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## *MEMORANDUM*

**TO:** CITY COUNCIL

**FROM:** Mayor Jean Quan  
Deanna J. Santana

**SUBJECT:** Police Chief Recruitment

**DATE:** October 7, 2013

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### **INFORMATION**

The Administration is embarking on a several-month process to conduct a national search for a permanent Police Chief of the Oakland Police Department (OPD). The purpose of this Information Memo is to provide information about the Police Chief Recruitment framework and schedule to provide a thorough and efficient recruitment process. To ensure that the best and brightest candidates emerge from a nationwide recruitment process within the required timeline, it will be important to preserve a clear and confidential process that reflects the values of the community we serve and the Police Department workforce. As part of this effort, the Administration intends to engage the community and stakeholders in multiple ways at the front end of the recruitment process.

This Information Memo provides information on the: 1) professional recruitment consultant; 2) community input process/framework; and, 3) schedule.

#### **Professional Consultant and Staff Support**

We have selected Bob Murray, President of Bob Murray & Associates to lead the Police Chief Recruitment. Bob Murray and Associates is a nation-wide executive search firm that focuses providing executive recruitment services to local governments. Mr. Murray brings over 20 years of experience in this field and is recognized as one of the nation's leading recruiters. Regan Williams, Senior Vice President of Bob Murray & Associates will be assisting Mr. Murray in the recruitment. Mr. Williams holds 30 years of local government experience, particularly in law enforcement. In his most recent local government role, he served as the Director of Public Safety for the City of Sunnyvale.

Over the next weeks, Mr. Murray will be following up with key stakeholders to obtain input on this position and will allow for individual opportunities to interact with him directly. While he will serve as the City's professional recruiter, the lead City staff coordinating this effort will be Deputy City Administrator Arturo Sanchez and Chief of Staff Alexandra Orologas. Together Arturo and Alexandra will coordinate the recruitment and public outreach process, and other City staff will be strategically engaged based on areas of expertise or targeted stakeholders. Arturo and Alexandra will be supported by a team consisting of:

Karen Boyd, Citywide Communications Director  
Patrick Caceres, Manager, Citizens Police Review Board  
Joe DeVries, Neighborhood Services Supervisor  
Harry Hamilton, Public Information Officer  
Jacque Long, Neighborhood Services Supervisor  
Nancy Marcus, Administrative Assistant, Special Permits  
Amber Todd, Executive Assistant to the City Administrator

### **Stakeholder Input Process/Framework**

An extensive community and workforce engagement process is essential to complete the recruitment process in a timely manner, and to ensure the best possible candidates are considered in the selection of a successful permanent Police Chief. The Administration intends to employ various methods to engage the community and solicit input from key stakeholders. The engagement process will include targeted outreach to our diverse communities. Translation/interpretation services will be included where appropriate to ensure engagement with some monolingual communities (e.g., Spanish, Chinese, and Vietnamese).

In general, the input process will include a series of three (3) citywide community meetings in addition to various presentations at pre-existing meetings and meetings and/or forums with specific target audiences. The community meetings are geographically spread throughout the City and will be widely advertised to ensure community awareness and participation. They will be designed to ensure that participants are able to express what is important to them in Oakland's next Police Chief. In order to achieve this goal, the meetings will be facilitated discussions focused on five questions:

- 1) What are the most important issues/priorities that you would like the new Police Chief to address?
- 2) What experience and track record should the new Police Chief have?
- 3) What skills and characteristics are the most critical for a new Police Chief to succeed in Oakland?
- 4) Is there anything else you would like the City to consider when selecting the new Police Chief?
- 5) What are you willing to do or contribute to help the new Police Chief?

The questions will help keep the meetings on point; however, the facilitators will create an environment designed to solicit full participation from the community. For a current list of planned community outreach meetings, please see **Attachment A**.

Secondly, a Police Chief Recruitment Website is available to provide the current schedule of community meetings and will provide updated notes of emerging trends and themes from each

community outreach meeting. This website will also provide access to different ways where input can be provided outside of a meeting survey including a link to an online survey, available in English, Spanish, Chinese and Vietnamese and a dedicated email address where input can be directed to. **Attachment B** are copies survey in the different languages. Below are the links to the Police Chief Recruitment Website, Police Chief Recruitment Community Survey in English/Spanish/Chinese/Vietnamese and the Police Chief Recruitment Input email address:

**Police Chief Recruitment Website:**

<http://www2.oaklandnet.com/Government/o/CityAdministration/OAK043196>

**Police Chief Recruitment Input Email Address:**

[OPDChiefRecruitment@oaklandnet.com](mailto:OPDChiefRecruitment@oaklandnet.com)

**Police Chief Recruitment Community Survey in English:**

<http://www.surveymonkey.com/s/BZK5DR2>

**Police Chief Recruitment Community Survey in Spanish:**

<https://www.surveymonkey.com/s/G6X88BG>

**Police Chief Recruitment Community Survey in Chinese:**

<https://www.surveymonkey.com/s/BKL55BH>

**Police Chief Recruitment Community Survey in Vietnamese:**

<https://www.surveymonkey.com/s/BVVCWJY>

To ensure that the Police Department workforce input is integrated into this process, the Administration highly values the perspectives and viewpoints of the Police Department employees regarding the ideal characteristics of the Police Chief and the experience, skills and qualities needed to lead the Oakland Police Department. OPD employees will have an opportunity to provide their input through a confidential online survey, a series of coffee talk meetings and will receive information at line-ups.

Input provided from these meetings will be used to develop a position profile for the professional recruiter to identify qualified candidates. ***It should be noted that input will be considered throughout the entire candidate evaluation process right up to the appointment of the permanent Police Chief, and will be used to inform the variety of stages within this recruitment process.***

**Recruitment Schedule**

The recruitment activity and schedule will begin in October and it is anticipated that an appointment will be made by February or March 2014. Listed below is additional information on the key milestones leading to the appointment of a Police Chief. To the degree these milestones can be accelerated without short-changing the process, they will be.

Activity	Tentative Schedule
Community and Stakeholder Outreach Meetings	October-November
Release of Position Profile Brochure/Advertise Position	November 1
Open Application Period	November 1 - 29
Screening of Candidates	December
Selection Process	January-March 2014

This recruitment process, and ultimately the appointment of a permanent Police Chief, is a high priority. This process will focus on maximizing stakeholder input so that the position profile fully embraces community input while sustaining our ability to have a confidential, thorough and efficient recruitment process that leads to the successful appointment of a Police Chief.

Respectfully submitted,

\_\_\_\_\_/s/\_\_\_\_\_

JEAN QUAN  
Mayor

\_\_\_\_\_/s/\_\_\_\_\_

DEANNA J. SANTANA  
City Administrator

For questions, please contact Alexandra Orologas, Chief of Staff to the City Administrator at (510) 238-6587 or at [aorologas@oaklandnet.com](mailto:aorologas@oaklandnet.com).

Attachments (2)

- A. Police Chief Recruitment Community Outreach Schedule, as of October 7, 2013
- B. Copy of Workforce Surveys in English, Spanish, Chinese and Vietnamese

# ATTACHMENT A

## Community Outreach Meetings

<b>Date</b>	<b>Time</b>	<b>Location</b>
<b>Monday, October 21</b>	6:30 p.m.	Measure Y Oversight Committee Meeting City Hall, 1 Frank H. Ogawa Plaza, Hearing Room #1
<b>Tuesday, October 22</b>	6:00 p.m.	Public Safety Committee – McClymonds High School Auditorium (Special Location) 2607 Myrtle Street
<b>Thursday, October 24</b>	6:15 p.m.	CPRB Meeting City Hall, 1 Frank H. Ogawa Plaza, City Council Chambers
<b>Monday, October 28</b>	6:00 p.m.	Citywide Community Meeting – Castlemont High School Auditorium 8601 MacArthur Blvd.
<b>Wednesday, October 30</b>	6:00 p.m.	Citywide Community Meeting – Garden Center, Ebell Room 666 Bellevue Avenue
<b>Monday, November 4</b>	5:00 p.m.	Youth Commission Meeting City Hall, 150 Frank H. Ogawa Plaza, 4 <sup>th</sup> Floor, Conference Room #1
<b>Wednesday, November 6</b>	6:00 p.m.	CPAB Meeting City Hall, 1 Frank H. Ogawa Plaza, Hearing Room #3
<b>Thursday, November 7</b>	6:00 p.m.	Citywide Community Meeting - Downtown City Hall, 1 Frank H. Ogawa Plaza, City Council Chambers
<b>Thursday, October 3 – Thursday, November 7</b>	Various	Various NCPC Meetings – Opportunities to collect input. See attached schedule. Information will be placed on the Police Chief Recruitment Website

**Neighborhood Services Division  
NCPC Meetings & Events Calendar**

<b>Date</b>	<b>NCPC/Event</b>	<b>Location</b>	<b>Time</b>	<b>Beat, Area, &amp; NSC</b>
<b>10/8 Tues</b>	Shattuck NCPC	59th Street - Enter from MLK Children's Hospital Library- enter on 59th St. (next to the North Oakland Senior Center)	7:00pm	11 – Area 2 NSC Sloan
<b>10/9 Wed</b>	PANIL	110 41st St. Skyroom Piedmont Gardens Senior Home	7:30pm	9 – Area 2 NSC Rose
	17X/Y Neighborhood Crime Prevention Council	1025 East 28th Street Bella Vista School Auditorium	6:00pm	17X – Area 3 NSC Sze
	Maxwell Park	4730 Fleming Avenue Melrose Leadership Academy	7:00pm	28 – Area 4 NSC Richards
	Laurel/Redwood/Leona Heights NCPC	3883 Aliso Ave. Redwood Heights Rec. Center	7:00pm	25X – Area 4 NSC Sykes
	Public Safety Meeting	Chabot Elementary School 6686 Chabot Road	6:30pm	Area 2 (Rockridge)
<b>10/10 Thur</b>	Prescott NCPC	935 Union Street Oakland Housing Authority Administration	6:30pm	2Y/5Y – Area 1 NSC Sloan
	Greater Rockridge	5366 College Ave. Rockridge Library	7:00pm	12Y & 13X – Area 2 NSC Rose
	Combined NCPC	1500 East 15th Street St. Anthony's School Cafeteria	6:30pm	18x, 18Y, 19 – Area 3 NSC Sze
	Community Action Coalition/Sausal Creek Left Bank	2433 Coolidge Avenue Patten University	6:45pm	21X/Y – Area 2 NSC Martinez
	66-82	2651 73rd Avenue Eastmont Station	6:00pm	30x – Area 5 NSC Harris
	Area 1 Robbery & Burglary Prevention Workshop	West Oakland Senior Center 1724 Adeline St.	6:00pm	
<b>10/14 Mon</b>	National Night Out Thank You Party	City Hall Rotunda	6:00pm	
<b>10/16 Wed</b>	Chinatown NCPC Ped Safety/Robbery Prevention Workshop	250 10th Street Lincoln Square Recreation Center	6:00pm	3X – Area 1 NSC Sze
	Golden Gate	1075 62nd Street Golden Gate Rec Center	7:00pm	10X – Area 2  NSC Sykes
	Temescal	430 49th Street/49th & Webster Streets Faith Presbyterian Church	7:00pm	12X – Area 2 NSC Rose
	Grand Lake Neighbors grandlakeneighbors.org	3534 Lakeshore Ave. Lakeshore Avenue Baptist Church	7:00pm	14Y / 16X – Area 2/3 NSC Banh
	Fruitvale Unity	3301 East 12th Street, #201 Fruitvale San Antonio Senior Center	6:30pm	20X, 23X,24X – Area $\frac{3}{4}$ NSC Martinez

	Allendale Park Community Council (APCC NCPC).	3711 Suter Street Allendale Recreation Center	7:00pm	24Y – Area 4 NSC Richards
	Brookfield/Columbian Garden/Sobrante Park RAC/NCPC	400 Capistrano Drive Madison Middle School	6:00pm	31Y/Z – Area 5 NSC Guillen
	Beat 33X/34X Neighborhood Improvement Council	2651-73rd Avenue Eastmont Police Substation	6:00pm	33/34 – Area 5 NSC Guillen
<b>10/17 Thur</b>	Beat 7 NCPC/WON (West Oakland Neighbors)	3131 Union Street Willie Keyes Community Center	6:00pm	7 – Area 1 NSC Sloan
	Beat 25Y Neighborhood Council	7700 Mountain Blvd Kaleo Christian Fellowship Church	6:30pm	25Y – Area 4 Nss Long
	Melrose-High Hopes	5222 Ygnacio Avenue Horace Mann School	7:00pm	27X – Area 4 NSC Richards
<b>10/23 Wed</b>	Old Oakland Neighbors	555-10th St. Old Town Square Community Room	7:00pm	3Y – Area 1 NSC Sze
	Market Street	1075-62nd Street Golden Gate Rec Center	7:00pm	10Y – Area 2 NSC Sykes
	Eastmont	7711 Macarthur Blvd. Praise Fellowship Church	6:30pm	30Y – Area 5 NSC Harris
<b>10/24 Thur</b>	Beat 6 Advocates	900 - 34th Street Seventh-Day Adventist Church	6:00pm	6 – Area 1 NSC Sloan
	North Hills-Public Safety Committee	1006 Amato Drive Fire Station #7 (FH7)	6:30pm	13Y – Area 2 NSC Rose
	32X NCPC	1410 100th Ave St. Louis Bertrand Catholic Church	7:00pm	32X – Area 5 NSC Harris
	MacArthur Corridor	2651 73rd Avenue Eastmont Police Station	6:30pm	32Y – Area 5 NSC Richards
<b>10/31 Thur</b>	Rainbow	2651 73rd Avenue Eastmont Station	6:30pm	27Y – Area 4 NSC Harris
<b>11/6 Wed</b>	Uptown/Gold Coast NCPC	City Hall: 1 Frank H. Ogawa Plaza, 1st Fl. City Hall Hearing Room 2	7:00pm	4X – Area 1 NSC Sze
<b>11/7 Thurs</b>	Lowell/Acorn & Five on the West Side	1724 Adeline Street West Oakland Senior Center	6:30pm	2X/5X – Area 1 NSC Sloan
	Montclair Safety & Improvement & Council (MSIC)	Montclair Presbyterian Church 5701 Thornhill Drive	6:45pm	13Z – Area 2 NSC Rose
	Area 4 Robbery & Burglary Prevention Workshop	St Lawrence O'Toole 3725 High St	6:00pm	Area 4

**Oakland Police Chief Recruitment Community Survey**

**1. What are the most important issues/priorities that you would like the new Police Chief to address?**

**2. What experience and track record should the new Police Chief have?**

**3. What skills and characteristics are the most critical for a new Police Chief to succeed in Oakland?**

**4. Is there anything else you would like the City to consider when selecting the new Police Chief?**

**5. What are you willing to do or contribute to help the new Police Chief?**

Done



## Encuesta Comunitaria Sobre el Reclutamiento del Jefe de Policía

1. ¿Cuales son los temas/prioridades más importantes en los que le gustaría que el nuevo Jefe de Policía se enfocara?

2. ¿Qué experiencia y trayectoria deber tener el Nuevo Jefe de Policía?

3. ¿Que habilidades y características son las más importantes para que un nuevo Jefe de Policía tenga éxito en Oakland?

4. ¿Hay algo más que le gustaría que la Ciudad considerara cuando seleccione al Nuevo Jefe de Policía?

5. ¿Que está dispuesto a hacer o contribuir para ayudar al nuevo Jefe de Policía?

Done

## 屋崙市招聘警察局長社區調查問卷

1. 有什麼重要或優先事情是你希望警察局長處理的?

2. 警察局長應具備什麼經驗或履歷?

3. 一個成功的屋崙警察局長須要具有什麼技能或特質?

4. 你有沒有其它意見希望屋崙市政府聘請警長時考慮的?

5. 你可以如何為聘請警長出一分力?

Done

## Oakland cảnh sát trưởng Tuyển dụng Khảo sát cộng đồng

1. Quý vị muốn Cảnh Sát Trưởng mới đề cập tới các vấn đề/ưu tiên quan trọng nào?

2. Cảnh Sát Trưởng mới nên có kinh nghiệm và hồ sơ công tác như thế nào?

3. Cảnh Sát Trưởng mới cần có những kỹ năng và phẩm chất nào để thành công tại Oakland?

4. Còn điều gì mà quý vị muốn Thành Phố xem xét khi lựa chọn Cảnh Sát Trưởng mới?

5. Quý vị sẵn sàng làm gì hoặc đóng góp gì để giúp Cảnh Sát Trưởng mới?

Done