

PERSONNEL, AUDITS, AND HIRING COMMITTEE REPORT relative to developing a public service announcement advertisement campaign promoting City job opportunities.

Recommendation for Council action, pursuant to Motion (Rodriguez – McOsker):

INSTRUCT the Personnel Department, with the assistance of the Los Angeles Department of Transportation (LADOT) and the Bureau of Street Services, to develop a public service announcement advertisement campaign promoting City job opportunities, including a QR code link to a single interface landing page that the public can access from the advertisement, and to report with recommendations for deployment of the campaign on transit shelters, street furniture, and LADOT transit vehicles.

Fiscal Impact Statement: Neither the City Administrative Officer (CAO) nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted.

Summary:

On August 15, 2023, your Committee considered a Motion (Rodriguez – McOsker) relative to developing a public service announcement advertisement campaign promoting City job opportunities. According to the Motion, over the past two years, the City has faced numerous challenges in recruiting personnel for a wide variety of positions. According to the Personnel Department, there is currently a department-wide vacancy rate exceeding twenty percent, resulting in approximately 9,400 unfilled positions across all 39 departments and Public Works bureaus.

Although some Departments expect to hire more staff by the end of the summer, there is an ongoing need to consider new strategies to recruit and hire new staff, particularly considering the additional positions allocated in the Fiscal Year 2023-24 Adopted Budget. The Personnel Department has initiated several strategies to expand and expedite the hiring process, including using the Targeted Local Hire and Bridge to Jobs Programs, holding mass hiring events and on-site interviews, as well as attending career fairs and making same-day job offers. One area that requires improvement is the public's awareness of the employment opportunities available within the City. For example, the City's Street Transit Amenities Program (STAP) contract allows a percentage of advertising space to be used for City-sponsored public education and information campaigns. Additionally, the City's transit vehicles provide internal space for public service announcements. Both of these opportunities will allow more people to see City job listings. After consideration and having provided an opportunity for public comment, the Committee moved to recommend approval of the Motion. This matter is now submitted to Council for its consideration.

Respectfully Submitted,

Personnel, Audits, and Hiring Committee

**COUNCILMEMBER VOTE**

McOSKER: YES

PADILLA: YES

SOTO-MARTINEZ: YES

ARL

8/15/23

**-NOT OFFICIAL UNTIL COUNCIL ACTS-**