

# YUBA CITY

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# Fireworks Enforcement Strategies

Presentation by:

Pete Daly, Fire Chief  
and

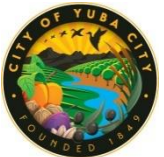
Rob Landon, Police Chief



# Background

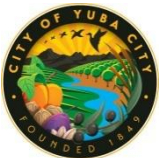
## April 25, 2017 – Council Consider Following Options

- Fireworks Ban (both legal and illegal)
- Ordinance Amendment (i.e. Administrative Citation)
- Public Awareness Outreach Campaign
- Enhanced Enforcement
- Maintain Status Quo



# Council Recommendation

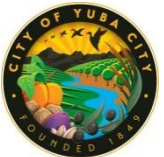
- Public Education Campaign
- Increased directed enforcement by the Fire and Police Departments.
- Adoption of a Social Host Ordinance Holding the “Responsible Party” of a Residence Responsible for Illegal Fireworks
- Allocated \$24,000 for Staffing & Education Campaign



# Ordinance

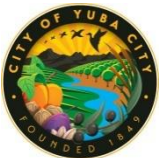
Council Adopts --

Section 5602.2 to section 4-5.02 to chapter 5 of Title 4 – Yuba City Municipal Code regarding dangerous and illegal fireworks.



# Public Education

The public awareness campaign consisted of a wide variety of avenues from radio ads, to magazine articles, Facebook, Newspaper Ads, Posters and information booths.



# Public Awareness Campaign

- June 1<sup>st</sup> to July 3<sup>rd</sup> Social Media Campaign w/ 42,386 views this includes – YConnect News letter, Facebook, Instagram and Twitter
- June 14 – July 4<sup>th</sup> over 600 local radio ads
- June 17<sup>th</sup> Summer Stroll Awareness handouts and information Booth
- June Water Bill inserts
- June 1<sup>st</sup> to July 29<sup>th</sup> we had 2 Prospect Magazine Articles and 2 Appeal Democrat Ads
- Awareness Poster Distributed to local business for window display
- June 28<sup>th</sup> – July 4<sup>th</sup> illegal fireworks flyer handed out at each fireworks booth.

APPEAL-DEMOCRAT  
appealdemocrat.com



1600  
KUBA  
GOOD TIMES GREAT OLDIES

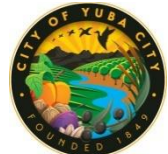


Safe & Sane  
or  
Feel the Pain  
\$1,000 Fine



COUNTRY  
FM  
KKCY  
103.1 ★

Sunny 95.5

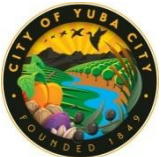


Report Violation (530) 822-4660  
For more information - [www.yubacity.net/fireworks](http://www.yubacity.net/fireworks)



# Additional Deployment

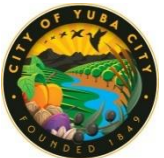
- 4 Days
- 4 Officers and 4 Fire Personnel from 7/1-7/3
- 1 Deputy and 1 Pilot from 7/1-7/4
- 2 Extra Dispatchers to handle calls 7/4
- 5 Officers and 5 Fire Personnel on 7/4





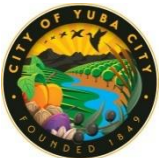
# After Action

- 185 Calls for service for illegal fireworks through Dispatch
- 52 YC311 Calls for service
- 24 Citations for illegal fireworks
- Much greater volume than 2016 (105 dispatch calls – 0/YC311 reports)



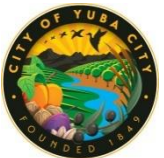
# After Action

- Citizens were encouraged to call in and media campaign was successful in this effort.
- 2016 we had less than 5 citations
- 2014-2016 call volume greatest between 9 pm -11 pm.
- 2017 calls dropped at 10 pm. Allowed patrol to have greater impact.



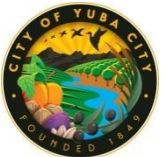
# After Action

- Significantly less calls for service in Northwest Yuba City
- Middle Western (Royo Ranchero) and Shanghai Bend most active calls for service and use of illegal fireworks.
- 133 out of 185 calls for service through dispatch occurred on 7/4.
- 54 between 9 pm and 10 pm.
- 95 calls happened before 10 pm.



# After Action

- For 2018 we would adjust when our officers/fire personnel are dispatched since only 44 calls for service occurred between 7/1 and 7/3.
- Biggest response issue is the amount of legal fireworks being used during peak hours. Streets are congested, children are present and it is the highest volume of illegal fireworks use creates an issue of timely and comprehensive responses.



# Explore Options for 4<sup>th</sup> of July

- Enhance Children's 4<sup>th</sup> of July Parade
- Collaborate with other public and private entities
- More Public involvement
- Public Committee
- Continued enforcement

## 4th of July Children's Parade

Show your patriotic spirit and celebrate America's Birthday at this annual event. Dress up in your best red, white and blue, decorate your bike, wagon or battery operated vehicle and enjoy the fun. At the end of the parade enjoy good old American goodies. No registration required. Just show up to Gauche Park the day of the event by 9:45am. Call 822-4655 or 822-4686 for more information.



Thursday, July 4th  
10am

★  
Gauche Park  
421 C Street

★ to the ★  
Yuba City  
Town Center

GAP  
GAUCHE AQUATIC PARK

