

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: June 10, 2008

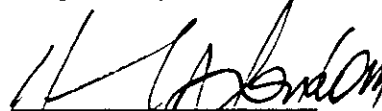
2008 MAY 29 PM 4:43

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

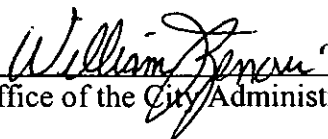
As requested by the City Council, staff has prepared an informational report detailing the City's police recruiting and hiring efforts for the month of April 2008. This report will detail the activities associated the "Augmented Recruitment and Hiring Program" that was funded in March 2006.

Staff will present the next report of Measure Y hiring activities on July 08, 2008, which will provide activities for the month of May 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
4. Billboard Photo

Item: _____
Public Safety Committee
June 10, 2008

2008 AUGMENTED RECRUITING AND HIRING MONTHLY UPDATE

Marketing

In April, the marketing campaign continued in high gear with advertising efforts focused on shoring up outreach within the nine-county Bay Area region and the Central Valley. Advertising mediums included print, cable television, radio, internet, cinema, outdoor/transit, community messaging and marketing materials. Special focus was placed on outreach to attract recruits in the African-American, Latino, and Asian communities by use of media outlets that have proven effective in each community. Specifically – these mediums include ethnically focused outlets such as the Oakland Post (African American), and Sing Tao Daily (Chinese); radio stations such as KMEL that are popular among young African Americans, as well as stations with a target audience of Latino youth such as KVVV here in the Bay Area, and KOND in the Central Valley. Another area of focus was job fair marketing support, with specialized advertising placed to encourage potential recruits to visit OPD at job fairs in San Diego (Camp Pendleton), Modesto, Merced, Turlock and other strategic locations. The April marketing effort prompted a large volume of contacts from potential applicants – a total of 3,123 emails and 760 voice mail messages that month alone. The cumulative effect of the campaign (since it began in early February) has resulted in more than sufficient numbers of applicants to fill both of the May academies. The marketing campaign will continue through June 2008 in an effort to drive additional applicants to the August 2008 academy.

Media outreach in April included:

- **Print:** Advertisements are running 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 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:** OPDJOB.com was promoted in all advertising formats. Internet job postings were increased from five key employment websites (in February) to 16 websites (including military and law enforcement) starting in March and running through May/June 2008.
- **Outdoor:** In addition to the electronic billboards along high-traffic San Francisco 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). Additionally, a very large new billboard is being displayed through November 2008 in a prominent location along I-5 and Highway 205/120 in the Central Valley near Manteca/Lathrop.

- **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 ethnic 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 continued in eight of the most popular mega-cinemas in the Bay Area, including a 60-second television public service announcement appearing before every film on all nine screens at the Jack London Cinemas.
- **New marketing materials:** New, updated versions of OPD's two primary marketing pieces were produced for use at job fairs and other events. In addition, a new publication entitled "Consider Oakland" was produced primarily for out-of-state recruitment. The full-color brochure highlights Oakland's great weather, quality of life, parks, attractions, nightlife, dining scene, abundant recreation opportunities, cultural amenities, housing stock, neighborhoods, diversity and other factors an individual would consider when deciding to relocate.

Recruitment Sites

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

- Cherry Point Job Fair, N.C.
- Fort Bragg, N.C. Bi-Annual Job Fair
- College of San Mateo
- Acts Full Gospel Church of God in Christ Job Fair
- Indiana State University Career Fair
- 31st Annual Career Expo Laney College
- Castlemont Career Day
- Western Career Day – Western Career College Hayward, CA
- Marine Job Fair, San Bruno
- Chabot College Career Service Center
- San Joaquin County Work Net
- Diablo Valley College (DVC) Career Fair
- Oakland Tech High Career Expo
- Sacramento City College
- Allen Temple Job Fair
- Coast Guard Island Career Center, Alameda

- Career Fair Camp Pendleton
- Black Police Officers' Association, San Diego, CA
- Cal State East Bay Career Fair
- South Mesa Career Fair Camp Pendleton
- 5th Annual School's Out – Oakland, CA
- Lionel Wilson College Prep Academy
- Modesto Stanislaus State
- Santa Rose Junior College
- Bilingual Diversity Job Fair, Scottish Rite
- Employer's Day, Ft. Lewis, WA

Recruitment Activities

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

Website/Voice Mail:

Source	February	March	April
OPDjobs.com	1627	3369	3123
Voicemails Received	485	899	760

Seminars Conducted

Type	Dates	Attended
Policing in Oakland	April 9, 2008	47
Selection Process	April 23, 2008	39
Practice Physical Ability Test	April 15, 2008	44

Testing Process

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

Written Examinations Conducted

- Dates April 17 & 19, 2008
- Number of applicants registered for examinations = 1,978
- Number of applicants who participated in the examinations = 592
- Number of applicants who passed the examinations = 462

Oral Boards

- Dates April 21 & 22, 2008
- Number of applicants scheduled = 494
- Number of applicants who participated = 311

- Number of applicants who passed = 174

Physical Ability Test (PAT)

- Dates April 19, 2008
- Number of applicants scheduled = 75
- Number of applicants who participated = 51
- Number of applicants who passed = 51

Personal History Questionnaires for April 2008

Number Received	51
Number Placed in Background	47
Number Non-Selected During Pre-view stage	4
Number Assigned to Background Investigator	47
Number Completed	0
Number Disqualified	0

Character Reviews for April 2008

Number of character reviews completed	3
Number of candidates reviewed	60
Number of Conditional Job Offers offered	36
Number of Conditional Job Offers accepted	36

Post-Offers Activity for April 2008

Pre-Offer Psychological Appointments Completed	113
Polygraph Exams Completed	144
Medical Appointments	43
Fingerprint Appointments	20
Phase 2 ¹ Appointments	8

Academy Applicants by Ethnicity/Race

Ethnicity/Race	Applicants	Percentage
African American	9	9.3
Asian	11	11.3
Caucasian	52	54.0
Hispanic	17	18.0
Other	7	7.4

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

Academy Applicants by Gender

Gender	Applicants	Percentage
Females	7	7.3
Males	89	92.7

Academy Applicants by County

County	Applicants	Percentage
Alameda, CA	37	39.0
Contra Costa, CA	20	21.0
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
Riverside, CA	1	1.0
Sacramento, CA	2	2.0
San Diego, CA	2	2.0
San Francisco, CA	7	7.5
San Mateo, CA	3	3.0
Santa Clara, CA	7	7.5
Solano, CA	4	4.0
Sonoma, CA	2	2.0
Stanislaus, CA	2	2.0
Washoe, CA	1	1.0
Wayne, MI	1	1.0
Yolo, CA	1	1.0

Academy Applicants by City

City	Applicants	Percentage
Alameda	1	1.0
Alamo	1	1.0
Antioch	2	2.0
Beacon Falls, CT	1	1.0
Brentwood	3	3.0
Camp Pendleton	1	1.0
Carmichael	1	1.0
Castro Valley	5	5.0
Chicago, IL	1	1.0
Concord	1	1.0
Corona	1	1.0
Daly City	1	1.0

Danville	1	1.0
Dublin	2	2.0
El Macero	1	1.0
El Sobrante	1	1.0
Fairfield	2	2.0
Fremont	7	7.0
Gilroy	1	1.0
Hayward	1	1.0
Lafayette	1	1.0
Larkspur	1	1.0
Livermore	2	2.0
Martinez	2	2.0
Michigan	1	1.0
Millbrae	1	1.0
Modesto	1	1.0
Morgan Hill	1	1.0
Mountain View	1	1.0
Novato	1	1.0
Oakland	14	15.0
Pinole	1	1.0
Pittsburg	1	1.0
Pleasanton	3	3.0
Reno, NV	1	1.0
Richmond	1	1.0
Sacramento	1	1.0
San Anselmo	1	1.0
San Bruno	1	1.0
San Diego	1	1.0
San Francisco	5	5.0
San Jose	2	2.0
San Leandro	1	1.0
San Ramon	3	3.0
Santa Rosa	1	1.0
Saratoga	1	1.0
Soledad	1	1.0
Sunnyvale	1	1.0
Union City	1	1.0
Vacaville	1	1.0
Vallejo	3	3.0
Walnut Creek	2	2.0
Washington, DC	1	1.0

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 of the applicants respond to this question.

City Recruitment Sources	#	% Of Total
City of Oakland Job Hotline	36	2.669
Flyer or Job Announcement	50	3.706
Oakland Library	0	0.000
Oakland Police Officer (other than rec. unit)	78	5.782
Job Fair	22	1.631
Relative/Friend (not a City Employee)	102	7.561
Military	9	0.667
Other:	0	0.000
Newspapers / Publications		
Oakland Tribune	38	2.817
San Francisco Chronicle/Examiner	26	1.927
Contra Costa Times	19	1.408
Modesto Bee	11	0.815
San Jose Mercury News	8	0.593
The Daily Review	1	0.074
Tri-Valley Herald	6	0.445
Sacramento Bee	11	0.815
Santa Rosa Press Democrat	8	0.593
Stockton Record	10	0.741
P.O.R.A.C. Newspaper	1	0.074
San Mateo County Times	2	0.148
Other:	89	6.597
Magazine:		
Internet		
City Website (www.oaklandnet.com)	68	5.041
OPD website (www.opdjobs.com)	309	22.906
Operation Transition (Military)	3	0.222
Internet (other than City Website)	53	3.929
Yahoo/Google/Hot Jobs/Craigslist	12	0.890
Specify:		

Television/Radio					
KTUV Fox Channel 2			71	5.263	
Bay Cable TV advertising			24	1.779	
KISS FM 98.1			1	0.074	
Other			78	5.782	
Outdoor/Transit /Cinema					
880 FWY Banner (near Broadway exit			84	6.227	
Electronic or regular billboard advertisement			35	2.595	
Bus taillight advertisement			37	2.743	
Bus shelter advertisement			22	1.631	
Bart platform advertisement			21	1.557	
Cinema advertisement			2	0.148	
Why OPD?					
Career Change			260	42.484	
Job Security			76	12.418	
Salary			13	2.124	
Proximity to Home			7	1.144	
Encouraged by OPD Employee			39	6.373	
Variety of Work Assignments			90	14.706	
Reputation of OPD			60	9.804	
Medical/Health Benefits			9	1.471	
Retirement Option			8	1.307	
Other:			85	13.889	

Total Tallies

1349

803 Timeline Projection as of 5/1/08 (includes non-OPD academies)												
Authorized FTE	739											
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							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

27 POTs start 156th 28Nov05

156th graduates 2Jun06

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

3 Start 7th L.A. / Grad 29 Sep06

44 POTs start 158th 5Jun06

158th grads 17Nov06

29 POTs start 161st 26Feb07

>>

49 POTs start 159th 11Sep06

159th grads 9Feb07

42 POTs start 160th 11Dec06

160th grads 25May07

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

45 POTs start 162nd 9Jul07

162nd grads 4Jan08

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	746	817	812	807	827	822	817	812
Sworn FTE Attrition	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)
Officer FTE Added	25				76			25				25
FTE below Authorized	(82)	(42)	(47)	(52)	(57)	14	9	4	24	19	14	9

164th

100 POTs 165th 19May-07Nov08 (50 POTs in Santa Clara Academy I)

40+ POTs start 166th 25Aug08

166th grads 22Feb09

40+ POTs start 167th 8Dec08 (tentative)

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	832	827	822	817	812	807	802	822	817	812	807	802
Sworn FTE Attrition	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)
Officer FTE Added							25					
FTE below Authorized	(29)	(24)	(19)	(14)	(9)	(4)	(1)	(19)	(14)	(9)	(4)	(1)

Italic = Projection

40+ POTs start 168th 9Aug09

168th grads 29Jan10

EXPENDITURES TO DATE ON OPD MEASURE Y ACTIVITIES AS OF 4-30-08

	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		\$ 392,145	
- O&M		\$ 64,836	
• Special Operations – Truancy Abatement			
- Personnel		\$ 152,946	
- O&M		\$ 0	
• Patrol – Community Policing/CRT			
- Personnel		\$4,136,716	
- O&M		819,674	
• Training - Academy			
- Personnel		\$ 310,204	
- O&M		\$ 31,150	
• Domestic Violence/Child Abuse		\$0	
2008 AUGMENTED POLICE RECRUITMENT			
• P339510 - \$1,000,000* Advertising/Marketing		\$479,365	
• P339520 - \$ 500,000* Hiring Incentive/Bonus		\$0	
• P339530 - \$ 240,777* Targeted Recruitment		\$26,055	
• P339540 - \$ 622,601* Compressed Application Process		\$15,012	
• P339550 - \$1,248,950* Administrative Support Costs		\$243,540	
• P339561- \$1,166,426* 2 OPD Academies		\$4,384	
• 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		\$6,429	
SUB TOTAL FOR FY 07-08		\$6,682,456	\$2,848,540
TOTAL	\$28,891,882	\$16,643,078	\$12,248,804

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

5/23/2008

POLICE OFFICER TRAINEE FUNNEL DATA:

Month	Candidates Applied	Oakland Residents	Written Test/ Passed		Oral Board **Attended/Passed		P.A.T. ***Attended/Pass	
*Total to date	14600	1466	8102	5165	3928	2739	2215	1899
April 08	1978	255	592	462	311	174	51	51

*01Jan06 – 30Apr08

**March08 Written

***Reschedules, Expedited, Laterals

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	216
Conditional Job Offers Extended	102
Conditional Job Offers Accepted	101
Number of Applicants Cleared for the Academy	35
Oakland residents Conditional Job Offers	14

STAFFING STATUS AS OF:

MONTH: April

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	582	-45
TOTAL	803	751	-52

*As of 01Jan07– 30Apr08

ATTRITION (01Jan05 –30Apr08)

Type	Total
Disability Retirements	62
Resignations	55
Service Retirements	44
Terminations	18
TOTAL	181

Monthly Attrition = 5.58 (1Apr07 -30Apr08)

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 08 -1 Aug 08
Measure Y Supervisors	N/A	N/A	6	N/A	N/A	N/A
Total	356	228	36		35.96	

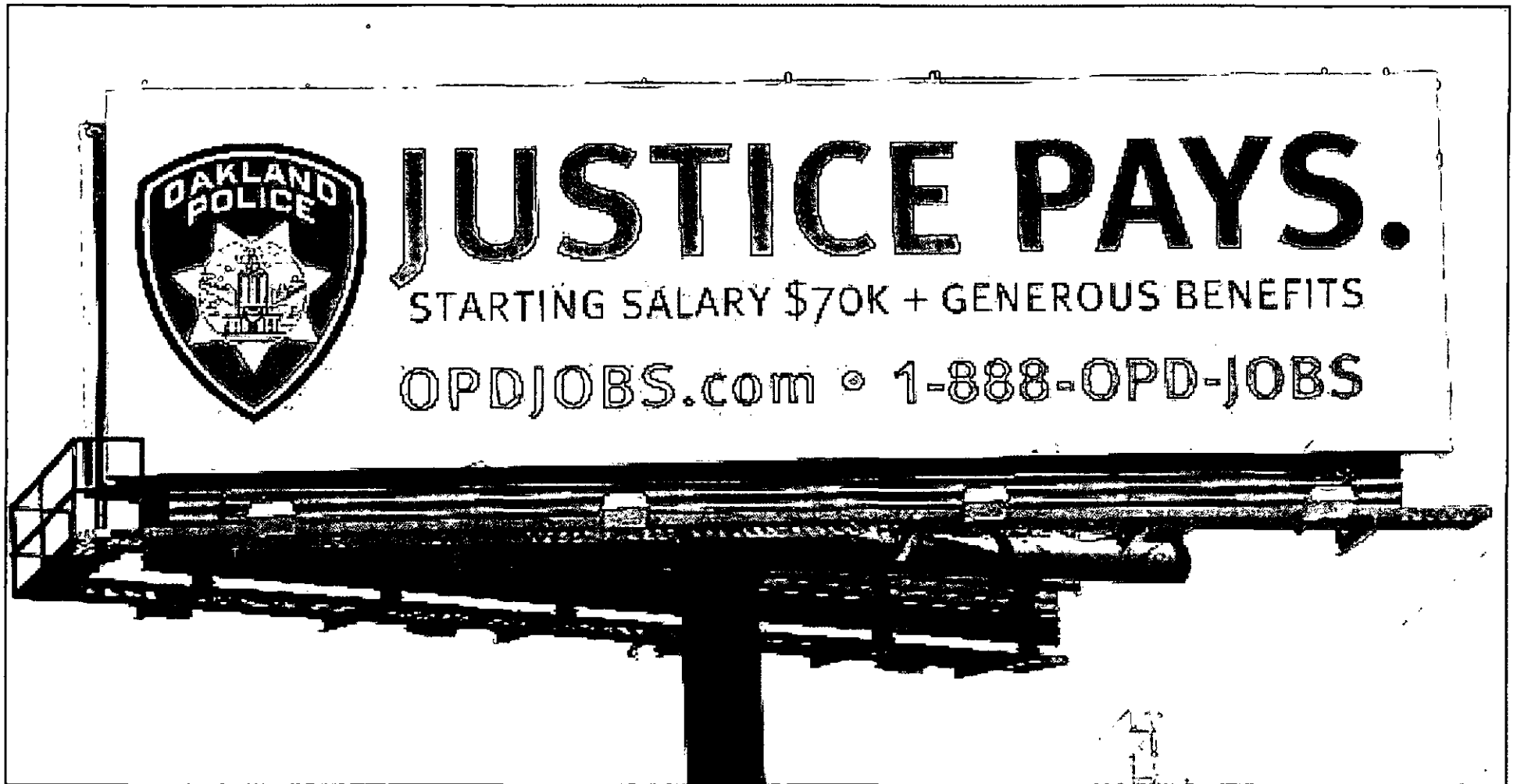
Current Police Academies

Class	Number Started	Current Number	Academy Dates	Attrition Rate	FTO Dates
164 th Academy	39	35*	28 Jan 08 – 25Jul 08	12.83%	2 Aug 08 – 14 Nov 08
9 th Lateral	7	7	10 Mar- 11 Apr 08	-	12 Apr- 1Aug08

*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	15 Nov 08 -6 Mar 09
Santa Clara Academy	19 May 08 – 31 Oct 08	50	13 Dec 08 – 3Apr09
166 th Academy	Tentatively August 2008	50	TBD



Attachment 4

OPD Billboard – Central Valley

Prominent location along Highway 205 & 120

Near Manteca/Lathrop