

# Memorandum



CITY OF DALLAS

DATE September 6, 2024

TO Honorable Mayor and Members of the City Council

SUBJECT **Dallas Police Recruiting Referral Pilot Program**

As previously briefed to the Public Safety Committee, I am pleased to provide an update and share our enthusiastic recommendation for the proposed recruiting referral bonus program for the Dallas Police Department.

A Primary Focus Area of my 100-Day Transition Plan is to prioritize how we attract and retain top talent for the City of Dallas. We have eliminated grooming barriers for first responders and are supporting education requirement changes. Referral bonuses will serve as a tremendous addition to our recruitment efforts.

The proposed FY 2024-25 budget includes the pilot referral program. An initial bonus of \$1,000 will be offered to the referring sworn Dallas Police team member for the first 100 recruits who graduate from the police academy, for applications received beginning in October 2024.

To effectively market and increase the visibility of this initiative, we plan to engage various police associations in promoting the program. Our marketing strategy includes informational sessions, targeted communications through department channels, and collaboration with community partners to maximize outreach and engagement. By leveraging the networks and influence of these associations, we aim to drive participation and awareness among our sworn employees.

The additional payments we are proposing will be made to the referring sworn Dallas Police team member at various stages of the recruit's employment, with total referral bonuses potentially reaching up to \$5,000. This structured approach ensures continued incentives for maintaining high recruitment and retention standards, rewarding sustained engagement and performance through distributed payments.

Based on the pilot program's success, there is potential to expand the number of referral spots in FY26. Our flexible approach allows for data-driven adjustments, enhancing the program's effectiveness and alignment with our recruitment goals, while being mindful of budgetary constraints.

We believe this initiative presents a dynamic opportunity to strengthen our team and foster a more engaged and motivated workforce. We look forward to the Dallas Police Department's and City Council's continued collaboration to bring this program to fruition.

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Chief Artis will be available to answer any questions on the proposed pilot at the Public Safety Committee on the proposed pilot on Monday, September 9. I will also be joining him.

Should you have any questions, please contact me or Chief Dominique Artis, Chief of Public Safety, at [Dominique.Artis@Dallas.gov](mailto:Dominique.Artis@Dallas.gov).

Service First, Now!



Kimberly Bizer Tolbert  
City Manager (I)

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Directors and Assistant Directors