



DATE: December 5, 2023

TO: Mayor and City Council

FROM: Acting Chief of Police

SUBJECT: Adopt a Resolution Authorizing the City Manager to Execute an Agreement with All Star Talent, Inc. for Recruitment Consulting and Services in an Amount Not-to-Exceed \$158,300

RECOMMENDATION

That the Council adopts a resolution (Attachment II) authorizing the City Manager to enter into an agreement with All Star Talent, Inc for recruitment consulting and services for the Hayward Police Department in an amount not-to-exceed \$158,300.

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 including COVID and civil unrest. To create additional leads and attract more qualified applicants, staff recommends utilizing recruitment and consulting services provided by All Star Talent, Inc.

BACKGROUND AND DISCUSSION

The Hayward Police Department has struggled in recent years to recruit qualified candidates for open positions. Specifically, recruitments for Communications Operator and Police Officer have experienced declining applications since 2020. By partnering with All Star Talent, it is expected that leads and applications will increase and result in hiring highly qualified individuals. The following services are proposed by All Star and will 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

The department has partnered with All Star Talent on a month-to-month basis since May 2023. During this time, 2,484 candidates have been generated and 269 applications submitted. In addition, 16 Police Officers, 2 Communications Operators, and 2 Call-Takers have been hired within that time frame.

All-Star has also worked with the department to create media hiring campaigns. The initial campaign was the “Hayward Police Department – Women in Law Enforcement Career Day.” All Star developed online digital ads and a landing page to register for the event. The event took place on November 4, 2023, generating over 170 leads with multiple applications submitted to date.

With the department facing a current officer vacancy rate of 20%, recruitment must remain a priority. 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 is a routine operational item and does not relate to any of the priorities outlined in the Council’s Strategic Roadmap.

FISCAL IMPACT

The agreement with All Star Talent, Inc. will not have an additional impact on the City’s General Fund. One-time use of salary savings from current vacant positions will be used to offset the cost of recruitment efforts under the contract with All Star Talent, Inc.

NEXT STEPS

If Council authorizes this action, staff will enter into an agreement with All Star Talent, Inc. for an annual contract not to exceed \$158,300.

Prepared by: Ryan Sill, Lieutenant – Personnel and Training

Recommended by: Bryan Matthews, Acting Chief of Police

Approved by:



Kelly McAdoo, City Manager