

PERSONNEL AND ANIMAL WELFARE COMMITTEE REPORT relative to Fiscal Year (FY) 2016-17 police officer hiring metrics.

Recommendation for Council action:

NOTE and FILE the January 26, 2017 Personnel Department report relative to FY 2016-17 police officer hiring metrics.

Fiscal Impact Statement: Not applicable.

Community Impact Statement: None submitted.

Summary:

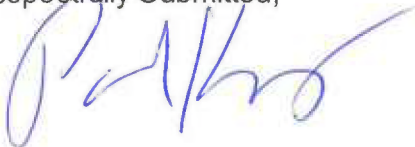
On February 1, 2017, your Committee considered a January 26, 2017 Personnel Department report in response to an Adopted Budget Recommendation adopted pursuant to the Mayor's 2016-17 Budget on May 19, 2016 relative to FY 2016-17 Police Officer hiring metrics. According to the Personnel Department, metrics and data analysis are key to the Personnel Department's police hiring practices. In its report, the Personnel Department has detailed which key metrics are tracked, how often they are reviewed, and what efforts are made to adjust hiring practices in accordance with data.

By way of context, thanks to a new recruitment campaign and myriad process improvements, police hiring remains on an upward trajectory. Nearly 500 police officers were hired in FY 2015-16, surpassing the 450 officers hired in FY 2014-15. The number is expected to grow past 550 for FY 2016-17, given that 338 police officers have already been hired this fiscal year: 36 more than were hired at the comparable point in time last year.

In accordance with the data, the Personnel Department has made a considerable number of adjustments to the hiring process, starting with the development and launch of a brand-new hiring campaign, entitled "Choose LAPD," which captured immediate media attention from television and radio outlets, including KNBC, Telemundo, Univision, and KNX 1070. Constructed around a trio of themes - "Choose Your Challenge, Choose Your Purpose, Choose Your Future" - the campaign highlights the different facets of LAPD and targets diverse audiences, including traditional candidates, millennials, and community influencers. Through data utilization, campaign ads have been strategically purchased in geographic areas yielding the highest number of previously hired recruits. To date, the ads have been featured on billboards, bus tails, and street light banners, and in metro trains and select malls. The campaign is further amplified through geo-targeted advertising on social media and on music streaming channels such as Pandora and Spotify.

After further consideration and having provide an opportunity for public comment, the Committee moved to note and file the January 26, 2017 Personnel Department report. This matter is now submitted to Council for its consideration.

Respectfully Submitted,



PERSONNEL AND ANIMAL WELFARE COMMITTEE

<u>MEMBER</u>	<u>VOTE</u>
KORETZ:	YES
RYU:	YES
HARRIS-DAWSON:	ABSENT

ARL
2/1/17

-NOT OFFICIAL UNTIL COUNCIL ACTS-