

MOTION

The 2022-23 Adopted City Budget includes a goal to hire 780 Police recruits, with 13 classes of 60 recruits each. Funding to hire 625 recruits is in the Los Angeles Police Department (LAPD) Budget. To date, six classes totaling 203 recruits have been hired. However, the LAPD continues to experience a significant increase in sworn attrition due to retirements and resignations to other agencies and fields of work. In January 2022, the LAPD had a sworn deployment of 9,524. As of mid-November 2022, LAPD staffing levels dipped to 9,226 sworn personnel, the lowest level since 2006 and down from the peak sworn deployment of 10,073 in January 2019. The result is longer response times for both urgent and routine calls, the reduction of valuable investigative units, and less available time for officers to engage with communities across Los Angeles.

Police Officer hiring is a challenge for law enforcement agencies across the nation as attrition continues to outpace hiring thereby putting public safety in peril. These hiring challenges are driven by many factors including COVID-19 restrictions that have made remote work a more attractive option for much of the workforce. Additionally, the strong job market has made working in policing a less desirable career path for many. Finally, the sentiment toward policing that followed 2020's civil unrest continues to hinder LAPD's ability to hire the necessary personnel to meet its hiring plan.

The LAPD is working tirelessly to identify and encourage qualified applicants to join the workforce of the Department and meet goals of diversity, equity, and inclusion. To do this, the LAPD works closely with the City's Personnel Department, who is the primary entity responsible for overall recruitment and hiring of applicants. The LAPD and Personnel Department together use many strategies to achieve these hiring goals, from social media marketing to monetary housing subsidies. Academy classes, however, continue to hover around 34 recruits per class. This is substantially lower than the 60 recruits per class necessary to meet the Department's hiring plan.

Critically, the trajectory of police officer hiring needs to change. A significant increase in funding for marketing, recruitment, and outreach is necessary to attract and hire the candidates necessary to ensure public safety. The 2022-23 LAPD Budget includes \$400,000 for marketing and recruitment efforts. The Department has identified a need to work with a contractor to increase its outreach efforts targeting diverse communities through media and public relations outreach. A broader marketing campaign will increase brand recognition, improve support for law enforcement, and attract more qualified police officer candidates to the City.

To accomplish this, the LAPD will transfer \$500,000 of its existing funds from various internal accounts to the Contractual Services Account to work with a contractor for an expanded marketing and advertising campaign. \$150,000 of these funds are from within LAPD's recruitment budget, and an additional \$350,000 are from projected savings in the Uniform Account.

I THEREFORE MOVE that the City Council instruct the LAPD to transfer funds as follows:
Transfer \$150,000 from Fund 100, Department 70, Account No. 006010, Office and Administrative, and \$350,000 from Fund 100, Department 70, Account No. 004430, Uniforms, to Fund 100, Department 70,

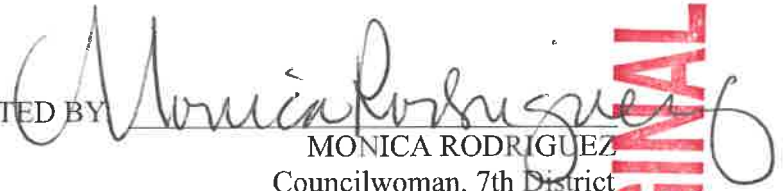
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Account 003040, Contractual Services, to expand the public safety recruitment marketing and advertising campaign.

I **FURTHER MOVE** that the City Council authorize the LAPD to make technical corrections to these transactions as necessary to implement Council intentions.

PRESENTED BY


MONICA RODRIGUEZ
Councilwoman, 7th District

SECONDED BY:



ORIGINAL