

2006 OCT 10 PM 1:17

CITY OF OAKLAND
AGENDA REPORT

TO: Office of the City Administrator
ATTN: Deborah A. Edgerly
FROM: Finance and Management Agency/Oakland Police Department
DATE: October 24, 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 September 2006.

FISCAL IMPACT

Recruiting expenditures paid as of September 30th total \$770,765.59. This includes previously reported advertising expenditures.

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

Competition for a finite pool of candidates continues to escalate, with law enforcement recruitment shortages now regularly addressed in newspapers and on television, locally and nationally. It is of paramount importance that the City of Oakland commits to a long-term recruitment strategy and solidifies program incubation vehicles for "growing our own", with programs like the Cadet and Explorer program. The California Police Officer Standards and Training (POST) Commission's research findings support this recommendation. In a recent study on recruiting for Police, POST concluded that departments with continuous testing and long term development paths do better than departments with sporadic (needs based) hiring efforts.

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Consistent with the City's strategy to grow, provide mentoring and support to candidates, at both the POT stage and earlier, staff will identify potential young people for careers in Oakland. To succeed, it will be necessary to appropriate additional funds to support early youth programs. Additionally, work is underway on the City's partnership with the Public Safety Pre-Academy at Merritt College, which should be available and accessed as a track for Oaklander's in particular, and youth in general, entering this field.

Recruitment Metrics for January - September, 2006:

	Jan – Aug 06	Sep 06	YTD Total
Hits to OPD Jobs website (February – August) <i>revised</i>	1,025,000	118,382	1,143,382
applicants signed up for testing	4,077	453	4,530
applicants tested	2,550	228	2,778
applicants passed Written	1,554	132	1,686
applicants invited to Oral	1,562	-	1,562
applicants showed to Oral	1,297	-	1,297
applicants passed Oral	952	-	952
applicants scheduled for PAT	920	254	1,174
applicants showed for PAT	798	-	798
applicants passed PAT	448	180	628
Oakland Residents tested	433	39	472

Note: Due to re-scheduling of candidates, waiver of written examination for pre-tested candidates and differences in requirements for POT's and Laterals, the numbers are not always sequential. September numbers were not yet available at the time of this report.

Candidate 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?'

January -September	Total
Internet	
Total	916
City site	280
OPD site	494
All other sites combined	142
Print media (all)	336
Referrals	
Sworn employee #	271
Total employee #	435
Official Referral Program (launched May, 2006)	
Sworn	39
Civilian	2
Radio	35
TV (cable & KTVU)	100

Website Positioning

Staff requested additional funding to be appropriated in order to provide greater specificity about the marketing results, and advertising campaigns particularly as it relates to our internet site. Councilmembers Reid and Quan agreed to provide the needed funding. Initial research identified two implementation issues:

- Server capacity to accommodate data must be expanded
- Capability of city server to count hits and discern user actions while on site

Staff is working with the Director of Information Technology and his staff to permanently implement. A temporary patch was created with the vendor, to provide the data for ninety days. Based on that agreement we are able to report the following information:

OPDJOB.com Website Activity

Hits per month:

- Jan-May 191,205
- June 3,015
- July 500,100
- August 330,680
- September 118,382
- Total 1,143,382**

September 2006 Activity

- 118,382 hits
- 4,279 visits to site in September
- 142 average visits per day

Recruiting-- Market Conditions

At the September 26th Public Safety Committee Meeting, staff was directed to provide information on the recruitment efforts of other agencies. The table below is the data received from each organization:

Organization	Authorized Force	Current	Hiring Objective
BART	316	296	20
Berkeley	186	183	2
CHP	6,136/ 6,255	5,745	391 + 119 = 510
Concord	127	123	4
Emeryville	29	22	7
Long Beach	773	707	66
Los Angeles	9,883	9,611	272
Oakland	803	700	103
Pleasanton	66	60	6
Richmond	203	155	48
San Diego	2,108	1,915	193
San Francisco	1,971	1,697	750 (next three years)
San Jose*	1,346	1,353	300 anticipated retirees

*San Jose is unique in that it has decided to recruit in order to exceed authorized force in anticipation of retirements in the coming year.

Noteworthy to Oakland's challenges:

- POST noted that California overall had 8,500 vacancies as of July, 2006
- CHP just launched a campaign entitled 'Pursue Your Future' by which they hope to fill their 391 newly authorized and 119 current vacancies: Governor Schwarzenegger, while addressing the September CHP graduates, announced increased funding for the additional hires noted above.
- Los Angeles Sheriff's Department is hoping to add 1,000 by year end
- San Francisco launched it's first ever formal lateral recruitment plan in September
- San Diego Sheriff's Department is looking for 300 new deputies by year end
- Richmond has funded signing bonuses of \$6,000 for laterals and \$3,000 for entry or academy graduates
- New York City's hiring objective is 3,300 by year end

Future Plans to meet the challenge:

- Facilitating out-of-state laterals – all jurisdictions must comply with current POST standards, it may be productive to address possible rule modifications with POST to modify the existing rules that govern movement of sworn and fully acceptable officers between states.
- Long-term funding for recruitment efforts in general and advertising in particular.

Recruiting Staff in OPD and OPRM continually assess the recruitment strategies of other agencies and jurisdictions in order to ensure our efforts are consistent or exceed the methods employed by other agencies. Oakland continues to differentiate its efforts by offering guidance and assistance to candidates before and during in the selection process.

Issues related to Recruitment

Physical Ability Test Site

As a part of the Measure Y initial budget, staff requested funding to establish a permanent site for the Physical Ability Test (PAT). As was stated, the test is currently administered under the I880 freeway, adjacent to the Police Parking lot. Initially staff pursued the use of Jefferson Park for this purpose. Staff attempted to secure various City owned sites, but none identified to date, has been found that is appropriate.

The City Administrator assisted in securing the use of the Henry J. Kaiser for interior testing purposes and staff is currently scheduled to use Kaiser for the Oral Boards and PAT. The need for adequate testing facilities accentuates the value of pursuing the relationship with Merritt College and the pre-academy.

External Consultants

Staff has pursued consultant support to augment ongoing internal recruitment efforts. As previously reported, staff asked consultants to submit proposals on how they could help expand the recruitment outreach footprint. Staff contacted 21 consultants and issued a Request for Proposals to 15 consultants. Responses were received from four (4). Proposals received hinged on web-based solutions and ranged in price from \$55,000 to \$80,000. These proposals are still under review and staff's recommendation will be presented as part of the next monthly report.

Open House Event

OPRM and OPD Recruiting Staff are scheduled to host an Open House on Saturday, October 14, 2006, from 11am to 2 pm (Attachment A). This event will be the first major police recruitment outreach to local schools, churches and community based organizations since the letter campaign in April of this year. Over 500 announcements were mailed (Attachment B). Notices were also sent to various businesses in the area, and several businesses have donated raffle items or plan to participate.

The objective is to invite Oakland's young people into this recruitment process by engaging them in a fun and informative forum. It is also an opportunity to showcase Oakland jobs by providing workshops on completing applications and providing information on available employment.

Many City departments are scheduled to participate. The Fire Department will station an engine and will provide demonstrations on "Stop, Drop and Roll". Staff will provide an update on the outcome at the next committee meeting.

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 27, 2006
- 7th Lateral Transitional Course graduated three (3) Officers on September 29th
- 159th Academy started September 11, with 45 trainees for Oakland and is scheduled to graduate February 9, 2007
- 8th Lateral Transitional Course commencement date changed to October 30, graduating December 1, 2006
- 160th Academy 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 26th graduating August 10, 2007
- 162nd Academy dates projected as June 11th, graduating November 23, 2007*

* Not included in accelerated budget

SUSTAINABLE OPPORTUNITIES

No sustainable opportunities have been identified.

DISABILITY AND SENIOR CITIZEN ACCESS

None.

RECOMMENDATION AND RATIONALE

No action is required. This report is informational.

Respectfully submitted,



William E. Noland, Director
Finance & Management Agency

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

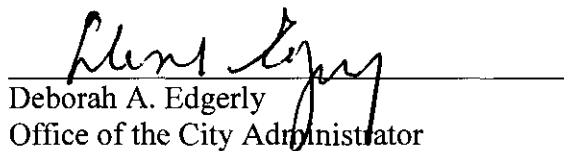
Respectfully submitted,



Wayne G. Tucker
Chief of Police

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

**OPEN HOUSE
CAREERS IN PUBLIC SAFETY
AND THE CITY OF OAKLAND!**



We hope you will join us for a free, fun-filled afternoon in beautiful City Plaza On **Saturday October 14th**! We will be expanding the recruiting call to the next generation of Oaklanders through our community organizations, churches and of course our schools.

The City of Oakland is hiring police officers and has a great story to tell about other interesting career opportunities with the City. Join us on Saturday, at Frank H. Ogawa Plaza, from 11am to 2pm to learn more about these opportunities.

Recruiting police is a challenge facing communities nationwide. Oakland is well poised to meet this challenge, and we want to spread the word about this and other noble careers in city government. Our goal is to get the right people to 'protect and serve.' We think that the 'right people' reflect the diversity of this great city: socially, economically, ethnically and in terms of gender. To do this we want and need your help to participate in this endeavor.

While we hope you will join us, if you can't please contact us for more information. There are number of ways you can participate:

- Join us on the 14th for free fun and information
- Request and display recruiting information
- Request a Recruiter to address a group meeting to talk about police recruitment and/or city employment opportunities
- Volunteer to assist in recruiting
- Volunteer, and if eligible, participate in the candidate screening process
- Host a recruiting event (or sponsor one or more)

For more information please call us at 510-238-3112 with a contact name; one of our recruiters will call back and provide detailed information. As a community, we are in this together, and your help will make a difference.

Thank you in advance,

Dee Lyons
Project Manager



Face painting & music



Seminars on city jobs

Free raffles

Jump House

Open House Free!...Come Join Us!

When: Saturday, October 14, 2006

Where: Frank H. Ogawa Plaza (in front of City Hall)

Time: 11 a.m. – 2 p.m.

Tour the new Oakland Police Recruiting Office

See Police demonstrations:

- Canine searches
- Motorcycle handling and pursuit
- Helicopter fly over
- Swat Team Rapel demo off City Hall
- Meet and talk with Police Cadets who are working at OPD



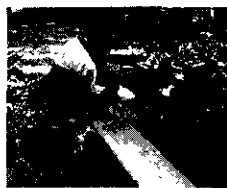
Learn about Fire Safety in the Fire "Safe House"

FREE snacks and fun activities for kids!

Easily accessible by: BART (12th St./City Center Exit) and AC Transit (14th & Broadway)



www.opdjobs.com
888-OPD-JOBS



www.oaklandnet.com
510-238-3111

