

CITY OF OAKLAND
AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND

To: Office of the City Administrator
Attn: Deborah Edgerly
From: Police Department
Date: May 13, 2008

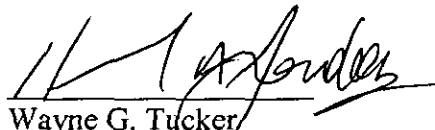
2008 MAY -1 PM 8:06

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 **March 2008**. This report will detail the activities associated the "Accelerated Recruitment and Hiring Program" that was funded in March 2006.

Staff will present the next report of Measure Y hiring activities on June 10, 2008, which will provide activities for the month of April 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 Ed Poulson
Bureau of Administration
Oakland Police Department

Attachments:

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

Item: _____
Public Safety Committee
May 13, 2008

2008 AUGMENTED RECRUITING AND HIRING MONTHLY UPDATE

Marketing

In March, the campaign kicked into high gear, with advertising efforts nearly tripling and expanding into new mediums including cable television, radio, cinemas and enhanced marketing in support of job fair participation. This expanded marketing effort resulted in a doubling of both calls to the recruitment office, and website hits over the previous month, fueling a spike in the number of applicants in the pipeline for the two May academies. The expanded marketing campaign launched in March 2008 continues through June 2008 to support both the May and August academies.

Media outreach in March included:

- Print - advertisements are running in 50 newspapers throughout the Bay Area, Northern California and Central Valley, as well as select cities in Southern California (e.g., San Diego and Los Angeles) and outside California (e.g., Detroit and Fayetteville, N.C). In addition, advertisements were placed in key law enforcement, college and military publications for both overall outreach and to support job fair participation.
- Television – 55 spots are running per week on 20 cable stations serving the Bay Area and Central Valley (March – June 2008).
- Radio – 30 spots are running per week 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 (March –June 2008).
- Internet – promoted OPDJOBs.com in all advertising and increased job postings from five (in February) to 15 key employment websites running March – May/June 2008.
- Outdoor – In addition to the LED Electronic Billboards along high-traffic SF Bay Bridge, I-80 and I-880 initiated in February, advertising was placed on 90 AC Transit bus tail-lights, 50 bus shelters, 20 billboards and in several BART stations (50 posters total). These various transit ads are running in Oakland and throughout the Bay Area (March – May 2008).
- Ethnic outreach – Extensive outreach is being conducted to recruit African American, Asian, and Latino trainees. Advertisements are running in key ethnic newspapers (Post/El Mundo, El Observador, El Mensajero, Asian Week, Sing Tao Daily) and public service announcements are being aired on key radio and television stations.
- 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 were placed in eight (8) of the most popular mega-cinemas

in the Bay Area, including our 60-second television appearing before every film on all nine screens at the Jack London Cinemas.

Recruitment Sites

For the month of March OPD, in conjunction with OPRM, recruited at the following venues:
They are:

- Oakland High School Career Day
- University of Pacific Career Resource Center
- Community Job Fair Youth Uprising
- Detroit Recruiting
- Social Services Administration Career Private Industry Council
- NCPC – Eastmont Mall
- Ft. Lewis Air Cap Career Fair
- OPRM Job Fair
- Manzanita Public Safety Fair
- East Bay Career Fair
- 5th International Conference on Asian Organized Crime & Terrorism
- Alameda College
- Sacramento State Government Agency
- Hills College
- Modesto Junior College Job Fair
- National Law Enforcement NW Job Expo
- Total Bike Fitness Racing Granite Bay State Park

Recruitment Activities

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

Website/Voice Mail:

Source	February	March
OPDjobs.com	1627	3369
Voicemails Received	485	899

Seminars Conducted

Type	Dates	Attended
Policing in Oakland	March 6, 2008	22
Selection Process	March 19, 2008	32
Practice Physical Ability Test	March 18, 2008	68

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Testing Process

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

Written Examinations Conducted

- Dates March 20 & 22, 2008
- Number of applicants registered for examinations = 1,256
- Number of applicants who participated in the examinations = 362
- Number of applicants who passed the examinations = 202

Oral Boards

- Dates March 10 & 11, 2008
- Number of applicants scheduled = 334
- Number of applicants who participated = 284
- Number of applicants who passed = 195

Physical Ability Test (PAT)

- Dates March 22, 2008
- Number of applicants scheduled = 301
- Number of applicants who participated = 251
- Number of applicants who passed = 240

Personal History Questionnaires for March 2008

Number Received	247
Number Placed in Background	208
Number Non-Selected During Pre-view stage	26
Number Assigned to Background Investigator	82
Number Completed	0
Number Disqualified	0

Character Reviews for March 2008

Number of character reviews completed	2
Number of candidates reviewed	41
Number of Conditional Job Offers offered	21
Number of Conditional Job Offers accepted	20

Post-Offers Activity for March 2008

Pre-Offer Psychological Appointments Completed	78
Polygraph Exams Completed	110
Medical Appointments	15
Fingerprint Appointments	15
Phase 2 ¹ Appointments	9

Academy Applicants by Ethnicity/Race

Ethnicity/Race	Applicants	Percentage
African American	4	13.0
Asian	8	25.0
Caucasian	17	53.0
Hispanic	3	9.0

Academy Applicants by Gender

Gender	Applicants	Percentage
Females	1	3.0
Males	31	97.0

Academy Applicants by County

County	Applicants	Percentage
Alameda, CA	11	33.3
Contra Costa, CA	8	27.3
Cook, IL	1	3.0
Marin, CA	1	3.0
New Haven, CT	1	3.0
Riverside, CA	1	3.0
Sacramento, CA	1	3.0
San Diego, CA	1	3.0
San Francisco, CA	1	3.0
San Mateo, CA	2	6.1
Santa Clara, CA	2	6.1
Solano, CA	2	6.1

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

Academy Applicants by City

City	Applicants	Percentage
Alamo	1	3.0
Antioch	1	3.0
Beacon Falls, CT	1	3.0
Brentwood	3	9.1
Castro Valley	2	6.1
Chicago, IL	1	3.0
Corona	1	3.0
Danville	1	3.0
Hayward	1	3.0
Livermore	1	3.0
Morgan Hill	1	3.0
Novato	1	3.0
Oakland	4	12.1
Pittsburg	1	3.0
Pleasanton	2	6.1
Sacramento	1	3.0
San Bruno	1	3.0
San Diego	1	3.0
San Francisco	1	3.0
San Jose	1	3.0
San Leandro	1	3.0
San Ramon	2	6.1
Sunnyvale	1	3.0
Vacaville	1	3.0
Vallejo	1	3.0

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 applicants respond to this question.

City Recruitment Sources	#	% Of Total
City of Oakland Job Hotline	34	3.114
Flyer or Job Announcement	44	4.029
Oakland Library	4	0.366
Oakland Police Officer (other than rec. unit)	60	5.495
Job Fair	20	1.832
Relative/Friend (not a City Employee)	67	6.136
Other:	67	13.46

Newspapers / Publications

Oakland Tribune	52	4.762
San Francisco Chronicle/Examiner	25	2.289
Contra Costa Times	15	1.374
Modesto Bee	7	0.641
San Jose Mercury News	7	0.641
The Daily Review	6	0.549
Tri-Valley Herald	4	0.366
Sacramento Bee	3	0.275
Santa Rosa Press Democrat	3	0.275
Stockton Record	2	0.183
Fresno Bee	2	0.183
San Mateo County Times	1	0.092
Other:	56	5.128
Magazine:		

Internet

City Website (www.oaklandnet.com)	62	5.678
OPD website (www.opdjobs.com)	259	23.718
Internet (other than City Website)	29	2.656
Yahoo/Google/Hot Jobs/Craigslist	4	0.366
Specify:		

Television/Radio

KTUV Fox Channel 2	102	9.341
Bay Cable TV advertising	37	3.388
KBLX 102.9	1	0.092
Other	35	3.205

Outdoor/Transit/Cinema

880 FWY Banner (near Broadway exit)	74	6.777
Electronic or regular billboard advertisement	18	1.648
Bus taillight advertisement	22	2.015
Bus shelter advertisement	12	1.099
Bart platform advertisement	18	1.648
Cinema advertisement	6	0.549

Why OPD?

Career Change	148	32.671
Job Security	34	7.506
Salary	6	1.325
Proximity to Home	1	0.221
Encouraged by OPD Employee	24	5.298
Variety of Work Assignments	57	12.583
Reputation of OPD	56	12.362
Medical/Health Benefits	1	0.221
Retirement Option	1	0.221
Other:	39	8.609

Total Tallies

1092

Authorized FTE	739	803 Timeline Projection as of 4/21/08 (includes non-OPD academies)											Attachment 1
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	803 Timeline Projection as of 4/21/08 (includes non-OPD academies)											
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										
				34 POTs start 155th 11Jul05									155th graduates 13Jan06
											22 POTs start 157th 6Feb06	>>	

Authorized FTE	803	803 Timeline Projection as of 4/21/08 (includes non-OPD academies)											
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										
				3 Start 7th L.A./Grad 29Sep06									
											2 Start 8th L.A. / Grad 10 May 07		
											29 POTs start 161st 26Feb07	>>	
				49 POTs start 159th 11Sep06									159th grads 9Feb07

Authorized FTE	803	803 Timeline Projection as of 4/21/08 (includes non-OPD academies)												
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	1-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											
				45 POTs start 162nd 9Jul07									162nd grads 4Jan08	
						36 POTs start 163rd 15Oct07							163rd grads 11Apr08	
								40+ POT start 164th 28Jan08					164th grads 25Jul08	>>
											165th starts 19May08			

Authorized FTE	803	803 Timeline Projection as of 4/21/08 (includes non-OPD academies)											
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	746	816	811	806	876	871	866	861	
Sworn FTE Attrition	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	
Officer FTE Added	25				75			75				25	
FTE below Authorized	(62)	(42)	(47)	(52)	(57)	13	8	3	73	68	63	58	
			164th										
				50 POTs 165th 19May-07Nov08 & 50 POTs ALCO I Academy									
						40+ POTs 166th 25Aug08-22Feb09 & 60 POTs ALCO II Academy							
								40+ POTs start 167th					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	881	876	871	866	861	856	851	871	866	861	856	851
Sworn FTE Attrition	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)
Officer FTE Added							25					
FTE below Authorized	78	73	68	63	58	53	48	68	63	58	53	48
<i>Italic = Projection</i>		40+ POTs start 169th					Grads 29Jan10					

EXPENDITURES TO DATE ON OPD MEASURE Y ACTIVITIES AS OF 3-31-08

	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		\$ 390,953	
- O&M		\$ 57,056	
• Special Operations – Truancy Abatement			
- Personnel		\$ 141,184	
- O&M		\$ 0	
• Patrol – Community Policing/CRT			
- Personnel		\$3,535,687	
- O&M		\$ 819,674	
• Training - Academy			
- Personnel		\$ 310,280	
- O&M		\$ 31,150	
• Domestic Violence/Child Abuse		\$0	
2008 AUGMENTED POLICE RECRUITMENT			
• P339510 - \$1,000,000* Advertising/Marketing		\$0	
• P339520 - \$ 500,000* Hiring Incentive/Bonus		\$0	
• P339530 - \$ 240,777* Targeted Recruitment		\$2,977	
• P339540 - \$ 622,601* Compressed Application Process		\$0	
• P339550 - \$1,248,950* Administrative Support Costs		\$6,435	
• P339561- \$1,166,426* 2 OPD Academies		\$0	
• P339562 - \$2,174,576* 2 ASCO Academies		\$0	
• P339570 - \$ 100,000* Increase Success of POTs		\$0	
• P339580 - \$ 290,000* Increase FTOs		\$0	
• P339590 - \$ 379,000* "Grow Our Own" Programs		\$2,591	
SUB TOTAL FOR FY 07-08		\$5,297,987	\$4,233,009
TOTAL	\$28,891,882	\$15,258,609	\$13,633,273

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

As of March 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	12622	1211	7510	4703	3617	2565	2164	1848
March 08	1299	57	494	311	304	209	251	240

*01Jan06 – 31Mar08

CURRENT RECRUITMENT/BACKGROUND PROCESSING:

165th Recruit Academy	Start Date 05/19/08
Applicants submitting Personal History Questionnaires	378
Background Investigations Completed	105
Conditional Job Offers Extended	34
Conditional Job Offers Accepted	34
Number of Applicants Cleared for the Academy	24
Oakland residents Conditional Job Offers	4

STAFFING STATUS AS OF:

MONTH: March

YEAR: 2008

Classification	Authorized	Filled	+/-
Chief	1	1	0
Assistant Chief	1	1	0
Deputy Chief	3	3	0
Captain	10	10	0
Lieutenant	27	24	-3
Sergeant	134	130	-4
Police Officer	627	558	-69
TOTAL	803	722	-76

*As of 01Jan07– 31Mar08

ATTRITION (01Jan05 –31Mar08)

Type	Total
Disability Retirements	61
Resignations	53
Service Retirements	44
Terminations	18
TOTAL	176

Monthly Attrition = 5.83 (1Apr07 -31Mar08)

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
Measure Y Supervisors	N/A	N/A	6	N/A	N/A	N/A
Total	320	200	36		38%	

Current Police Academies

Class	Number Started	Current Number	Academy Dates	Attrition Rate	FTO Dates
163 rd Academy	36	28*	15Oct07-11Apr08	26.3%	18 Apr 08 – 1 Aug 08
164 th Academy	39	37**	28 Jan 08 – 25Jul 08	7.5%%	2 Aug 08 – 14 Nov 08
9 th Lateral	7	7	10 Mar- 11 Apr 08	-	12 Apr- 26 Jul 08

*Two POT's added from the 162nd Basic Academy

**One POT added from the 163rd Basic Academy

Planned Academies

Class	Academy Dates	Anticipated Recruits	FTO Dates
165 th Academy	19 May 08 – 14 Nov 08	50	8 Nov 08 – 20 Feb 09
Santa Clara Academy	19 May 08 – 31 Oct 08	50	
166 th Academy*	August 2008	50+	

*This has yet to be determined.