

CITY OF OAKLAND

AGENDA REPORT

OFFICE OF THE CITY CLERK
2006 NOV 16 PM 12:58

TO: Office of the City Administrator
ATTN: Deborah A. Edgerly
FROM: Finance and Management Agency/Oakland Police Department
DATE: November 28, 2006

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 the accelerated police recruitment efforts. This report will cover the activities for the month of October 2006.

FISCAL IMPACT

Recruiting expenditures paid as of October 31, 2006 total \$938,459.37. This includes previously reported advertising expenditures, but does not include all expenses associated with the October 14, 2006 Open House.

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 terms of Measure Y and under the direction of the City Administrator.

KEY ISSUES AND IMPACTS

The challenges continue to stem from the extremely competitive recruiting environment for viable Police Officer candidates. Staff, while aggressively seeking candidates and exploring recruitment strategies, remains committed to the current selection process for physically fit and mentally strong candidates.

Significant progress toward the initial goals set in April 2006 for this recruitment initiative have been accomplished during the first six (6) months of this initiative. They included:

- Development and implementation of a strategic and effective advertising campaign
- Established monthly testing, interviews and Physical Ability Tests (PAT)
- Increased Website effectiveness
- Renovated the Recruiting Office into a supportive and attractive destination for candidates navigating the selection process
- Substantial outreach to colleges and Law enforcement Academies
- Re-design collateral materials (brochures)
- Developed recruitment inroads with Military Placement Centers
- Established contact with Oakland Schools and youth

Item: _____
Public Safety Committee
November 28, 2006

- Used annuitants to facilitate Recruitment and Training

Recruitment Metrics for January - October, 2006:

	YTD Total
Hits to OPD Jobs website	1,406,485
Applicants signed up for testing	5,254
Applicants tested	3,193
Applicants passed written	1,906
Applicants invited to oral	1,562
Applicants showed to oral	1,297
Applicants passed oral	952
Applicants scheduled for PAT	1,174
Applicants showed for PAT	840
Applicants passed PAT	666
Oakland Residents tested	575

Note that the number of applicants scheduled to take the PAT is exceeding the number who attend a given test event. This is due to flexible scheduling and accommodation of out of area candidates.

Background Processing including Personal History Questionnaire (PHQ) August – October for 160th Academy

Applicants submitting PHQ's for Background	193
Applicants currently in Background	137
Background Completed and Passed -- due by start of 160 th Academy (12/11/06)	52

OPD Staffing Status as of October 31, 2006

Rank	Authorized	Filled	+/-
Chief	1	1	0
Deputy Chief	3	3	0
Captain	10	10	0
Lieutenant	26	25	-1
Sergeant	135	132	-3
Police Officer	628	517	-111
TOTALS	803	688	-115

Candidate Self Identification Source Summary

The following information is gathered from candidates who sit for the written test. The information is self-reported and may include more than one source per candidate. Candidates are asked to respond to the question ‘Where did you hear about Oakland’s Police recruitment?’ Not all candidates answer the self-report question.

January -October	Total
Internet	
Total	1,155
City site	347
OPD site	641
All other sites combined	167
Print media (all)	391
Referrals	
Sworn employee #	333
Total referrals #	583
Official Referral Program (launched May, 2006)	
Sworn	55
Civilian	4
Radio	39
TV (cable & KTVU)	131

www.OPDJOB.com Website Activity

Hits per month:	
• Jan-May	191,205
• June	3,015
• July	500,100
• August	330,680
• September	118,382
• October	142,840
Total	1,406,485

October Expedited Recruitments - Candidate Results

The expedited recruitment process is designed to reduce travel expenses for out of the area candidates traveling to Oakland to participate in our selection process by compressing the first three (3) stages of the process into one weekend. Results from October continue to show that our recruiting message is reaching beyond the nine county bay area.

Number of out-of-area applicants	14	Number passed written, oral, PAT	6
Number who appeared for testing	10	Military	3

City of Origin:

Camarillo, CA	Houston, TX	Memphis, TN	Spokane, WA
Los Angeles, CA	Murfreesboro, TN	Holyoke, MA	
El Mirage, AZ	Sumter, SC	Lexington, KY	

Open House

OPD Recruiting and OPRM hosted an Open House on Saturday, October 14, 2006, at Frank H. Ogawa Plaza. The event was the first major outreach to schools, churches and community organizations since the letter campaign in April of this year.

As a first time endeavor, the goal of inviting the community to a fun and informative event was accomplished. An estimated 500 people attended the event. The event received coverage from all major local news stations and print media. The media coverage significantly contributed to a spike in phone activity the week after the event and sign ups for the written test. Requests have also been received by several schools for speaking engagements by Recruit personnel.

Career Fairs

10/4	Oakland	Jazzmasters – City Center
10/6	Oakland	Oakland Adult & Career Education Fair
10/7	Ripon, CA	Emergency Vehicle Show
10/8	San Francisco, CA	Fleet Week
10/9	Alameda, CA	Alameda Community College
10/10-13	Las Vegas, NV	National Latino Police Officer Association
10/11	Oakland	Jazzmasters – City Center
10/14	Oakland	Recruitment Open House – Plaza
10/14	Oakland	Open House
10/18	Oakland	Jazzmasters– City Center
10/25	Oakland	Jazzmasters – City Center
10/25	Hayward, CA	Job & Careers Fair
10/26	Oakland	Oakland Technical High School
11/3	Tacoma, WA	Ft. Lewis Veterans Job Fair
11/4	Tacoma, WA	Ft. Lewis on base recruiting and testing
11/8	Oakland	Fremont High School
11/8	Oakland	Oakland/San Leandro Adult & Youth Fair
11/9	Oceanside, CA	Camp Pendleton on base recruiting and testing

FUTURE PLANS TO MEET RECRUITING CHALLENGES

Funding

Long-term funding for recruitment efforts, in general and advertising in particular, will need to be addressed soon in order to maintain the current monthly testing schedule. Funding pursuant

Item: _____
 Public Safety Committee
 November 28, 2006

to Measure Y terminates January 30, 2007. Scheduling of testing beyond the January 2007 funding cycle is planned, but not currently funded. Staff recommends that testing continue on a monthly basis for the next two (2) years at a minimum. Previous budgetary funding, from the General Fund, assumed testing two times a year only.

Issues related to Recruitment

Oral Board Facility Testing Locations

The Henry J. Kaiser Convention Center, 10th Street, was used to conduct Oral Boards for the first time in October and was not as practical as anticipated. The small rooms were not conducive to long interview days. Staff has made arrangements to try, on a test basis, the Eastmont Sub-station for Oral Boards in November 2006.

Staff will use Henry J. Kaiser for both the written and physical ability tests in November and report results as part of the December report.

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 and is scheduled to graduate November 17, 2006. As of October 24, 2006 26 candidates remain in the Academy.
 - 7th Lateral Transitional Course graduated three (3) Officers on September 29, 2006
 - 159th Academy started September 11, with 45 trainees for Oakland and is scheduled to graduate February 9, 2007. As of October 24, 2006, 39 candidates are in this academy. All separations have been due to personal or medical reasons.
 - 8th Lateral Transitional Course commencement date changed to October 30, 2006, graduating December 1, 2006
 - 160th Academy projected start date is December 11, 2006, graduating May 25, 2007
 - 9th Lateral Transition Course dates projected as January 15, 2007, graduating February 23, 2007
 - 161st Academy dates projected as February 26, 2007, graduating August 10, 2007
 - 162nd Academy dates projected as June 11, 2007, graduating November 23, 2007*
- * Not included in accelerated Measure Y budget

SUSTAINABLE OPPORTUNITIES

No sustainable opportunities have been identified.

DISABILITY AND SENIOR CITIZEN ACCESS

No sustainable opportunities have been identified.

RECOMMENDATION AND RATIONALE

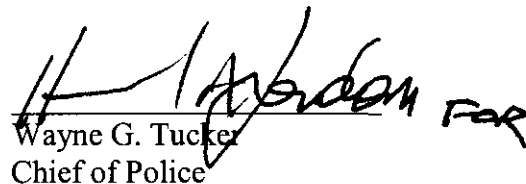
No action is required. This report is informational.

Respectfully submitted,



William E. Noland, Director
Finance & Management Agency

Respectfully submitted,

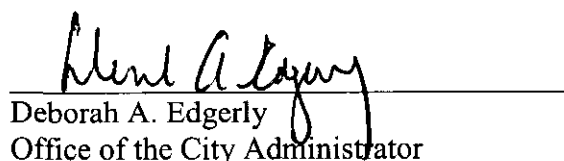


Wayne G. Tucker
Chief of Police

Prepared by:
Marcia L. Meyers Director
Office of Personnel Resource Management
Finance & Management Agency

Prepared by:
Debra Taylor Johnson
Director of Administration
Oakland Police Department

APPROVED AND FORWARDED TO
THE PUBLIC SAFETY COMMITTEE:



Deborah A. Edgerly
Office of the City Administrator