



Fire, Police and Public Information Office

May 5, 2025
Fireworks Mitigation Efforts

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Sean Dawkins, Commander, PPD

Lisa Derderian, Public Information Officer

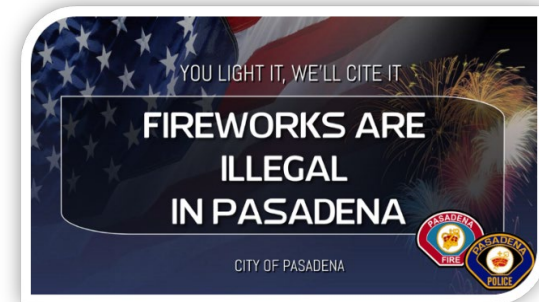




Initiatives

Fire, Police and Public Information Office

- Early outreach to combat Illegal Fireworks Activity and Increase Public Awareness
- Reduce potential for bodily harm
- Reduce overall risk of fire loss to the community



PASADENA



Pre 4th of July Mitigation Efforts

Fire, Police and Public Information Office

- Early activation of Fireworks Task Force and patrols prior to July 4
- 3900 Hazardous Vegetation Inspections
- Use of Pasadena Fire personnel patrolling high risk areas
- Robust messaging campaign
- Engagement of all media outlets in English and Spanish
- Press Conference



Fireworks Social Media Ads

Fire, Police and Public Information Office

• City of Pasadena Ads

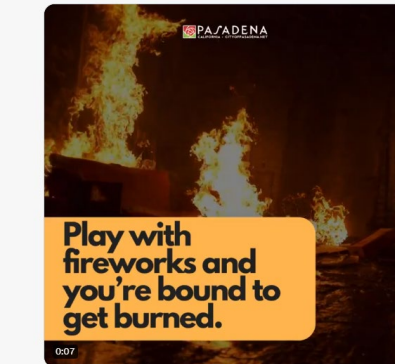
City of Pasadena @PasadenaGov · Jun 11
 Fireworks are dangerous and illegal in Pasadena. Help keep our community safe by reporting fireworks in your neighborhood to @PasadenaPO at (626) 744-4241. You can also submit a report using the Pasadena CSC mobile app.



City of Pasadena @PasadenaGov · Jul 4
 Even the smallest of sparklers can lead to the largest of flames. There are no "safe" fireworks. Using illegal fireworks puts you and your neighbors in danger. Call (626) 744-4241 to report the use of fireworks.



City of Pasadena @PasadenaGov · Jun 19
 When you set off fireworks, not only is it illegal in Pasadena, it's dangerous. You can potentially injure someone (or yourself) or cause a fire in your neighborhood.
 If you see illegal fireworks activity in your area, report it to the Pasadena Police Department at (626) 744-4241.
[Show more](#)



City of Pasadena @PasadenaGov · Jun 25
 Even though they may appear safer than fireworks, small sparklers can be dangerous. Sparklers can reach high temperatures that can cause severe burns and even ignite fires. This Fourth of July, don't risk it.





Fireworks Social Media Ad Stats

Fire, Police and Public Information Office

Instagram Stats

- Total Reach/Impressions: 59,632
- Total Likes: 1,483

Facebook Stats

- Total Impressions: 3,042

X (Twitter) Stats

- Total Reach/Impressions: 7,508

Nextdoor Stats

- Total Impressions: 6,123

Fireworks Ads (June 18 – July 8)

- Facebook and Instagram
 - Reach: 115,163
 - Impressions: 149,108
- Pasadena Now
 - Impressions: 422,521
 - Clicks: 1209



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Prevention

Fire, Police and Public Information Office

- (18) “A” frame signs were deployed throughout the City of Pasadena
- (18) 2 foot by 4 foot signs were placarded around the Rose Bowl parking and all entrances into the Rose Bowl for the soccer game
- City Electric Signs
- Vehicle Stickers
- Signs posted throughout the City





City Enforcement

Fire, Police and Public Information Office

- Deployment period
 - > Monday, June 17, 2024 to Saturday, July 6, 2024
 - 1800 to 0200 hours
 - » Enhanced staffing deployment consisting of personnel from PPD and PFD
 - » PPD Officers, Sergeants, Arson and PFD Shift Investigators
 - July 4
 - » PPD Officers, Sergeants, Arson and PFD Shift Investigators
 - » PFD Fire Cart, Water Tender, Two Firework Prevention Teams
 - » *Special Event Staff and Command Staff



Did our efforts work?

Fire, Police and Public Information Office

- Total calls for service by community

- > 2021: 248
- > 2022: 129
- > 2023: 145
- > **2024: 129**

- Total Citations written

- > 2021: 23
- > 2022: 9
- > 2023: 23
- > **2024: 13**

- > Total Firework related fires and injuries:

- 1 Palm Tree Fire



La Pintoresca Park



Did our efforts work?

Fire, Police and Public Information Office

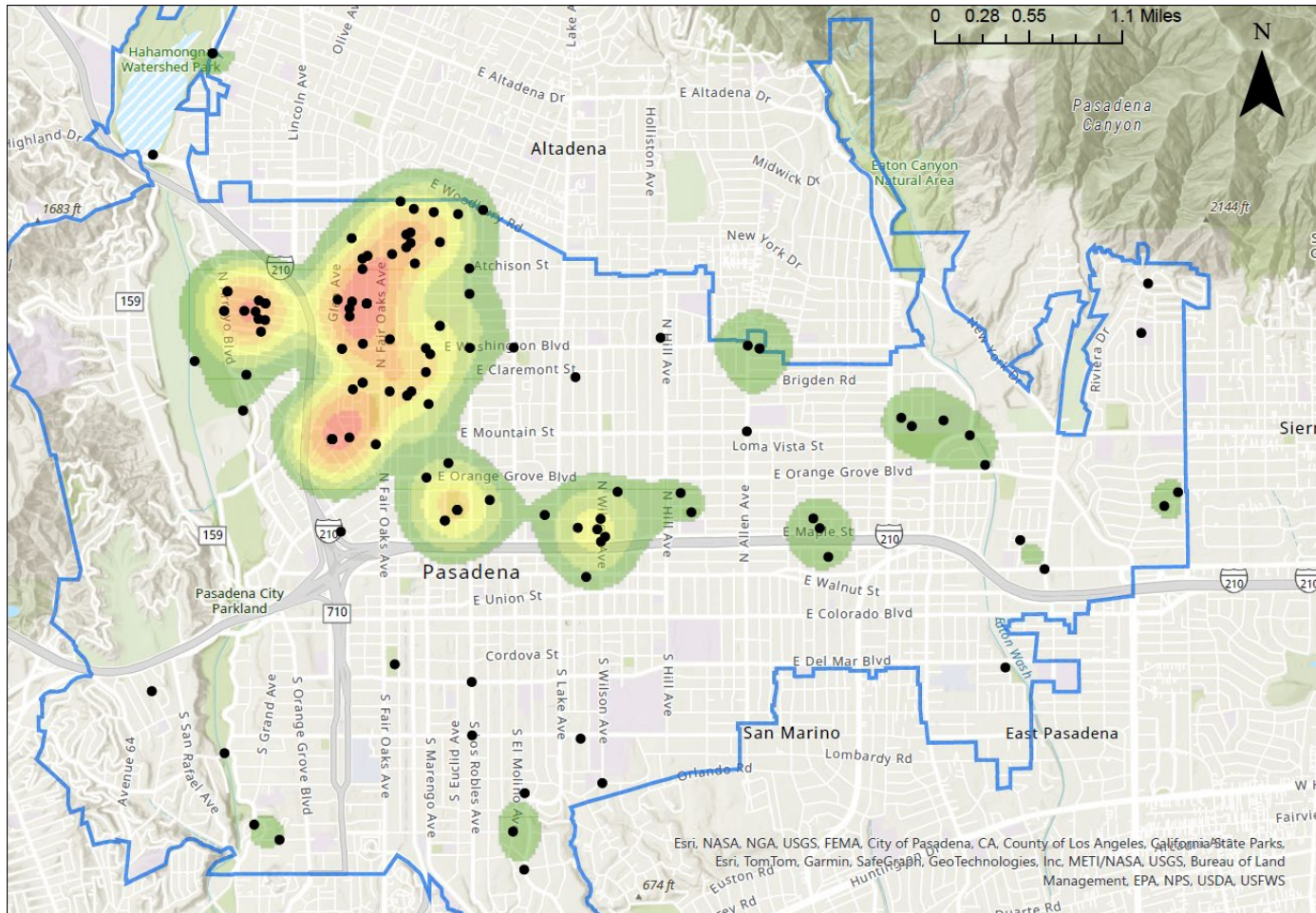
- 2021: 58 pounds of fireworks seized
- 2022: 19 pounds of fireworks seized
- 2023: 118 pounds of fireworks seized
- 2024: **48** pounds of fireworks seized
 - > Half seized from Altadena





July 4th CFS Heat Map

Fire, Police and Public Information Office





Proposed Citation Increase

Fire, Police and Public Information Office

- **Possession only of a safe and safe firework (PMC 14.30.030)**
 - 1st Violation: Proposed Fine: \$250
 - 2nd Violation: Proposed Fine: \$500
 - Additional: Proposed Fine: \$750
- **Possession only of a dangerous firework (PMC 14.30.030)**
 - 1st Violation: Proposed Fine: \$300
 - 2nd Violation: Proposed Fine: \$600
 - Additional: Proposed Fine: \$800



Proposed Citation Increase

Fire, Police and Public Information Office

- **Discharge only of a safe and safe firework (PMC 14.30.040)**
 - 1st Violation: Proposed Fine: \$500
 - 2nd Violation: Proposed Fine: \$750
 - Additional: Proposed Fine: \$1,000
- **Discharge only of a dangerous firework (PMC 14.30.030)**
 - 1st Violation: Proposed Fine: \$650
 - 2nd Violation: Proposed Fine: \$850
 - Additional: Proposed Fine: \$1,000



Summary

Fire, Police and Public Information Office

- Summary

- > Fireworks pose a continued challenge to Public Safety
- > Mitigation through early messaging, outreach, and education remains a priority
- > City continues to emphasize public information, awareness, inspections, patrols and enforcement to reduce fireworks activity, injuries, and fires
- > As a further deterrent, we propose escalating fees for the possession and discharge of illegal fireworks



Summary

Fire, Police and Public Information Office

Where do we go from here?



**CITY OF PASADENA
ILLEGAL FIREWORKS
ADMINISTRATIVE CITATION**

Incident Number: Date Time

Unit Shift Enforcement Officer

Location

NAME:

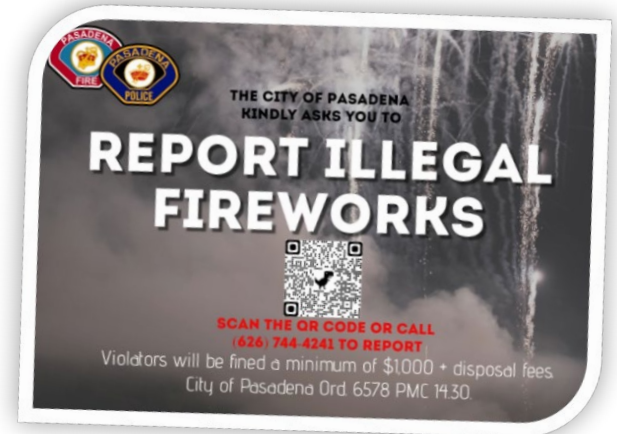
ADDRESS:

S/A

DOB: CDL: #

SELECT THE DESCRIPTION THAT BEST DESCRIBES THE VIOLATION, AND PROVIDE A BRIEF NARRATIVE OF THE CIRCUMSTANCES.

626 443-6666 SAFE AND SOUND FIREWORKS



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