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AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Darin White
Acting Fire Chief

SUBJECT: Oakland Fire Department's OFD
CARES Program and Current
Recruitment Efforts

DATE: April 25, 2017

City Administrator Approval

Date:

4/26/17

RECOMMENDATION

Staff Recommends That The City Council Accept The Oakland Fire Department's (OFD) Informational Report On The OFD Community Advancement through Reading, Education, and Safety (CARES) Program and Current Recruitment Efforts.

EXECUTIVE SUMMARY

This informational report provides information on the Oakland Fire Department (OFD) Community Advancement through Reading, Education, and Safety (CARES) Program (hereafter referred to as "OFD CARES" Program) and current recruitment of sworn personnel to the Department.

BACKGROUND / LEGISLATIVE HISTORY

Councilmember Larry Reid has requested that OFD provide a report to the Public Safety Committee that would address the OFD CARES Program and current recruitment efforts.

ANALYSIS AND POLICY ALTERNATIVES

The Oakland Fire Department has a rich history in partnering with the community. Within the community OFD has sought to maintain partnerships with various community groups and the Oakland Unified School District. OFD is putting forth the vision of "1 station, 1 commitment". The commitment is a challenge to each OFD Station to develop a program that connects the Station with the community they serve. Many members of the public interact with OFD personnel when there is an emergency or they are in a crisis. However, this is an opportunity to familiarize OFD members themselves with the community they serve, to educate the public about the programs that OFD offers in order to increase constituent participation, and to provide the community support through the individual and collective efforts of all personnel at a given OFD Station. In the past, OFD has been involved with several programs within the schools, and most recently has decided to direct its efforts towards third grade literacy, reading, and comprehension. Due

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to the educational challenges that many youth within the community face, such as not obtaining a high school diploma, OFD has made a commitment to take action, and has established OFD CARES. OFD CARES has three (3) primary components "On Fire for Reading" which occurs in elementary schools, and "Pursuing a Career in the Fire Service" which takes place on high school campuses, and the Fire Explorer Program which involves youth ages fourteen (14) to twenty-one (21).

On Fire for Reading

The Oakland Reads 2020 Campaign has identified that more than half of the third grade students in Oakland Unified schools cannot read at or above the third grade reading level when they reach the fourth grade. The Oakland Reads 2020 Campaign is designed to overcome that deficiency and work to acquire an eighty-five percent (85%) proficiency rate of reading at or above the third grade reading level by 2020.

In our partnership with the Oakland Unified School District (OUSD), we have selected sites that are within the Measure Z stressor map risk areas and have paired them with OFD Stations. In the elementary schools we will emphasize the importance of scholastic achievement, violence prevention, literacy, and reading comprehension. For the 2016-2017 school year, OFD has partnered with the following school sites:

School Name	Station
Markham Elementary	Station 23
Glen View at Santa Fe	Station 8
Lafayette Elementary	Station 5
Allendale Elementary	Station 17
Brookfield Elementary	Station 20
Castlemont Elementary	Station 26

The goals of the On Fire for Reading program are to: 1) provide students with information pertaining to fire prevention, and fire safety, and literacy development; 2) create opportunities for the children to develop positive relationships with uniformed personnel; and 3) affirm the importance of education.

OFD provides four (4) personnel to tutor and mentor students at their assigned elementary school. The volunteer training for OFD personnel and literary resources are provided by the school staff. The assigned Engine Company follows an approved curriculum and calendar that emphasizes literacy and informs students about careers in fire service. Each facility will receive the commitment of four (4) personnel per visit, once a week for one (1) hour.

Pursuing a Career in the Fire Service

The Oakland Fire Department is aware of many the challenges facing Oakland youth, and is committed to provide a mechanism to support their scholastic improvement, and future career endeavors. OFD has partnered with the Office of Linked Learning for the "Pursuing a Career in the Fire Service" program. The goal of Pursuing a Career in the Fire Service is to provide high school students with a positive experience interacting with public safety personnel through education, safety, and mentorship which promotes their success and fosters positive

development. The list of schools currently participating in this program and the coordinators at each site are provided below:

School Name	Site Coordinator
Oakland High School	Lt. Sean Gascie
McClymonds High School	Lt. Kamil Loud
Castlemont High School	Lt. Walé Forrester

Pursuing a Career in the Fire Service has three (3) components: education (school based), application (through participation in the Youth Fire Explorer Program), and certification (accomplished through successfully completing Emergency Medical Technician-Basic hereafter referred to as "EMT-B" certification through Merritt College or the Bay Area Youth Emergency Medical Technician at the non-profit organization hereafter referred to as "Bay EMT").

OFD provides two (2) to four (4) personnel to conduct the program at each school. To date ninety-six (96) youth have been certified in cardiac pulmonary resuscitation (CPR) this school year. The instructional resources are provided by the Oakland Unified School District through their Linked Learning initiative. The curriculum includes discussing a career in the fire service, goal setting, life skills, resume building, and interview preparation. Five (5) students at each site interested in the fire service are given the opportunity to apply for a summer internship with the Department. This internship is funded by the Oakland Unified School District.

Oakland Fire Department Fire Explorer Program

The Oakland Fire Department Fire Explorer Program is affiliated with the Boy Scouts of America "Learning for Life" program. It is the mission of "Learning for Life" to enable young people to become responsible individuals by teaching positive-character traits, career development, leadership, and life skills so they can make ethical choices and achieve their full potential. The goal of OFD's Fire Explorer Program is to provide youth in the community, or those interested in a career in the fire service, with activities that assist them in pursuing their career interests, growth, and development with an emphasis on exposure to information and practical preparation pertinent to becoming a firefighter.

Exploring is "Learning for Life's" career education program for young men and women who are at least 14 (fourteen) years old, and have completed the eighth grade, and up to twenty-one (21) years old. Adults are selected by the participating organization for involvement in the program. Color, race, religion, gender, sexual orientation, ethnic background, economic status, or citizenship are not criteria for participation.

There are five (5) specific areas of emphasis of the Fire Explorer Program:

- Career Opportunities- To develop potential contacts that may broaden employment options. Provide an environment that focuses on boosting self-confidence and experiencing success at school and work.
- Citizenship - Enable participants to develop the skill and desire to help others. Also instruct participants to gain a keen respect for the basic rights of others.

- Leadership Experience - Develop leadership skills in the youth to fulfill their responsibilities in society. This includes introducing the youth to different leadership traits.
- Life Skills - Teach participants to develop mental and physical fitness. Promote, and provide a platform for positive social interaction.
- Character Education - Help encourage participants to make ethical decisions, and fulfill one's responsibility to society as a whole.

The Fire Explorer Program is a year-round program, and is conducted every 2nd and 4th Thursday of each month from 5:00 pm to 8:00 pm at the Oakland Fire Department Training Division 250 Victory Court, Oakland, CA 94607.

OFD's Current Recruitment Efforts

The vision of OFD's recruitment strategies are to coordinate recruitment outreach, and prepare the applicant through coaching and training with the intent to produce qualified candidates that relate, reflect, and embrace the Oakland community. OFD believes that this vision will be accomplished through the following core values, which are reflected in the acronym OFD TIDE. The values are as follows:

Teamwork – Maintain internal and external partnerships to ensure the delivery of the highest level and highest quality of customer service, outreach, preparation, and effective recruitment practices.

Innovation – Strategically develop and manage resources that prepare prospective firefighter candidates to become qualified candidates. Incorporate social media, website, and the internet to support outreach that grants access to relative content and materials related to pursuing a career in the fire service.

Dedication – The Recruitment Unit, Recruitment Team and the workforce will collectively work to implement the recruitment strategic plan. The plan is to orchestrate a campaign to recruit bilingual English/Chinese applicants, women, Oakland residents, and all qualified candidates.

Equity - The Recruitment Unit is committed to conducting a fair and equitable recruitment campaign that will benefit the community, prospective candidates, the City of Oakland, and the Fire Department.

OFD believes that by adhering to these values we will attract and retain members that fulfill the Department's mission to provide the highest quality and level of courteous and responsive services to Oaklanders.

As reported in the "Semi-Annual Vacancy Report" that was presented to the Finance & Management Committee on April 25, 2017, there are currently thirty-six (36) sworn positions that are vacant. As part of its ongoing efforts to hire sworn personnel, OFD has developed the following short-term recruitment goals:

- 1) Develop a comprehensive Recruitment Campaign comprised of targeted recruitment for the City of Oakland residents, women, and Bilingual English/Chinese speaking applicant pool.
- 2) Increase the percentage of applicants from underrepresented groups from 18.3 percent to thirty-five percent (35%) of OFD's applicant pool.
- 3) Host six (6) Informational Sessions to inform the perspective candidates of the application process and efficient steps to take in order to prepare.
- 4) Conduct Candidate Physical Ability Test (CPAT) Course Practice Sessions.
- 5) Host Workout Workshop/Peer Fitness Trainers two (2) times per month.
- 6) Create a social media footprint to support the Department's recruitment efforts.

FISCAL IMPACT

This report is for informational purposes only and does not have a fiscal impact or cost.

PUBLIC OUTREACH / INTEREST

The Oakland Fire Department continues to actively recruit candidates for the positions of Firefighter Trainee and Firefighter Paramedic Trainee. Recruitment efforts focus on selective language candidates, diversity and Oakland residents throughout the testing and selection process. Staff is also researching targeted marketing strategies that will assist in ensuring the public is aware of opportunities within the organization. Staff continues to work with community organizations to participate in job fairs and similar events, and seeks input on how to remain visible and available within the community.

COORDINATION

This is an informational report.

SUSTAINABLE OPPORTUNITIES

Economic: There are no economic opportunities associated with this report.

Environmental: There are no environmental opportunities associated with this report.

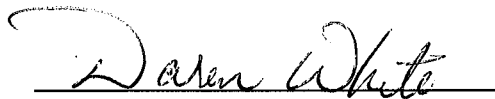
Social Equity: This report provides valuable information to the residents and visitors of Oakland regarding OFD's community engagement and recruitment efforts. These efforts seek to increase the participation of underrepresented communities in the fire service, and to provide meaningful opportunities for youth to learn from and be mentored by emergency personnel.

ACTION REQUESTED OF THE PUBLIC SAFETY COMMITTEE

Staff recommends that the City Council accept the Oakland Fire Department's informational report on the Oakland Fire Department's OFD CARES Program and current recruitment efforts.

For questions regarding this report, please contact Engineer Charleton Lightfoot, Recruitment Coordinator, at (510) 238-7805.

Respectfully submitted,



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