

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



ITEM: 2.7  
(ID # 28698)

MEETING DATE:  
Tuesday, August 26, 2025

FROM : EXECUTIVE OFFICE

SUBJECT: EXECUTIVE OFFICE: The 2025 Fireworks Safety and Enforcement After Action Report, All Districts. [\$0]

RECOMMENDED MOTION: That the Board of Supervisors:

1. Receive and File the 2025 Fireworks Safety and Enforcement After Action Report

ACTION: Consent, Information

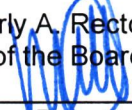
*Michelle Paradise*  
Michelle Paradise, ACEO 8/20/2025

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MINUTES OF THE BOARD OF SUPERVISORS

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

Ayes: Medina, Spiegel, Washington, Perez and Gutierrez  
Nays: None  
Absent: None  
Date: August 26, 2025  
xc: EO

Kimberly A. Rector  
Clerk of the Board  
By:   
Deputy

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<b>FINANCIAL DATA</b>	<b>Current Fiscal Year:</b>	<b>Next Fiscal Year:</b>	<b>Total Cost:</b>	<b>Ongoing Cost</b>
<b>COST</b>	\$ 0	\$ 0	\$ 0	\$ 0
<b>NET COUNTY COST</b>	\$ 0	\$ 0	\$ 0	\$ 0
<b>SOURCE OF FUNDS:</b> N/A			<b>Budget Adjustment:</b>	<b>No</b>
			<b>For Fiscal Year:</b>	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 2025 4<sup>th</sup> 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 126 citations and confiscated 2,194 pounds of fireworks. Additionally, the Sheriff dispatch center received a total of 1,296 fireworks related calls. Code Enforcement staff spent 3 days working on Fireworks Safety and Enforcement and issued a total of 23 citations. Riverside County Fire had a total of 1850 total incidents, 88 total fires. Below is a comparison between 2024 statistics and 2025.

		<b>2025</b>	<b>2024</b>
Fire	Calls to Fire Dispatch	663	734
	Total Citations Issued by Fire	0	6
	Total Fires	88	102
Sheriff	Calls to RSO Dispatch	1846	2538
	Total Citations Issued by RSO	126	190
	Amount of Contraband Confiscated	2,194 lbs.	464 lbs.
Code Enforcement	Citations Issued by Code Enforcement	23	88

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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 two-week campaign period. This year, advertisements were also placed on urban screens located at gas stations, grocery stores and restaurant/bars, which allowed for a more targeted reach.

- 17 million impressions across all traditional and digital media channels.
- 10 million impressions on digital media channels, including 680,000 video views and 82,600 clicks (104% increase compared to 2024) on social media channels.
- 2.5 million radio impressions aired on 18 radio stations in 810 total spots.
- 331,000 impressions in print and online Spanish newspapers
- 9.1 million impressions on 10 billboards and more than 40 urban screens

**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.

  
Rebecca S Cortez, Principal Management Analyst 8/20/2025