

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Robert Sapien, Jr.

**SUBJECT: FIREWORKS PREVENTION
CAMPAIGN 2022**

DATE: June 24, 2022

Approved



Date

06/24/22

INFORMATION

The City of San José continues its effort to reduce the illegal use of fireworks locally and regionally on and around the Independence Day holiday (July 4, 2022).

The “Fed Up With Fireworks” public outreach and education campaign is targeted towards the residents of San José and the greater Santa Clara County. The public education campaign, as directed by the Council, includes “bridge campaign” messaging and graphics focused on the impact that illegal fireworks have on pets and the importance of the public reporting illegal use of fireworks. The components of the fireworks outreach campaign incorporate education, outreach, reporting, and enforcement best practices. The desired outcomes are a reduction in injuries, fires, and illegal fireworks activity as well as an increase in the number of actionable reports, education about the dangers of illegal fireworks use, and enforcement actions with associated fines for individuals choosing to use illegal fireworks or property owners that allow the use on their property.

The public outreach and education campaign began June 1, 2022 throughout the San José area. Outreach efforts present targeted messaging recommending that when it comes to fireworks, “It’s Not Worth It.” Additionally, “Fed Up With Fireworks” banners are on display at fire stations, police buildings, community centers, and libraries throughout the City. Billboards will have been deployed in identified illegal fireworks hot spots. A social media campaign, which also includes “Fed Up With Fireworks” messaging, features public safety advisory videos and information provided in English, Spanish, Vietnamese and Chinese (simplified and traditional). Targeted digital advertising on multiple platforms will drive residents to the campaign website and *SJ311*, which is available either online or via the mobile application. The campaign seeks to educate residents on the dangers of illegal fireworks, discourage the use of fireworks, and encourage use of the City’s *SJ311* platform to report illegal fireworks.

Targeted stakeholder outreach includes an illegal fireworks messaging “toolkit” to assist in amplifying a consistent, far-reaching educational campaign message. The “toolkit” contains key

messages, sample newsletter copy, social media graphics, and messages in multiple languages. The toolkit was shared with identified stakeholder groups including City of San José Council offices, the City’s Neighborhoods Commission, Public Safety Finance & Strategic Support Committee, Neighborhood Watch, CERT groups, as well as local school districts and neighborhood associations.

Building on community feedback, lessons learned, and Council direction, the City created a new *SJ311* fireworks reporting tool with the goal of increasing the percentage of actionable reports that can lead to citations for illegal fireworks use, improving the overall user experience and ease of use, and enabling automated status updates to reporting parties as the report makes its way through the review process. San José residents can “Snap, Click, and Report” violators online or through the *SJ311* app:

1. **SNAP:** Safely take a photo or video of the person participating in the illegal activity.
2. **CLICK:** Visit www.sanjoseca.gov/fireworks or download the mobile *SJ311* application for Android or IOS.
3. **REPORT:** Fill out the online form with complete and accurate information regarding the illegal fireworks activity. Residents can upload 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 3-1-1 within the City. The fireworks hotline and *SJ311* online reporting tool are available year-round.

All illegal fireworks reports are reviewed, and upon a determination that sufficient evidence is provided for both the violation and violator, the City’s Planning, Building, and Code Enforcement Department will issue a warning letter or citation. Reports that do not result in a warning letter or citation will be used for “hot spot” mapping to inform patrol efforts and deployment of resources.

The new *SJ311* reporting tool also provides a notification function for community members that want to notify the City of illegal firework activity, but do not wish to provide personal information necessary to make a report. Once submitted, the illegal fireworks notification will be utilized for “hot spot” mapping to inform the City of concentrated fireworks activity and for future deployment of resources. However, due to the lack of reporting party information, the notifications will not be utilized for enforcement (i.e., warnings or citations).

The fireworks public outreach and education campaign informs residents of citation fine amounts for the use of illegal fireworks as well as 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)

Community members are encouraged to attend legally sanctioned, professional fireworks displays, and community events being hosted throughout the county. In San José, there will be fireworks displayed at Almaden Lake Park and Discovery Meadows. Fire agencies throughout Santa Clara County are collaborating to gather a list of all sanctioned fireworks shows, from which Santa Clara County Fire will create outreach graphics for all agencies to share with residents. A joint press release is being finalized and will be issued as the holiday nears.

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



ROBERT SAPIEN, JR.
Fire Chief, Fire Department

For questions, please contact the following:

Fire Department – Deputy Fire Chief/Fire Marshal James Dobson at James.Dobson@sanjoseca.gov or (408) 535-7792

Planning, Building, and Code Enforcement Department – Deputy Director Rachel Roberts at Rachel.Roberts@sanjoseca.gov or (408) 535-7719

City Manager’s Office of Communications – Deputy Public Information Officer Kristen Van Kley at Kristen.VanKley@sanjoseca.gov or (408) 535-8100

City Manager’s Office – Deputy City Manager Rob Lloyd at Rob.Lloyd@sanjoseca.gov or (408) 535-8100