

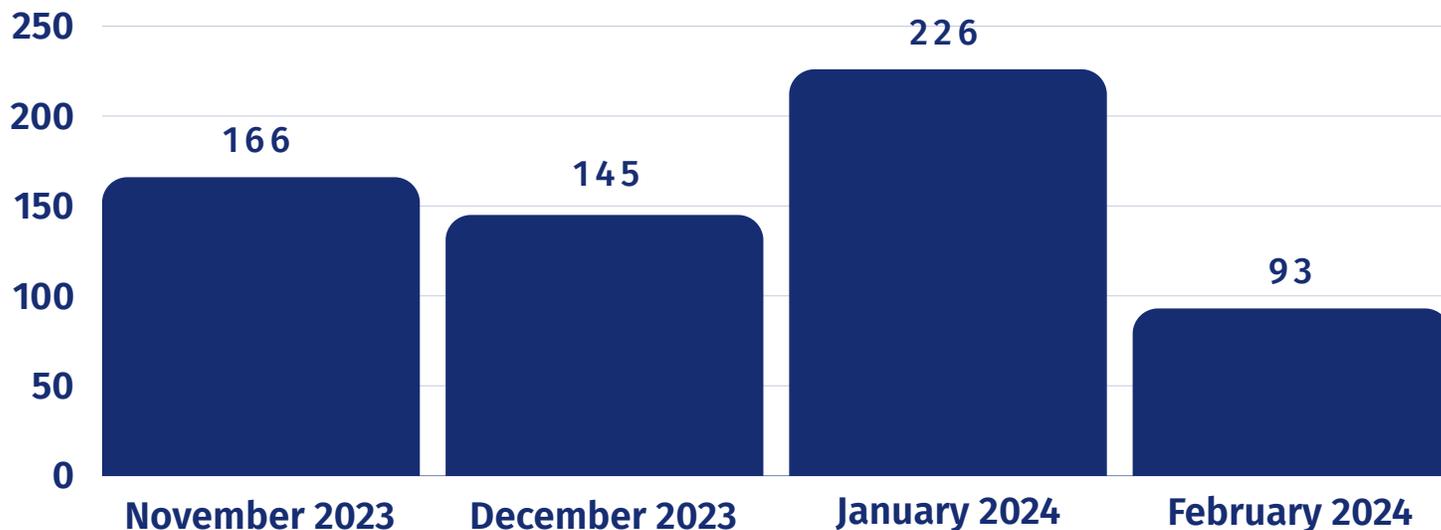
Phoenix Police Department Recruitment, Hiring and Attrition Report



FEBRUARY 2024

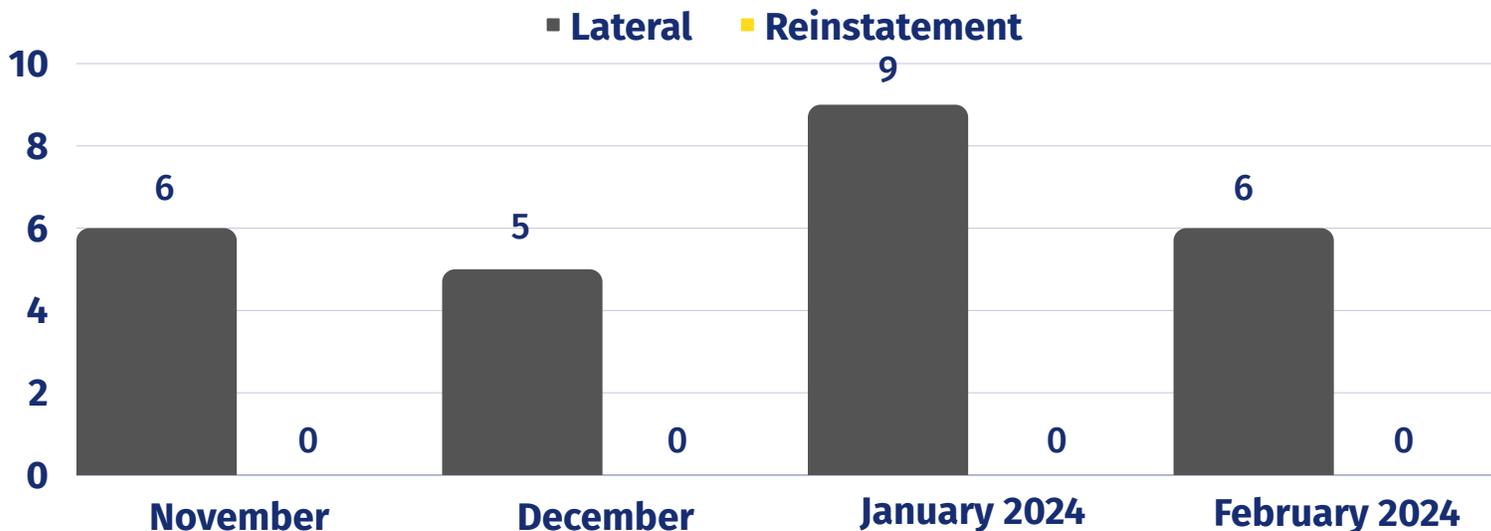
Police Recruit Applications Received

as of 02/20/24



Lateral and Reinstatement Applications Received

as of 02/20/24



Phoenix Police Department

Sworn Attrition and Projected Attrition

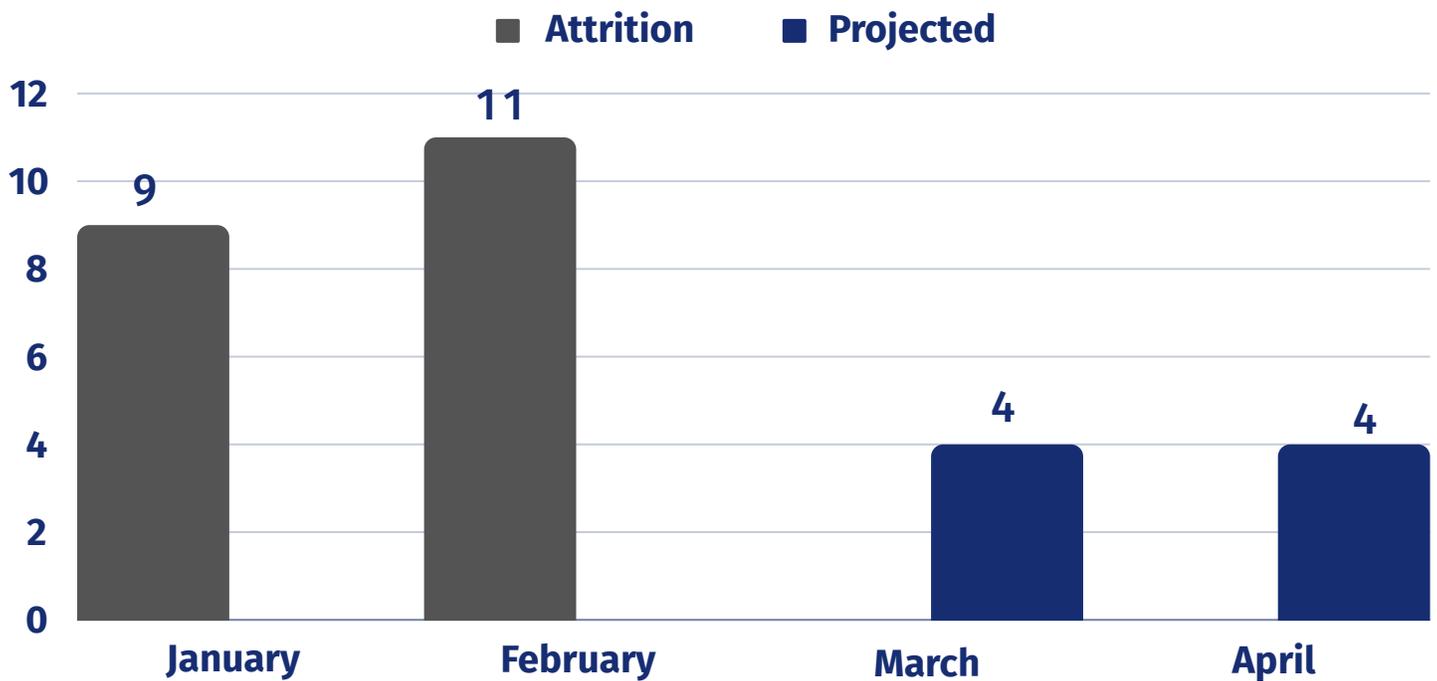


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Current Sworn Attrition and Projected Attrition for 2024

Total Year to Date: 20



Phoenix Police Department

Recruit Class Tracking



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PHOENIX REGIONAL POLICE ACADEMY CLASS RECRUIT NUMBERS

as of 02/12/24

Class	Week	Current # of Recruits	# of Female Recruits
571	24	16	2
572	14	27	6
573	6	13	2
574	Begins 03/04/24	18	1
Total:		74	11



Phoenix Police Department

Current Sworn Demographics



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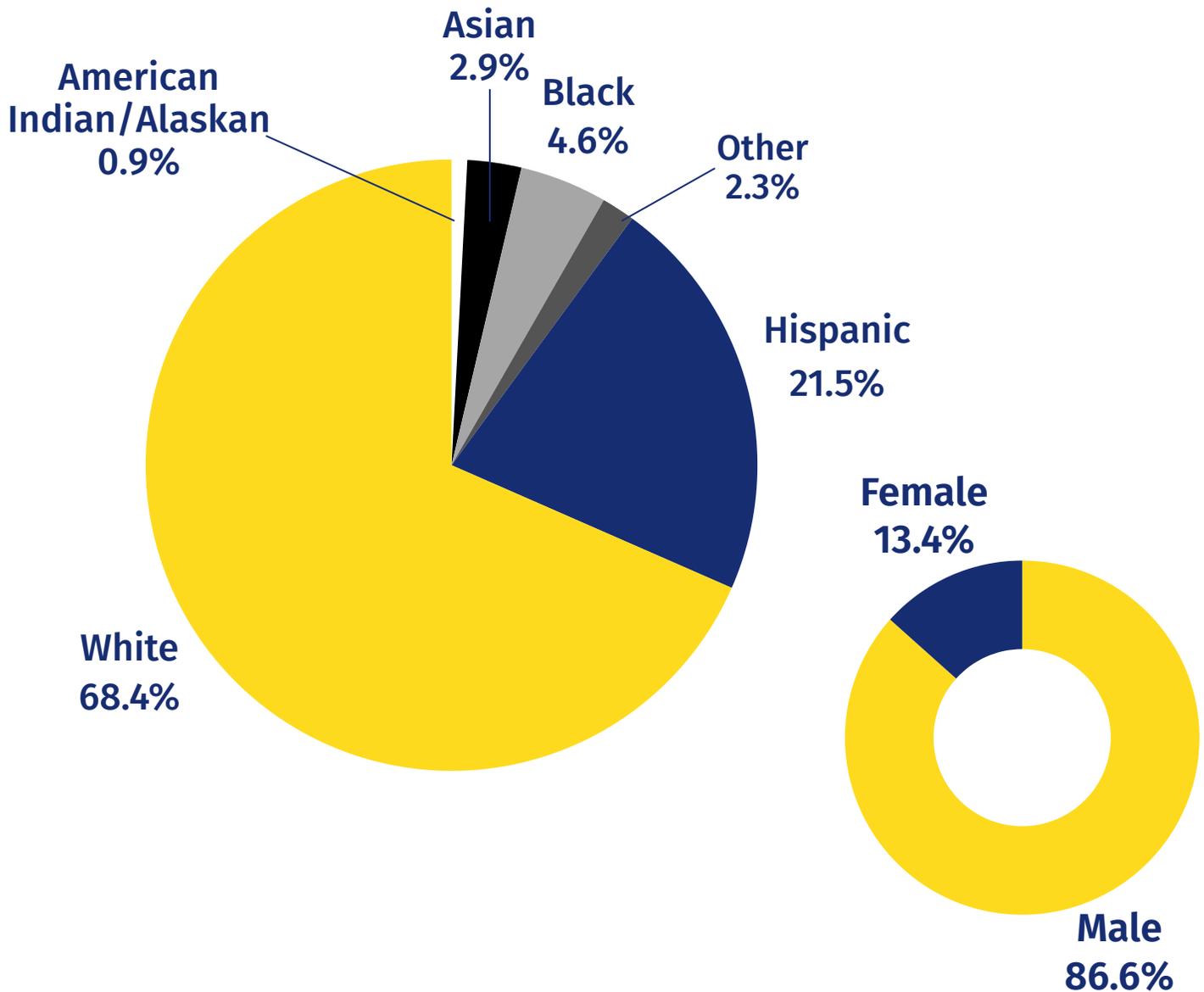
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2,556

SWORN OFFICERS AS OF FEB 16, 2024

CURRENT SWORN DEMOGRAPHICS



Phoenix Police Department Recruiting Unit



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The SWET (Success With Effort and Training) program gives applicants the opportunity to exercise with our Recruiting Unit and other physical fitness instructors in preparation for the Arizona POST-mandated Police Officer Physical Aptitude Test (POPAT). Sessions are offered twice per week and are free of charge to anyone in the application process.

193

**PARTICIPANTS THROUGH
FEBRUARY 2024**

The Recruiting Unit organized a Practice POPAT event at the Phoenix Police Academy on Saturday, February 10th. This event was open to anyone interested in trying or practicing the POPAT. Promoted multiple times on social media, the event attracted a large crowd, with 29 participants, 11 of those participants were females.



916

**NUMBER OF PEOPLE RECRUITERS
CONTACTED IN-PERSON, PHONE & EMAIL
THROUGH FEBRUARY 2024**

30X30 INITIATIVE

Leaders from our initiative work groups recently met with female academy recruits for a lunch meeting. During this event, the women of PHXPD shared their experiences and insights with the recruits, who reciprocated by discussing their own stories and inspirations. These conversations play a crucial role in enhancing our recruitment endeavors.



Phoenix Police Department

Marketing Unit



FEBRUARY 2024

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We are in the final stages of securing partnership agreements with Pat's Run through the Pat Tillman Foundation, AZ Diamondbacks Spring Training and Major League season, Milwaukee Brewers and the Maryvale Baseball Stadium, and the University of Arizona Athletics for football and additional sporting events. These partnerships will enable us to become an integral part of these communities, supporting these institutions. We will have a digital presence and active social media engagement across all partnerships, with our Recruiting Unit present at various events throughout the year.

The JOINPHXPD Marketing Campaign to support our new JOINPHXPD.com website will include boosted/paid social media posts, outdoor ads such as billboards, strategically-placed digital display ads across the web and paid SEO management driving more traffic to our application pages. These additions will be rolled out the first week of March, and in April we will be adding radio/podcast and video assets to our media buy. This campaign aims to engage a broad audience, with a particular focus on women in law enforcement, Hispanic, African-American and all diverse communities. By allocating 45% of our digital media resources to these diverse audiences, we ensure targeted and inclusive messaging.