

SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA



ITEM: 2.2
(ID # 22878)

MEETING DATE:

Tuesday, September 12, 2023

FROM : EXECUTIVE OFFICE:

SUBJECT: EXECUTIVE OFFICE: Receive and File the 2023 Fireworks Safety & Enforcement After Action Report. All Districts. [\$0]

RECOMMENDED MOTION: That the Board of Supervisors:

1. Receive and File the 2023 Fireworks Safety and Enforcement After Action Report.

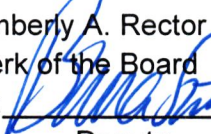
ACTION: Policy


Michelle Paradise, ACEO 9/6/2023

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Washington, seconded by Supervisor Spiegel and duly carried by unanimous vote, IT WAS ORDERED that the above matter is received and filed as recommended.

Ayes: Jeffries, Spiegel, Perez, Washington, and Gutierrez
Nays: None
Absent: None
Date: September 12, 2023
xc: E.O.

Kimberly A. Rector
Clerk of the Board
By: 
Deputy

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,
STATE OF CALIFORNIA**

FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost
COST	\$ 0	\$ 0	\$ 0	\$ 0
NET COUNTY COST	\$ 0	\$ 0	\$ 0	\$ 0
SOURCE OF FUNDS: N/A			Budget Adjustment:	No
			For Fiscal Year:	22/23-23/24

C.E.O. RECOMMENDATION: Approve

BACKGROUND:

Summary

On May 11, 2021 (Agenda Item 3.39), the Board of Supervisors adopted Ordinance No. 858.2, prohibiting illegal fireworks and approved the Fireworks Safety and Enforcement Action Plan. In 2021, a working group was established to create the Fireworks Safety and Enforcement Action Plan (Action Plan). The working group reconvened in May 2023 to revisit the Action Plan to ensure best practices from the previous year were implemented for the upcoming holiday. The Action Plan includes:

- Establishing Riverside County Sheriff Department (RSO) as the lead agency for deployment and enforcement.
- Placement of Changeable Message Signs (CMS) throughout the County in both English and Spanish.
- Staffing integration and deployment from RSO, Code Enforcement and Riverside County Fire Department.
- The issuance of citations.
- Implementation of the “You Light It, We’ll Write It” messaging campaign.

Over the 2023 4th of July weekend, the Code Enforcement Department worked in conjunction with the Sheriff and Fire Departments on the issuance of civil penalties included in the ordinance. The Sheriff’s Department issued 187 citations, made 1 arrest, and confiscated 831 pounds of fireworks. Additionally, the Sheriff dispatch center received a total of 3,209 fireworks related calls. Code Enforcement staff spent 484 hours on Fireworks Safety and Enforcement and issued a total of 46 citations. Riverside County Fire had a total of 681 incidents, issued four (4) citations for illegal use/possession of dangerous fireworks, seventeen (17) citations for unlawful off-road use, one fire closure citation, one unlawful burning citation and 249 calls for service, resulting in one of the busiest days the Department has had.

This year, new creative advertisements were developed by in-house personnel for the “If You Light It, We’ll Write It” campaign. On April 18, 2023, the Board of Supervisors approved \$125,000 for a paid advertising campaign on traditional and digital media platforms, including digital freeway boards, local newspapers, broadcast radio, audio streaming, social media and digital display banners in both English and Spanish.

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,
STATE OF CALIFORNIA**

The advertising campaign reached the intended audience in a direct and diverse way, based on historical fireworks call volume provided by the Riverside County Sheriff's Department.

The new advertising approach allowed for increased tracking for the reach of the campaign, below is a summary of the results. An impression is a comprehensive estimate of the number of people who heard or saw one of the campaign's advertisements during the four-week campaign period.

- 4.6 million impressions across all online channels.
- More than 103,800 engagements and 4,500 site visits as a result of the impressions.
- 4.4 million radio impressions aired on 18 radio stations.
- More than 437,000 English and 188,000 Spanish impressions on Pandora and SXM.
- 9.3 million impressions on 13 digital billboards throughout Riverside County.

As a result of this tracking mechanism, the campaign team will use this data for recommendations for the 2024 campaign.

On April 18, 2023, the Board also approved \$25,000 to fund the placement and use of twenty-two (22) CMS boards countywide to be displayed from June 22, 2023 through July 5, 2023 with half of the signs in East County being in Spanish. Below is a list of the sign locations for the 2023 campaign.

Western County Locations

1. On Ramona Expressway, west of Bernasconi Rd facing Eastbound
2. On Cajalco Rd, west of Harvill Rd facing Westbound
3. On Cajalco Rd, east of Temescal Canyon Rd facing Eastbound
4. On Domenigoni Parkway, east of Leon Rd facing Eastbound
5. On Clinton Keith Rd, east of Menifee Rd facing Eastbound
6. On Grand Ave, west of Santa Rosa Dr facing Eastbound
7. On Van Buren Blvd, west of Washington Street (near Farmer Boys) facing Westbound
8. On Gilman Springs Rd, east of Alessandro Blvd facing Eastbound
9. Highway 74, north of Wassan Canyon Rd facing Northbound
10. Rancho California Rd, east of Butterfield Stage Rd facing Eastbound

English Message

First Panel: IF YOU LIGHT IT WE WILL WRITE IT

Second Panel: UP TO A \$5,000 FINE

Eastern County Locations

1. On Harrison St, south of 54th Ave facing Southbound
2. On 4th St, between Grapefruit Blvd and Hammond Rd before entering traffic circle facing Eastbound
3. On Grapefruit Ave, south of Airport Blvd facing Southbound
4. On Airport Blvd, west of Polk St facing Westbound
5. On 70th Ave, east of Cleveland St facing Eastbound

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,
STATE OF CALIFORNIA**

6. On Ramon Rd, east of Varner Rd facing Eastbound (English)
7. On 42nd Ave, east of Washington St facing Eastbound (English)
8. On Monterey Ave, north of Varner Rd facing Northbound
9. On Dillon Rd, east of Bubbling Wells Rd facing Eastbound (English)
10. On Dillon Rd, west of 1000 Palms Canyon Rd facing Westbound (English)

Spanish Message

Si lo Enciendes, Nosotros te Sancionamos

Con una multa de hasta \$5,000


Rebecca S Cortez, Principal Management Analyst 8/22/2023