

OFFICE OF THE CITY CLERK
2006 SEP 14 PM 5:42

CITY OF OAKLAND

AGENDA REPORT

TO: Office of the City Administrator
ATTN: Deborah A. Edgerly
FROM: Finance and Management Agency/Oakland Police Department
DATE: September 26, 2007

RE: A Monthly Informational Report on the Measure Y Accelerated Police Recruiting, Hiring, Training and Deployment Strategy

SUMMARY

This report is the monthly status update requested by Council regarding accelerated police recruitment efforts. Due to the summer recess, this report will cover the activities for the months of June, July and August, 2006.

FISCAL IMPACT

Recruiting expenditures to date include \$487,500.00 has been spent on advertising; \$247,500.00 was spent from Measure Y budget, \$240,000.00 from the OPD operating budget to maximize the overall advertising recruitment message. Funds were used to purchase billboards, radio and television advertising, posters and brochures, and other outreach materials.

BACKGROUND

The Office of Personnel Resource Management of the Finance and Management Agency and the Oakland Police Department are jointly responsible for the recruitment of police officers pursuant to the terms of Measure Y (Violence Prevention and Public Safety Act of 2004) and under the direction of the City Administrator.

Item: _____
Public Safety Committee
September 26, 2006

KEY ISSUES AND IMPACTS

Recruitment Metrics for January - August, 2006:

Hits to OPD Jobs website (established February – August)	15,059,454
applicants signed up for testing	3,941
applicants tested	2,480
applicants passed written	1,501
applicants sat for oral	1,248
applicants passed oral	657
applicants scheduled for PAT	651
applicants passed PAT	416
applicants conditionally job offered as of May 31	125

*Physical Ability Test

Recruitment

The recruitment advertising campaign launched during this reporting period, **“It’s More Than You Think”** and the tag line of **“Justice Pays”** produced widespread visibility for the recruitment effort and was successful on many levels. The campaign employed signage on buses, outdoor billboards, BART stations, bus shelters and targeted markets on radio and cable television. An Oakland based marketing push, employing recruitment posters, was initiated in August to over 1,000 coffee shops, schools and other community message boards. Similarly, print advertising in local ethnic newspapers along with military and trade newspapers was also accomplished.

Staff spent considerable time and effort on a number of potentially high yield recruiting events and sites in and around San Diego. The area has similar housing costs and lifestyle to the Bay Area. There are over 95,000 uniformed personnel based in San Diego, many of whom are considered the target market due to their pre-disposition to a para-military organization like OPD, high level of physical fitness and a need or desire to relocate driven by exit from military service. Additionally, San Diego is experiencing ‘unrest’ as a city and as a police force due to budget issues and political scandals. This also creates opportunity to market to potential lateral transfers from the San Diego Police Department.

Recruiting Events included:

Western States Police and Fire Olympics

This was the major regional police department to police department competitive skills event for the western states. It offered many opportunities to network and connect with officers, families and interested citizens from throughout the west. Staff used the event to:

- launch expanded recruitment campaign to a 12 state region
- present marketplace positioning and publicize lateral opportunities
- offer onsite testing opportunities
- establish rapport between potential candidates and current force
- conduct onsite testing

San Diego Military Facilities

- initiated military contacts, including local base newspapers and Post Exchange (PX) recruiting
- visited 3 pre-arranged military installations, establish points of contact and marketed OPD career opportunities
- administered written test at Camp Pendleton-19 tested, 78% passed, and moved forward to Oral Boards
- Created a portable physical agility test and administered to all 19 test takers on site at Camp Pendleton
- establish monthly informational and testing sessions

College Recruiting

Staff visited 5 college sites and networked with 9 career center staff members at San Diego State College, Grossmont College, Cuyamaca College, San Diego Mesa College, and Miramar College.

Gay Games VII

Two officers from OPD recruited at the Gay Games VII in Chicago from July 13 – 17. Over 11,000 athletes from across the United States and 70 other countries, the event was a success in delivering the message that Oakland is hiring and is an inclusive organization. While other organizations were recruiting, the fact that Oakland was the only San Francisco/Bay Area Agency there has been the source of positive feedback for our recruiting efforts.

Up Coming Scheduled Events:

Recruiting Open House

Staff is currently planning the OPD Recruiting Open House on October 14, 2006, in the Ogawa Plaza area adjacent to City Hall and the OPD Recruitment Office. The recent visual and technological enhancements to the recruiting office make it a focal point. Target marketing and invitations are going to high schools, colleges, community organizations and law enforcement academies as well as City of Oakland Agencies. This low cost event will launch the next phase of our long-term recruitment effort to incubate local candidates and increase interest in law enforcement as a career. Staff anticipates leveraging this event to spread the word that Oakland Police opportunities and city jobs in general, are "More Than You Think!"

Career Fair Participation

The OPD Recruiting and Background Unit currently have scheduled participation at numerous fairs and other events that provide recruitment opportunities. College dates will be added as schools come back in session in early September and dates can be confirmed with career centers. Current events scheduled include:

9/2-4	Oakland	Art & Soul Festival
9/6	Oakland	Jazzmasters – City Center
9/10	Hayward	September 11 th Memorial
9/9	Oakland	Yoga for Peace - Plaza
9/13	Oakland	Jazzmasters – City Center
9/20	San Mateo	Peninsula Career Fair
9/20	Oakland	Jazzmasters– City Center
9/21-22	San Diego	Camp Pendleton Career Fair
9/27	Oakland	Jazzmasters – City Center
10/4	Oakland	Jazzmasters – City Center
10/8	San Francisco	Fleet Week
10/9	Alameda	Alameda Community College
10/10-13	Las Vegas	National Latino Police Officer Association
10/11	Oakland	Jazzmasters – City Center
10/14	Oakland	Recruitment Open House – Plaza
10/18	Oakland	Jazzmasters– City Center
10/25	Oakland	Jazzmasters – City Center
10/25	Ft Lewis, WA	Military Job Fair

Other Ongoing Recruitment Strategies:

Continuous Testing

Continuous testing has yielded a total of 2,480 applicants since January, 2006. Continuous testing requires:

- Testing two days each month, with two seating's each day for the written exam.
- Two Oral Board Events of up to 10 panels each for two to three days conducting individual interviews for each candidate. Each oral board panel consists of one community member and two sworn officers.
- One Physical Agility Test (PAT) practice session, staffed by sworn officers, offered for all potential candidates.
- Two PAT test sessions, staffed by sworn officers, cadets and OPRM staff.

In addition to continuous testing, staff has developed an 'expedited process' for testing candidates who reside outside the Bay Area, which is proving to be effective in maximizing our recruiting efforts. Expedited processing had been an obstacle in recruiting out of the area. Expedited candidates have traveled from Boston, New York, Washington State, Atlanta, and also from Chicago as a result of our participation in the Gay Games VII. Now, with the 'expedited process', travel costs for candidates are reduced by limiting the number of times the candidate must travel to Oakland for the selection process. June results for the expedited candidates tested reflect an 80% success rate in completing the first three stages of the selection process. More data will be provided in the next report.

Out of State Recruitment

Staff has pursued consultant support to augment ongoing internal recruitment efforts. As previously reported Staff asked consultants to submit proposals on how they could help expand the recruitment footprint. Staff contacted 21 consultants and issued a Request for Proposal to 15 consultants. Responses were received from four (4) consultants. Proposals received hinged on web-based solutions and ranged in price from fifty-five thousand dollars to eighty thousand dollars. This work is still under review and an outcome will be shared in the next monthly report.

OPD Policing Seminars

Seminars on Policing in Oakland and other topics are offered a minimum of two times each month and are held at the Police Administration Building Auditorium. Dates are listed on the www.OPDJOB.com website.

Academy Metrics:

- 156th Academy graduated 16 trainees on June 2, 2006.
- 157th Academy graduated 16 trainees on August 11, 2006.
- 158th Academy started with 45 recruits on June 5, 2006. This is the highest number of recruits for Oakland in any one academy. As of August 18th, 37 trainees remain. This academy is scheduled to graduate November 27, 2006.
- 7th Lateral Transitional Course started sooner than previously scheduled in order to secure the three strong candidates. Graduation will be September 29th.
- 159th Academy, scheduled to start September 11, with conditional job offers already accepted by 53 candidates. This academy will exceed all previous academies in number of trainees for Oakland. OPD Training Division has been innovative in determining how to maximize the limited resources available to train this large group without impacting quality or content. At Council direction, OPD Training Division sought outside training availability slots for OPD Trainees. Based on training needs and timetable, training slots were not available due to the extraordinary demand for officers by the majority of jurisdictions in the Bay Area. The expansion of the 159th will address the need to matriculate more candidates as close to the Measure Y timeline as possible.
- 8th Lateral Transitional Course dates changed to October 30, – December 1, 2006
- 160th Academy projected dates December 18, 2006 - May 25, 2006
- 9th Lateral Transition Course projected dates added as January 15, – February 23, 2007
- 161st Academy projected dates February 26, - August 10, 2007
- 162nd Academy projected dates June 11, - November 23, 2007 *

* While this anticipated academy exceeds the current authorized strength staffing, attrition projections indicate the need to anticipate and schedule in advance, in order to maintain staffing at authorized strength despite retirement/attrition. While the intent of this initiative was to jump start recruitment and reach authorized strength as soon as possible, it is critical that long-term planning also be addressed and included in budget and staffing for future years. Retirements and attrition will mandate the need for extremely active police recruitment for at least the next three to five years.

SUSTAINABLE OPPORTUNITIES

None.

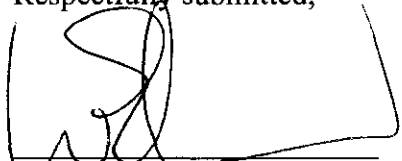
DISABILITY AND SENIOR CITIZEN ACCESS

None.

RECOMMENDATION AND RATIONALE

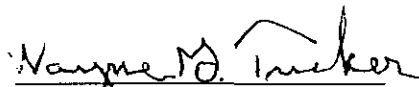
No action is required. This report is informational.

Respectfully submitted,



William E. Noland, Director
Finance & Management Agency

Respectfully submitted,

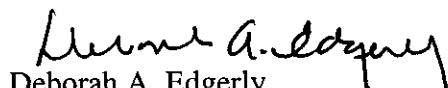


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**APPROVED AND FORWARDED TO
THE PUBLIC SAFETY COMMITTEE:**



Deborah A. Edgerly
Office of the City Administrator