fire related
  - 15 EMS

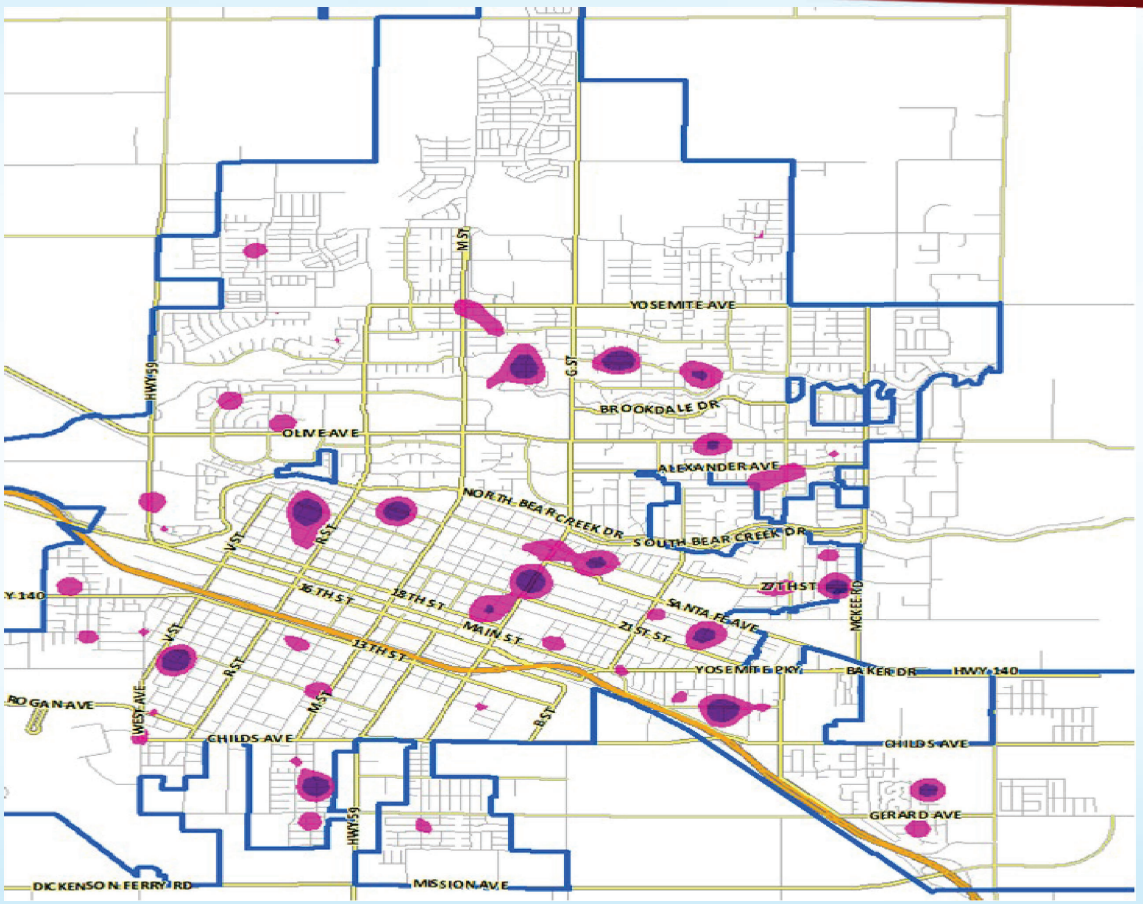
- July 4th – 65 Calls for Service
  - 24 Fires
  - 20 EMS
  - 16 Other

Calls for Service – Police Dept.

Date	Firework Related Incidents	Total Calls for Service	Percentage
7/2/2020	43	234	17.70%
7/3/2020	76	263	28.90%
7/4/2020	125	322	38.80%
7/5/2020	36	178	20.20%

HEAT MAPS OF ILLEGAL FIREWORKS REPORTS

- Information technology produced maps of the City showing the areas highest call (complaint) volume
- Assists with enforcement activities
- Provides good data for subsequent year's efforts



Celebrate Safe 2020