

# Memorandum



CITY OF DALLAS

DATE April 9, 2024

Honorable Members of the Public Safety Committee

TO Cara Mendelsohn (Chair), Kathy Stewart (Vice Chair), Tennell Atkins, Jesse Moreno  
Gay Donnell Willis

SUBJECT **Dallas Police Department Recruiting Update for April 2024**

During March 2024, the Dallas Police Department Personnel Division hosted two on-site testing events at Jack Evans Headquarters. These events consisted of applicant processing, physical fitness tests, oral interview boards, and polygraph exams. Twenty (20) applicants were processed on March 14. Ten (10) are from Texas, nine (9) are from other states, and one (1) is from Canada. Fifteen (15) applicants were processed on March 28. Twelve (12) are from Texas, three (3) are from other states. Thirty-two (32) applicants have been forwarded to background investigators.

The data below reflects the number of Dallas Police Department applicants processed during the month of March 2024:

## SWORN

- APPLIED - 106
- BACKGROUND PHASE - 61
- PHASE II (MEDICAL) - 13
- ASSIGNED TO CLASS 399: 3/13/24 - 26
- ASSIGNED TO CLASS 400: 5/22/24 - 16; PROJECTED (50)

## PROFESSIONAL STAFF

- APPLIED - 8
- BACKGROUND 911 CALL TAKER - 2
- BACKGROUND DISPATCHER - 3
- PHASE II (MEDICAL) 911 CALL TAKER - 0
- PHASE II (MEDICAL) DISPATCHER - 1
- PHASE II (MEDICAL) REPORT REPRESENTATIVE - 2

## ONBOARDING

- 911 CALL TAKER - 1
- DISPATCHER - 1
- POLICE REPORT REPRESENTATIVE - 1
- SUPERVISOR - 1

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- ALL OTHER POSITIONS - 4

Dallas Police recruiters participated in four (4) out-of-state hiring events in Oklahoma, California, Tennessee, and Michigan. Recruiters also participated in the American Criminal Justice Association National Conference in Grapevine, the Dallas Police Department's Women's Symposium, and the Dallas City Manager's Office "City Hall at Fair Park: Engage. Explore. Experience" event.

Each month, the Recruiting Team staffs information tables at events across the state, passing out recruiting literature to potential applicants. Recruiters conducted eight (8) class presentations at Texas universities and colleges, to include the University of Texas Rio Grande Valley, TCC Trinity River Campus, Wiley College, Texas Christian University, Dallas Baptist University, Prairie View A & M, Texas Woman's University, Our Lady of the Lake University. Recruiters also attended three (3) additional career fairs, to include the Reliant Career Fair in Houston, the Martin Weiss School of Leadership Career Day, and the Fort Cavazos Career Fair.

The Dallas Police department currently has a recruiting ad in the Dallas Maverick's yearbook and the Texas Rangers yearbook. The Department also has streaming ads across Puerto Rico in anticipation of the April 24-29 recruiting trip.

Below is a list of Dallas Police Department Recruiting events attended during March 2024.

March 1	University of TX Rio Grande Valley Career Expo
March 5	Criminal Justice Job Fair @ TCC Trinity River Campus
March 5	Oklahoma State University
March 5	Dallas Baptist University
March 6	Prairie View A & M Justice Studies Career Expo
March 6	Reliant Career Fair, Houston
March 7,13	Mavs AAC Table Presentation
March 8	Martin Weiss School of Leadership Career Day, DISD
March 11-15	San Jose Career Fair
March 12,14	Stars AAC Table Presentation
March 20	Mavs AAC Table Presentation
March 20	Our Lady of the Lake University Career Fair
March 21	Tennessee State University Career Fair
March 21	Stars AAC Table Presentation
March 21	Ferris State University Career Fair, Michigan
March 21	Fort Cavazos Table Presentation
March 26	Texas Woman's University Spring Career Expo
March 26	Wiley College Career Fair
March 27	Dallas Police Women's Symposium
March 27	Texas Christian University Career Fair
March 30	City Hall at Fair Park – Engage, Explore, Experience

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Jon Fortune  
Deputy City Manager  
**[Attachment]**

c: T.C. Broadnax, City Manager  
Tammy Palomino, City Attorney  
Mark Swann, City Auditor  
Billerae Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizar Tolbert, Deputy City Manager

Majed A. Al-Ghafry, Assistant City Manager  
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager  
Dr. Robert Perez, Assistant City Manager  
Carl Simpson, Assistant City Manager  
Jack Ireland, Chief Financial Officer  
Genesis D. Gavino, Chief of Staff to the City Manager  
Directors and Assistant Directors

# DPD Recruiting Retention March 2024

Public Safety Committee  
April 9, 2024

Major Pollyanna Ashford  
Personnel Division  
Dallas Police Department  
City of Dallas



**City of Dallas**

# Recruiting/Retention Strategies



Relocation Allowance

For Police Officer Trainees & Lateral Entry Officers

Social Media Platforms

Instagram, LinkedIn, Recruiting Website

DFR Station Recruiting Ads

28 DFR stations in high-visibility locations



# Recruiting/Retention Strategies



P-Tech  
Program

High  
School  
Pathway

Scholars  
Internship  
Program

College  
Pathway

SkillBridge  
Program

Military  
Pathway



# Recruiting/Retention Strategies



Daycare Program

Item has been placed on the Legislative agenda

Sick Leave Payout Program

City Attorney's Office has weighed in. We're now exploring best options

Pilot Employee Referral Program

Second policy draft reviewed by H.R. and City Attorney





# Pilot Employee Referral Program



For Police Officer Trainees & Lateral Police Officers

## Option A: \$3000 All COD Employees

\$1000 paid to the referring employee upon officer's start date.

\$1000 paid to the referring employee upon the officer's graduation from the police academy.

\$1000 paid to the referring employee upon the successful completion of their probationary period.

## Option B: \$5000 Sworn Employees Only

\$1000 paid to the referring employee upon officer's start date.

\$1000 paid to the referring employee upon the officer's graduation from the police academy.

\$3000 paid to the referring employee upon the referred officer's 5-year anniversary with the City of Dallas.

\*Referring employee must still be employed with the City to receive final payment.





# Financial Impact



## Option A: \$3000 Total Payout if Referred by any City Employee

Assumes 167 hires at varying levels of referral rates

<i>Costs for Three Payments of \$1k each; total of \$3k</i>				
	25%	50%	75%	100%
FY24	\$ 41,595	\$ 84,204	\$ 126,813	\$ 169,422
FY25	\$ 54,401	\$ 108,801	\$ 163,202	\$ 220,625
FY26	\$ 45,332	\$ 95,197	\$ 143,551	\$ 193,416
<b>Total</b>	<b>\$ 141,327</b>	<b>\$ 288,202</b>	<b>\$ 433,565</b>	<b>\$ 583,462</b>

*Covers classes 400, 401, and 402*

## Option B: \$5000 Total Payout if Referred by Sworn Employee Only

Assumes 167 hires at varying levels of referral rates

<i>Costs for Three Payments of \$1k/\$1k/\$3k; total of \$5k</i>				
	25%	50%	75%	100%
FY24	\$ 41,595	\$ 84,204	\$ 126,813	\$ 169,422
FY25	\$ 54,401	\$ 108,801	\$ 163,202	\$ 220,625
FY27	\$ -	\$ -	\$ -	\$ -
FY28	\$ -	\$ -	\$ -	\$ -
FY29	\$ 135,816	\$ 285,215	\$ 430,085	\$ 579,484
<b>Total</b>	<b>\$ 231,812</b>	<b>\$ 478,219</b>	<b>\$ 720,100</b>	<b>\$ 969,530</b>

*Covers classes 400, 401, and 402*



# Pilot Employee Referral Program



Will start as a pilot program

Its effectiveness will be assessed at the end of the fiscal year



# DPD – March



## March 1 through March 28:

SWORN*	
Police Applicants Referred by Civil Service	106
Background Phase	61
Next Academy Class: May 22, 2024	50 (Projected)

PROFESSIONAL STAFF*	
Applicants	8
Background	14
Onboarded	8

\*These statistics change daily.

\*Professional Staff includes 911 Call Taker, Police Dispatch, Report Rep, Supervisor, and all other positions





## October 1, 2023, through March 31, 2024:

SWORN*		PROFESSIONAL STAFF*	
Police Applicants Referred by Civil Service	502	Applicants	256
Entered Academy	83	Onboarded	54

\*These statistics change daily.

\*Professional Staff includes 911 Call Taker, Police Dispatch, Report Rep, Supervisor, and all other positions



# DPD Recruiting Efforts March 2024

