



Date: April 8, 2021

To: Thomas B. Modica, City Manager 

From: Xavier Espino, Fire Chief 

For: Mayor and Members of the City Council

Subject: **Fire Diversity Report Update**

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In August 2019, the Fire Department assigned a Fire Captain to function as Diversity Recruitment and Partnerships Manager, leading the Department's efforts to implement the recommendations outlined in the Long Beach Fire Department Recruitment Report, presented to the City Council on [August 13, 2019](#).

Under the Fire Captain's leadership, the Department increased diversity recruitment efforts, strengthened relationships with community partners, provided implicit bias training to staff, enhanced social media presence, and updated our website and promotional materials to better reflect diversity. Additionally, the Department has assigned staff to collect, organize, and analyze data to ensure we are meeting our recruitment goals. Furthermore, the Department is focusing on retaining and developing our employees, and is committed to improving diversity in all ranks. This includes continuing and expanding curriculum to prepare all interested employees for promotional opportunities.

Successes in the Department's recruitment efforts include our partnership with the Long Beach Unified School District (LBUSD) on the Fire Pathways Program at Jordan High School, and the first ever "LBFD Girls Camp," a one-day event that included 40 young women ages 14 to 18 from LBUSD and as far away as northern California. And, in spite of the social distancing challenges brought about by the pandemic, the recruitment team has been able to pivot and leverage technology, hosting numerous successful recruitment events via Zoom with our Civil Service Department partners.

On March 3, 2021, Battalion Chief Jason Hosea presented the attached Diversity Recruitment and Partnerships update presentation to the Civil Service Commission. The presentation focuses on the significant progress the Fire Department has made to date toward the recommendations identified in the 2019 Recruitment Report. The Department has completed 12 of the 14 recommendations and is on track to complete the remaining items this year.

The Fire Department is thankful to the City Council for its support of the above efforts and we remain committed to continuing our efforts to improve the diversity of the Department.

If you have any questions, please contact me at (562) 570-2509 or via email at [Xavier.Espino@longbeach.gov](mailto:Xavier.Espino@longbeach.gov).

ATTACHMENT

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DEPARTMENT HEADS



# Diversity Recruitment and Partnership Update

Long Beach Fire Department

# Welcome

- Jason Hosea, Battalion Chief, Diversity Recruitment and Partnership Manager
- Report based on 14 recommendations in the July 2019 Long Beach Fire Department Recruitment Report
- Emphasis on pre-COVID-19 and current COVID-19 activities



# Five Strategic Categories



Selection  
Process



Staffing  
Needs



Communication  
Strategies



Data  
Collection



Recruitment  
Programs

# What we know...

- A diverse workforce is stronger and more effective
- The LBFD workforce should mirror the community it serves
- Recruitment data over the past year is trending in the right direction



# Selection Process

- **Began Implicit Bias Training (1.1)**  
Fire Recruit Academy instructors completed UCLA Implicit Bias/Racial Equity 101
- **Invited all members of the A-Band to the PAT (1.2)**  
Physical Agility Testing practice decreased overall times
- **Considering replacement of the NTN Fire TEAM test (1.2)**  
Seeking alternatives, possibly the Firefighter Candidate Testing Center (FCTC)



# Staffing Needs

- **Diversity Recruitment and Partnerships Manager (2.1)**  
Assigned a Fire Captain
- **Identified Recruitment Teams (2.2)**  
Includes Men, Women, Minorities, Vets
- **Recruitment Executive Team (2.3)**  
Meets regularly, Quality Control



# Communication Strategies

- **Social Media Marketing (3.1)**  
Updated / QR Code / Webinars
- **Update Website (3.2)**  
Updated to reflect diversity



# Data Collection

- **Tracking Engagement (4.1)**  
Assigned a data analyst to track QR Code usage, Interest Cards, Eventbrite, etc.
- **Validating the Selection Process (4.2)**  
Included Recruitment Officer in Recruit selection process
- **Internal and External Surveys (4.3)**  
In development with Office of Innovation/Civil Service



# Recruitment Programs

- **Mentorship Programs (5.1)**  
Jordan High School Fire Pathways Program,  
Prospective Recruit Exercise Program  
("PREP")
- **Women in the Fire Service Day (5.2)**  
“LBFD Girls Camp” included 40 Females  
from LBUSD and beyond
- **Recruit Strategically (5.3)**  
CSULB, LBCC, Athletic Programs
- **Culturally Specific Recruitment (5.4)**  
Taste of Soul, Black Colleges/Universities,  
Cambodian Festival



# Engagement Data

- 1,400 Interest Cards submitted since September 2019
- **Prior to COVID-19** (September 2019 to March 2020)
  - Over 40 recruitment events attended
  - Facilitated 10 “PREP” Events – 325 Participants
- **Since March 2020**
  - 18 Recruitment Webinars (1,171 Attendees)



# Retention Efforts

- Identify, develop and mentor future leaders of the Long Beach Fire Department
- Continue promotional training academies (Engineer's Academy)
- Develop curriculum and implement Fire Captain and Chief Officer professional development training



# Momentum & Sustainability

- Jordan HS Public Safety Pathways, Fire and Emergency Medical Responder Cohorts
- Continued coordination and partnership with Civil Service, Office of Racial Equity and Reconciliation, Office of Civic Innovation
- Develop and strengthen partnerships with community groups to assist in promoting diversity
- Requires structural funding source to keep partnership commitments





Thank you for your support!

Questions?