

## INFORMAL SURVEY OF POLICE OFFICER RECRUITMENT EFFORTS IN NORTHERN CALIFORNIA

<u>City</u>	<u>recruitment strategy</u>	<u>Incentives</u>	<u>other info</u>
Buena Park	General websites and local papers; local police academy; social media; electronic billboards; local events	\$5,000 bonus for laterals	struggling; down 5 officer positions since 2014
Eureka		\$20K bonus for laterals (\$10K upon hiring; \$5K at FTO; \$5K at probation). \$5K for entry level (\$2.5K at FTO & \$2.5K at probation)	
Gilroy	Best source - other members of the department; usual websites, etc.		
Hemet	online ads	\$15,000 bonus for laterals	
Murrietta	various websites		
Palo Alto	online ads; social media; local events	\$25,000 bonus for laterals; \$10,000 for academy graduates	
Salinas	Billboards; police recruit car; social media; college fairs, community events		Some luck traveling to Southern CA to recruit
Santa Cruz	local events; departmental recruiting committee who oversees efforts; various websites; local gyms, churches and other sporting venues	\$5,000 recruiting bonus for others in the department given in 1/3 increments; signing bonus of \$5K - \$25K depending on experience	Departmental committee very successful in expanding recruitment strategies, resources and results; while a couple positions are currently open, they were down 10 positions at one point
Santa Maria	online ads	\$6,000 bonus and automatic Step 4	
Tulare	General websites and local papers; local police academy		
Ukiah	mainly social media; updated flyer; plan on sending panels directly to academies to conduct interview on site	exploring options such as cash, sick & holiday leave balances	currently down 8 officers;
Visalia	Local academies		
West Sacramento	Direct contact with academies throughout the State		