



**DATE:** October 15, 2024

**TO:** Mayor and City Council

**FROM:** Chief of Police

**SUBJECT:** Adopt a Resolution Authorizing the City Manager to Amend and Extend an Agreement with All-Star Talent, Inc. for Recruitment Consulting and Services in an Amount Not to Exceed \$167,800, With the Option to Renew for One Additional Annual Term for a Total Amount Not to Exceed \$504,000

### **RECOMMENDATION**

That the Council adopts a resolution (Attachment II) authorizing the City Manager to amend and extend an agreement with All-Star Talent, Inc. for recruitment consulting and services for the Hayward Police Department through October 31, 2025, with the option to renew for one additional annual term, in an amount not-to-exceed \$167,800, for a total amount not-to-exceed \$504,000.

### **SUMMARY**

Since 2020, the Hayward Police Department has experienced a significantly diminished pool of qualified sworn and professional applicants due to a competitive market and other factors to include COVID and civil unrest. To create additional leads and attract more qualified applicants, staff recommends continuing to utilize recruitment and consulting services provided by All-Star Talent, Inc.

### **BACKGROUND AND DISCUSSION**

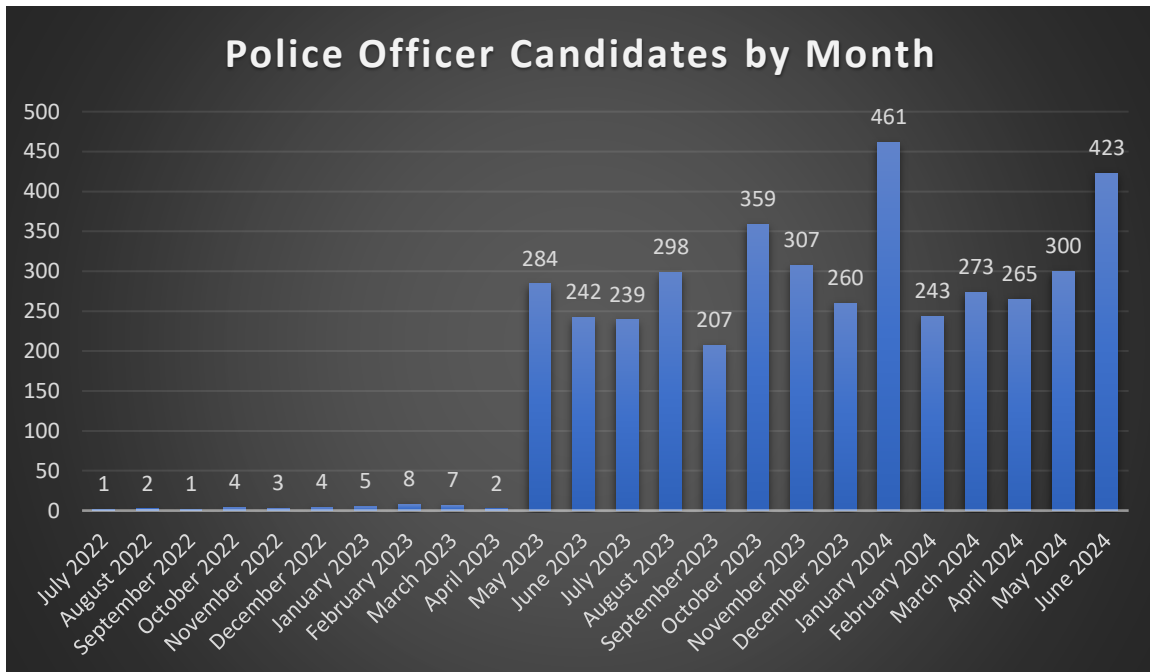
The Hayward Police Department has struggled to recruit qualified candidates for open positions. Specifically, recruitment for Communications Operators and Police Officers has experienced declining applications since 2020. By continuing to partner with All-Star Talent, it is expected that leads and applications will continue to increase and result in hiring highly qualified individuals. The following services are proposed by All-Star and will continue to provide the department with a recruiting advantage:

- Online Dashboarding and analysis of Recruitment Campaigns
- Lead and Candidate contact through SMS (text) and Email Automation

- Facebook, Instagram, Google, and Indeed Ad Management
- Ongoing Digital Design
- Recruitment Landing Page management
- Weekly meetings between the department and All Star staff
- Update Marketing Photography and Video

The department partnered with All-Star Talent on a month-to-month basis in May 2023. The department then entered into a contract with All-Star Talent from November 2023 through October 2024 for \$158,300. During this time there has been a combined 8,364 candidates generated for Police Officers and Communication positions and 949 applications submitted. In addition, 36 Police Officers, eight Communication Operators, and five Call Takers have been hired within the same time frame. The year before partnering with All-Star Talent, May 2022 – April 2023, the department had hired 12 police officers, three Communication Operators, and no Call Takers.

Recruitment Statistics- Positions Hired		
Classification	Prior to All-Star Talent	With All-Star Talent
Police Officer	12	36
Communications Operator	3	8
Call Taker	0	5



All-Star has also worked with the department to create media hiring campaigns. Two of the campaigns were the “Hayward Police Department – Women in Law Enforcement Career Day” and the “Athlete to Officer.” All-Star developed online digital ads and a landing page to register for the events. The events generated over 170 leads with multiple applications submitted.

The department currently has 26 Police Officer vacancies, six Communication Operator vacancies, and five Call Taker vacancies. Recruitment must remain a priority for the department. The recruitment advances made with All-Star, coupled with the internal efforts to expedite hiring processes, and implement hiring bonuses have been effective and created momentum. Continuing to partner with All-Star will enhance the recruitment abilities of the department, aim to decrease vacancy rates, and most importantly improve public safety and services to the Hayward Community.

## **STRATEGIC ROADMAP**

This agenda item supports two Strategic Priorities: 1) Strengthen Organizational Health, and 2) Enhance Community Safety and Quality of Life. Although it doesn't directly correspond to a specific project, this item relates to and supports projects R8 Develop a talent acquisition plan for citywide and critical positions, and Q2 Implement the recommendations from the Dispatch Assessment.

## **FISCAL IMPACT**

The agreement with All-Star Talent, Inc. will not have an additional impact on the City's General Fund. Salary savings from vacant positions will be used to offset the cost of this recruitment contract.

## **NEXT STEPS**

If Council authorizes this action, staff will renew and amend the agreement with All-Star Talent, Inc. through October 31, 2025, with the option to renew for one additional annual term, in an amount not to exceed \$167,800, for a total contract amount not to exceed \$504,000.

*Prepared by:* Heather Linteo, Police Captain

*Recommended by:* Bryan Matthews, Chief of Police

Approved by:



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Dustin Claussen, Interim City Manager