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DEPARTMENT OF
POLICE

ALBERT NÁJERA
CHIEF OF POLICE

STEVE SEGURA
DEPUTY CHIEF OF POLICE

RICK BRAZIEL
DEPUTY CHIEF OF POLICE

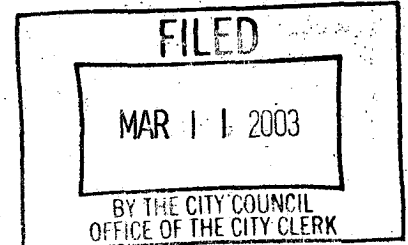
City Council
Sacramento, California

CITY OF SACRAMENTO
CALIFORNIA

March 6, 2003

5770 FREEPORT BLVD., SUITE 100
SACRAMENTO, CA
95822-3516

PH 916-433-0800
FAX 916-433-0818
www.sacpd.org



Honorable Members in Session:

SUBJECT: POLICE RECRUITING AND HIRING ACCOMPLISHMENT

LOCATION AND COUNCIL DISTRICT: Citywide

RECOMMENDATION: For Council Information Only.

CONTACT PERSON(S): Albert Najera, Chief of Police, 433-0800
Ernie Daniels, Captain, Personnel 433-0841

FOR COUNCIL MEETING OF: March 11, 2003.

SUMMARY:

In 2001, the City Council approved the Police Department's request for additional funding to meet its goal to recruit a highly-qualified and diverse work force through a unique advertising and outreach program, not previously available. This report provides an update on the Department's intensive recruiting program and hiring accomplishments during calendar year 2002.

COMMITTEE/COMMISSION ACTION: None.

BACKGROUND:

In 2002, the Police Department anticipated the retirement of more than 50 sworn officers, an unprecedented loss of personnel. This was largely due to an increased retirement benefit. It had the potential to severely impact the ability to provide acceptable levels of public safety service to the citizens of Sacramento. In order to address this loss and preserve the ability to maintain public safety service levels, the Police Department began an intensive effort at recruiting and hiring. With augmented funding provided by the City Council in July, 2001, new recruiting and hiring goals were identified employing fresh, innovative approaches. Many goals have been met

The mission of the Sacramento Police Department is to work in partnership with the Community to protect life and property; solve neighborhood problems, and enhance the quality of life in our City.

thus far and the aggressive advertising and recruiting efforts continue. The following is a highlight of accomplishments to date:

- Produced "City Beat" television series using the services of Peppers and Associates Television and Media Company. Five episodes have aired to date, with five additional episodes under contract. The show highlights the Sacramento Police Department, its personnel and its services to the community. The first five episodes showcased the Police Department's:
 - History
 - Commitment to Community Oriented Policing
 - Technology Advances
 - Office of Investigations
 - Training and the Police Academy.
- Utilizing the professional services of BSA Advertising, a new recruiting theme, "A Call to Serve" was developed. This dynamic recruiting effort focused on essential traits of desired candidates including, 'Commitment', 'Integrity', 'Compassion', and 'Dedication' among others. A broad ad campaign using diverse publications assisted outreach efforts into various segments of the community. (Attachment 'A')
- Police recruiters attended more than 80 job fairs throughout California, showcasing a new, attention grabbing, ten-foot tall recruiting booth display. Recruiters issued 1,156 applications for Police Cadets, 1,520 applications for Police Dispatchers, and 1,049 applications for Police Records Assistant positions.
- From 2001 to 2002, Police Department data reflects a 295% increase in applications received and 320% increase in testing of police cadet candidates.
- The Sacramento Police Department career web pages were updated to include the addition of a new page highlighting "Women in Law Enforcement". Additional updates are underway. (Attachment 'B' www.sacpd.org/careers)
- Phase One of the Department of Justice, 'Hiring in the Spirit of Service' grant was started which aimed at revamping the recruiting efforts and characterizing individual traits of effective community policing. Community outreach efforts included brochures, flyers, and Community Focus Groups.
- A record number 90 Police Cadets, ten Lateral Officers and Basic Academy Graduates, and nine Community Service Officers (with upgrade capabilities) were hired. This increased sworn staffing levels to over 96 % in early 2003. The cumulative demographic breakdown of these new hires is as follows:

White male: 46	White female: 11
African American male: 10	African American female: 0
Hispanic male: 18	Hispanic female: 0
Asian male: 24	Asian female: 0
- Increased the Police Data Services and Police Dispatcher staffing levels to 95% and 100% respectively.

- Concentrated efforts continue at diversifying the workforce, including specifically addressing ethnic communities within the City of Sacramento as a recruiting base.

“Hiring in the Spirit of Service” The Sacramento Police Department, the Sacramento Fire Department, Vice Mayor Dave Jones City Council Member Bonnie Pannell, , City Council Member Sandy Sheedy; and four community-based organizations: Weed & Seed Program, Center for Fathers & Families, Asian Resources, and the Mutual Assistance Network of Del Paso Heights, will present a series of proactive recruitment events under the theme, “Hiring in the Spirit of Service.”

The objective of these recruitment events is to take Police and Fire Department employment resources to the community in a welcoming setting.

Specifically targeting diverse neighborhoods and harder to reach populations including Hispanic, African American, Asian, and women.

Many job opportunities will be publicized through these events. Activities at the events will include hands-on assistance, test preparation, mentoring and one-on-one discussions with prospective employees who will have the opportunity to ask questions to both Sacramento Police and Fire Department staff, furthering their knowledge about all positions being offered at the events.

Recruitment events will be held on these following dates:

Friday, March 21, 2003, from 10:00 am to 12:00 p.m.
Robertson Community Center, 3525 Norwood Avenue

Thursday, March 27, 2003, from 6:00 to 8:00 p.m.
George Sim Community Center, 6207 Logan Street

Saturday, March 29, 2003, from 10:00 am to 1:00 p.m.
Pannell Meadowview Community Center, 2450 Meadowview Road

FINANCIAL CONSIDERATIONS

In July 2001, the City Council authorized a budget augmentation of \$500,000 to address the Police Department’s recruiting and hiring needs. In calendar year 2002, a total of \$242,307 was spent on advertising, including video productions, print publications and recruiting. For calendar year 2003, a total of \$218,593 has been obligated for additional advertising and recruiting, which includes promotional items and equipment. The remaining balance of \$39,100 is projected for expenditures on continuing advertising, recruiting and contingencies.

ENVIRONMENTAL CONSIDERATIONS:

This activity does not constitute a “project” and is therefore exempt from the California Environmental Quality Act (CEQA), CEQA Guidelines Sections 15061(b) and 15378(b)(3).

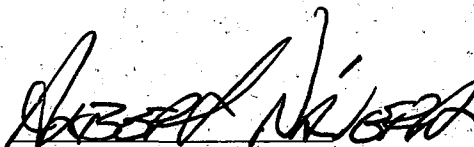
POLICY CONSIDERATIONS

Support of the Police Department's recruiting and hiring efforts is consistent with the City's philosophy of public safety and diversity in the workforce.

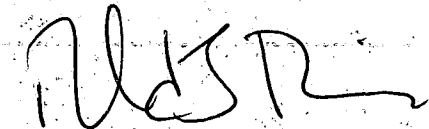
ESBD CONSIDERATIONS:

Goods and services purchased for this project are in accordance with the Emerging and Small Business Development program requirements.

Respectfully submitted:


ALBERT NAJERA
Chief of Police

RECOMMENDATION APPROVED:



ROBERT P. THOMAS
City Manager

AN: gg

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- 1. Attachment A – Expanded Advertising Efforts
- 2. Overhead Presentation – Pages 6 - 13

Attachment 'A'

**Sacramento Police Department
Expanded Advertising Efforts**

In addition to the "City Beat" television series and regional job fairs, the following publications were employed as a method of advertising to a more broad base of communities:

American Police Beat Magazine
California Employment Guide
California PORAC News
Career Source Magazine
Employment Review
Job Postings Magazines
Jobs and Careers Magazine
Latin American Family Magazine
Military Times
NAACP Job Fair Guide
Oakland Tribune
The Observer
Outword Magazine
Sacramento Bee
Sacramento News and Review
San Francisco Chronicle
San Jose Mercury News
USA Today
Veteran's Press

www.sacpd.org/careers

City of Sacramento Weekly Job Postings

Peace Officers Standards & Training

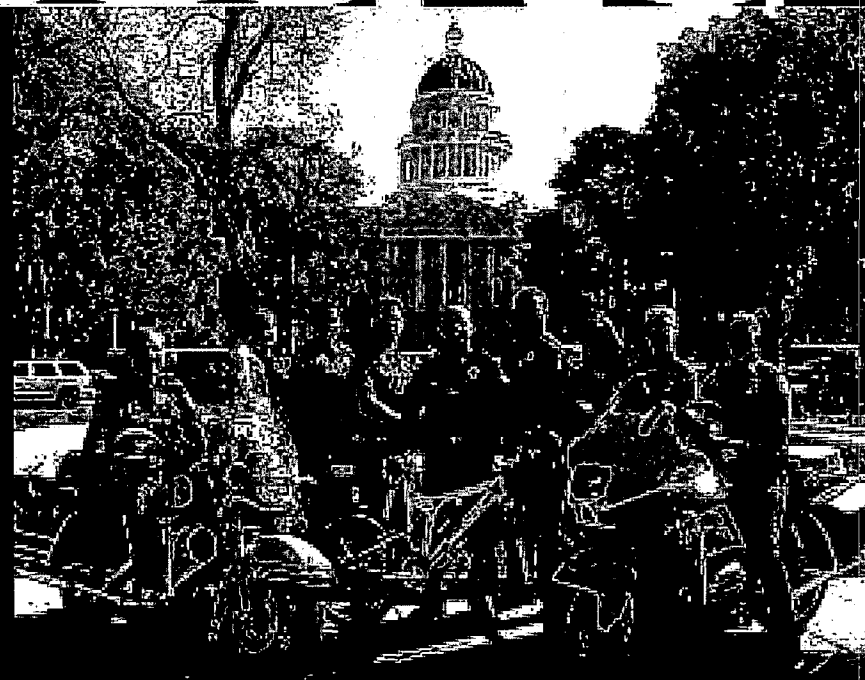
City of Sacramento Home Page

a call to **serve.**

Involvement

Dedication

Integrity



www.sacpd.org/careers

Courage Involvement Compassion Dedication Commitment Integrity Communication

a call to **serve.**

Courage



www.sacpd.org/careers

Courage Involvement Compassion Dedication Commitment Integrity Communication

a call to **serve.**

Involvement



19

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Courage Involvement Compassion Dedication Commitment Integrity Communication

a call to **serve**



Compassion

12

www.sacpd.org/careers

Courage Involvement Compassion Dedication Commitment Integrity Communication

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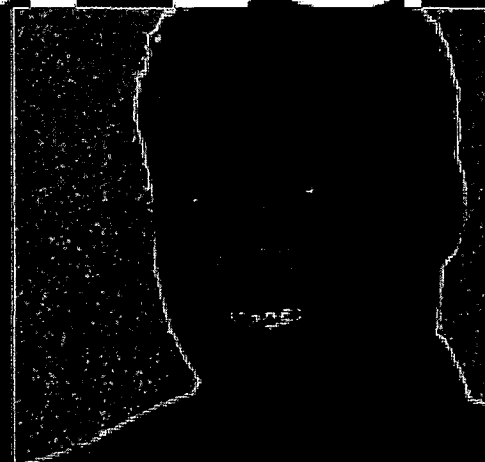
Dedication

www.sacpd.org/careers

Courage Involvement Compassion Dedication Commitment Integrity Communication

a call to **serve.**

Commitment



www.sacpd.org/careers

Courage Involvement Compassion Dedication Commitment Integrity Communication

a call to **serve.**

Integrity



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Communication