



To the Mayor and Members of the City Council

June 7, 2022

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SUBJECT: City of Fort Worth Fourth of July Operations/Communications

The purpose of this Informal Report is to inform Mayor & Council of the upcoming plan to communicate and manage illegal fireworks on and around the 4th of July. This is a joint effort between the Fire, Police, and Communications departments. The Fireworks Enforcement Detail will staff the JEOC daily from 6:00 pm until 2:00 am on Saturday July 2nd, Sunday July 3rd, and Monday July 4th. The fireworks detail is a collaborative compliance and enforcement effort coordinated by the Joint Emergency Operations Center and staffed by the following city departments and external partners:

- **Fire Department**
 - Office of Emergency Management
 - RACES
 - Operations
 - Arson & Bomb Unit
 - Community Risk Reduction
 - Bureau of Fire Prevention
 - Fire Alarm Office
 - PIO/Communications Team
 - Radio Shop
- **Fort Worth Police Department**
 - SEER
 - Traffic
 - Fusion Center
 - Homeland Security
- **MedStar**
- **Transportation & Public Works**
- **Parks and Recreation**
- **Tarrant Regional Water District** (Panther Island Unified Command Post)

Primary Goals: To ensure that Fire Operations and the Fort Worth Police Department resources are available to respond to emergencies and high priority calls for service; to provide adequate messaging on firework safety; fireworks are illegal in City of Fort Worth; and the firework reporting resources/tools through media outlets (digital, social and traditional) leading up to and during the holiday weekend.

- Firework Reporting Resources/Tools: These include the hotline, the web reporting tool and the MyFW App.
 - The hotline is a dedicated phone line to report fireworks. The intent of this dedicated phone line is to prevent the 9-1-1 system from being the primary contact method for the public. Instead, they call 817-392-4444 to report.
 - The web reporting tool is a web-form located at “reportfireworks.fortworthtexas.gov” where residents can go online and report fireworks
 - The MyFW App is accessible by any smart phone where residents can report fireworks through the menu option that is available for firework reporting.



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- Media Messaging:

- Digital: Clear Channel has donated the use of digital billboard signage to remind public that fireworks are illegal in the City of Fort Worth (SH 121 at Carson St/ IH30 at Green Oaks Blvd/IH35 at Alsbury); market value \$1,500; total views/impressions ~300,000 people.
- Social: All Fire Department social media platforms including Twitter, Facebook, Instagram, and Nextdoor (as well as the Office of Emergency Management social media platforms including Twitter and Instagram) will push out daily messaging beginning Saturday, June 18th and will continue until the July 4th holiday.
 - Graphics: English and Spanish graphics will promote firework safety dangers and hazards; the importance of reporting fireworks through outlets other than 9-1-1; remind public that fireworks are illegal in the City of Fort Worth.
- Traditional: The Fire PIO will be available for any and all media interviews including television and radio to address safety/dangers of fireworks; the importance of reporting fireworks through outlets other than 9-1-1; remind public that fireworks are illegal in the City of Fort Worth.

Social Media Graphics:





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Report Fireworks on the MyFW App



Download the **MyFW** app to your smartphone. Once the page has loaded, click on the red banner at the bottom to report fireworks violations.

Call: 817-392-4444

Report Online: reportfireworks.fortworthtexas.gov

Fort Worth Fire Department

Celebrate Independence Day safely and legally. To report a fireworks violation, please click on message.

Informar sobre fuegos artificiales en la aplicación MyFW



Descargue la aplicación "**MyFW**" en su teléfono inteligente. Una vez que la página se haya cargado, haga clic en el banner rojo en la parte inferior para informar violaciones de fuegos artificiales.

llame a: 817-392-4444

informe en línea: reportfireworks.fortworthtexas.gov

Fort Worth Fire Department

Report Fireworks Here! Report illegal fireworks usage - CLICK ON THIS MESSAGE



Fireworks are Illegal in the City of Fort Worth

Be safe this 4th of July

To Report Fireworks:

Call **817-392-4444**
OR
reportfireworks.fortworthtexas.gov

Fort Worth Fire Department



Los Fuegos artificiales son ilegales en la ciudad de Fort Worth

Ten cuidado este 4 de Julio

Para reportar fuegos artificiales:

llamada- **817-392-4444**
O
reportfireworks.fortworthtexas.gov

Fort Worth Fire Department

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SUBJECT: City of Fort Worth Fourth of July Operations/Communications**Official Statement by the Fort Worth Fire Department Regarding Fireworks Operations & Safety:**

The Fort Worth Fire Department is gearing up for Fourth of July operations and reminds our residents that the possession, sale or discharge of fireworks in the City of Fort Worth is illegal. Between July 1st and the 6th of 2021, we received over 4,500 calls reporting fireworks. We also receive a marked increase for our most common calls that include Grass Fires, Structure Fires, Trash Fires and Traumatic Injuries.

In order to continue to provide the quickest response possible to emergency calls, we ask that our residents use the Non-Emergency Fireworks Hotline to report fireworks. Residents can call 817-392-4444 or online at reportfireworks.fortworthtexas.gov. We stress, that if you have an emergency to report, please continue to call 911. We wish all our residents and visitors a happy and safe Fourth of July.

All Council offices will be provided with messaging and graphics that can be used for social media or newsletters.



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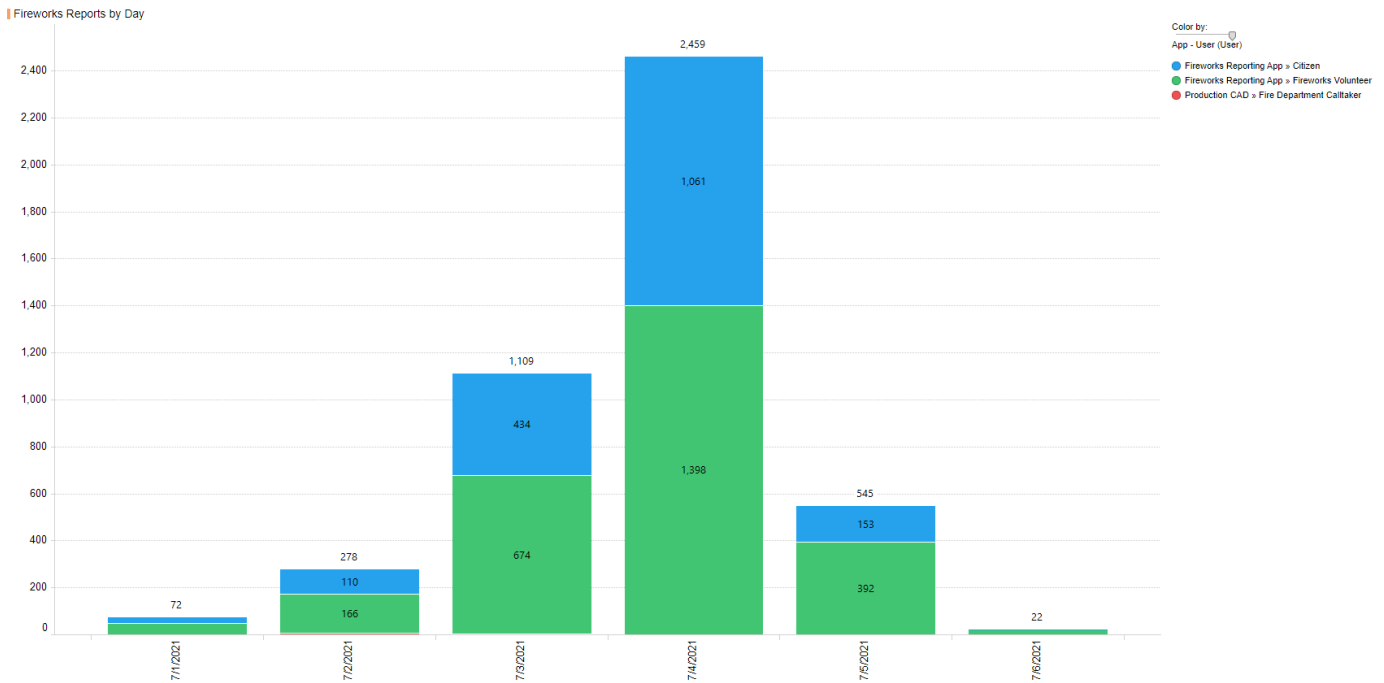
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Number of Reported Fireworks (by report type) in 2021:

(Blue- Fireworks Reporting App- Resident); (Green- Fireworks Reporting App- Volunteer); (Red- CAD Production- FD Call-taker)



Call breakdown by Council District:

Council Member	Jul 1	Jul 2	Jul 3	Jul 4	Jul 5	Jul 6	Grand total
2 - Carlos Flores	13	24	126	293	41	3	500
3 - Michael D. Crain	16	23	129	208	92	5	473
4 - Cary Moon	9	11	86	282	49	3	440
5 - Gyna Bivens	9	58	118	335	72	4	596
6 - Jared Williams	4	48	194	434	101	3	784
7 - Leonard Firestone	5	41	144	360	39	2	591
8 - Chris Nettles	11	44	187	311	88	2	643
9 - Elizabeth M. Beck	5	29	125	233	61	-	453
(Empty)	-	-	-	3	2	-	5
Grand total	72	278	1,109	2,459	545	22	4,485



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Timeline for 2022 (Compared to 2021 Operations):

- The Fire Public Information Office began messaging on June 19th with the initial introduction of the fireworks reporting resources/tools.
 - o **The Fire Public Information Office will begin messaging on June 18th with the initial introduction of the fireworks reporting resources/tools.**
- The Fire Public Information Office began daily messaging on June 29th
 - o **The Fire Public Information Office will begin daily messaging on June 28th.**
- The Fire Public Information Office began twice daily messaging on June 30th through July 5th
 - o **The Fire Public Information Office will begin twice daily messaging on June 30th through July 4th**
- The Fire Public Information Office reached over 115,000 people through social media messaging (and an additional 250,000 people through NextDoor) in 2021
 - o **It is unknown the number of people that will be reached in 2022 but the Fort Worth Fire Department accounts on all social media platforms (including the Office of Emergency Management accounts) have increased in followers substantially.**

Fort Worth Fire Department and Police Department Joint Messaging:

- FWFD and FWPD Public Information Officers and their respective departmental Communications Teams will have a coordinated and joint messaging operation. The Fire Department will take the lead and the Police Department will provide the same messaging (focusing on the illegality of fireworks in the City of Fort Worth).
- All safety messaging will be produced by the Fire Department and redistributed by the Police Department; all media requests for "safety tips" and operational firework activity will be fielded by the Fire Department.

A Fire PIO will be in the JEOC each operational period and will relay any and all pertinent information for public dissemination to the Police PIO(s) and other City of Fort Worth Departmental PIOs if the situation warrants.

If you have any questions on this report please contact Chief Jim Davis, Fire Chief, Fort Worth Fire Department, at 817-392-6801 or james.davis@fortworthtexas.gov or Chief Neil Noakes, Police Chief, Fort Worth Police Department at 817-392-4212 or neil.noakes@fortworthtexas.gov.

David Cooke
City Manager