



Scenic Pacifica  
Incorporated Nov. 22, 1957

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## CITY OF PACIFICA

540 Crespi Drive • Pacifica, California 94044-2506  
[www.cityofpacifica.org](http://www.cityofpacifica.org)

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# PRESS RELEASE

**December 5, 2022**

## **New Parks, Beaches, & Recreation Director Begins December 12, 2022**

FOR IMMEDIATE RELEASE (Pacifica, CA) – The City is excited to announce the selection of the City of Pacifica's new Parks, Beaches, & Recreation (PB&R) Director: **Bob Palacio** will join the City's executive team in this critical position beginning December 12, 2022. Mr. Palacio will replace current Director Michael Perez, who is retiring from the City after more than 35 years, of which the last 14 were as the Director.

Mr. Palacio has been working in the parks and recreation field in the Bay Area since 1991 and has over 20 years of parks and recreation management experience. Most recently he has served as the Community Services Manager in the City of San Mateo's Parks and Recreation Department since 2018, responsible for 25 full-time staff and 70 part-time staff, six recreation centers, two aquatic facilities, more than 500 yearly programs, and an operating budget of \$9.2 million. Prior to the City of San Mateo, Mr. Palacio served more than 26 years in the San Francisco Recreation and Parks Department, rising from Recreation Director to Supervisor of City-wide Athletics to Neighborhood Services Manager to Superintendent of Neighborhood Services, and then nine years as the Superintendent of Recreation and Community Services. His extensive experience in both San Francisco and San Mateo has prepared him extremely well for the Director role in Pacifica.

"I know Mr. Palacio is extremely excited to be joining the Pacifica team, and to hit the ground running on the numerous human services and recreation programs the PB&R Department delivers for the community," said City Manager Kevin Woodhouse. "He is a passionate and committed professional in his profession, to public service and local government excellence, and to leadership and development of employees. His experience will help continue the excellent service delivery the Pacifica PB&R Department has been providing for the community for years." Mr. Palacio offered the following statement upon learning of his appointment: "I am extremely excited for the opportunity to serve such a great city, and work with an incredible team of parks and recreation professionals. I look forward to collaborating with the Pacifica community to build on the many great services already provided."

The Parks, Beaches and Recreation (PB&R) Department is comprised of three main program divisions, as well as support/administrative services, that provide recreation and human services to the community. These divisions are Child Care, Recreation, and Senior Services. The department also has very robust Senior and Youth volunteer programs. The PB&R Department has an adopted budget of approximately \$5.6 million, 31 full-time positions and approximately 66 part-time staff.

**Staff Contact:**

Kevin Woodhouse  
City Manager

Distribution: City Council, City staff, *Pacifica Tribune*, media outlets

(650) 738-7409

[cmoffice@pacifica.gov](mailto:cmoffice@pacifica.gov)

**Attached: Photo of Bob Palacio**



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