

Council Meeting of
May 1, 2007

Honorable Mayor and Members
of the Torrance City Council
City Hall
Torrance, California

Members of the Council:

SUBJECT: Police - Appropriate and allocate Asset Forfeiture funds for Police Officer recruitment. Expenditure: \$100,000

RECOMMENDATION

The Chief of Police recommends that Council appropriate and allocate \$100,000 from the U.S. Treasury Unappropriated Asset Forfeiture account to establish an account for Police Officer recruitment purposes.

FUNDING

Funds are available from U.S. Treasury Unappropriated Asset Forfeiture.

BACKGROUND

During the past few years, the Police Department has experienced a number of retirements of sworn employees and increased competition from other agencies for qualified police officer candidates. The Department continues to recognize Police Officer recruitment as a top priority.

ANALYSIS

Law enforcement agencies compete for employees from the same small applicant pool. The Department has met this challenge by developing innovative methods of recruitment, advertisement, and promotion. The Department has created an aggressive and comprehensive recruitment plan, which includes an updated website, to attract the best candidates to our City.

The recruitment plan includes the purchase of new, state-of-the-art equipment, and development of a recruitment team to serve as liaisons with public and private sector entities. Staff has identified a variety of recruitment tools and venues in order to gain an edge over competing agencies. A few of the recruitment ideas and concepts which have an associated cost factor are as follows:

- Women's Fitness Challenge
- 98.7 FM Radio Advertisement
- Recruitment posters and flyers
- Produce DVD-quality video for website
- Recruitment incentive program
- Job fairs/event registrations
- Registration for major sporting events
- Handout items

In addition to the concepts and anticipated expenditures listed above, the Department will have to use funds to purchase a new recruitment vehicle. The lease on the current recruitment vehicle expires in June 2007 and the vehicle has become a necessary recruitment tool for transporting equipment to and advertising at recruitment events.

In the past, this recruitment program was funded through various State and Federal grants. These funds are subject to cutbacks which could jeopardize the Department's ability to recruit a sufficient number of Police Officers. The Department must have the ability to respond to recruitment opportunities as they arise. The dynamics involved in recruitment, coupled with the competition from other law enforcement agencies, create the need for recruitment funds from a consistent source.

Recruitment of Police Officers will continue to be competitive in the foreseeable future, as State and Federal funds become more scarce. It is recommended that the sum of \$100,000 in asset forfeiture funds be set aside for the current recruitment expenditures. Staff has determined that the use of such funds from the Department of Treasury is an appropriate expenditure.

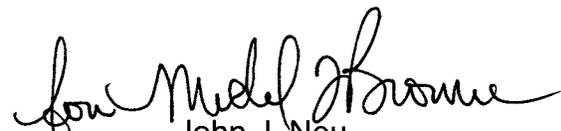
Respectfully submitted,

JOHN J. NEU
Chief of Police



By Lt. Mark Matsuda
Personnel Division Commander

CONCUR:



John J. Neu
Chief of Police



LeRoy J. Jackson
City Manager