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PUBLIC SAFETY COMMITTEE CHAIR PRESENTS SOLUTION FOR POLICE RECRUITMENT ISSUE
Councilmember Chris Cate proposes comprehensive marketing campaign for SDPD recruitment

San Diego, CA: At the April 26th meeting of the Committee on Public Safety and Livable Neighborhoods, there was a robust discussion regarding the current staffing level of the San Diego Police Department (SDPD) as well as the Department's ongoing efforts to recruit and retain sworn police officers. Based on the report, SDPD continues to lose police officers either to other agencies or due to retirement at an alarming rate.

To date in Fiscal Year (FY) 2017, the Department has lost a total of 137 police officers, 16 of which have left for other law enforcement agencies. Most notably the Department anticipates approximately 600 police officers to be eligible for retirement in the next five years.

"Recruiting and retaining quality officers to the full budgeted staffing level of 2,039 sworn officers is an issue that needs to be solved by creative solutions. While the San Diego Police Department's Recruitment Division has done an outstanding job over the years with the resources provided to them, we need to prioritize funding for a robust and strategic recruitment campaign to broaden the Department's reach and attract quality applicants," said Councilmember Chris Cate.

The number of applicants has decreased by 36 percent over the last two fiscal years. In FY17, the San Diego Police Department was budgeted with \$50,000 to fund its entire recruitment program. This funding includes travel costs to attend job fairs, marketing, advertisements, and promotional item costs.

"My proposal includes the City Council allocating up to \$500,000 in the Fiscal Year 2018 budget to the San Diego Police Department for the purpose of securing a contract with a professional marketing firm to develop a comprehensive marketing and recruitment plan. My office will be including this allocation within our revised budget priority memo, as well as other funding requests to assist in this effort. These requests will also include a funding source," stated Councilmember Chris Cate.

View Councilmember Cate's proposal here:

https://www.sandiego.gov/sites/default/files/memo_sdpd_recruitment_marketing_campaign.pdf

About Councilmember Chris Cate: Chris Cate is an advocate and voice for all residents in District 6. Chris proudly represents the neighborhoods of Clairemont Mesa, Kearny Mesa, Mira Mesa, Miramar, Park Village, and Sorrento Valley.