



Date: June 30, 2016

To: Patrick H. West, City Manager 

From: Michael A. DuRee, Fire Chief /s/
Robert G. Luna, Chief of Police 

For: Mayor and Members of the City Council

Subject: **Fireworks Education and Enforcement Efforts**

In preparation for the Fourth of July holiday, the Fire and Police Departments have been proactively addressing fireworks education and enforcement.

The City's primary focus areas with regard to fireworks are public outreach and enforcement. Outreach and education efforts are designed to communicate the message to residents and visitors that all fireworks, including those marked "Safe and Sane," are illegal in the City of Long Beach.

As in previous years, the Fire Department is coordinating public service announcements, press releases, and the distribution of educational materials in English, Spanish, and Khmer, communicating that all fireworks are dangerous and illegal in the City of Long Beach. This message is being communicated through a variety of media, including social media, the City's website, television, electronic signage, and the posting of flyers, banners, and posters in highly visible locations, including parks and buses. Educational information has also been shared and distributed in Long Beach schools, and Community Emergency Response Team (CERT) volunteers and Lifeguards are distributing flyers to residents and business and neighborhood associations communicating that "All Fireworks are Illegal in Long Beach." Additionally, this year, representatives from the Fire Department are speaking at community events and block parties about the illegality and dangers of all fireworks, and "Fireworks are Illegal" magnets are displayed on Fire Department apparatus. An email blast was sent out to all students and parents through the LBUSD. Additionally, 300 bus cards and electronic signs were programmed with our messaging through Long Beach Transit and the Lamar Advertising Company donated 20 billboards to be placed throughout the City.

The messaging to residents throughout this year's campaign has been to call the non-emergency number and/or 911 in an emergency. TID and Public Safety staff researched the possibility of modifying the Go Long Beach app as a way to report illegal firework usage. Through this collaborative process it was determined that a rapid enhancement and integration of the Go Long Beach app into PD dispatch was not a viable option due to the level of complexity and the security concerns over CLETS data. In addition data collection via the Go Long Beach app is stored independently to PD dispatch and would create duplicate incidents, therefore reporting accurate data would require a manual process.

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In the area of enforcement, the Fire Department will continue to partner with the Police Department by deploying two patrol vehicles, each staffed with two Arson Investigators, on the nights of July 2 through July 4, to respond to reports of illegal fireworks. These patrols will target areas of the City known for historic use of fireworks and respond to reports of illegal fireworks activity Citywide. Arson patrols will work in conjunction with the Police Department to cite and/or arrest those who commit fireworks violations and will confiscate all fireworks found during their patrols. Anyone cited or arrested for fireworks violations may be faced with a \$1,000 fine, sentenced to jail for six months, or both. The fines and penalties may increase depending on the fireworks' classification. Fireworks may be voluntarily disposed of at collection bins, which are located at all fire stations, all police stations, and at Lifeguard Headquarters.

The above measures are being implemented to encourage the Long Beach community to have a safe holiday. Residents and visitors who wish to view fireworks are encouraged to attend one or more of the following professional fireworks displays in Long Beach: July 3rd at Alamitos Bay, and July 4th at the Queen Mary and Virginia Country Club.

If you have any questions regarding this matter, please call me at (562) 570-2509.

MAD:RGL:DH

Q:/ADMINISTRATION/LETTERS AND MEMOS/TFF JOINT FD AND PD FIREWORKS OUTREACH AND ENFORCEMENT EFFORTS

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