

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



ITEM: 2.12
(ID # 25832)

MEETING DATE:
Tuesday, August 27, 2024

FROM : EXECUTIVE OFFICE

SUBJECT: EXECUTIVE OFFICE: The 2024 Fireworks Safety and Enforcement After Action Report, All Districts. [\$0]

RECOMMENDED MOTION: That the Board of Supervisors:

1. Receive and File the 2024 Fireworks Safety and Enforcement After Action Report

ACTION: Consent, Information

Michelle Paradise
Michelle Paradise, ACEO 8/21/2024

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Perez, 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, Washington, Perez and Gutierrez
Nays: None
Absent: None
Date: August 27, 2024
xc: E.O.

Kimberly A. Rector
Clerk of the Board

By: *Bridget J. Rector*
Deputy

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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:	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 action plan outlined the following:

- Established Riverside County Sheriff Department (RSO) as the lead agency for deployment and enforcement.
- Staffing integration and deployment from RSO, Code Enforcement and Riverside County Fire Department.
- The issuance of citations.
- Implementation and distribution of the “You Light It, We’ll Write It” messaging campaign.

Over the 2024 4th of July holiday period, 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 190 citations and confiscated 464 pounds of fireworks. Additionally, the Sheriff dispatch center received a total of 2,538 fireworks related calls. Code Enforcement staff spent 3 days working on Fireworks Safety and Enforcement and issued a total of 88 citations. Riverside County Fire had a total of 734 total calls, 102 total fires (59 vegetation fires, 36 outside fires and 7 structure fires). In addition, Fire made 10 arrests, 2 citations issued on the July 4th holiday and a total of 6 citations made for the holiday week. Below is a comparison between 2023 statistics and 2024.

		2024	2023
Fire	Calls to Fire Dispatch	734	682
	Total Citations Issued by Fire	6	23
	Total Fires	102	186
Sheriff	Calls to RSO Dispatch	2538	3209
	Total Citations Issued by RSO	190	187
	Amount of Contraband Confiscated	464 lbs.	831 lbs.
Code Enforcement	Citations Issued by Code Enforcement	88	46

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This year, the “You Light It, We’ll Write It” public education campaign was distributed throughout targeted and diverse media platforms and included multiple actions for the community to take, including where to find safe and professional fireworks shows. Below are measurements demonstrating the reach of the campaign within the community. An impression is defined as the number of people who have seen or heard the campaign advertisements within the campaign period. This year, the campaign was shortened to a two-week timeframe, based on data collected last year.

- 18.5 million impressions across all traditional and digital media channels.
- 7.2 million impressions on digital media channels, including 526,000 video views on social media channels.
- 2.5 million radio impressions aired on 19 radio stations.
- 900,000 impressions in print and online newspapers
- 7.5 million impressions on 10 billboards throughout Riverside County

Impact on Residents and Businesses

As a result of a robust public information campaign and enforcement program, the safety of our communities was enhanced with the reduction of fire risks associated with illegal fireworks.