

SPD Recruitment and Hiring & Incentive Program

Q2 Report



Recruitment and Outreach Strategies

- Advertising in media focused on groups historically underrepresented in policing, including regional/national advertising
- Programmatic outreach efforts:
 - Police Explorers
 - Summer Youth Employment
 - Late Night Programs
- Community outreach events
- Pre-test workshops
- Hiring Incentives



Hiring Incentive

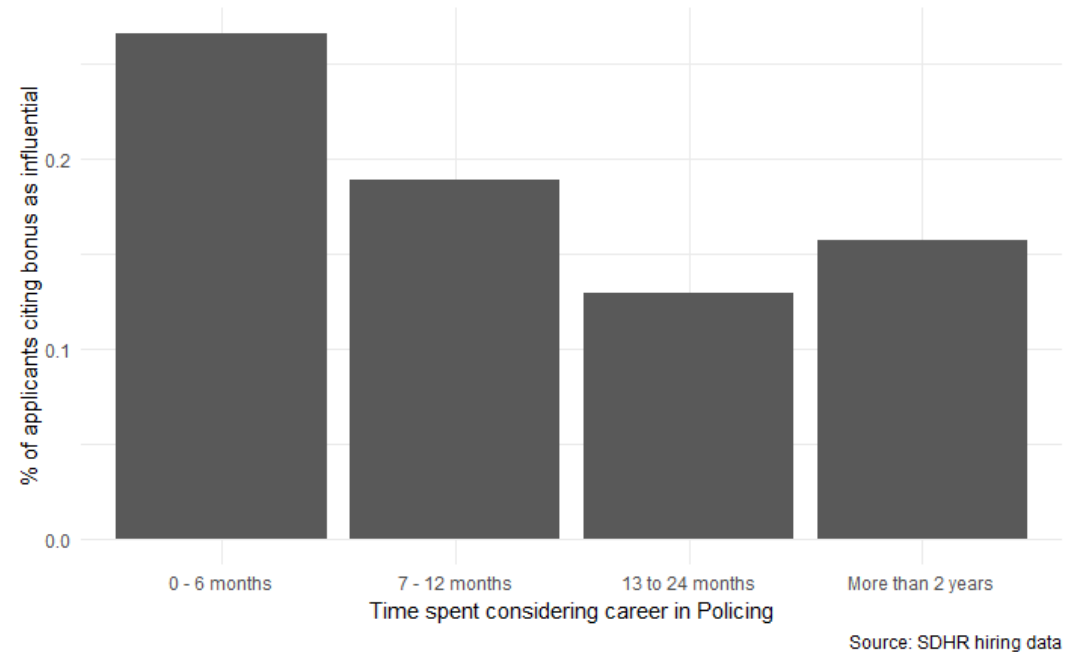
- Interim status report on the SPD Hiring Incentive - \$15,000 for lateral applicants and \$7,500 for entry-level.
- Since the introduction, SPD has completed only one entry-level police officer ("ELPO") application cycle and one local lateral hiring application cycle.
- At this early stage, only half of applicants report being aware of the hiring incentive.



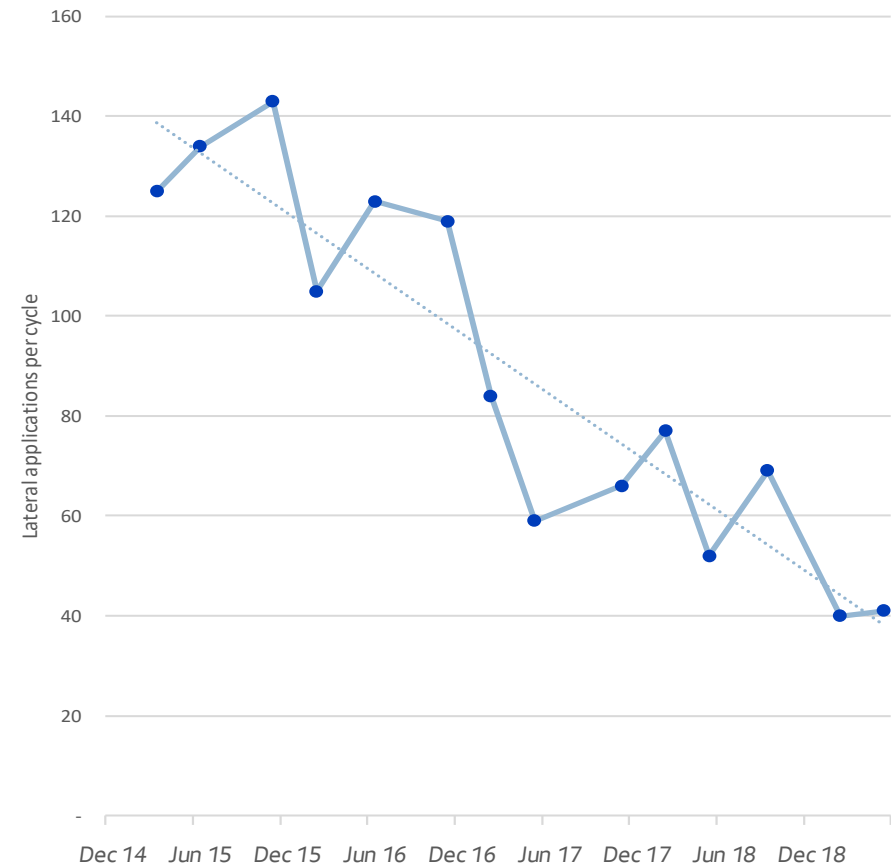
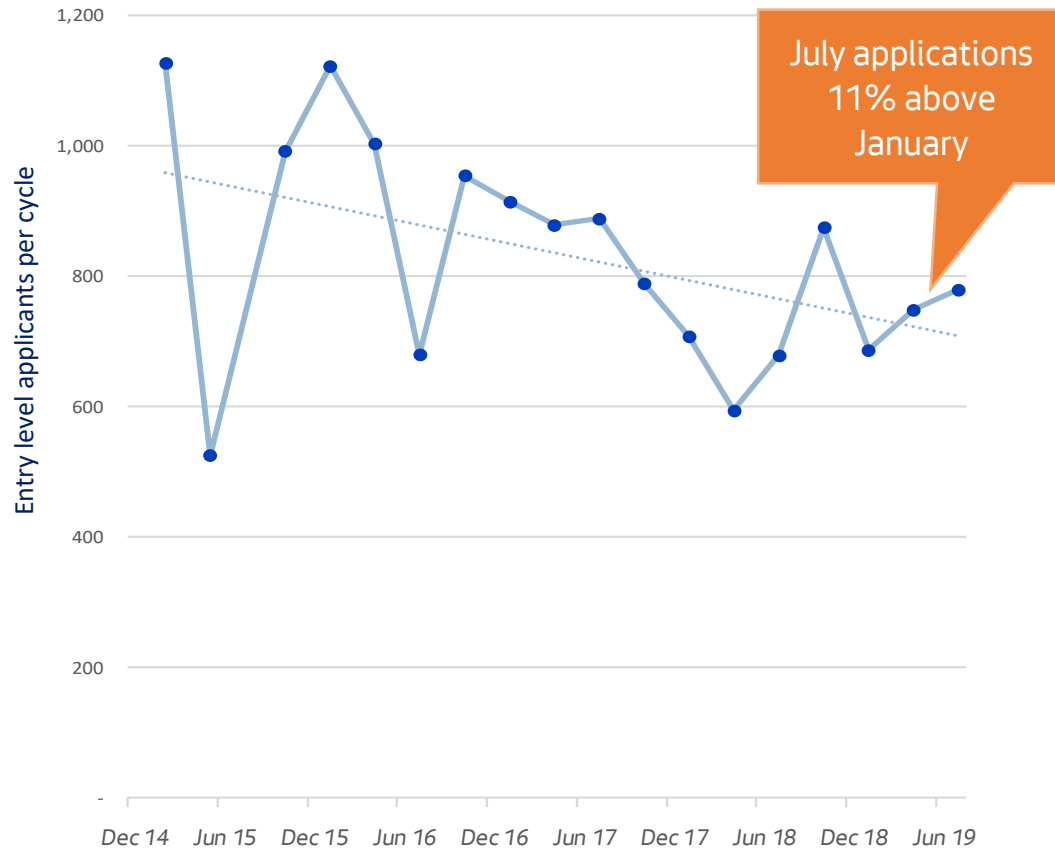
Applicant responses on the incentive

18% of ELPO applicants cite the hiring incentive as an important factor in their decision to apply to SPD

- This is reported by 20% of people of color and by 19% of female-identifying applicants.
- This is evenly recorded among those who report also applying to other jurisdictions.
- Reporting is higher among those who report recently exploring a career in policing (see right)



Number of applicants



SPD Staffing Table - through August

Table 1: Forecast and Actuals of SPD Police Officers Hired, Funded, and Available

Year ¹	Funded FTE	New Hires	Separations	Net New Officers	All Sworn Officers ²	Fully Trained ³	Sworn in Service	% Funded in Service
2012	1,300	32	-36	-4	1,281	1,272	1,235	95.00%
2013	1,315	85	-39	46	1,308	1,264	1,239	94.22%
2014	1,359	81	-59	22	1,330	1,297	1,264	93.01%
2015	1,375	96	-72	24	1,349	1,308	1,251	90.98%
2016	1,422	107	-67	40	1,390	1,340	1,299	91.35%
2017	1,457	102	-79	23	1,424	1,359	1,316	90.32%
2018	1,457	68	-109	-41	1,388	1,344	1,283	88.06%
Forecast for 2019 ⁴	1,467	104	-90	14	1,398	1,352	1,306	89.03%
Forecast for 2020 ⁵	1,497	104	-91	13	1,415	1,378	1,332	88.98%
2019 YTD Actual								
2019 YTD	1,467	66	(67)	(1)	1,372	1,341	1,283	87.46%

¹Based on Q4 figures for 2012-2018.

²All Sworn Officers: total count of sworn personnel who have graduated from the Academy and earned sworn commission

³ Fully Trained Officers: total count of sworn personnel who have successfully completed Phase II-Field Training

⁴Includes new officer positions added in 2019.

⁵Includes new officer positions added in 2020.

Source: SPD Draft Sworn Hiring Projections with Actuals through August 2019, 9/9/19

= Projected Numbers



Next Steps

- The hiring incentive is showing promise at a critical time for SPD recruitment.
 - We recommend the continuation of the incentive at this time with a full report delivered to Council in April 2020.
- Rolling out revised advertising and recruiting website
- Recruitment and retention initiatives.