



## City of Healdsburg Administrative Directive Recruitment, Relocation, and Retention Incentive Program

**Effective Date: May 11, 2022**  
**Revised Date: March 1, 2023**

**Approved:** \_\_\_\_\_  
Jeff Kay, City Manager

**Purpose:** To assist in the recruitment, appointment, and retention of qualified candidates for authorized full-time positions. This program shall provide the City Manager with additional tools to attract qualified candidates for positions deemed “difficult to recruit”.

**Policy:** The City Manager shall have the authority to:

- a. Designate specific classifications as “difficult to recruit;”
- b. Approve recruitment and/or relocation incentives during active recruitments; and
- c. Approve specific classifications eligible to receive retention incentives.

The City Manager shall approve the applicability of each incentive. Such determination shall not be subject to any review or appeal.

Classifications designated as “difficult to recruit” is a designation that may be assigned to any job classification or job recruitment that has at least two of the following characteristics:

1. A history of challenging recruitments
2. A highly competitive labor market for the position
3. A limited labor pool for the position based on the specialized skills and or certifications
4. A history of high turnover for the position
5. Be of a critical nature in ensuring the City providing required public services.

The City Manager shall exercise final authority regarding interpretation of program policies and eligibility for incentive payments consistent with the intent of this program.

**Recruitment and Relocation:** An employee hired into a full-time position in a classification designated as “difficult to recruit” may receive a recruitment and/or relocation incentive in accordance with the following:

- a. Up to \$5,000 recruitment incentive, distributed as follows:
  - Up to \$2,500 at the time of hire
  - Up to \$2,500 upon completion of probation
- b. Up to \$2,500 in relocation assistance for candidates outside of a 100-mile radius of the city.
  - This is a reimbursement for demonstrated costs. Recipients must submit receipts on an expense reimbursement form that have a clear nexus to the employee relocating because of accepting the position.

*The City of Healdsburg reserves the right to rescind and/or amend this and all City policies, at any time.*

**Retention Incentive:** An employee hired into a full-time position in a classification designated as “difficult to recruit” may receive a one-time retention incentive in accordance with the following:

- a. Up to \$5,000 retention incentive, distributed as follows:
  - Up to \$2,500 at the time of acceptance
  - Up to \$2,500 after one year of additional service

A retention incentive may only be considered under the following circumstances:

1. A current employee provides the City Manager with a written offer letter that includes a starting salary that is higher than the employee’s current salary.
2. The employee is in a classification that is difficult to recruit
3. Losing the employee would result in an operational impact to the organization that exceeds the value of the retention incentive.
4. The employee agrees to stay with the City under the provisions of the incentive.

**Police Officer Recruitment Incentive Program:** An employee hired into a full-time Police Officer vacancy designated as “difficult to recruit” may receive a cash recruitment incentive in accordance with the following:

**Entry Level Officers or Police Officer Recruits:**

- a. \$3,500 distributed at the time of hire or completion of the Police Academy.
- b. \$3,500 distributed after successful completion of probation.

**Lateral Officers:**

- a. \$5,000 distributed at the time of hire.
- b. \$5,000 distributed after successful completion of probation.

Police Officers may also be eligible for up to \$2,500 relocation assistance outside of a 100-mile radius of the city.

**Police Officer Referral Incentive Program:** Current Police Officers who conduct recruitment outreach, beyond the scope of assigned departmental recruitment efforts, and refer a successful Police Officer candidate will receive:

- a. \$1,500 distributed at the time of new Officer hire.
- b. \$1,500 after new Officer successful completion of probation.

**Restrictions and/or Loss of Eligibility for Incentives:** The following restrictions and loss of eligibility to participate in the incentive program shall apply to the following:

1. Employees transferring or promoting from one designated “difficult to recruit” classification to another shall not be eligible for a secondary recruitment incentive.
2. If an employee voluntarily separates or is involuntarily separated (other than lay off) prior to any payment date no additional payment shall be granted.
3. If an employee voluntarily separates or is involuntarily separated (other than lay off) from employment within 1 year of the date of hire, relocation and/or recruitment incentives

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- shall be reimbursed to the City in full.
4. Any employee on any type of leave of absence away from work for a period exceeding twenty (20) total working days shall have that time added to the period between incentive payment dates.
  5. Incentives are classified as supplemental wages subject to applicable state and federal bonus tax rates and will be paid on a separate payroll check.