

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Carolina Camarena
Robert Sapien, Jr.

**SUBJECT: FIREWORKS PREVENTION
CAMPAIGN 2021**

DATE: July 2, 2021

Approved



Date

07/02/21

INFORMATION

In time for the Fourth of July 2021 holiday, the City of San José and Santa Clara County Fire Department are once again collaborating on a public education campaign to remind residents that fireworks are illegal, dangerous and can result in fires and injuries that are preventable. The “Fed up with Fireworks” public education campaign is targeted at San José residents and the greater Santa Clara County. The program components remain Education & Outreach, and Reporting and Enforcement. The goals of the campaign are to reduce injuries and fires; increase the number of actionable reports; decrease illegal fireworks activity and, educate residents of the dangers and potential fines associated with fireworks use.

The City/County public outreach and education campaign began June 21 in the San José area. Banners are on display at fire stations, police buildings, community centers and libraries. Outreach efforts also include a social media campaign to educate residents that, when it comes to fireworks, “It’s Not Worth It.” The social media campaign, which also includes “Fed Up with Fireworks” messaging, will feature public safety advisory videos recorded in English, Spanish and Vietnamese. The campaign seeks to educate residents on the dangers of illegal fireworks, discourage the use of fireworks and encourage use of the City’s online fireworks reporting tool. To assist in providing a consistent and far-reaching educational campaign, targeted stakeholder outreach will continue this year and a messaging toolkit containing suggested banner, newsletter and social media copy will be shared with identified groups including San José City Council offices, local school districts, the City’s Neighborhood Committee, neighborhood associations, Neighborhood Watch and CERT groups.

Building on community feedback, the City has strengthened the review process for determining when citations will be issued for illegal fireworks use. Changes have been made to the reporting tool intended to increase ease of use and result in more actionable reports. San José residents can “Snap, Click, and Report” violators online:

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

Residents may also report fireworks via a 24-hour hotline at (408) 535-5600 or by calling 311. The online reporting tool is available year-round.

All reports will be reviewed and upon a determination that sufficient evidence has been provided for both the violation and violator, the City’s Code Enforcement Division will issue a citation.

The fireworks public education and awareness campaign also seeks to inform residents of increased fine amounts for the use of illegal fireworks as well as implications of the recent expansion of the City’s Social Host Ordinance.

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

<i>First Violation</i>	\$1,000
<i>Second Violation</i>	\$2,000 (within 18-month period from date of previous violation)
<i>Third and Subsequent Violations</i>	\$3,000 (within 18-month period from date of previous violation)

In past years, community members were encouraged to attend professional fireworks displays and community events; however, no such events are currently planned to take place in San José due to the ongoing response to the COVID-19 pandemic. To supplement, the City and County will provide shared messaging to identify and encourage safe activities for residents to engage in that do not include the use of illegal fireworks. These activities are listed on the City’s fireworks website and will be publicized through a joint City/County press release and social media sharing.

More information is available at www.sanjoseca.gov/fireworks.

/s/
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/s/
ROBERT SAPIEN, JR.
Fire Chief
Fire Department

For questions, please contact Acting Fire Marshal Arthur Belton at (408) 535-7792 or Carolina Camarena at (408) 793-5519.