

3rd District Fireworks Advisory Committee

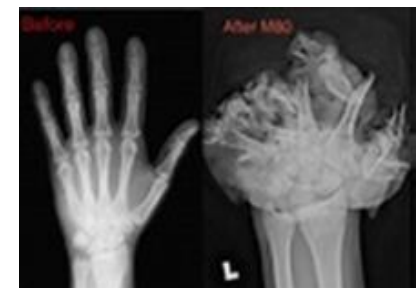


The Safety Squad Community Outreach
Citywide Call to Action

3rd District Fireworks Advisory Committee



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- Eric Witten
- Heidi Horvath
- Jeff Dawson
- Ken Weiss
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- Tina Denise Clark



Community Outreach 2020 3rd District Fireworks Advisory Committee

Community Outreach 2020

- The Safety Squad

- Created in conjunction with CSULB Arts & Animation Department “The Safety Squad” animations
- 2020 Safety Squad PTSD PSA – Endorsed by VA Long Beach Healthcare System
- Safety Squad Bumper Stickers
- 143 member distribution partner network
- “Safety Squad” message placement on LB Convention Center Electronic Billboard Ocean Blvd.
- CSULB Electronic Billboard
- VA Long Beach Electronic Billboard
- League of Women Voters Campaign
- Next Door social media blasts June 1 – July 2nd
- Grunion Gazette article
- Long Beach Post article



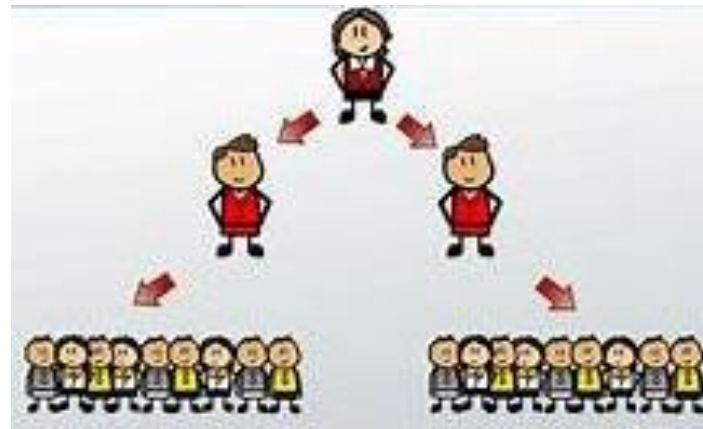
- Movie in the Park LBTV
- KTLA News- ABC News- NBC News – CBS News
- Facebook, Nextdoor and Instagram
- The “Safety Squad” viewings by Long Beach Unified School District wide
- Long Beach Library System.
- Safety Squad static art message displayed in Catalina Express LB Terminal
- AMC Theaters- While a victim of the Corona Virus our committee had negotiated Safety Squad placement on all Long Beach theater screens June 1-July 4th

3rd District Fireworks Advisory Committee Strategic Distribution Partners

- We have developed 143 Distribution Partnerships in the Greater Long Beach area to distribute “The Safety Squad”. We will be expanding our base in 2021.

The distribution footprint is as follows:

- Home Owners Associations
- Scouting Organizations
- Animal Rescue
- Philanthropic Youth Groups
- Churches
- Political Action Organizations
- Business Associations
- Hospitals
- Business Retail
- Recreation Groups
- Neighboring Communities
- Animal NGB’s
- Long Beach Hispanic Chamber of Commerce
- Veteran Service Organizations



Our 143 partners outreach is by a factor of X



This electronic billboard 2nd & Marina Drive is non-operational and needs to be repaired!

Recommendations

- Safety ,Education and Community outreach fee- We are requesting that \$40,000 of the recently created Firework Fund be allocated to our plan. Our Committee will submit requests to Councilwoman Price to cover the costs of those components. In addition, we suggest for future years that our Committee be allocated funds representing 9 per cent of funds generated through the Special Events Office to help the cost of community outreach components for future years. Firework
- Static Safety Squad message in LB Transit Busses and Bus stops 1 through July 4th
- We have entered discussions with CSULB Veterans Services to identify areas where we can jointly communicate the “Safety Squad” message.
- The Safety Squad message on Cal Worthington electronic billboard.
- Safety Squad / L.B. Utility Bill stuffer with information regarding the Firework code and fine schedule for violators utilizing Safety Squad static art.
- Cert Team Program and the Neighborhood Watch Program should have major involvement in distributing the Safety Squad message across the City.
- Every LBPD, LBFD first responder vehicle shall have affixed a magnetic Safety Squad placard from June 1st to July 5th
- The firework Mistaminor Code needs to be up-graded , the fine for violating the code will be \$5,000.00 with Mandatory community service.



Long Beach utility bill May 2021 stuffer



Professional Firework Shows Decibel Levels

- Average for a firework show is 150 to 175 decibels.
- Sounds at or below 70 dBA are generally considered safe. Any sound at or above 85 dBA is more likely to damage your hearing over time.

We recommend shows can't exceed 100 decibels.



Artwork for Veteran's 4th July lawn signs!

Recommendations continued!

- Signs need to state the firework code and current fines and need to be distributed in 2020 firework through September in hotspot neighborhoods citywide. All Big Belly trash containers in the Long Beach should display the Safety Squad static art with firework code and fines May.
- militarywithptsd.org has donated 20,00 signs to vets since 2014. They receive donations from the VA to produce them. They use a print shop in Texas that charges \$1.40 per sign. They are willing to send us signs for next year or share their artwork. Or share their artwork. We will be reaching out to Veteran Service Organization (VSO) leaders (of Veteran groups such as American Legion, Purple Heart, Paralyzed Veterans of America, etc). This is the group I was thinking that email prior to July 4th could have gone to. In addition we will be reaching out to Chief of VA Long Beach Voluntary Services department so she can assist us in hopefully getting on an upcoming agenda to speak to the VSOs and get them on board in speaking to their respective membership to spread the word and follow up with an email closer to July 4^t
- Repair the electronic billboard & up-grade if necessary to display messages or graphics. Billboard location 2nd and Marina Drive.
- Establish a relationship with POW to create a inner-city art project promoting not using illegal fireworks through art.
- We identified a CSULB marketing student that will be working with us to implement a Social Media Safety Squad campaign utilizing four different platforms.
- Permits for future Professional Firework shows during the holiday must be placed on hold until a strategic plan can be developed by LBPD, LBFD to get control of the War Zone illegal firework conditions we all experience this year. It is time to rethink how we celebrate July 4th in Long Beach.

Magnetic Placard



Artwork for Magnetic Placard vehicle signs



Big Belly Trash Container Signage



Social Media Outreach



Twitter

Twitter is a perfect platform to spread awareness and attain A younger audience. We will be this Medium for engagement with an audience.

Facebook

Facebook is commonly used by parents or grandparents for promoting event. In this case we will be using Facebook to promote bumper stickers, lawn signs. Community interaction.

Instagram

Instagram will be used for visual content ie daily photo or videos. Possible a chart/graphs showing Long Beach hot spots and injury's due to firework related use.

Nextdoor

Nextdoor is very similar to Facebook so It will be simple to navigate. We will use this platform to promote our message to a large audience because you can specifically target neighborhoods affected by fireworks. For an example, if you make a post, you can select more than 30 different neighborhoods.



Go Long Beach Fireworks App

Development Design & Implementation

Go Long Beach Fireworks App utilizing state of the art cell phone real time technology is developed to provide the following components:

1. Citizen reporting of illegal firework use via cell phone technology in real time with geo-positioning. The process for reporting must be a simply clean one step system for the user to access and report. Citizens reporting violators who are successfully convicted will be eligible for a reward.
2. Data mapping
3. Data storage for law enforcement/fire for strategic planning
4. Data access City Attorney to send notice of violation to violators of the firework ordinance.
5. Data would be linked real time to LBFD, LBPD and Code enforcement.
6. Realtime Data access for on going develop such an investigations
7. Track habitual violator's
8. Tracking roving Firework vendor trucks that park and sell fireworks in neighborhoods and street corners.
9. The Fireworks Ap. Needs to be accessible via all cell devices.
10. The reporting process must be simple one step process which can be done *anonymously* if the sender so desires.

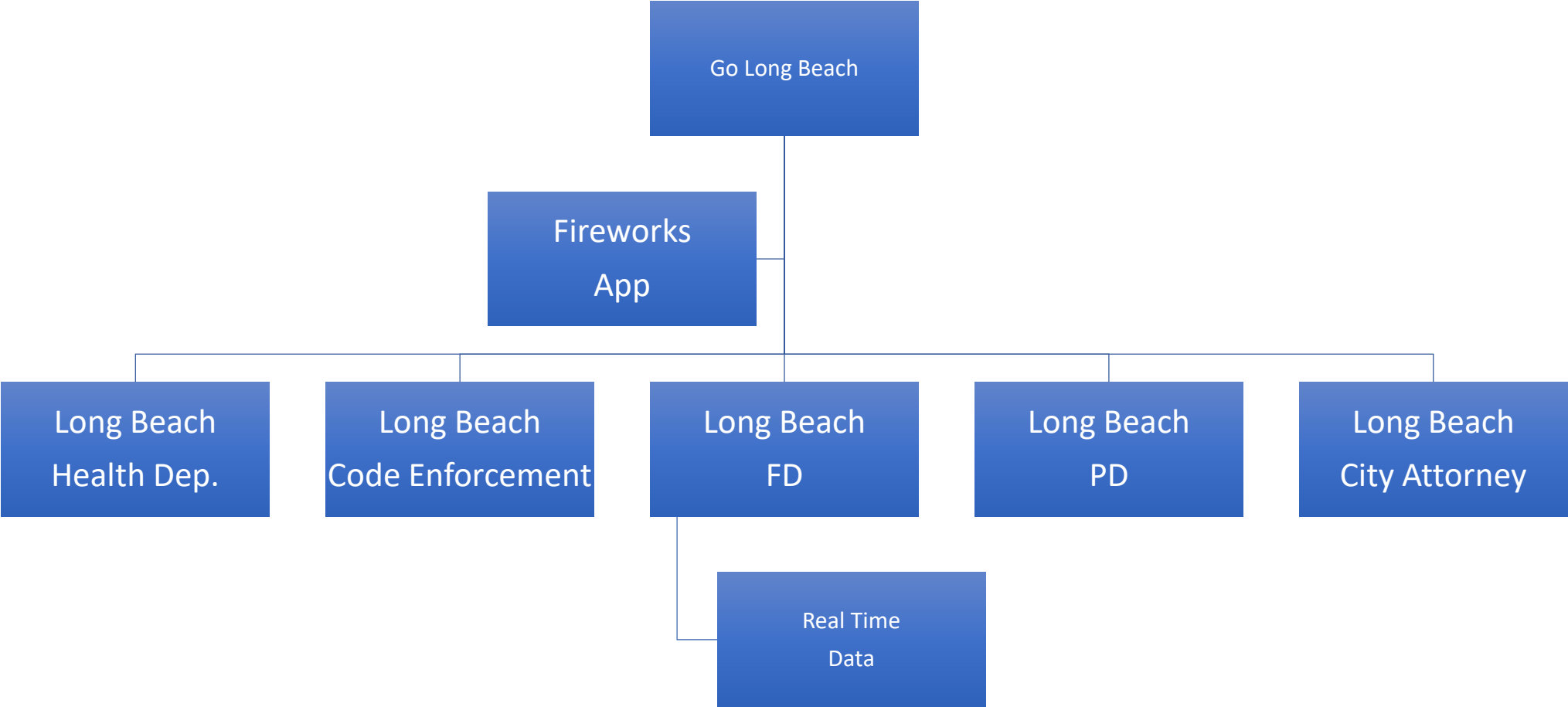


Safety Squad Marketing

- The Go Long Beach Fireworks App will be marketed through the Safety Squad Brand by the 3rd District Fireworks Advisory Committee.
- Working with CSULB Animation Department will create a Safety Squad PSA to promote the Go Long Beach Fireworks Ap. And how to access it. This will include static art that can be used for billboards and collateral placement.
- The City could enhance the marketing in a integrated approach to messaging with the 3rd District Fireworks Advisory Committee across the Cities 9 Districts.
- The Cert program as well as the Neighborhood Watch program will play a major role in educating the public in how to utilizing the Fireworks Ap to report illegal fireworks usage in their neighborhoods.
- The 3rd District Fireworks Advisory Committee will utilize it's distribution net-work of 141 community organizations to enhance the publics knowledge of the new Go Long Beach Fireworks Ap and how to submit violations to the Ap.



Long Beach Go Fireworks App Chart





Administrative Code Enforcement

- Administrative Citations would be utilized by Police Department, Fire Department, Lifeguards, Park and Recreation and Marine Patrol.
- Real time data base will be accessible to all first responders to identify, map and daily hot spots in our community and allocate resources strategically.
- Data from Citation Warnings would be utilized in a direct mail campaign to inform the public that all Fireworks are Illegal and that future Citation's will include a monetary fine.
- Letters would be distributed to Administrative Citation recipients stating neighborhoods will be patrolled for potential Illegal Firework use.
- Administrative Citations could be sent to Landlords with tenants that use Illegal Fireworks.
- Home owners that host Block Parties where Illegal Fireworks are being set off would receive Administrative Citations.



A block party on the Fourth of July in the Heartwell Park neighborhood included a significant fireworks display last year.

* See Rancho Cucamonga Ordinance FD #45, Administrative Citation Process Synopsis and Administrative Citation Guidance Document.



We can do better!



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