

**Linn, John**

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**From:** Dennis Revell [DCR@revellcommunications.com]  
**Sent:** Tuesday, January 15, 2013 12:32 PM  
**To:** Linn, John  
**Cc:** Louis Linney; Tad Trout; John Kelly  
**Subject:** Illegal Fireworks Enforcement Program  
**Attachments:** Salinas Stand Sign (00018448).PDF; Lompoc District and Schools (00018442).XLSX; Proposed Lompoc 2013 Cable Buy (00018449).XLS; Salinas Californian Zero Tolerance (in spanish) (00008764).PDF; Salinas Californian \$1,000 Fine Ad (in spanish) (00008765).PDF; Salinas Zero Tolerance and \$1,000 Fine News Ads (english) (00008767).PDF; Proposed Stockton Citation Form (00015976).DOC

**Importance:** High

## MEMORANDUM

**To:** The Honorable John Linn  
Mayor, City of Lompoc

**Cc:** Louis Linney  
TNT Fireworks

Tad Trout  
TNT Fireworks

John Kelly  
TNT Fireworks

**From:** Dennis Revell  
President/CEO  
Revell Communications  
One Capitol Mall, Suite 210  
Sacramento, CA 95814  
(916) 443-3816 – Business  
(916) 952-5351 – Mobile

**Date:** January 15, 2013

**Re:** **Our Client:** American Promotional Events, Inc. (TNT Fireworks)

**Subj:** Suggested Public Education and Enforcement Plan for the City of Lompoc for the Year 2013

Please allow me to introduce myself. My name is Dennis Revell, President of Revell Communications. Our firm assists local governments with the development and writing of their ordinances as well as serves as the Local Government Liaison and Coordinator of both statewide as well as local public safety and education plans in support of State-Approved Fireworks.

I've been informed by Louis Linney, Vice President of TNT Fireworks, that you were interested in seeing what a sample public education plan and enforcement deployment might look like utilizing a budget of approximately \$7,000.00. The Public Education Plan and Enforcement effort outlined below would have TNT Fireworks underwriting the entire program with the exception of the \$7,000.00 allocated to the enforcement component. TNT Fireworks' promised underwriting is conditioned upon them being the wholesale partner for all of the Lompoc nonprofit fireworks stands. In the event they are not, TNT Fireworks would seek the pro rata contribution and participation from their competitors for this effort.

### **PUBLIC EDUCATION PLAN**

**COMPONENT A** – Four-color, 8' x 8' signs that will appear on one wing of each fireworks stand (location permitting). Attached, please find samples of signs that we use in the City of Salinas where we publish the Salinas Police Department's non-emergency, 24-hour dispatch number.

**COMPONENT B** – Revell Communications coordinates and delivers the State Fire Marshal's Statewide Fireworks School Safety and Education Program. We would work with both the public as well as private parochial schools that service, in whole or in part, any student population that lives within the city boundaries of Lompoc. In 2006, the Office of the State Fire Marshal did a complete makeover of its printed and video School Safety and Education materials. As a result of state legislation (SB 839) which was signed into law on October 12, 2007 and became effective January 1, 2008, the State Fire Marshal's Illegal Fireworks brochure was revised and reprinted to reflect the new enhanced penalties for use and possession of dangerous fireworks. Both of these brochures, the Illegal Fireworks brochure ("Don't Get Burned") and the one emphasizing safe and responsible use of State-Approved Fireworks ("Celebrate Safely") can be found at the following links:

<http://www.ca-fireworks.com/EDocs/Site60/IllegalFireworksBro2008web.pdf>

<http://www.ca-fireworks.com/EDocs/Site60/FireSafetyBrochureweb.pdf>

In addition to distributing the above two brochures to both the public as well as private parochial schools, we would also be distributing DVD copies of the two short subject safety videos ("Celebrate Safely" and "Don't Get Burned") to these schools for classroom or assembly use. Copies of these videos may be viewed online at the following websites:

<http://www.ca-fireworks.com/EDocs/Site60/New Illegal Fireworks Video.mov>

<http://drewg.dreamteamtech.com/media/video/safely2.mov>

All of these materials are being provided to the school districts and their member schools, free of charge by TNT Fireworks and the State Fire Marshal's office. Attached to this memo, please find an excel spreadsheet showing the school districts and schools who we would approach about participating in the program.

**COMPONENT C** – TNT Fireworks would require each of the Lompoc nonprofit organizations that serve as its retail partner to distribute the State Fire Marshal's two safety brochures discussed above with every sale at their fireworks stand. In addition to the safety tips and information that appear on many of the assortment boxes or cartons, the safety literature already contained in all of the assortments, we would distribute both the State Fire Marshal's "Celebrate Safely" and "Don't Get Burned" brochures with each sale.

**COMPONENT D** – TNT Fireworks would purchase \$1,000 worth of time for the State Fire Marshal's :30-second PSA on the dangers of illegal fireworks (Please see online version at: [http://drewg.dreamteamtech.com/media/video/DGB\\_PSA30TV.mov](http://drewg.dreamteamtech.com/media/video/DGB_PSA30TV.mov)) as well as TNT Firework's :30-second PSA on the responsible and safe use of State-Approved Fireworks (please see online version at: [http://drewg.dreamteamtech.com/media/video/CS\\_PSA30TV.mov](http://drewg.dreamteamtech.com/media/video/CS_PSA30TV.mov)). Attached hereto, please find a proposed schedule for this cable buy on the Lompoc/Santa Maria Comcast Cable System. In addition to this paid buy, we would work with Comcast to provide them with a 30-minute loop containing the two short subject safety videos discussed above along with the State Fire Marshal's :30-second PSA and our client's :30-second PSA so that this could run on Lompoc's local origination and/or government channels as well.

**COMPONENT E** – On two occasions, one immediately prior to the beginning of the sale of State-Approved Fireworks and then another probably around July 1<sup>st</sup> or 2<sup>nd</sup>, we would place four ads in the Lompoc Record or other newspapers. The ads would be four color ads and in all likelihood would be ½-page in size. The purpose of these ads would be to explain and educate Lompoc residents about the city's new ordinance permitting the sale and use of State-Approved Fireworks, the City's administrative fine for possession and/or use of less than 25 pounds of illegal fireworks as well as the safety tips and other information to encourage the safe and responsible use of State-Approved Fireworks. I have attached here as examples, copies of ads which we place in Salinas in both their English speaking and Spanish speaking newspapers.

### **ENFORCEMENT PLAN**

It has been our experience that the more successful illegal fireworks enforcement programs are ones which are a coordinated effort between a community's police and fire departments. These programs pair up a law enforcement officer and member of the Fire Department in dedicated patrol units for critical hours on days leading up to and surrounding the 4<sup>th</sup> of July. Given that the 4<sup>th</sup> of July falls on a Thursday in 2013, I would strongly recommend that the enforcement patrols be for the evenings of July 3, 4, and 5. Most jurisdictions use either a 6 or 8-hour deployment with the first hour spent in a squad room discussing assignment areas, problem areas, and coordination for that evening's enforcement efforts. The last hour is usually spent in report writing.

If you were to use an 8-hour deployment schedule starting at 5:00 PM with actual field deployment beginning at 6:00 PM over the three days, you should be able to cover that deployment within a \$7,000 budget. We would recommend a universal dedicated dispatch channel for these patrols with a published, publicized non-emergency dispatch number that Lompoc residents could call to report illegal fireworks problems.

Assuming that Lompoc was to adopt SB 839 administrative fines in their ordinance, we have attached a sample citation form that we have developed for other jurisdictions. Of course, Lompoc Police and Fire Departments will have the discretion of not issuing citations and giving warnings and confiscating the illegal fireworks.

As the program moves forward, a leader of the team should be responsible for coordinating media ride-a-longs and reporting the success of the program and major arrests, busts, or incidents in a timely fashion to local print and broadcast media along with providing them a summary report by the 6<sup>th</sup> of July.

## TNT FIREWORKS PROPOSAL

FLIGHT DATES: 6/28-7/4/13

<u>NET</u>	<u>DYPT</u>	<u>COMCAST</u> <u>LOMPOC/S.MARIA</u>	<u>FRI-SUN</u> <u>6/28-6/30</u>	<u>MON-WED</u> <u>7/1-7/3</u>	<u>THU 6A-6P</u> <u>7/4</u>	<u>TOTAL</u> <u>FREQ</u>	<u>TOTAL</u>
A&E	6A-12M	\$10	6	6	2	14	\$140
CNN	6A-12M	\$10	6	7	2	15	\$150
FXNC	6A-12M	\$10	6	6	2	14	\$140
LIFE	6A-12M	\$10	6	6	2	14	\$140
MSNBC	6A-12M	\$10	6	7	2	15	\$150
TNT	6A-12M	\$10	6	6	2	14	\$140
USA	6A-12M	\$10	6	6	2	<u>14</u>	<u>\$140</u>
SYSTEM TOTAL:						<b>100</b>	<b>\$1,000</b>

Notes: Rates are for planning purposes and may be adjusted prior to air.



**CELEBRATE SAFELY**

WITH STATE-APPROVED FIREWORKS

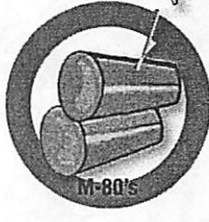
**SALINAS**

HAS

**ZERO TOLERANCE**

FOR

**ILLEGAL FIREWORKS**



If caught with illegal fireworks, you will be cited and fined up to \$50,000.00

To report individuals using, possessing, or selling illegal fireworks, call the non-emergency dispatch number below

**(831) 758-7321**

**CELEBRATE SAFELY**

WITH STATE-APPROVED FIREWORKS

Support SALINAS non-profit groups

Support SALINAS non-profit groups

Apoye a los grupos no lucrativos de Salinas

Apoye a los grupos no lucrativos de Salinas

**CELEBRE CON SEGURIDAD  
CON FUEGOS ARTIFICIALES**

**SALINAS  
TIENE**

**ZERO TOLERANCIA**

con los  
**FUEGOS ARTIFICIALES ILEGALES**



Si es encontrado con fuegos artificiales ilegales, Será citado y multado hasta por \$50,000.00.

Para reportar a personas usando, en posesión o vendiendo fuegos artificiales ilegales, llame al número de no emergencia mostrado abajo.

**(831) 758-7321**

**CELEBRE CON SEGURIDAD  
CON FUEGOS ARTIFICIALES**

PROOF O.K. BY: \_\_\_\_\_  O.K. WITH CORRECTIONS BY: \_\_\_\_\_

For retail advertising call 831-754-4147 or 831-754-4107. Fax for retail ads: 831-754-4221.

For real estate ads call 831-754-4163. For help wanted ads call 831-754-4134. Fax for real estate or help wanted: 831-754-4140

For general advertising information, please call 831-754-4145.

No response indicates  
your ad is approved  
for publication.

ADVERTISER: REVELL COMMUNICATIONS

AD #: 9000104281

SALES PERSON: Raquel Jones

PROOF DATE: 6/19/2009 6:36 PM

START DATE: 06/27/09

DESIGNER: HAROMIN

COLOR: 3FULL

SIZE: 6 COL. 10.5 in

9000104281



**\$1,000 minimum fine for violations**

# FIREWORKS NOTICE

## Salinas' Fireworks Laws have **CHANGED!**

### Safe and Sane Fireworks are Now Permitted in Salinas!

#### Hours of SALE

of Safe and Sane Fireworks:

- June 28th from Noon – 10 PM
- June 29th – July 5th from 9 AM – 10 PM

#### Hours of USE

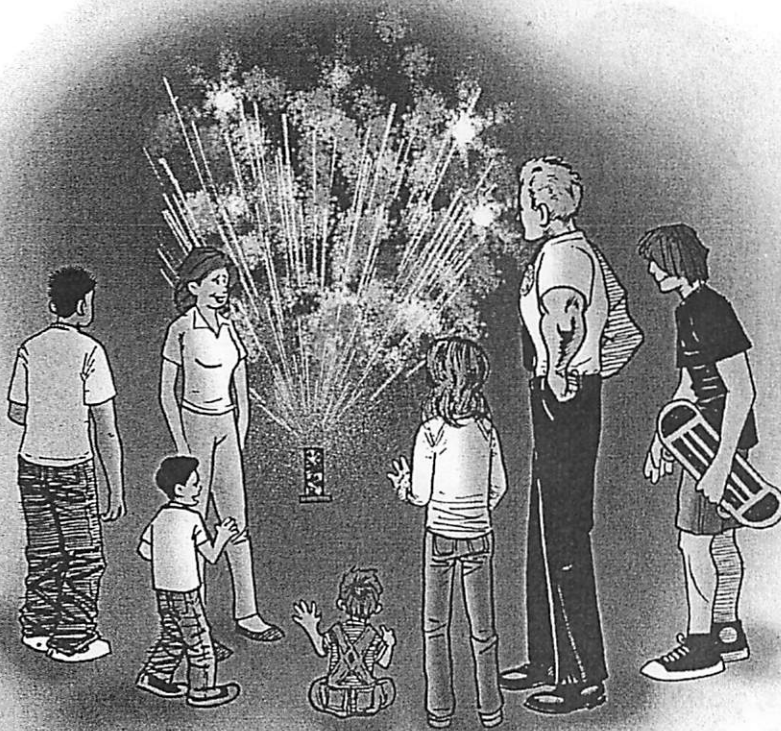
of Safe and Sane Fireworks:

- June 28th from Noon – 10 PM
- June 29th – July 5th from 9 AM – 10 PM

#### Safe and Sane Fireworks

**CANNOT** be used:

- Within 10 feet of ANY residence
- Within 50 feet of any fireworks stand
- Near dry grass or trees



Be sure to follow the fireworks safety tips in your free copy of "Celebrate Safely with State-Approved Fireworks" available at your local fireworks stand.



For full details of the new fireworks restrictions for Salinas go to [www.ci.salinas.ca.us](http://www.ci.salinas.ca.us)

A Public Safety Message Brought To You by TNT Fireworks.

# Multa mínima de \$1,000 por violaciones

## AVISO DE FUEGOS ARTIFICIALES

¡Las leyes de fuegos artificiales en Salinas, han CAMBIADO!  
Ahora se permiten los fuegos artificiales "Safe and Sane" en Salinas

Horario de venta de fuegos artificiales "Safe and Sane":

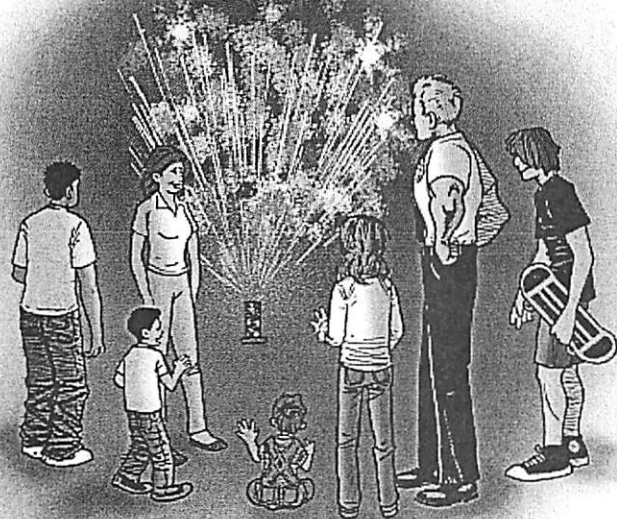
- 28 de junio, de medio día a 10 PM
- 29 de junio al 5 de julio, de 9 AM a 10 PM

Horarios en que se pueden usar los fuegos artificiales "Safe and Sane":

- 28 de junio, de medio día a 10 PM
- 29 de junio al 5 de julio, de 9 AM a 10 PM

Los fuegos artificiales "Safe and Sane" no pueden ser usados:

- A 10 pies de cualquier residencia
- A 50 pies de cualquier puesto de fuegos artificiales
- Cerca de pasto seco o árboles



Asegúrese de seguir los consejos de seguridad sobre fuegos artificiales en su copia gratuita de "Celebre con Seguridad con Fuegos Artificiales Aprobados por el Estado", disponible en su puesto local de fuegos artificiales.



Para mayores detalles sobre las restricciones de los nuevos fuegos artificiales para Salinas, visite [www.ci.salinas.ca.us](http://www.ci.salinas.ca.us)

Un mensaje de Seguridad Pública traído a usted por TNT Fireworks.

PROOF O.K. BY: \_\_\_\_\_  O.K. WITH CORRECTIONS BY: \_\_\_\_\_

For retail advertising call 831-754-4147 or 831-754-4107. Fax for retail ads: 831-754-4221.  
For real estate ads call 831-754-4163. For help wanted ads call 831-754-4134. Fax for real estate or help wanted: 831-754-4140  
For general advertising information, please call 831-754-4145.

No response indicates your ad is approved for publication.

ADVERTISER: REVELL COMMUNICATIONS

AD #: 9000104279

SALES PERSON: Raquel Jones

PROOF DATE: 6/19/2009 6:11 PM

START DATE: 06/27/09

DESIGNER: HAROMIN

COLOR: 3FULL

SIZE: 6 COL. 10.5 in

9000104279