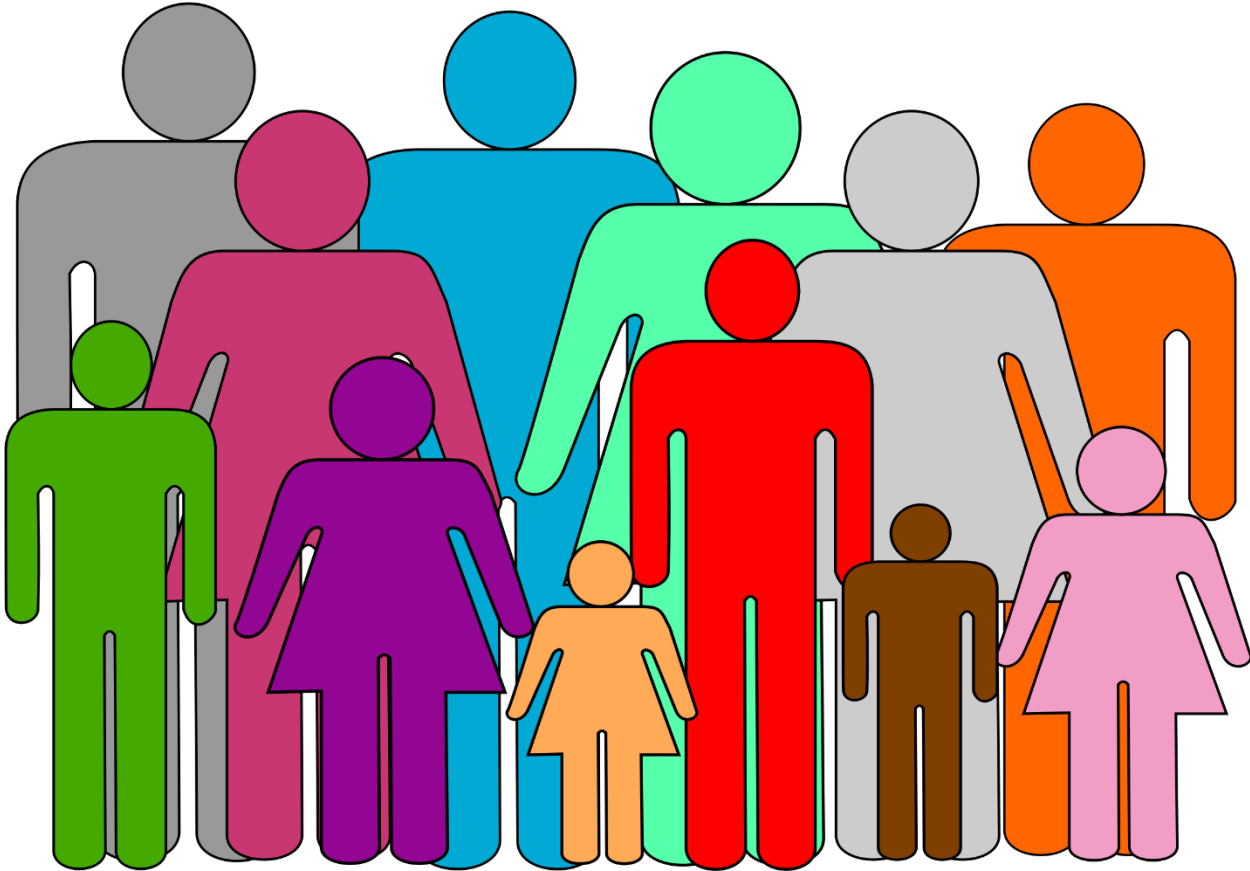


**House Bill 1001: Law Enforcement Professional
Development Recruitment Outreach Grant**



**Washington State Criminal Justice Training
Commission – House Bill 1001 Mandated
Report**

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Executive Summary

Introduction

[House Bill 1001](#) was signed into legislation February 10, 2021, mandating the Washington State Criminal Justice Training Commission (WSCJTC) to develop and implement a law enforcement professional development outreach grant program for the purpose of encouraging a broader diversity of candidates from underrepresented groups and communities to seek careers in law enforcement.

Grants would be awarded to local law enforcement agencies based on locally developed proposals, allowing two or more agencies to submit a joint proposal for a multijurisdictional project. The WSCJTC would develop policies for applications and criteria for evaluating the selection of grant recipients. Recipients, to the extent possible, would include at least one grant recipient from the east side of the state and one from the west side; no single award could exceed \$60,000. Distribution of funds would start by December 1, 2021.

The WSCJTC will submit a report to the governor no later than December 1, 2022, summarizing grant recipients, use of funds, and potential impacts on anticipated recruitment.

Grant Allocation Process

A Request for Proposal (RFP) application process was developed. The RFP required applicants to identify their needs and problems they wished to address, as well as data proving that need. Additional requirements included describing outreach efforts, project outcomes, methods for identifying and recruiting law enforcement officers from underrepresented communities in their areas and how they would retain those officers. Documentation of demographic-specific data as well as outreach practices and desired improvements were also requested.

A panel of five was assembled, and a scoring sheet developed, to review and evaluate applications. Two city police departments were selected based on their ability to identify their underrepresented population(s) and target their recruiting efforts quickly.

First Round Funding Timeline: December 1, 2021- June 30, 2022

A total of four applications were received, with funds allocated to two city police departments: Spokane Police Department for \$60,000 and Everett Police Department also for \$60,000. The timeline for this allocation was very short and went from Dec. 1, 2021, to June 30, 2022.

Outcomes and Contract Monitoring

To monitor the progress of awarded grant funds, each agency is required to submit quarterly reports and an end of the year report, to WSCJTC. The agency reports are used by WSCJTC to determine whether the grant program is having the desired effects on the recruitment and retention of peace officers from underrepresented communities. Agency representatives are encouraged to contact WSCJTC for guidance on reporting requirements. The WSCJTC initially provided desired outcomes, however, each agency can establish their own performance measures and outcomes. Final performance measures and outcomes were added to the statement of work in the contract, to be reported in the quarterly report and at the end of the contract period.

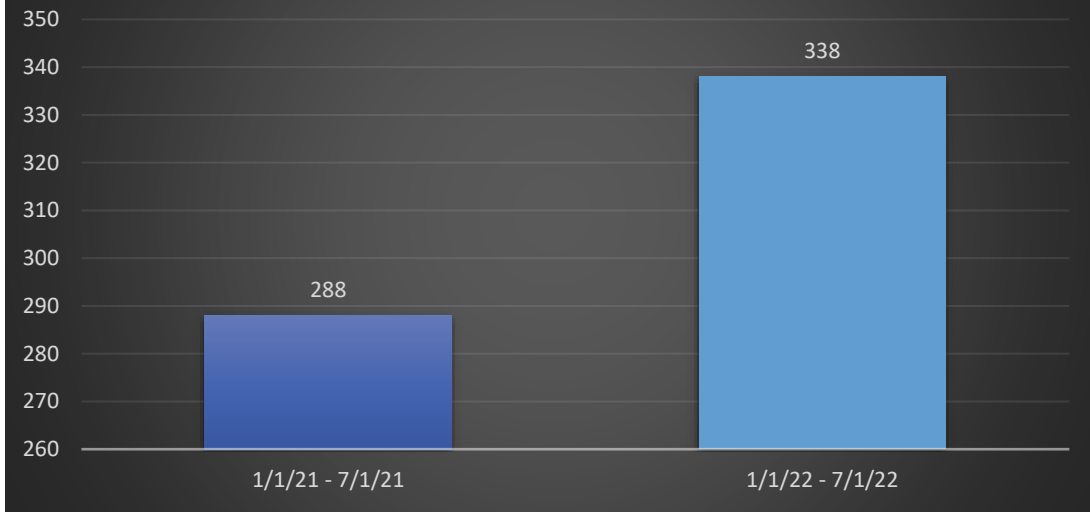
First Round Funding Dec. 1, 2021 – June 30, 2022

Spokane Police Department Outcome Results and Accomplishments:

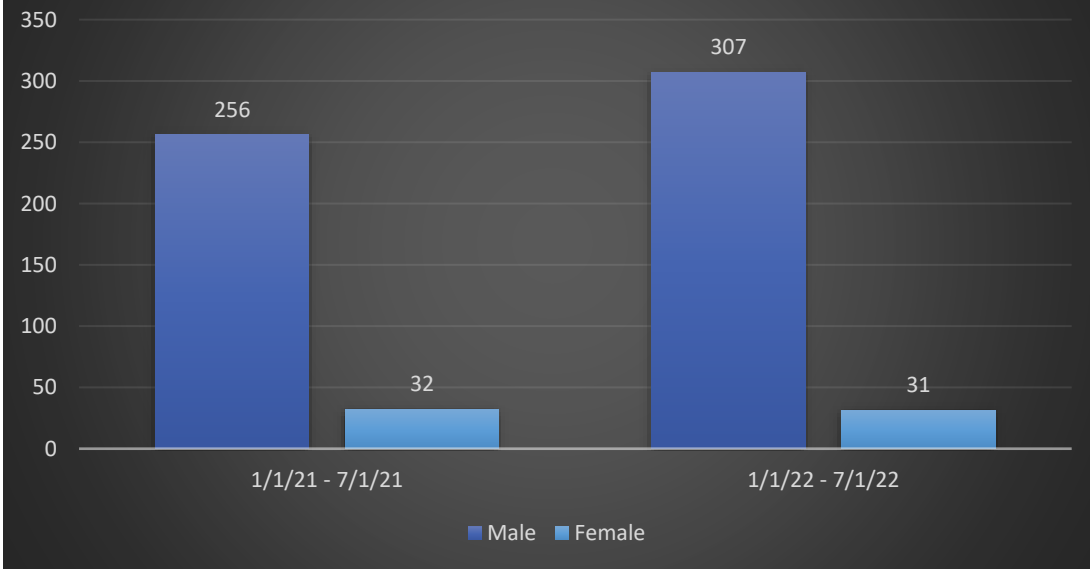
The Spokane Police Department (SPD) identified both women, and people of color as their underrepresented groups and communities. This was based on the overall Spokane city population data and the department's personnel data.

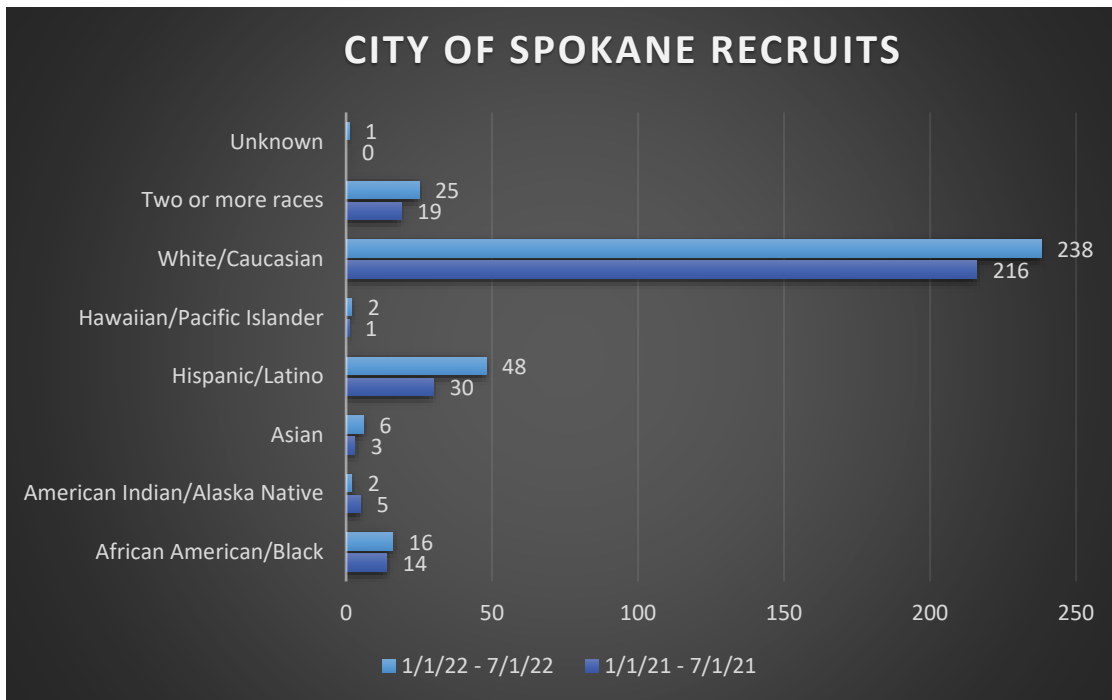
Data was compared for the same 6-month timeline from the year prior. Overall, their increased community connections and targeted recruiting efforts were successful, and they saw an increase in total numbers by 50. That increase is reflective in applicants who identify as Hispanic, African American, Asian, and Hawaiian/Pacific Islander and two or more races. However, connections with the American Indian/Alaskan Native population of people and recruiting specific to women has been more challenging.

CITY OF SPOKANE TOTAL RECRUITS



CITY OF SPOKANE RECRUITS





Recruiting Events Attended:

- April 23, 2022– Recruiters attended a Public Safety Test (PST) event –and talked to potential applicants about the SPD. After the PST, 13 potential applicants signed up to send their scores to the department and receive further contact from recruiters.
- May 15 – 21, 2022 - Officers Scott Hice, Jacqui Valencia, and Tyler Heiman traveled to Phoenix, Arizona. In Phoenix, they attended City Career Fair’s Annual Diversity Employment Day. At the event, they spoke with approximately 20 people, with ten showing interest in learning more about the department. They also received several names of people who were interested in a career in law enforcement and reached out to them virtually. During this trip, they also visited military bases, gyms, malls, and hotels for active recruiting. Local colleges were closed due to summer break or were in between sessions. The team was able to speak with 20-30 additional people, many being people of color. The KHQ television station was utilized for the social media campaign for the Diversity Employment Day and reported they were able to capture 35 attendees and served 282 video advertisements. The campaign is performing at a 0.12 CTR (click thru rate), which is on average for a campaign such as this. The KHQ will continue with this campaign for this group and will provide additional information to track the performance of the campaign
- The SPD Reserve Program is also a pipeline for full-time, fully commissioned police officers. This program has recently been reinvigorated and the department will potentially have at least nine reserve recruits attending a reserve academy in

June. The demographics for this class are six male, three female; two recruits from the Middle East and North Africa, one African American and six Caucasian; one with prior military experience and eight without prior.

- The SPD is also now offering hiring bonuses for both lateral (\$15,000) and entry level recruits (\$5,000). In partnerships with local organizations, the department has been able to establish relationships with underserved community members and talk about the department

In addition to attending recruiting events both in-state and out-of-state, SPD focused on developing marketing materials, to include an online video, and advertisements that reflected and included the current diverse personnel in the department.

Some of the outreach completed included:

- Lunar New Year Celebration
- World Refugee Day Celebration
- Spokane Pride Parade
- Indian Trail Cruisers car show and Asian Native Hawaiian Pacific Islander Heritage Day
- World Relief's quarterly meetings.
- Community Outreach Unit - Conducted presentations for newly arriving refugees through World Relief. The International Rescue Committee has a new office in Spokane, they are attending the World Relief quarterly meetings, and the Community Outreach Unit will be working closely with them as well.
- Other Refugee Organizations - The Community Outreach Unit worked with Refugee Connections and Thrive International.
- Spokane's United We Stand - The department recently began working with new partner, Spokane's United We Stand. This is a community-based organization comprised of volunteers from Asian descent, representing over 16 different countries. The department attended multiple events hosted by United We Stand, and United We Stand will be connecting youth from this community with the department's Police Activities League (PAL) program this summer. Additionally, when the department is working with youth in the community, officers are looking at youth who would be good for our Co-Op and cadet volunteer programs. Historically, the department has looked at volunteers as a pipeline for full time commissioned officers and often goes on to hire people from these positions.

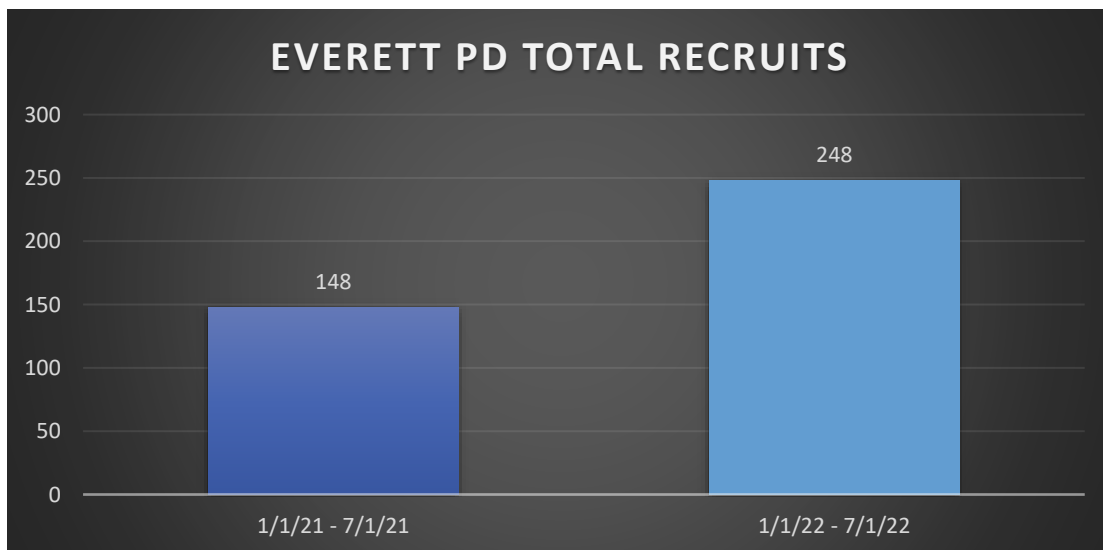
Efforts to retain new officers has been implemented within the SPD as well. Recruits identified as struggling in the academy, are paired with one or more officers who have had similar challenges or lived experiences. This has occurred at least twice in the past two years. Both times, the recruit was a minority (female and African American) and both times the department was successful in retaining the recruits. Both former recruits,

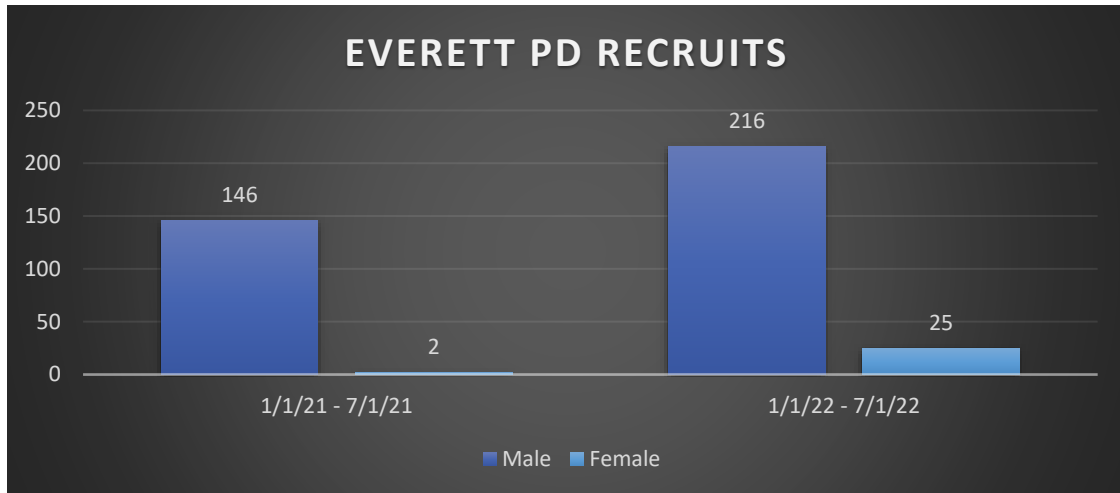
now full-fledged officers, are still with the department and are excelling. The SPD has historically kept Basic Law Enforcement Academy graduates at the academy for an additional two weeks of training after graduation. The SPD does this after they identified specific phases of the field training program where some officers were struggling. This was first tested with the Fall of 2021 graduates; the officers came back to the academy for additional training in April of 2022. They received additional training on building searches, officer mental health awareness, and officer safety. Additionally, they were provided with the opportunity to shadow a specialty unit for a day. The new officers had very positive feedback regarding the additional training.

Everett Police Department Outcome Results and Accomplishments

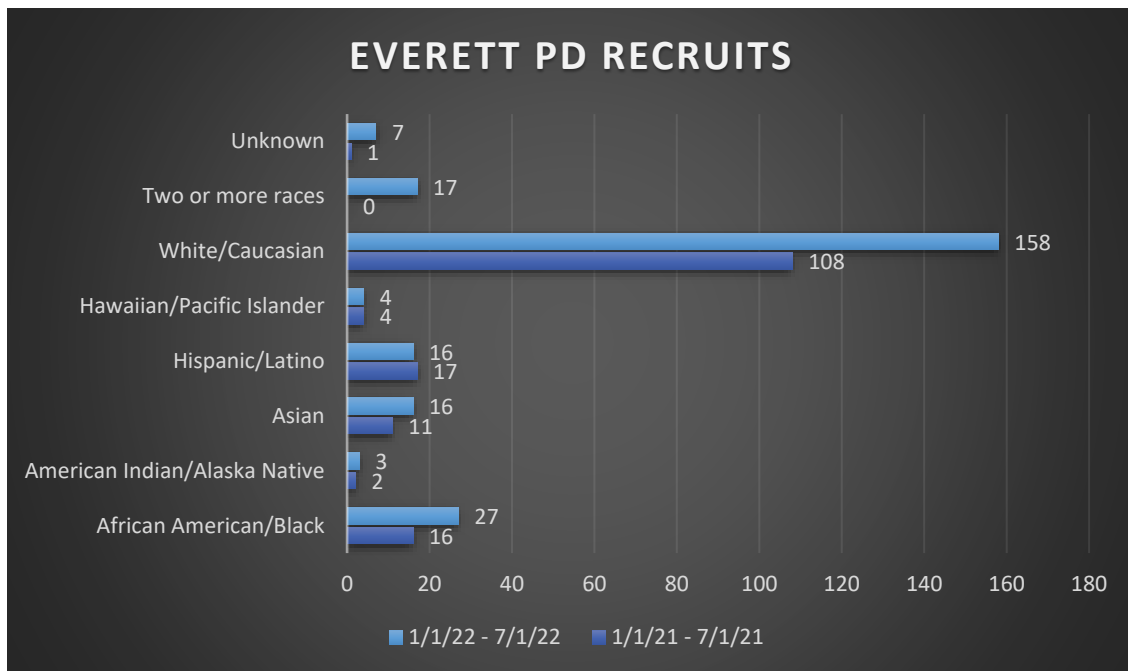
Everett Police Department (EPD) identified any person of color as their underrepresented target population as well as women. This was based on overall city population data and the department personnel data.

Data was compared for the same six-month timeline from the year before. Overall, their increased community connections and targeted recruiting efforts were successful with an increase in 100 new recruits vs. last year. Most importantly with that increase, was the increase in African American, Asian, those who identified as two or more races, and women.





(Seven recruits did not identify as male or female genders)



Recruiting Events Attended:

- The EPD focused on the development and execution of a professional recruitment video. The focus of the video is on the EPD's relationship with the diverse community it serves. The video features diverse members of the Everett community like, Dr. Reverend Paul Stoot, a leader in the black community and founder of the Trinity Academy, Rachid Ayouni, a local business owner who was born in Algeria, and Lucero Rodriquez, a local business owner who provides a

testimonial of her relationship with EPD that helped her overcome fear associated with deportation.

The video features interviews with people from underrepresented communities in Everett who discussed their experiences with the officers of the EPD and culminates in a dramatic scene showing the City of Everett's Mayor and diverse members of the community confronting police officers in the streets of downtown Everett. The two crowds come together, embrace, and depart as one. The EPD recruiting video can be viewed using the following link.

<https://vimeo.com/728046374/93f97f2b38>

Local news station Q13 was present during the final day of filming and captured the video's greatest community involvement. Footage was showcased on local anchor David Rose's show, The Spotlight.

<https://www.q13fox.com/video/1067157> As a result of Q13's coverage of our filming, 15 people reached out to inquire about careers with the EPD. Of those interested 15 people, 60 percent were female and 26 percent were members of the Black, Indigenous, and people of color community.

- The EPD partnered with iHeart Radio to develop ads aimed at recruiting women and members of underrepresented communities. Currently, there are two inspirational advertisements running in select markets where such ads are projected to have the greatest impact to their recruiting efforts.

The ads feature Captain Karen White and Officer Katherine DeCastro. Captain White is a 28-year veteran of the EPD and a mother of five children. Her story aims to inspire young women who desire to pursue a career in law enforcement but are concerned about sacrificing other important aspects of their life. Officer DeCastro provided messages in both English and Spanish, telling her story of traveling to the United States at a young age from her native country of Columbia.

The ads have thus far yielded 742,285 impressions and 1,596 clicks on the various digital marketing and social media platforms like, Facebook, Extended Network Display, Streaming Audio, and Instagram. Forty percent of the impressions were female, and 35 percent of clicks were also female. Such ads have allowed the EPD to reach far beyond their city limits and speak to diverse communities throughout the State of Washington.

- In addition to the iHeart Radio ads, Officer DeCastro was featured in a series of digital print ads that now appear at both the Everett Mall and the Alderwood Mall. The ads will run for a period of one year. Both malls were identified as points of interest that attract diverse populations.

- The EPD has also created the new concept of “Be the Future, Be Everett PD” to inspire underrepresented individuals towards the law enforcement profession and our department. Recruiting materials and business cards, focusing on our female and Black, Indigenous, and People of Color community and law enforcement members are featured.

The newly assigned EPD Recruitment Officer has been in place for approximately six months. During that time, he has developed and strengthened relationships with leaders in the African American and Hispanic communities. The following list is a sample of some of the relationships established:

- Dr. Rev. Paul Stoot, leader in the Black community
- Tom Harrison, local Black business owner
- Yesenia Huesca, local woman of color and business owner
- Pastor Chris Cruz, leader in the Hispanic community and youth influencer
- Terri Knight, creator, and community ambassador in the Black community
- Terry Lott, youth ambassador in the Black community / ICE Football League
- Pastor A.C. Lewis, business owner and recovery leader
- Jeanne Berry, Everett City Diversity Group, advocate for change in the criminal justice system
- Jason Schwarz, former defense attorney and advocate for change in the criminal justice system
- Abby Mayers, Everett Public Schools and relations
- Janae Toone, Founder of Spectrum 31, a national company that aims to bridge gaps between law enforcement and communities
- Juliana Perez, business owner
- Dr. Carmen Hardin, Philander Smith College
- Sheila Parus, Morehouse College
- Dr. Lorraine Samuels, Huston-Tillotson University

Dr. Stoot volunteered to visit Historically Black Colleges (HBC) with the EPD recruitment officer. The EPD contacted 64 HBCs to arrange visits for the purpose of recruiting. In reaching out to HBCs across the nation, we found lingering concerns related to the global pandemic that impacted our ability to travel and recruit in-person. As a result, the EPD recruiting effort at HBCs will utilize the “Handshake” web-based recruiting platform.

Additionally, our recruitment officer attended the “Women in Law Enforcement Summit”. The purpose of this summit was to focus on the recruitment and retention of women in law enforcement

The Mayor and City Council passed several incentives designed to attract experienced officers and retain current officers. Officers who are employed by EPD through 2022, will receive a one-time incentive payment equal to two percent of their base pay. This incentive will include officers from underserved communities.

More long-term retention programs the City of Everett is considering, include incentive pay for officers that speak two or more languages. A current proposal the department is considering for this incentive includes preference points in the application process for new recruits through civil service. Once hired, bilingual officers would receive incentive pay after they pass a language proficiency test.

The preference points through civil service will aid the department in recruiting applicants from underserved communities and pay incentives for language skills will serve to retain those same officers.

Summary

Overall, EPD believes the program to be successful. Both city police departments were able to identify their underrepresented population and work towards being more inclusive and target their recruitment and community outreach efforts towards this population of future police officers. Given the difficulties with the timelines and having to implement a program very quickly I believe we could have seen even higher levels of community outreach and numbers recruited if the timeline were a bit longer. We look forward to a full year of targeted recruiting efforts.

Second Round Funding Timeline: July 1, 2022 - June 30, 2023

During the second round of funding, we received four applicants. We repeated the same process to evaluate and select candidates. Three applicants were chosen to receive funding: Bellingham Police Department for \$60,000, Spokane Police Department for \$55,450 and Pullman Police Department for \$4,550.