

..Number

070742

..Version

SUBSTITUTE 1

..Reference

..Sponsor

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..Title

Substitute resolution directing the implementation of the recommendations of the Fireworks Task Force.

..Analysis

This resolution directs certain City departments to implement various recommendations of the Fireworks Task Force. Departments shall submit a progress report concerning the implementation of these recommendations to the Common Council within 180 days of adoption of this resolution, and annually thereafter.

..Body

Whereas, The City of Milwaukee Fireworks Task Force was created by Common Council File Number 060529 on September 26, 2006, to evaluate and make recommendations relating to decreasing the prevalence of fireworks in the City of Milwaukee; and

Whereas, The Task Force held 7 public meetings, beginning on January 11, 2007, and submitted its Final Report and Recommendations to the Common Council under File Number 061200, a communication relative to the findings of the Fireworks Task Force; and

Whereas, The Task Force's report consists of 5 main recommendations: lobby for change in state law; create an education campaign; implement mechanisms for tracking personal injury rates and costs of public resources related to illegal fireworks; engage and delegate existing City resources in the most effective manner; and intergovernmental cooperation; and

Whereas, Certain recommendations require implementation by certain City departments; now, therefore, be it; and

Resolved, By the Common Council of the City of Milwaukee, that the Common Council authorizes and directs the following departments to implement the following recommendations of the Fireworks Task Force:

City Attorney's Office

1. Advise the Police Department - Community Service Officers as to the steps required to cite an individual when evidence is captured using a digital camera.

City Clerk's Office

1. Utilize Channel 25 to include fireworks information before and during peak periods of fireworks usage.
2. Collaborate with DOA-ITMD to include fireworks information on the City's homepage before and during peak periods.
3. Send a letter to other municipalities in Southeastern Wisconsin referencing the findings of the Fireworks Task Force, specifically that many municipalities and fireworks vendors are not adhering to State law.
4. Collaborate with Milwaukee County on an intergovernmental agreement to put more signs, approximately 20 - 30, at each park entrance.
5. Contact Summerfest and Milwaukee County to encourage including fireworks information on respective websites.
6. Contact local news stations and newspapers to encourage including fireworks information in respective stories.
7. Distribute the Fireworks Task Force final report to Municipal Court judges.

Common Council

1. Raise forfeiture ranges for adult and juvenile violations of s. 105-47, the fireworks ordinance.
2. Amend s. 105-47 of the Code to mirror s. 167.10 (9)(c), Wis. Stats., which reads, "*A parent or legal guardian of a minor who consents to the use of fireworks by the minor shall forfeit not more than \$1,000.*"
3. Common Council members should include information relating to the fireworks law in newsletters and press releases.
4. Council members should hold press events during peak periods providing information relating to the fireworks law and risks.

Department of Administration - Information and Technology Management Division

1. Collaborate with the City Clerk's Office - Public Information Division to include fireworks information on the City's homepage before and during peak periods.

Department of Administration - Intergovernmental Relations Division

1. Send a letter to other entities referencing the findings of the Fireworks Task Force, specifically that many municipalities and fireworks vendors are not adhering to State law, and asking for support in lobbying the Legislature for statutory changes. A letter should be mailed to the following entities:
 - Milwaukee Public Schools
 - Milwaukee Public Schools Board of Directors
 - Milwaukee County Board of Supervisors
 - Milwaukee County municipalities
 - Wisconsin League of Municipalities
 - Wisconsin Towns Association
 - Wisconsin Alliance of Cities
 - Wisconsin Sheriff's Association
 - Wisconsin Chiefs of Police Association
 - State Medical Society of Wisconsin
2. Send letters to District Attorneys and Sheriffs in municipalities, which allow vendors to sell illegal fireworks, requesting them to take action to cease all sales of illegal fireworks in their municipalities.

Fire Department

1. Collaborate with the Police Department and Health Department to identify and implement the best possible means for tracking fireworks-related calls for service and injury rates, and assess the best possible means to coordinate these efforts with Milwaukee County and the State of Wisconsin.
2. Include more fireworks-related information in department's public education activities, especially before and during peak periods.

Health Department

1. Collaborate with the Police Department and Fire Department to identify and implement the best possible means for tracking fireworks-related calls for service and injury rates, and assess the best possible means to coordinate these efforts with Milwaukee County and the State of Wisconsin.

2. Include fireworks-related educational information on the department's website.

Police Department - Community Liaison Officers

1. Discuss with block watch captains the possibility of using digital cameras to capture fireworks evidence, and the steps required to cite an individual from evidence obtained using a digital camera.
2. Request neighborhood organizations and block watch groups to include media blitzes in their literature, and provide literature to these groups that may be handed out by block watch captains.

Police Department - Safety Division

1. Oversee and provide follow-up to the Common Council on the status of the educational campaign, which should begin before Memorial Day.
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 fireworks.
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 fireworks viewing at designated parks.
4. Take a more proactive role in collaborating fireworks safety educational efforts with the Police Department, the Fire Department, other City departments and community agencies.
5. Engage more aggressive public outreach with regard to the problems relating to illegal fireworks.
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.

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.
8. Make ongoing recommendations to the Police Department and other departments relating to fireworks safety.
9. Report to the Common Council with updates relating to fireworks prevention strategies and measurements of success.
10. As part of a media blitz, hold press events during peak periods providing information relating to fireworks law and risks.
11. Request hospitals, non-profit organizations, corporate health foundations and billboard companies to sponsor billboards which focus on fireworks-related health risks, especially during peak periods.

Police Department

1. Collaborate with the Fire Department and Health Department to identify and implement the best possible means for tracking fireworks-related calls for service and injury rates, and assess the best possible means to coordinate these efforts with Milwaukee County and the State of Wisconsin.

Safety Commission

1. Include matters related to fireworks for discussion at meetings.

City public relations personnel (various departments)

1. Include fireworks information in department publications before and during peak periods of fireworks usage.

; and, be it

Further Resolved, That the specified departments shall submit a progress report concerning the implementation of these recommendations to the Common Council within 180 days of adoption of this resolution, and annually thereafter.

..Requestor

..Drafter

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9/11/07

