

**CITY COUNCIL MEETING**

**SEPTEMBER 27, 2022**

**PRESENTATIONS**

**FIREWORKS**

**WORK SESSION**

**ITEM #8**

**WS 22-028**

# Fireworks Ban Education and Enforcement

City Council Work Session  
September 27, 2022



# Background

## March 2022

- Increase in calls/complaints related to illegal fireworks activity
- Enforcement challenges due to unsafe conditions and large crowds
- Explore options to address issues

## April 2022

- Council adopted HMC amendments to specifically hold property owners accountable (social nuisance)
- Broaden outreach

# Staff Taskforce



## **Development Services Department**

**Sara Buizer**, Deputy Director

**Phil Nichols**, Code Enforcement Manager

**Tera Maroney**, Management Analyst

**Junior Lee**, Senior Code Enforcement  
Inspector

**Amber Green**, Code Enforcement Inspector

**Franchesca Davis**, Code Enforcement  
Inspector

## **Police Department**

**Faye Maloney**, Police Sergeant

**Gregory Velasquez**, Police Lieutenant

**Cassandra Fovel**, Community Engagement  
Specialist/PIO

**Stephan Kawada**, Police Officer

**Garett Wagner**, Police Lieutenant

## **Fire Department**

**Eric Vollmer**, Deputy Fire Chief

## **Maintenance Services Department**

**Rod Affonso**, Streets Manager

## **City Manager's Office**

**Chuck Finnie**, Communications &  
Marketing Officer

# Program Objectives

- Focus on private properties where violations occur
- Have fewer barriers for staff to issue citations for property violations
- Ensure a safer process so that staff does not need to engage with large crowds of people who are setting off fireworks
- Mobilizing the work plan as a pilot program in Spring and Summer 2022 leading up to the July 4<sup>th</sup> holiday

# Established proactive public awareness and education campaign about illegal fireworks usage

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- Created an educational program page on the City's website specific to illegal fireworks
- Issued a press release explaining the new language, the citation process, and the citation amounts
- Publicized changes with multiple social media posts

# Identified problem zones and conducted pre-compliance outreach for areas prone to ongoing illegal fireworks activity

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- Analyzed the previous year's calls for service to identify problematic streets and neighborhoods via a heat map
- Mailed courtesy notices to Property Owners/Residents/Tenants in these areas (Approx. 68,267 parcel addresses)
- Messaged new regulations in water bills (English and Spanish) going to every city water customer in Hayward (approx. 32,000 customers)
- Electronic signs with warning messages were posted throughout Hayward leading up to July 4<sup>th</sup>
- Thirty "No Fireworks" coroplast signs installed on light poles throughout City

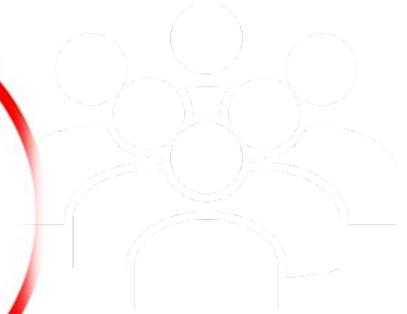
# Observations and Reporting

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- 94 fireworks incidents on private properties were identified and documented
- 59+ notices of violation with penalties mailed out
- 27 fire related incidents observed
- 64,725 social media impressions
- 123 public comments received
- Stack article made KRON 4 news
- Collaboration with the RHA on social media messaging
- Road closure devices and No Parking Signs strategically placed

# July 4<sup>th</sup> Holiday

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- 4<sup>th</sup> of July and morning of July 5<sup>th</sup>, a joint fireworks enforcement team of HPD and Code Enforcement, addressed and documented activity tied to specific addresses recorded with existing technology
- Documented evidence was forwarded to Code Enforcement for follow up action, and the appropriate citations were issued
- As a result, agencies such as Alameda County Sheriff Office reached out and have interest in implementing a similar action plan
- Given resources and the prevalence of the activity, staff felt it was a successful response in mobilizing the workplan as a pilot program

# Recommended Changes

- **Fireworks Taskforce “Street Team”**
- **Citywide Mailer**
- **Budget Allocation**
- **Staff Resources**
- **Equipment**
- **Additional Training**

# Next Steps

- **In October 2022, a collaboration with Rental Housing Association will host a hybrid community educational work session**
- **As part of the future budget process, staff will evaluate the potential to increase staffing and budget resources**

- 1. Council Questions**
- 2. Public Comment**
- 3. Council Discussion**

