

May 9, 2009

The Honorable Common Council
Public Safety Committee
200 East Wells Street
Milwaukee, Wisconsin 53209

Re: MDP-SAFETY DIVISION'S STATUS REPORT: Fireworks Legislation

Dear Committee Members:

In accordance with the final recommendations of the Fireworks Task Force, the MPD-Safety Division was directed to implement certain program initiatives in compliance with the City of Milwaukee's Fireworks Legislation. This report provides a summary of program initiatives to educate the Milwaukee Community on the illegal use and purchase of fireworks within the City. The attached report is scheduled to be heard at the May 14, 2009 Public Safety Committee Meeting.

You may contact Safety Specialist, Sr. Robert Wagler at 935-7992 to address any inquiries outlined in the attached report.

Sincerely,

EDWARD A. FLYNN
CHIEF OF POLICE

FLORENCE DUKES
SAFETY DIRECTOR

EAF:FD

Cc:

A/C Monica E. Ray
Anne Schwartz, Public Relations Manager

Enclosure: Status Report: Fire works Initiatives

ATTACHMENT #1

2009 MPD- STATUS REPORT ON THE PROGRAM INITIATIVES RELATED TO THE FIREWORKS ORDINANCE

1. **Oversee and provide follow-up to the Common Council on the status of the educational campaign, which should begin before Memorial Day.**

Educational flyers have been delivered to all Milwaukee Police District Community Liaison Officers, Fire Department Houses, Survive Alive House, Milwaukee Health Centers and the Safe Kids Coalition.

2. **Facilitate a collaborative effort with the Common Council, Fire Department, Police Department, Sheriff's Office and the City of Milwaukee Housing Authority to create a DVD that includes an advisory message identifying the consequences associated with the sale, possession and discharge of fire works.**

In 2008 a two minute informational DVD was created to educate the public and school age children on the law and the dangers of fireworks. This DVD along with the updated flyer and coloring sheet are currently posted on the Common Council website under the Fireworks Taskforce.

3. **Establish relationships with schools and youth-focused non-profit and community development organizations. Distribute fliers and an educational DVD, asking teachers and principals to discuss fireworks with classes, give presentations and encourage fire works viewing at designated parks.**

In 2009 a letter will be sent to MPS Principals forwarding the teachers to the MPS website which will have the DVD, fireworks flyer and coloring sheet to download for students. Mini presentations will be provided at all Milwaukee Public School's Recreation locations, Boys and Girls Clubs, YMCA and YWCA locations on the enforcement of the City's Ordinance on Fireworks Legislation.

Departmental Staff will distribute the Fireworks Brochures at local festivals throughout the summer months.

4. **Take a more proactive role in collaborating fire works safety educational efforts with the Police Department, the Fire Department, other City departments and community agencies.**

The Department will continue their collaboration and ongoing efforts with the Fire Department, Health Department and other City entities to address Fireworks Safety Education measures to be implored city-wide. A safety message on Fireworks will be on the May 14th check reminding all city employees about keeping Fireworks out of the city and the fines associated with non-compliance of the Ordinance. The Department's Auxiliary Volunteers

and Community Liaison Officers will use the flyers when conducting programs in their respective Districts.

5. Engage more aggressive public outreach with regard to the problems relating to illegal fireworks.

The DVD will be offered to all Milwaukee City Departments for use on their websites. The Department's Public Information Officer will devise a comprehensive Media Educational Program for distribution to all electronic and printed media outlets. Efforts will be made to obtain billboard underwriting for postings throughout the City of Milwaukee.

6. Develop and provide informational brochures for distribution to other City departments and community agencies. The brochures should be distributed at parks before fireworks events and other related scheduled events, advising citizens that fireworks are illegal. Collaborate with the Fourth of July Commission in developing the brochure, and provide brochures to the Fourth of July Commission, so the Commission may provide these to park volunteers for distribution at the parks.

Brochures will be distributed to the 4th of July Commission prior to the 4th of July activities.

7. More monitoring of permitted fireworks displays that would include a review of policies for issuance of permits and analysis surrounding safety conditions at local fireworks displays.

MPD-Safety Division has had an opportunity to review the process for monitoring the permitted fireworks display procedures employed by the Department of Neighborhood Services. These procedures are in compliance with the National Fire Association's Rules for Fireworks permits and use.

8. Make ongoing recommendations to the Police Department and other departments relating to fireworks safety.

The Milwaukee Police Department will continue their dialog with other City Departments on matters related to Fireworks Safety.

9. Report to the Common Council with updates relating to fireworks prevention strategies and measurements of success.

The Department will provide the Public Safety Committee, at their May 14, 2009 meeting, with a presentation on efforts being employed on fireworks prevention and any measurements of success available for reporting.

10. As part of a media blitz, hold press events during peak periods providing information relating to fireworks law and risks.

The Department's Public Information Officer is in the process of devising a comprehensive Media Blitz commencing around the Memorial Day Holiday to address the purchase and illegal use of fireworks.

11. Request hospitals, non-profit organizations, corporate health foundations and billboard companies to underwrite billboard/s that provides a focus on fire works-related health risks, especially during peak periods.

The Department's Public Information Officer will explore measures to obtain the sponsorship and underwriting of Billboards from non-profit organizations, media outlets and health foundations to support this initiative.

The Fireworks Task Force Recommendations and City Ordinance regarding the increase fines/penalties were discussed in detail at the Safety Commission's Meeting held on Monday April 13th, 2009 at the Safety Academy. Commission Members also received copies of said information and viewed the fireworks DVD.

EAF:FD