

**COMMUNICATIONS DEPARTMENT MEMORANDUM
#61-2019**

DATE: December 16, 2019
TO: Honorable Mayor Meredith Leighty and City Council Members
THROUGH: Heather Geyer, City Manager *Hmg*
FROM: Diana Wilson, Communications Director *DW*
SUBJECT: Proposed Fireworks Communications Plan

PURPOSE

To review the December 2019 – October 2020 communications plan intended to educate residents that fireworks are prohibited in Northglenn, and if cited the fines have been increased.

BACKGROUND

City Council adopted Ordinance No. 1783 on Oct. 28, 2019 establishing a mandatory minimum fine of \$1,000 for fireworks use in the City of Northglenn, with higher fines for repeat offenses. Residents will be cited if they are found using fireworks, possessing fireworks, or permitting fireworks use on their property.

City Council members requested an increased communications effort to help curb illegal fireworks use.

STAFF RECOMMENDATION

Implement the attached plan to:

1. Utilize all the communications platforms in the city.
2. Offers residents tools for neighborhood communication.
3. Repeat the message over sustained period of time in different ways to reach as many residents as possible.

BUDGET/TIME IMPLICATIONS

The plan will require the same amount of staff time presently allotted to this task. Hard costs include signs, postcard printing, and water bill insert fee. Estimated hard costs: \$1,800.

STAFF REFERENCE

Contact Diana Wilson, Director of Communications, at dwilson@northglenn.org or 303.450.8713 with any questions.

ATTACHMENTS

1. Fireworks Awareness Campaign 2019-20
2. Ordinance No. 1783

Fireworks Awareness Campaign 2019-20

Draft – Dec. 2019

Method	Connection	Social Media	Signage	Website	Other
Month					
Dec 2019	Blurb on minimum fine increase (complete)	1 post/2 tweets near New Year's		Update fireworks page info (complete)	
Jan 2020			Decide on wording/quantity and get pricing		
Feb					
Mar			Order signs		
Apr	Connection: Warm weather is coming, don't get burned with fireworks!	Post & Tweet: Warm weather is coming, don't get burned with fireworks	Confirm where to distribute signs		Design PDF postcard and graphic for social media, ward meetings, and neighborhoods to print out and distribute Text line in water bill
May	Message info below in medium size article	Post & Tweet: Fireworks are dangerous and illegal messages	Signs available for pick up	Web news story, have PDF postcard available on-line	Possible video with North Metro Fire for social media Flyer insert in water bill (English & Spanish)
Jun	Feature article – quotes from a veteran and a pet owner	Posts & Tweets: Be kind to vets & pets & neighbors	Signs available for pick up and given out at event	Main page presence	Limited print of postcards to hand out with signs and for Council to distribute
Jul	Reminder blurb	Reminder post & tweet	Signs available for pick up	Main page presence	
Aug	Reminder blurb	Reminder post & tweets	Signs available by request		
Sept-Oct	<ul style="list-style-type: none"> • Debrief communications and enforcement efforts • Tweak messaging for next campaign (December 2020) 				

December 2019 Connection:

KEEP NEW YEAR'S HAPPY – BUT LEAVE THE FIREWORKS

Recently, City Council increased the minimum fine if a person is caught using or possessing fireworks, or if fireworks are being used on their property. Northglenn Police will be actively enforcing this new local law. No one wants to start the New Year with a \$1,000 fine (or more), so keep in mind that any fireworks that leave the ground or explode are illegal in Northglenn. Fireworks are dangerous, please leave them to the professionals! Report fireworks use to 303.288.1535 or on Access Northglenn, located at www.northglenn.org/accessnorthglenn, or download the app.

Key Messages

(Mix and match depending on platform and space available)

Early:

Warm weather is coming, don't get burned with fireworks! Fireworks are illegal in Northglenn, and dangerous. It's not worth the risk of injury, property damage, or the minimum \$1000 fine.

High use times:

Any fireworks that leave the ground or explode are illegal in Northglenn. People caught using them face a minimum fine of \$1000! Home/property owners and individuals in possession of fireworks may also be cited.

Northglenn Police Department is enforcing the No Fireworks law. Using Fireworks is illegal, and not worth the risk of a \$1000 minimum fine.

To help spread the word, yard signs are available for free to the public. You may obtain signs at Northglenn's City Hall, Recreation Center, Senior Center, Maintenance & Operations Facility, and Justice Center.

If you witness or hear fireworks going off – call 303.288.1535 or submit via Access Northglenn (download the app or go to https://northglenn.org/government/access_northglenn.php).

What is the fine if you are caught with/using fireworks, or if fireworks are used on your property? In Northglenn there is a mandatory minimum fine of \$1,000 for a first violation; a mandatory minimum fine of \$1,500 for a second violation within a two-year period; and a mandatory minimum fine of \$2,000 for a third violation within a two-year period.

All fireworks are illegal in Northglenn, with the exception of sparklers -- though we recommend leaving all fireworks to the professionals due to safety and fire risks. Join us for the City of Northglenn July 4 Celebration display instead! (Insert event details)

Not everyone is celebrating along with you late at night...please be respectful of your neighbors. Fireworks can be heard miles away.

Two Yard Sign Options for Residents

“Be Kind to Vets & Pets & Neighbors...NO Fireworks in Northglenn”

“Fireworks are Illegal in Northglenn \$1000 Minimum Fine”

SPONSORED BY: MAYOR ESQUIBEL

COUNCILMAN'S BILL

ORDINANCE NO.

No. CB-1938
Series of 2019

1783
Series of 2019

A BILL FOR AN ORDINANCE ADDING A NEW ARTICLE 7 OF CHAPTER 9 TO THE NORTHGLENN MUNICIPAL CODE REGARDING FIREWORKS

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF NORTHGLENN, COLORADO, THAT:

Section 1. The Northglenn Municipal Code is amended by the addition thereto of a new Article 7 of Chapter 9 to read as follows:

Section 9-7-1. Definitions.

As used in this Article, the following terms shall have the meanings indicated herein:

"Authorized Officer" shall mean and include any police officer and any code enforcement officer of the City.

"Fireworks" means any article, device, or substance prepared for the primary purpose of producing a visual or auditory sensation by combustion, explosion, deflagration, or detonation, including, without limitation, the following articles and devices commonly known and used as fireworks: toy cannons or toy canes in which explosives are used, blank cartridges, the type of balloon which requires fire underneath to propel the same, firecrackers, torpedoes, skyrockets, rockets, Roman candles, dayglo bombs, and torches, or other fireworks of like construction, and any fireworks containing any explosive or flammable compound, or any tablets or other device containing any explosive substance.

"Fireworks" does not include:

- (1) Toy caps which do not contain more than twenty-five hundredths (0.25) of a grain of explosive compound per cap;
- (2) Sparklers, trick matches, cigarette loads, trick noisemakers, toy smoke devices, and novelty auto alarms;
- (3) Highway flares, railway fuses, ship distress signals, smoke candles, and other emergency signal devices.

"Government-sponsored or co-sponsored" shall mean the City of Northglenn, the State of Colorado, or any political subdivision of the state or the federal government or an agency thereof.

Section 9-7-2. Sale and use prohibited.

(a) Except as specifically provided in this Article, it is unlawful for any person to offer for sale, expose for sale or sell any fireworks, fountains, or cones; or to have fireworks, fountains, or cones in their possession with the intent to offer said items for sale.

(b) Except as specifically provided in this Article, it is unlawful for any person to possess, store, handle, use or explode any fireworks.

(c) The provisions of this Section 9-7-2 may be enforced by any Authorized Officer.

Section 9-7-3. Fireworks displays.

Fireworks displays are allowed in the City only for government sponsored or co-sponsored events. Permitting of any such fireworks display shall be done in accordance with the version of the International Fire Code then in effect.

Section 9-7-4. Seizure of fireworks.

Any Authorized Officer of the City shall be authorized to seize, take and remove at the expense of the violator, all stocks of fireworks or combustibles offered or exposed for sale, or otherwise possessed, held or stored in violation of this Article.

Section 9-7-5. Penalty.

(a) It shall be unlawful for any person to violate any provision of this Article. A violation of this Article shall be a criminal offense, punishable by imprisonment, or fine or both as provided in Section 1-1-10 of the Northglenn Municipal Code.

(b) Any violation of this Article shall also be deemed a public nuisance within the meaning of Section 9-11-3 of the Northglenn Municipal Code. In addition to an individual who is observed to be violating the provisions of this Article, any person who owns or possesses the property upon which fireworks are sold or used in violation of Section 9-7-2 of this Article shall be deemed to be the author of the public nuisance, and shall be subject to the penalties set forth herein.

(c) **Mandatory Minimum Penalty.** Any person who pleads guilty or is found guilty shall be subject to the following mandatory minimum penalties:

- (1) A mandatory minimum fine of \$1,000 for a first violation;
- (2) A mandatory minimum fine of \$1,500 for a second violation within a two-year period; and
- (3) A mandatory minimum fine of \$2,000 for a third violation within a two-year period.

(d) All remedies set forth herein are cumulative, and the exercise of any one shall not be deemed to prevent the exercise of another, nor to bar, nor abate, any prosecution or petition for injunction hereunder.

INTRODUCED, READ AND ORDERED POSTED this 14th day of October, 2019.


ANTONIO B. ESQUIBEL
Mayor

ATTEST:


JOHANNA SMALL, CMC
City Clerk

PASSED ON SECOND AND FINAL READING this 28th day of October, 2019.


for ANTONIO B. ESQUIBEL
Mayor

ATTEST:


JOHANNA SMALL, CMC
City Clerk

APPROVED AS TO FORM:


COREY Y. HOFFMANN
City Attorney