

# THE CITY OF REDWOOD CITY

## PARKS, RECREATION & COMMUNITY SERVICES DIRECTOR







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## THE COMMUNITY

Located in the heart of Silicon Valley, Redwood City (pop. 86,754) is the third largest City in San Mateo County. Incorporated in 1867, it serves as the county seat and home to the San Mateo County History Museum located in the county's old courthouse. With an average of 255 sunny days each year, Redwood City enjoys a mild Mediterranean climate (as the City slogan proclaims, "Climate Best by Government Test") and a one-of-a-kind waterfront that includes the Redwood Shores neighborhood, numerous bayfront residential options, ample recreation opportunities (including a yacht harbor), and the only deepwater port south of San Francisco.

Redwood City has a strong employment base with world-class firms and organizations such as Box, Electronic Arts, and Google. Genomic Health, Impossible Foods, Kaiser Permanente, Stanford Health, McKinsey and Company, the Chan Zuckerberg Initiative, and more than 500 various industry start-ups also have a strong presence in the City. World-renowned Stanford University has located administrative functions in a new campus just 1.5 miles from downtown, marking the university's first significant expansion outside its main campus. Redwood City is a key station on the regional Caltrain system, and substantial service expansion in the next decade will enhance efficient rail travel from San Jose to San Francisco.

Redwood City's vibrant and pedestrian-friendly downtown offers residents, visitors, and businesses a unique retail, entertainment, and restaurant experience. Beautiful Courthouse Square is the centerpiece of downtown and has become a gathering place for people throughout the community and the peninsula. More than 30 unique parks, ten sports fields, a senior center, and five community centers are popular with the

community, while the arts and culture scene feature a historic theater and live music venues.

Redwood City is a Welcoming City, and the community has long been known for its diversity, strong neighborhoods and community organizations, social involvement, and civic pride. Approximately 55% of the population identifies as Hispanic, Asian, of two or more races, or as Black, American Indian, Hawaiian, or Pacific Islander.

The City works diligently to maintain positive and productive relationships with community partners, providing outstanding services, programs, and opportunities for residents. This mix of tradition, innovation, community, and diversity makes Redwood City an extraordinary place to work and call home.

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## CITY GOVERNMENT

Redwood City is a charter City with a council-manager form of government. The seven-member City Council is elected to four-year staggered terms and the Mayor serves a two-year term based on a rotation policy. The City has district-based elections with seven City Council districts.

The City Council appoints the City Manager, who implements the strategic direction and manages the day-to-day operations of the City Government, as well as the City Attorney and the members of the City's boards, committees, and commissions. Redwood City is consistently recognized as being well-managed and innovative, strategically driven, and strongly connected to the community it serves.

Melissa Stevenson Diaz has served as Redwood City's City Manager since 2015. Prior to this role, Melissa served as Mountain View's Assistant City Manager and previously held leadership positions in the Cities of Fremont and Morgan Hill. An active coach and leader in public sector talent development, she fosters effective governance, cultivates continuous improvement orientation for the City organization and enables staff to support an ambitious policy agenda.

In addition to the City Manager's Department and City Attorney's Office, the City is organized across the departments of Community Development; Engineering and Transportation; Finance, Fire; Human Resources; Information Technology; Library; Parks, Recreation & Community Services; Police; and Public Works. Together, these departments are supported by 601.93 FTE. The City's Fiscal Year 2024-25 General Fund budget is \$184.6 million.

Redwood City's Strategic Plan identifies three major priorities: Housing and Homelessness, Transportation, and Children and Youth. Redwood City was the first City in San Mateo County to receive State approval for its Housing Element and is among the top 4% of California cities to be awarded a Prohousing Designation, qualifying for nearly \$1 million in additional funding. In 2023, the City was a finalist for an All-America City Award for its efforts to improve the health and well-being of young people in the City.

City initiatives are guided by the City's Core Purpose – Building a Great Community Together – as well as the City's values:

- **Excellence:** Commitment to Pride in Our Work
- **Integrity:** Do the Right Thing, Not the Easy Thing
- **Service:** Building Community and Improving Quality of Life
- **Collaboration:** Working Together for a Better Tomorrow
- **Inclusion:** Celebrating Diversity, Promoting Justice, and Inviting Participation
- **Innovation:** Freedom to Imagine and Courage to Act

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## THE PARKS, RECREATION, & COMMUNITY SERVICES DEPARTMENT

The Parks, Recreation and Community Services Department enhances the quality of life in Redwood City by providing recreation and leisure opportunities; providing safe, inviting, and well-maintained parks, public spaces, and facilities; and providing arts, and culture and entertainment opportunities. Redwood City aspires to be a Community for all Ages and staff supports senior services for a growing senior population, manages the public use of recreation facilities and activities, coordinates with multiple human services providers, and plans, maintains, and oversees the City's park system. One of the City's top three priorities is Children and Youth, and the Department offers youth and teen programs, including academic enrichments, after school sports, teen programs, and child and early development programs. Given the City's commitment to equity, inclusion, and community engagement, the Department staffs several important advisory boards, including Parks, Recreation, and Community Services Commission, the Arts Commission, the Housing and Human Concerns Committee, the Senior Affairs Commission, and the Youth and Teen Advisory Boards. The City also

collaborates with and enjoys the support of the Redwood City Parks & Arts Foundation, which organizes 300+ volunteers each year to staff Foundation and City-sponsored events and provides volunteer and financial support to the Department.

Reporting to the City Manager, the director oversees a \$26.83 million budget and 71.96 FTE staff for FY 2024-25, leading a “can-do” team across nine divisions:

- Parks
- Facilities
- Youth and Adult Sports
- Special Events
- Youth and Teens
- Administration
- Senior Services
- Human Services, and
- Class Administration and Marketing

Exciting projects for FY 2025-26 and beyond include:

- Opening the new LEED Platinum, 45,000 square foot Veterans Memorial Building/Senior Center to the public
- Completing the expansion of Jardin de Niños Park
- Beginning construction of the Hoover Park Renovation Project guided by the Hoover Park Master Plan
- Initiating community engagement for a future Bayfront Park to provide accessible recreation opportunities to residents of all ages east of 101
- Implementing the initial phase of recommendations from the PRCS Organizational Assessment

*Seasoned professionals as well as promising up-and-coming directors are encouraged to consider this opportunity.*



## THE IDEAL CANDIDATE

Redwood City is seeking a dynamic and creative Parks, Recreation & Community Services Director with a passion for community engagement and a track record of innovation. The ideal candidate will be an experienced leader in parks and recreation, ready to oversee a comprehensive recreation program, as well as the construction, maintenance, and acquisition of parks, recreation areas, landscaped spaces, and related facilities.

### Leadership & Collaboration

The new director will work closely with City departments, partner agencies, and community organizations to develop solutions to complex challenges. Redwood City’s leadership team values collaboration, and a can-do attitude will align well with the department’s existing culture. The ideal candidate will bring strong project management, budgeting, delegation, and customer service skills, along with a resourceful and solution-oriented mindset.

### Community Engagement & Customer Focus

This role requires a leader who values community input, equity, and inclusion. The director will actively engage with residents, businesses, visitors, and stakeholders to ensure that parks, programs, and services meet the diverse needs of Redwood City’s community. A track record of measuring participation and satisfaction and using data to improve service delivery is essential.

### Strategic Thinking & Change Management

The ideal candidate will be adept at data-driven decision-making while balancing the nuances of community needs. They will assess services, adapt based on feedback and best practices, and implement change thoughtfully and effectively. Experience with change management in a public-facing environment and a practical approach to technology and resource allocation are key attributes.

### Team Leadership & Professional Development

Department staff will appreciate a thoughtful and approachable leader who listens and understands the challenges of delivering diverse programs and supports professional growth. Experience managing in a union environment, mentoring staff, and fostering a positive, stable workplace culture is highly valued. Encouraging a culture of transparency, accountability, trust, and mutual support across the department is an important skill set. Celebrating successes and providing constructive feedback will be essential to maintaining a high-performing team.

### Additional Experience & Desired Qualifications

- **Public Art & Safety Net Services:** Experience overseeing public art programs and coordinating safety net services in addition to traditional parks and recreation responsibilities is desired.
- **Hands-On & Strategic Leadership:** A leader who can balance big-picture strategy with hands-on involvement when needed.

The successful candidate will possess any combination of experience and education that provides the knowledge and abilities necessary to be successful in the position, with ideal candidates possessing a bachelor’s degree with major work in relevant discipline and work experience at a supervisory/management level.





## COMPENSATION & BENEFITS

The salary range is \$208,167.24 - \$281,029.32; placement within the range will be DOQE. Salary is supplemented by competitive benefits that include, but are not limited to:

### **CalPERS Retirement:**

Tier 1 - Employees hired before October 24, 2011

2.7% @ 55 formula; employee contribution 15% (includes the employee cost share of 7%).

Tier 2 – Employees hired on or after October 24, 2011

2% @ 60 formula; employee contribution 14% (includes the employee cost share of 7%).

Tier 3 – Employees hired on or after January 1, 2013, and meet the definition of “new member”

2% @ 62 formula; employee contribution 9%, (includes the employee cost share of 2%).

Effective the first full pay period beginning on or after December 1, 2025, the employee additional cost share toward the employer share of pension will be reduced by one percent (1%).

**401(a) Retirement Plan:** The City will contribute an amount equal to 2% of base monthly salary to an offered defined contribution plan.

**Medical Plan:** Choose from a range of HMO, PPO, and EPO options. The City pays up to 90% of the CalPERS Bay Area Kaiser Family Premium per employee.

**Dental/Vision:** City pays 90% of insurance premiums for eligible employees and their dependents.

**Auto Allowance:** Not to exceed \$400 per month.

**Cellular Phone Stipend:** \$46.15 per pay period for employees who are required to use a cell phone for City business. Employees who are issued a City-owned cellular phone for City business are ineligible for the cellular phone stipend.

**Flexible Work Schedule:** While most department employees provide services in person, the City values flexibility and periodic remote work can be accommodated.

**Vacation/Sick Leave:** Annual vacation of 80 to 200 hours per year based on total public sector/industry experience; sick leave is accrued at a rate of 1 day for each full calendar month of service. Accruals will be set by the City Manager based on years of service with City and total public sector years or years in the industry.

**Holidays:** 13 recognized holidays + 2 administrative holidays.

**Management Leave:** 160 hours per calendar year may be taken as time off or paid in cash for any portion of this leave remaining as of the end of the calendar year. Hours will be prorated at time of hire for the first calendar year. Thereafter, this equates to an annual payment of \$15,546 - \$20,988 (at current salary levels) in addition to the base salary.

**Educational Reimbursement:** Annually up to \$1,500 for approved tuition for courses taken as part of an accredited college or university degree program or for professional development workshops or seminars.

**Professional Development Reimbursement:** Reimbursement for authorized personal development and improvements will be granted up to a maximum of \$750 per fiscal year. Personal well-being activities such as fitness and gym membership fees qualify for the \$750 per fiscal year.

**Retiree Health:** Generous city-paid health insurance offered to eligible retirees.

**Life Insurance:** The City offers basic life insurance coverage of \$3,000 to all members of the Executive Management Group. The City shall offer eligible employees additional life insurance equal to one and one-half times the employees' annual salary at a 60/40 premium contribution split between the City and the employee, respectively.

For a complete description of benefits, visit: [Summary of Benefits](#).

*Potential candidates outside the Bay Area are strongly encouraged to research the cost of housing and overall cost of living in the area before applying.*

## Application & Selection Process

The closing date for this recruitment is midnight, **Sunday, May 11, 2025**. To be considered for this opportunity, upload cover letter, resume, and a list of six professional references using the “Apply Now” feature at [www.tbcrecruiting.com](http://www.tbcrecruiting.com)

**TB&CO.**

**Tina White • 619.948.1786**

**Teri Black • 424.296.3111**

**TERI BLACK & COMPANY, LLC**

[www.tbcrecruiting.com](http://www.tbcrecruiting.com)

Following the closing date, resumes will be screened in relation to the criteria articulated in this brochure. Applicants with the most relevant qualifications will immediately be granted preliminary interviews by the consultants. Candidates deemed to be the best qualified will be invited to additional interviews shortly thereafter. The City anticipates making a timely selection, following the completion of thorough background and reference checks. Please note that references will not be contacted until the final stage of the process and in close coordination with the candidate.

