



Police Department Recruitment

Public Safety Subcommittee Meeting
October 19, 2022

Brenda Harrington
Lieutenant, Police Department

Staffing Levels

- 260 Total Employees Budgeted
- 181 Sworn Officers Budgeted
- 79 Civilian Budgeted

<https://www.youtube.com/watch?v=99qle2mNoE0>



Professional Standards Team

- 1 CAPTAIN
- 1 LIEUTENANT
- 1 SERGEANT
- 1 BACKGROUND INVESTIGATOR
- 1 PER-DIEM BACKGROUND INVESTIGATOR
- 2 PROFESSIONAL STAFF

Recruitment Tactics

- City Website
- Department Website
- Attend Local Recruiting Events
- Utilize Community Engagement Team
- Public Safety Day in March of 2023
- Employees Engagement During Activities Outside of Normal Course of Work

Recruitment Tactics

- Hired Recruitment Firm
- Dedicated Recruitment Videos - English and Spanish
- Dedicated Recruitment Website - English and Spanish
- Movie Theater Ads - 26 Screens
- Social Media Advertising- YouTube, Google, Facebook, LinkedIn
- Bus advertising – 5 Sonoma County Transit Buses, 5 city buses
- Hiring Incentive for Lateral Officers and Dispatchers
- Expand Recruitment Team
- 30 X 30 PLEDGE
- Outreach to Junior College and Universities statewide

JOIN

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A DEPARTMENT FULL OF OPPORTUNITIES

Some choose to elevate the team instead of themselves, reach out in compassion and promote unity. In some parts of the world, you are called rare or unique. At Santa Rosa Police Department, we call you partner, brother, sister, and family. There are many opportunities in a city unlike any other, looking for individuals with these qualities. We are ready; are you?

WATCH VIDEO ▶

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Questions

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