

# Memorandum

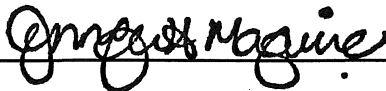
**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Robert Sapien  
Rosario Neaves

**SUBJECT:** FIREWORKS PREVENTION  
CAMPAIGN

**DATE:** June 29, 2018

Approved



Date

6/29/18

## INFORMATION

In time for the Fourth of July holiday, the City of San José and Santa Clara County Fire Departments are collaborating on a public education campaign to remind residents that fireworks are illegal, dangerous and can result in fires and injuries that are easily preventable. The City's anti-fireworks public education campaign is targeted to residents in hotspot areas and is intended to reduce injuries and fires; increase the number of actionable reports; decrease the number of hotspots; and, educate residents of the fines associated with fireworks use.

The City/County public outreach and education campaign began June 13 in the San José area and features billboard and bus advertisements, as well as a digital advertising push. The County will run its own version of the campaign on social media to educate residents county-wide that when it comes to fireworks, "[It's] Not Worth It" and can result in dangerous fires and serious injuries.

Building on community feedback, the City has strengthened the review process for determining when citations will be issued for illegal fireworks use. San José residents can "Snap, Click, Report" violators online from June 1 through July 8:

1. **SNAP:** Safely take a photo or video of the person participating in the illegal activity.
2. **CLICK:** Visit [www.sanjoseca.gov/fireworks](http://www.sanjoseca.gov/fireworks).
3. **REPORT:** Fill out the online form with complete and accurate information regarding the illegal firework activity. Now, residents can upload up to five separate photos or videos as evidence of illegal activity.

The City also offers a 24-hour hotline (408) 535-5600 to assist residents that do not have internet access and wish to report violators.

All reports will be reviewed for sufficient evidence during this reporting period. The City's Code Enforcement Division will issue citations, upon determination that sufficient evidence has been provided for both the violation and violator.

**Sale, Use, Possession and Storage of Fireworks Violation Fines:**

<b><i>First Violation</i></b>	\$500
<b><i>Second Violation</i></b>	\$700 (within 18 month period from date of previous violation)
<b><i>Third and Subsequent Violations</i></b>	\$1,000 (within 18 month period from date of previous violation)

Residents are encouraged to attend one of the professional fireworks shows listed below instead of using fireworks on their own. If there is a life-threatening emergency or active fire, residents should call 9-1-1.

**San José Fourth of July Professional Fireworks Displays**

*San Jose Giants 2018 Baseball Season*  
588 E. Alma Ave, San Jose CA 95112  
July 4 (Large Show)  
Time – Post Game

*Rotary Club of San José*  
Discovery Meadow, 180 Woz Way, San Jose, CA (West San Carlos, Almaden Blvd, 87 off ramp, Woz Way & Delmas Avenue)  
Time - Show starts at approximately 9:30PM

*Almaden Lake Park – Council District 10*  
Winfield from Coleman to Quarry Rd  
Time - Show starts at dusk

More information is available at the campaign website at <http://www.sanjoseca.gov/fireworks>.

/s/  
ROBERT SAPIEN  
Acting Fire Chief

/s/  
ROSARIO NEAVES  
Director of Communications  
City Manager's Office

For questions, please contact Ryan Dulin at (408) 794-6984 or Rosario Neaves at (408) 535-8170.