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R-53

Date: November 17, 2020

To: Honorable Mayor and Members of the City Council

From: Councilwoman Suzie Price, Third District

Subject: Funding Allocation for Fireworks Education Campaign

RECOMMENDATION

Increase appropriation in the General Fund Group in the City Manager's Department by \$3,500, offset by the Third Council District One-time Priority Funds transferred from the Citywide Activities Department to provide a contribution to California State University Long Beach for producing a Fireworks PSA that would be available to the City in our campaign to mitigate the use of illegal fireworks; and,

Decrease appropriations in the General Fund Group in the Citywide Activities Department by \$3,500 to offset a transfer to the City Manager Department.

DISCUSSION

In 2017, the Third City Council office developed a residents advisory group to focus on addressing the issue of illegal fireworks in Long Beach. This group held numerous meetings with City staff, and other cities to develop a series of recommendations on how Long Beach can better manage the issue of illegal fireworks. This led to a presentation on June 19, 2018 from the Third District Fireworks Committee and our Fire Department,¹ and then an agenda item submitted to the City Manager on July 24, 2018 asking for the feasibility of implementing expanded fireworks enforcement and administrative remedies.² The City Manager provided a detailed memo on March 15, 2019 as a response to the

¹<http://longbeach.legistar.com/LegislationDetail.aspx?ID=3526319&GUID=E8914C40-4EFA-43E5-9B47-F3CFAB829D9D>

² <http://longbeach.legistar.com/View.ashx?M=F&ID=6367657&GUID=6F9417E3-9745-4161-9779-7CC8AE87ABE1>



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request for a feasibility report³ on the various recommendations made by the Fireworks Committee.

Despite the significant work that has been done by this committee; they continue to meet and develop recommendations for further efforts to reduce illegal fireworks in Long Beach. Most recently they have worked with the California State University Long Beach Animation Department to develop an educational Public Service Announcement on the dangers and impacts of illegal fireworks.

This matter has been reviewed by Budget Manager Grace H. Yoon on November 4, 2020.

FISCAL IMPACT

This recommendation requests the City Manager Department to provide a contribution to California State University Long Beach in support of their Firework PSA. The total appropriation increase in the General Fund Group in the City Manager Department by \$3,500 is offset by a decrease of appropriation of Third Council District One-time District Priority Funds in the General Fund Group in the Citywide Activities Department. Implementing this recommendation is anticipated to result in a minimal impact to staff hours beyond normal budgeted scope of duties and is expected to have a minimal impact on existing City Council priorities.

³ <http://longbeach.legistar.com/View.ashx?M=F&ID=7107542&GUID=8357CE23-44B3-4959-9934-C92741315D39>