

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 4th holiday

Established proactive public awareness and education campaign about illegal fireworks usage

- 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

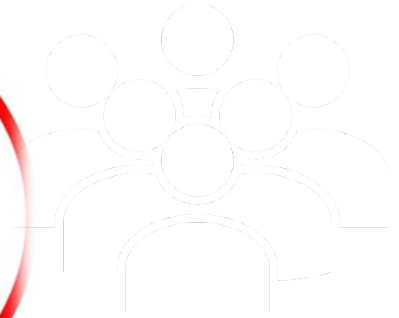
Identified problem zones and conducted pre-compliance outreach for areas prone to ongoing illegal fireworks activity

- 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 4th
- Thirty "No Fireworks" coroplast signs installed on light poles throughout City

Observations and Reporting

- 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 4th Holiday



- 4th of July and morning of July 5th, 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**

