

CITY OF OAKLAND

AGENDA REPORT

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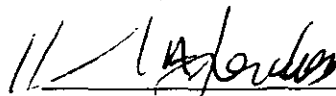
To: Office of the City Administrator
Attn: Deborah Edgerly
From: Police Department
Date: July 8, 2008

Re: A Monthly Informational Report From the Police Department and Office of Personnel and Resource Management (OPRM) on Recruiting Activities Conducted Over the Last 30 Days

As requested by the City Council, staff has prepared an informational report detailing the City's police recruiting and hiring efforts for the month of May 2008. This report will detail the activities associated the "Augmented Recruitment and Hiring Program" that was funded in March 2006.

Staff will present the next report of Measure Y hiring activities on September 23, 2008, which will provide activities for the months of June and July 2008.

Respectfully submitted,


For Wayne G. Tucker
Chief of Police

APPROVED AND FORWARDED TO
THE PUBLIC SAFETY COMMITTEE:


Office of the City Administrator

Prepared by:
Captain Edward Poulson
Bureau of Administration
Oakland Police Department

Attachments:

1. 803 Timeline Matrix
2. Fiscal Management Matrix
3. Current Staffing Matrix

Item: _____
Public Safety Committee
July 8, 2008

2008 AUGMENTED RECRUITING AND HIRING MONTHLY UPDATE

Marketing

In the month of May the marketing campaign continued in high gear, with advertising efforts continuing to focus on shoring up outreach primarily within the nine-county Bay Area region, followed by the Central Valley. Mediums included print, cable television, radio, internet, cinema, outdoor/transit and community messaging. Outreach efforts continued an emphasis on attracting recruits in the African-American, Latino, and Asian communities. The May efforts prompted a large volume of contacts from potential applicants (a total of 2,488 emails and 649 voice mail messages that month alone). The cumulative effect of the campaign since it began in early February 2008 has resulted in more than sufficient numbers of applicants to fill both of the May academies. The marketing campaign continues through June in an effort to drive additional applicants into the December academy.

Media outreach in May included:

- Print - advertisements continued to run in 50 newspapers throughout the Bay Area, Northern California, Central Valley and select cities in Southern California (e.g., San Diego and Los Angeles). In addition, advertisements continued in key law enforcement, college and military publications for both overall outreach, and to support job fair participation.
- Television – 20 spots per week on 10 cable stations serving the Bay Area are continuing to run through mid-June.
- Radio – 30 spots on five top-rated radio stations in the Bay Area and five top-rated radio stations in the Central Valley that serve our target audience are continuing to run through mid-June.
- Internet – promoted OPDJOB.com in all advertising. Internet job postings continue to run on 16 top employment websites through May and June.
- Outdoor – Announcements continued to run on 90 AC Transit bus tail-lights. 50 bus shelters, 20 billboards, and in several BART stations (50 posters total) through the end of May. In addition, the large billboard reported on in April continues through November in a prominent location along I-5 @ Highway 205/120 in the Central Valley near Manteca/Lathrop.
- Ethnic outreach – Outreach efforts continued to recruit African American, Asian, and Latino applicants. Advertisements are running in key ethnic newspapers (Post/El Mundo, El Observador, El Mensajero, Asian Week, Sing Tao Daily). Public service announcements are being aired on key urban and ethnic radio stations (KMEL, KSOL, KVVV, etc.) and television stations/networks (Telemundo, BET, etc.)

- Community Messaging – In addition to the 1,500 posters and 3,000 postcards distributed Citywide in February to a range of central gathering places throughout Oakland, advertisements continue through mid-June in eight of the most popular mega-cinemas in the Bay Area, including a 60-second television spot appearing before every film on all nine screens at the Jack London Cinemas.

Recruitment Sites

For the month of May, OPD (in conjunction with OPRM) recruited at the following venues:

- Nonaffiliated Academy Maryville/Orville, CA
- Ft. Lewis, WA testing
- Nonaffiliated Academy Eureka, CA
- Los Medanos Career Fair
- Diversity Career Fair, Houston, TX
- Fresno Junior College Police Academy
- Lemoore Air Force Base
- Washington State Criminal Justice Training Career Fair
- Spring Job Fair East Oakland Youth Development Center
- Laney College Recruitment Event

Recruitment Activities

For the month of May, OPD conducted the following activities (refer to the respective section for details.):

Website/Voice Mail

Source	February	March	April	May
OPDjobs.com	1,627	3,369	3,123	2,488
Voicemails Received	485	899	760	649

Seminars Conducted

Type	Dates	Attended
Policing in Oakland	May 7, 2008	10
Selection Process	May 21, 2008	32
Practice Physical Ability Test	May 13, 2008	66

Testing Process

For the month of May, OPD and OPRM conducted the following activities:

Written Examinations Conducted

- Dates May 15 & 17, 2008
- Number of applicants registered for examinations = 1,303
- Number of applicants who participated in the examinations = 370
- Number of applicants who passed the examinations = 252

Department staff is conducting an analysis of the low turnout rate for the written examinations to determine the cause, and find solutions to improving overall attendance and make the testing process more efficient.

Oral Boards

- Dates May 5, 6 & 19, 2008
- Number of applicants scheduled = 481
- Number of applicants who participated = 412
- Number of applicants who passed = 252

Physical Ability Test (PAT)

- Dates May 17, 2008
- Number of applicants scheduled = 427
- Number of applicants who participated = 370
- Number of applicants who passed = 351

Personal History Questionnaires for May 2008

Number Received	366
Number Placed in Background	0
Number Non-Selected During Pre-view stage	0
Number Assigned to Background Investigator	0
Number Completed	0
Number Disqualified	0

Character Reviews for May 2008

Number of character reviews completed	0
Number of candidates reviewed	0
Number of Conditional Job Offers offered	0
Number of Conditional Job Offers accepted	0

Post-Offers Activity for May 2008

Pre-Offer Psychological Appointments Completed	24
Polygraph Exams Completed	11
Medical Appointments	24
Fingerprint Appointments	40
Phase 2 ¹ Appointments	27

Academy Applicants by Ethnicity/Race

Ethnicity/Race	Applicants	Percentage
African American	9	9.0
Asian	11	12.0
Caucasian	52	55.0
Hispanic	17	18.0
Other	6	6.0

Academy Applicants by Gender

Gender	Applicants	Percentage
Females	7	7.0
Males	88	93.0

Academy Applicants by County

County	Applicants	Percentage
Alameda, CA	35	37.0
Contra Costa, CA	22	24.0
Cook, IL	1	1.0
District of Columbia	1	1.0
Marin, CA	2	2.0
Monterey, CA	1	1.0
New Haven, CT	1	1.0
Sacramento, CA	2	2.0
San Diego, CA	2	2.0
San Francisco, CA	5	5.3
San Mateo, CA	4	4.2
Santa Clara, CA	7	7.3
Solano, CA	6	6.2
Sonoma, CA	2	2.0
Stanislaus, CA	1	1.0
Washoe, CA	1	1.0
Wayne, MI	1	1.0
Yolo, CA	1	1.0

¹ Candidates second meeting with psychologist after receiving a conditional job offer

Academy Applicants by City

City	Applicants	Percentage
Alameda	1	1.1
Alamo	2	2.0
Antioch	2	2.0
Beacon Falls, CT	1	1.1
Brentwood	3	3.1
Camp Pendleton	1	1.1
Carmichael	1	1.1
Castro Valley	5	5.1
Chicago, IL	1	1.1
Concord	1	1.1
Corona	1	1.1
Daly City	1	1.1
Danville	1	1.1
Dublin	2	2.0
El Macero	1	1.1
El Sobrante	1	1.1
Fairfield	1	1.1
Fremont	7	7.0
Gilroy	1	1.1
Hayward	1	1.1
Lafayette	1	1.1
Larkspur	1	1.1
Livermore	2	2.0
Martinez	2	2.0
Michigan	1	1.1
Millbrae	1	1.1
Modesto	1	1.1
Morgan Hill	1	1.1
Mountain View	1	1.1
Novato	1	1.1
Oakland	14	14.7
Pinole	1	1.1
Pittsburg	1	1.1
Pleasanton	3	3.1
Reno, NV	1	1.1
Richmond	1	1.1
Sacramento	1	1.1
San Anselmo	1	1.1
San Bruno	1	1.1
San Diego	1	1.1

San Francisco	5	5.1
San Jose	2	2.0
San Leandro	1	1.1
San Ramon	3	3.1
Santa Rosa	1	1.1
Saratoga	1	1.1
Soledad	1	1.1
Sunnyvale	1	1.1
Union City	1	1.1
Vacaville	1	1.1
Vallejo	3	3.1
Walnut Creek	2	2.0
Washington, DC	1	1.1

Candidate Source Summary

This section provides information gathered from candidates who sat for the written examinations during the reporting period. The information is self-reported and may include more than one source per candidate. Candidates are asked to respond to the following question: "Where did you hear about Oakland's police recruitment?" **Note:** Not all of the applicants respond to this question.

City Recruitment Sources	#	% Of Total
City of Oakland Job Hotline	29	4.119
Flyer or Job Announcement	27	3.835
Oakland Library	0	0.000
Oakland Police Officer (other than rec. unit)	44	6.250
Job Fair	16	2.273
Relative/Friend (not a City Employee)	43	6.108
Military	0	0.00
Other:	0	0.00
Newspapers / Publications		
Oakland Tribune	20	2.841
San Francisco Chronicle/Examiner	5	0.710
Contra Costa Times	7	0.994
Modesto Bee	8	1.136
San Jose Mercury News	6	0.852
The Daily Review	0	0.00
Tri-Valley Herald	2	0.284
Sacramento Bee	8	1.136
Santa Rosa Press Democrat	1	0.142

Stockton Record	7	0.994
P.O.R.A.C. Newspaper	0	0.00
San Mateo County Times	0	0.00
Fresno Bee	1	0.142
Other:	58	8.239
Magazine:		
Internet		
City Website (www.oaklandnet.com)	27	3.835
OPD website (www.opdjobs.com)	167	23.722
Operation Transition (Military)	6	0.852
Internet (other than City Website)	7	0.994
Yahoo/Google/Hot Jobs/Craigslist	11	1.563
Specify:		
Television/Radio		
KTUV Fox Channel 2	30	4.261
Bay Cable TV advertising	13	1.847
KISS FM 98.1	1	0.142
Other	31	4.403
Outdoor/Transit /Cinema		
880 FWY Banner (near Broadway exit	57	8.097
Electronic or regular billboard advertisement	16	2.273
Bus taillight advertisement	29	4.119
Bus shelter advertisement	10	1.420
Bart platform advertisement	13	1.847
Cinema advertisement	4	0.568
Why OPD?		
Career Change	154	47.975
Job Security	46	14.330
Salary	16	4.984
Proximity to Home	7	2.181
Encouraged by OPD Employee	25	7.788
Variety of Work Assignments	59	18.380
Reputation of OPD	49	15.265
Medical/Health Benefits	18	5.607
Retirement Option	11	3.427
Other:	22	6.854

Total Tallies

704

Item: _____
 Public Safety Committee
 July 8, 2008

COST SAVINGS:

The Training Division currently has the 165th Basic Academy in session, which began on May 19, 2008 and graduates on November 14, 2008. There are currently 50 Police Officer Trainees in this class. The Santa Clara County/Oakland Police Department Academy #1 is also currently in session, being held in Morgan Hill and running from May 19, 2005 though to October 31, 2008. There are currently 41 Police Officer Trainees in this class. The SCC/OPD #1 Academy will be followed by a five week transition course at OPD. Both of these academies are being funded under the 2008 Augmented Police Recruiting Program.

In lieu of running an additional August 2008 basic academy and another outside-agency August Academy, the Training Division is currently planning to run a 10th lateral academy from August 11, 2008 through September 19, 2008.

This training schedule shall produce the following projected costs savings:

Projected savings from running a full academy	\$583,213
Projected savings from running another outside academy	1,040,288
Total	1,623,501
Projected anticipated cost of running the 10 th lateral academy	300,063
Total projected cost savings to the Measure Y Augmented Recruitment Program	\$1,323,438

Authorized FTE		803 Timeline Projection as of 5/1/08 (includes non-OPD academies)											
FY04-05	1-Jul-04	1-Aug-04	1-Sep-04	1-Oct-04	1-Nov-04	1-Dec-04	1-Jan-05	1-Feb-05	1-Mar-05	1-Apr-05	1-May-05	1-Jun-05	
Filled FTE	728	723	721	718	717	712	701	697	698	692	688	693	
Sworn FTE Attrition	(5)	(2)	(3)	(1)	(5)	(11)	(4)	0	(6)	(4)	(2)	(1)	
Officer FTE Added								1			7		
FTE below Authorized	(11)	(16)	(18)	(21)	(22)	(27)	(38)	(42)	(41)	(47)	(51)	(46)	
												7 start 6th L.A./Grad 20 May	
												16 POTs start 154th >>	

Authorized FTE		803											
FY05-06	1-Jul-05	1-Aug-05	1-Sep-05	1-Oct-05	1-Nov-05	1-Dec-05	1-Jan-06	1-Feb-06	1-Mar-06	1-Apr-06	1-May-06	1-Jun-06	
Filled FTE	692	689	688	692	688	687	679	697	696	690	686	685	
Sworn FTE Attrition	(3)	(1)	(4)	(4)	(1)	(8)	0	(1)	(6)	(4)	(1)	(10)	
Officer FTE Added			8				18					16	
FTE below Authorized	(111)	(114)	(115)	(111)	(115)	(116)	(124)	(106)	(107)	(113)	(117)	(118)	
154th graduates 10Sep05												155th graduates 13Jan06	
34 POTs start 155th 11Jul05												22 POTs start 157th 6Feb06 >>	

Authorized FTE		803											
FY06-07	1-Jul-06	1-Aug-06	1-Sep-06	1-Oct-06	1-Nov-06	1-Dec-06	1-Jan-07	1-Feb-07	1-Mar-07	1-Apr-07	1-May-07	1-Jun-07	
Filled FTE	691	686	702	694	688	712	701	693	721	721	713	734	
Sworn FTE Attrition	(6)	(4)	(8)	(6)	(4)	(12)	(8)	(2)	(1)	(8)	(3)	(3)	
Officer FTE Added	1	20			28	1		30	1		24		
FTE below Authorized	(112)	(117)	(101)	(109)	(115)	(91)	(102)	(110)	(82)	(82)	(90)	(69)	
157th grads 11Aug06												2 Start 8th L.A. / Grad 10 May 07	
3 Start 7th L.A./Grad 29Sep06												29 POTs start 161st 26Feb07 >>	
49 POTs start 159th 11Sep06												159th grads 9Feb07	

Authorized FTE		803											
FY07-08	1-Jul-07	31-Aug-07	30-Sep-07	31-Oct-07	30-Nov-07	31-Dec-07	31-Jan-08	29-Feb-08	31-Mar-08	30-Apr-08	1-May-08	1-Jun-08	
Filled FTE	731	722	735	730	722	719	714	729	730	728	751	746	
Sworn FTE Attrition	(9)	(9)	(5)	(8)	(3)	(6)	(10)	(1)	(5)	(5)	(5)	(5)	
Officer FTE Added		22				1	25	2	3	28			
FTE below Authorized	(72)	(81)	(68)	(73)	(81)	(84)	(89)	(74)	(73)	(75)	(52)	(57)	
161st grads 17Aug07												162nd grads 4Jan08	
45 POTs start 162nd 9Jul07												36 POTs start 163rd 15Oct07	
												163rd grads 11Apr08	
												40+ POTs start 164th 28Jan08	
												164th grads 25Jul08 >>	
												165th starts 19May08	

Authorized FTE		803											
FY08-09	1-Jul-08	1-Aug-08	1-Sep-08	1-Oct-08	1-Nov-08	1-Dec-08	1-Jan-09	1-Feb-09	1-Mar-09	1-Apr-09	1-May-09	1-Jun-09	
Filled FTE	741	761	756	751	761	832	827	822	817	812	807	802	
Sworn FTE Attrition	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	
Officer FTE Added	25			15	76							25	
FTE below Authorized	(62)	(42)	(47)	(52)	(42)	29	24	19	14	9	4	(1)	
164th												95 POTs 165th & Santa Clara I Academies (19May-07Nov08)	
15 Start 9th L.A. / Grad 03Oct08.												40+ POTs start 166th 8Dec08 (tentative)	
												166th grads 5Jun09	

Authorized FTE		803											
FY08-09	1-Jul-09	1-Aug-09	1-Sep-09	1-Oct-09	1-Nov-09	1-Dec-09	1-Jan-10	1-Feb-10	1-Mar-10	1-Apr-10	1-May-10	1-Jun-10	
Filled FTE	822	817	812	807	802	797	792	812	807	802	797	792	
Sworn FTE Attrition	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	
Officer FTE Added							25						
FTE below Authorized	19	14	9	4	(1)	(6)	(11)	9	4	(1)	(6)	(11)	
40+ POTs start 167th 3Aug09												167th grads 29Jan10	

Italic = Projection

EXPENDITURES TO DATE ON OPD MEASURE Y ACTIVITIES AS OF 5-31-08

	Appropriations	Expenditures	Balance
Fiscal Year 04-05:	\$1,032,172	\$ 4,054	\$1,028,118
Fiscal Year 05-06:	\$8,864,481	\$2,827,904	\$6,036,577
Fiscal Year 06-07:	\$9,464,233	\$7,128,664	\$2,335,569
Fiscal Year 07-08:	\$9,530,996		
• Recruiting and Hiring			
- Personnel		\$ 392,710	
- O&M		\$ 64,877	
• Special Operations – Truancy Abatement			
- Personnel		\$ 173,356	
- O&M		\$ 0	
• Patrol – Community Policing/CRT			
- Personnel		\$5,135,258	
- O&M		949,562	
• Training - Academy			
- Personnel		\$ 310,843	
- O&M		\$ 31,150	
• Domestic Violence/Child Abuse		\$0	
2008 AUGMENTED POLICE RECRUITMENT			
• P339510 - \$1,000,000* Advertising/Marketing		\$595,636	
• P339520 - \$ 500,000* Hiring Incentive/Bonus		\$0	
• P339530 - \$ 240,777* Targeted Recruitment		\$48,939	
• P339540 - \$ 622,601* Compressed Application Process		\$163,241	
• P339550 - \$1,248,950* Administrative Support Costs		\$539,193	
• P339561- \$1,166,426* 2 OPD Academies		\$46,812	
• P339562 - \$2,174,576* 2 ASCO Academies		\$45,929	
• P339570 - \$ 100,000* Increase Success of POTs		\$0	
• P339580 - \$ 290,000* Increase FTOs		\$0	
• P339590 - \$ 379,000* "Grow Our Own" Programs		\$9,977	
SUB TOTAL FOR FY 07-08		\$8,507,483	\$1,023,513
TOTAL	\$28,891,882	\$18,468,105	\$10,423,777

*These budgeted funds are carry forward balances from previous fiscal years (05-07)

As of May 31, 2008

Attachment 3

POLICE OFFICER TRAINEE FUNNEL DATA:

Month	Candidates Applied	Oakland Residents	Written Test/ Passed		Oral Board Attended/Passed		P.A.T. Attended/Passed	
*Total to date	15903	1514	8472	5417	4340	2991	2585	2250
May 08	1303	48	370	252	412	252	370	351

*01Jan06 – 31May08

CURRENT RECRUITMENT/BACKGROUND PROCESSING:

165th and OPD SCC#1 Recruit Academies	Start Date 05/19/08
Applicants submitting Personal History Questionnaires	378
Background Investigations Completed	323
Conditional Job Offers Extended	105
Conditional Job Offers Accepted	103
Number of Applicants Cleared for the Academy	95
Oakland residents Conditional Job Offers	13

STAFFING STATUS AS OF:

MONTH: May

YEAR: 2008

Classification	Authorized	Filled	+/-
Chief	1	1	0
Assistant Chief	1	1	0
Deputy Chief	3	3	0
Captain	10	9	-1
Lieutenant	27	23	-4
Sergeant	134	130	-4
Police Officer	627	583	-44
TOTAL	803	750	-53

ATTRITION

Type	Total
Disability Retirements	62
Resignations	58
Service Retirements	47
Terminations	19
TOTAL	186

COMPLETED ACADEMIES

Class	Number Started	Number Graduated	#Assigned to Measure Y	Academy Dates	Attrition Rate	FTO Dates
154 th Academy	16	11	4	28 Feb-2 Sep 05	31%	N/A
6 th Lateral	7	7	0	18 Apr-20 May 05	0%	N/A
155 th Academy	34	18	6	11 Jul 05-13 Jan 06	47%	N/A
156 th Academy	27	16	4	28 Nov 05-2 Jun 06	40%	3 Jun -15 Sep 06
157 th Academy	22	16	7	6 Feb-11 Aug 06	27%	12 Aug -24 Nov 06
7 th Lateral	3	3	0	5-29 Sep 06	0%	30 Sep 06-12 Jan 07
158 th Academy	44	26	0	5 Jun - 17 Nov 06	41%	25 Nov 06-9 Mar 07
159 th Academy	49	30	0	11 Sep 06-9 Feb 07	39%	17 Feb-1 Jun 07
160 th Academy	42	24	3	11 Dec 06-25 May 07	43%	2 Jun -14 Sep 07
8 th Lateral	2	2	0	16 Apr-10 May 07	0%	12 May-24 Aug 07
161 st Academy	29	22	6	26 Feb- 17 Aug 07	24%	25 Aug-28 Dec 07
162 nd Academy	45	25	0	9 Jul 07 - 4 Jan 08	44%	5 Jan 08 -18 Apr 08
163 rd Academy	36	28	0	15Oct07-11Apr08	26.3%	18 Apr -1 Aug 08
9 th Lateral Academy	7	7	0	10Mar-11Apr08	0	12Apr08-01Aug08
Measure Y Supervisors	N/A	N/A	6	N/A	N/A	N/A
Total	363	235	36		35.27	

Current Police Academies

Class	Number Started	Current Number	Academy Dates	Attrition Rate	FTO Dates
164 th Academy	39*	31	28 Jan 08 - 25Jul 08	22.5%	2 Aug 08 - 14 Nov 08
165 th Academy	49**	51	19 May 08 - 14 Nov 08	0%	15 Nov 08-20 Feb 09
Santa Clara Academy	45	42	19 May 08- 31 Oct 08	6.7%	13 Dec 08- 3 Apr 09

*One POT added from the 163rd Basic Academy

** Two POT's added from the 164th Basic Academy

Planned Academies

Class	Academy Dates	Anticipated Recruits	FTO Dates
166 th Academy	8 Dec 08- 5 Jun 09	50	6 Jun 09- 18 Sep 09
10 th Lateral Academy	11Aug-19Sep08	15	TBD