

Fireworks Ban Education and Enforcement

HLAC Meeting
July 11, 2024



Program Objective

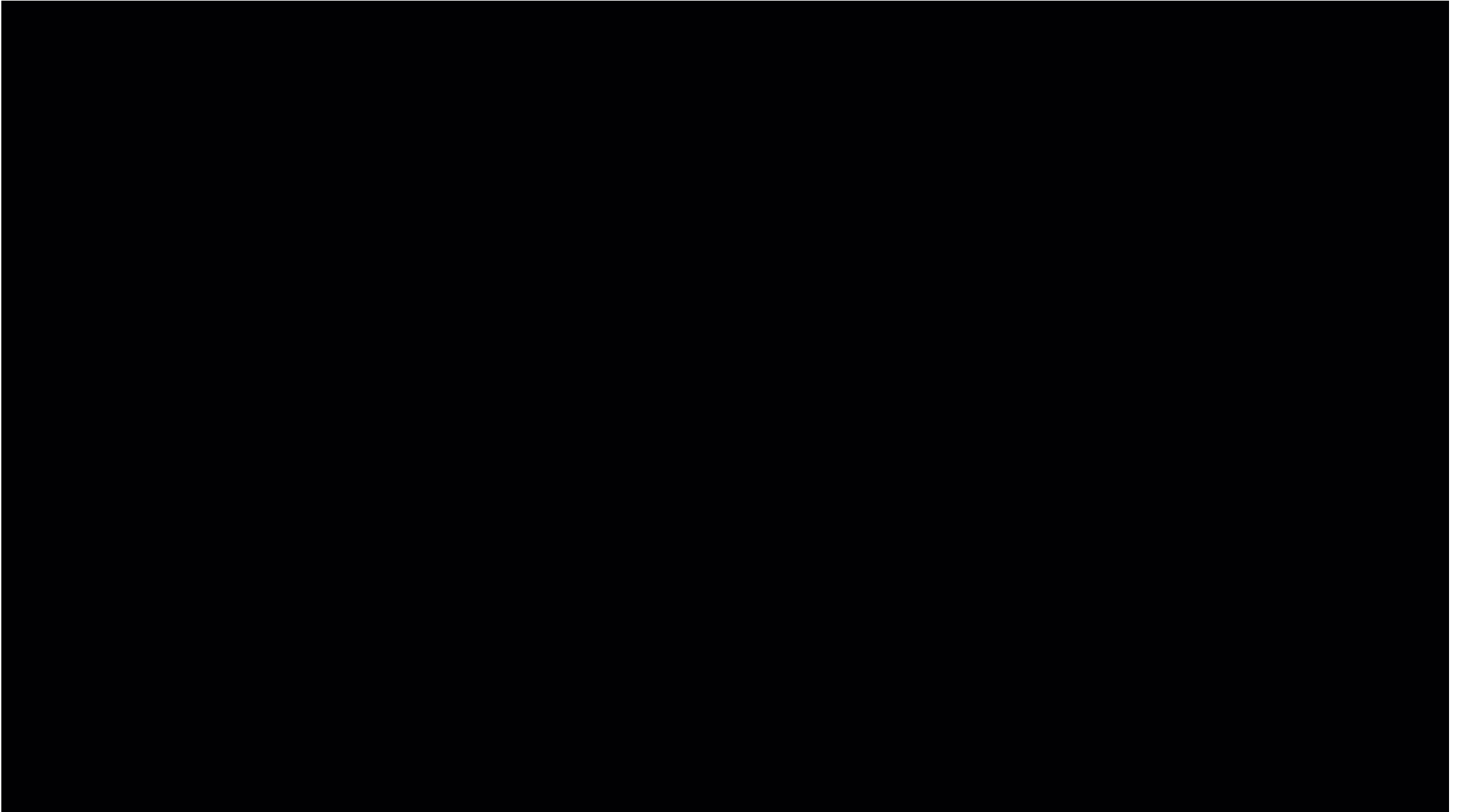


- Focus on private properties where violations occur
- Have fewer barriers for staff to issue citations for property violations
- Ensure a safer process so that staff does not need to engage with large crowds of people who are setting off fireworks
- Mobilizing the work plan in Spring and Summer leading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

2024 Campaign to Educate the Public About Illegal Fireworks Usage

- Educational program page on the City's website specific to illegal fireworks
- Issued a press releases reminding residents that all forms of fireworks are illegal in Hayward , the citation process, and the citation amounts
- Publicized “Be a good neighbor—Obey the Hayward fireworks ban” with multiple social media posts
- Public Service Announcement
- Bilingual flyers mailed with billing information (Approx. 68,000 customers)
- Distributed flyers at downtown events
- Signage placed on major thoroughfares
- Agency partnerships in communicating messages:
 - H.A.R.D – Social Media Posts
 - H.U.S.D – Peachjar
 - R.H.A - Email communication to members

Public Service Announcement

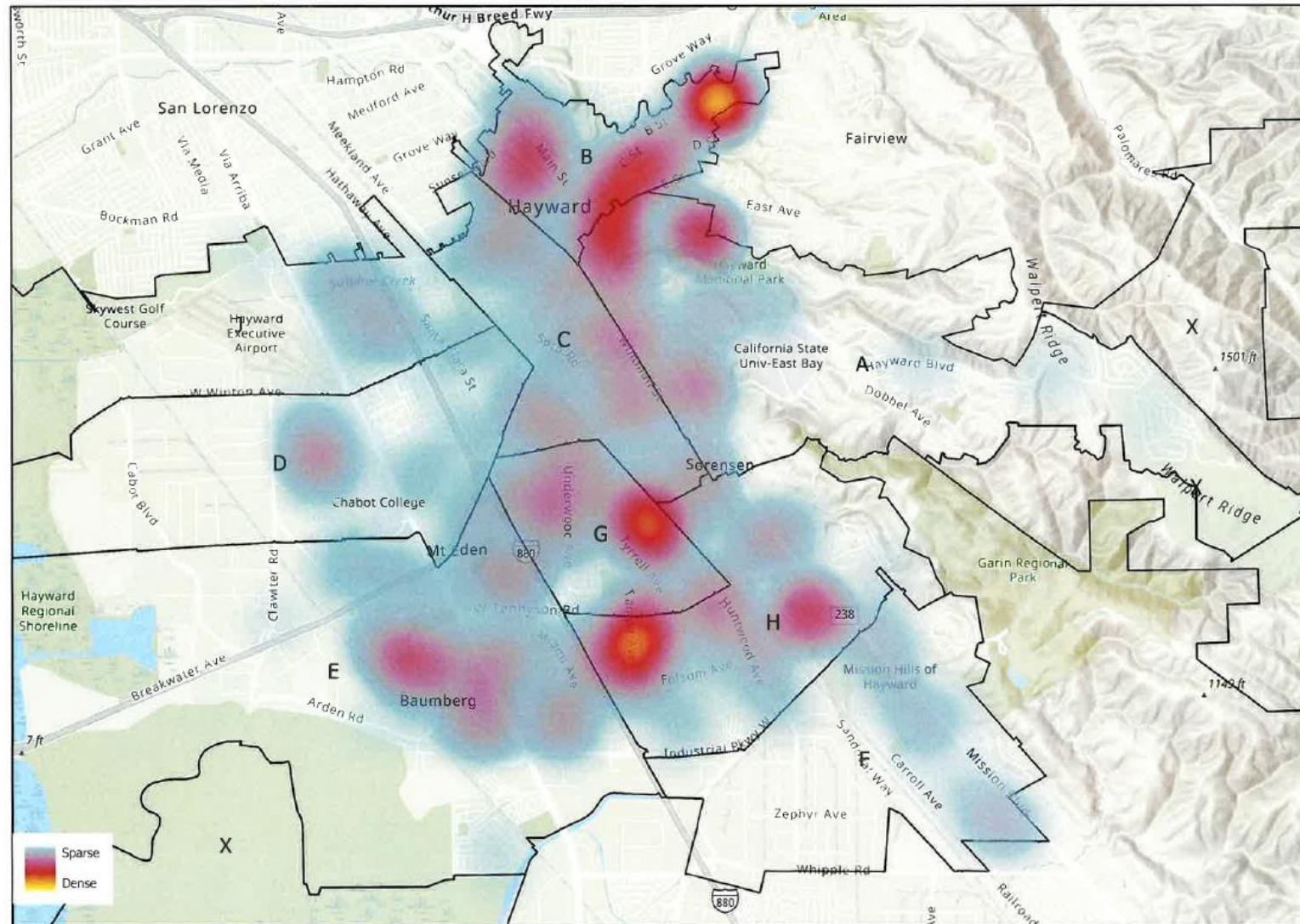


Identified problem zones and conducted pre-compliance outreach for areas prone to ongoing illegal fireworks activity



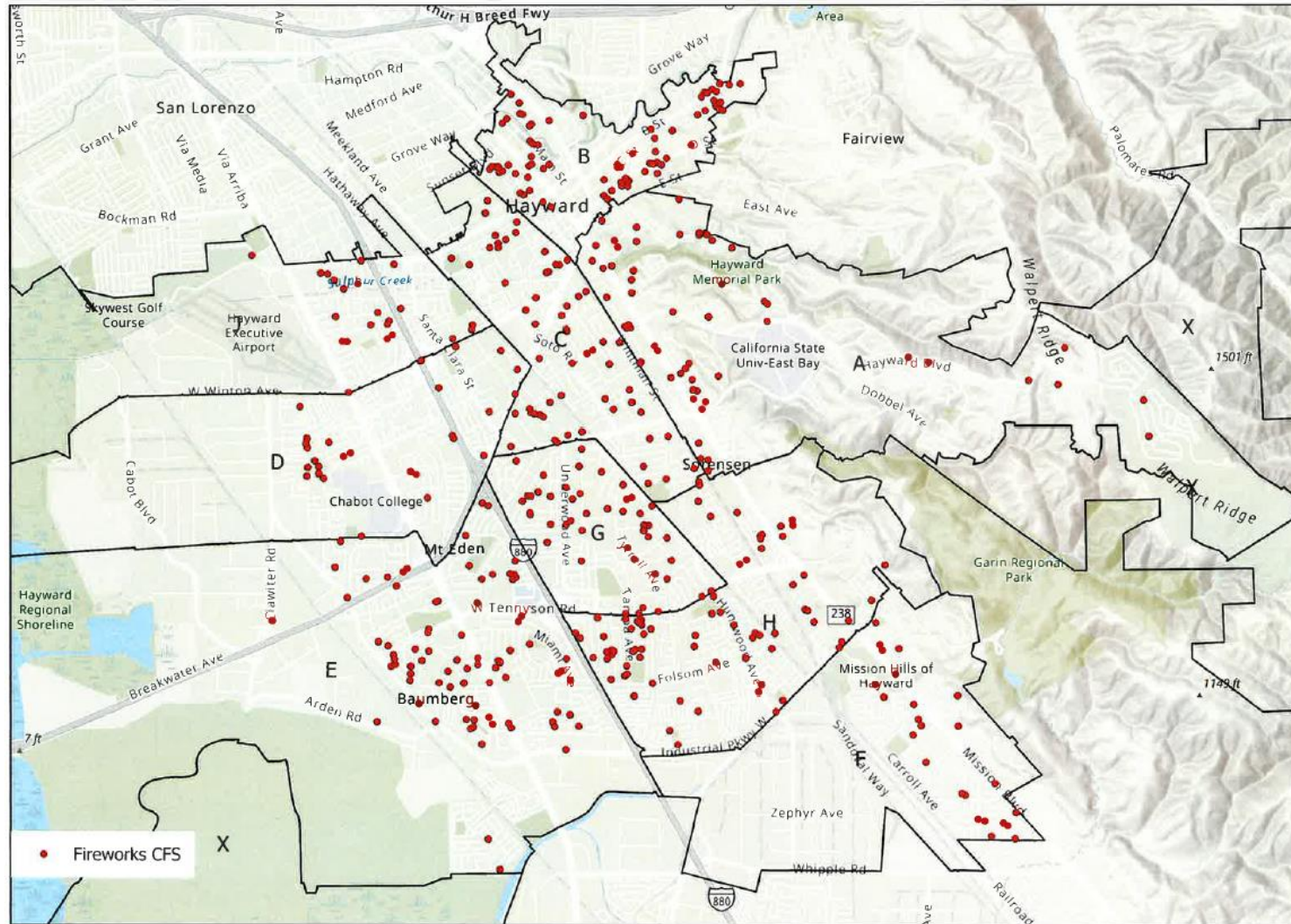
Heat Map A.

415FW Calls for Service
January 1, 2023 – January 1, 2024



Heat Map B.

415FW Calls for Service
January 1, 2023 – January 1, 2024



Planned approach for the 2024 July 4th Enforcement in efforts to combat illegal fireworks usage

Timing: Field staff convened at the Hayward Police Department in the briefing room at 4 p.m. Operations concluded at 1 a.m. involving two CE staff and six PD staff.

Location Areas: Carlos Bee & Mission, Tennyson, East of Mission, Acquire Parkway Garin Ave, Bailey Ranch & Mystic View Ct., Central Ave, Bunker Hill (subject to change).*

Operations Plan: Field staff worked in pairs in unmarked vehicles to identify individuals involved in discharging illegal fireworks from documented locations. Around 54 violations were recorded, and this information will be forwarded for further investigation, potentially resulting in citations. The citation fee is \$1,500 for the first, \$3,000 for the second, and \$5,000 for the third. Any retail sales or wholesale storage of illegal fireworks can result in a fine of up to \$50,000 plus jail time.

Additional Enforcement Measures: Due to the amount of crime Hayward experienced last year, the Police Department has reached out to ATF and other federal agencies. They will be placing multiple pole cameras throughout the city. Our watch commander will have laptops set up at the PD with live feed, and all footage will be recorded for future evidentiary value.

After Action Reporting:

36 firework-related incidents

- (13) rubbish fires
- (17) vegetation fires
- (4) building fires
- (1) car fire
- (1) bodily injury; 2-3 y/o child transported to Children's Hospital for burns

200 Calls for service between 4 p.m. and midnight, sufficient reduction from the previous year

Over **15,000** social media impressions

- (49) public comments
- (54) published post
- (5,000 +) PSA video views
- (79%) engagement rate



Next day, clean-up with H.A.R.D;
Morningside and Beachwood St. - Less debris than last year (only 6 large piles)

After Action Timeline:

Debrief meeting week of 7/8, PD cases will be forwarded to CE for processing week of 7/15, violations will be processed in the system on 7/31, potential hearings in August, and an Informational Report to the Council in September.



BE CONSIDERATE. BE SAFE.

SUPPORT PETS AND VETS
Fireworks can cause extreme stress to pets, military veterans, and children.

PREVENT WILDFIRES
Fairview and the Hayward hills are at high risk for fire all year long.

PREVENT INJURY
Prevent fireworks related injuries to you and your loved ones. Don't use them.

Icons: A dog's head, flames, and a person with a head injury.

FINES FOR FIREWORKS:

Hayward home and apartment building owners are now subject to being fined for illegal firework activity taking place on their property.

1ST INCIDENT: \$1,500

2ND INCIDENT: \$3,000

3RD INCIDENT: \$5,000

Logos for Hayward Police, Fairview Fire Protection District, and Hayward Hills Fire Protection District.

FINES FOR FIREWORKS:

Any use or sale of fireworks in Hayward remain subject to citation by Hayward police and can be criminally prosecuted and fined up to:

\$50,000

Logos for Hayward Police, Fairview Fire Protection District, and Hayward Hills Fire Protection District.

CONCLUSION

In conclusion, the true measurable change in behavior will take time to realize. With continued deployments in future years, property owners linked to the discharge of illegal fireworks will stop allowing this behavior from continuing at their property.

Ongoing education and messaging of the issues and hazards associated with the discharging of illegal fireworks is vital in the quest to change behavior. Continued partnering with H.A.R.D. and the Hayward Unified School District are great avenues to increase awareness and assist in disseminating information regarding illegal fireworks.

Thanks!

1. Questions
2. Comments
3. Discussion

