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2009 APR -2 PM 2:31

CITY OF COSTA MESA
BY

DATE: APRIL 2, 2009

TO: CITY COUNCIL

FROM: ANN C. SHULTZ, ^{acs} LEGISLATIVE AND PUBLIC AFFAIRS MANAGER

SUBJECT: CITY COUNCIL AGENDA ITEM IX-2 - FIREWORKS OPTIONS AND ENFORCEMENT – REVISIONS TO STAFF REPORT

Please note the change on the bottom of Page 3 of the staff report. The cost of the reverse 911 service is three cents rather than five cents per call for a total estimated cost of \$240.

OPTION 2) DETERMINE THE “HOT SPOTS” AND ILLEGAL FIREWORK PROBLEM AREAS AND NOTIFY RESIDENTS ABOUT FIREWORK SAFETY AND FINE AMOUNTS.

➤ **No legal concerns with targeted notification**

Staff asked the City Attorney’s Office to determine whether there were any legal concerns in targeting designated areas in the City. The Attorney’s Office has indicated there would be no problem in doing so.

➤ **“Hot spots” identified**

The Police and Fire Departments have identified and prioritized seven areas that experience higher than average levels of illegal fireworks activity. In descending order they are:

- 1) 36 calls RD 10- west side, east of Harbor, north of Victoria, west of Pacific, south of Joann.
- 2) 32 calls RD 7-east side, north of 19th, east of Newport, south of Victoria, west of Santa Ana.
- 3) 31 calls RD 8- west side, west of Placentia, north of 19th, east of riverbed, south of Victoria.
- 4) 29 calls RD 12- east side, north of 22nd, east of Newport, south of Mesa, east of Irvine.
- 5) 20 calls RD 13-north of Victoria, east of Harbor, south of Fair, west of Fairview.
- 6) 20 calls RD 5-east side, north of 17th, east of Newport, south of 19th, west of Santa Ana.
- 7) 18 calls RD20-northend, north of Adams, east of Harbor, south of 405, west of Fairview.

➤ **Use of 911 Reverse Technology**

In an effort to cut costs and reduce the use of paper, the suggestion is to use existing reverse 911 technology to notify approximately 8000 homes about firework safety and local enforcement/fines via telephone message. The cost of this service is three cents per call for a total estimated cost of \$240. If the City