

## ANA M. ALVAREZ

San Leandro, CA | (510) 588-6767 | aalvarezphd@gmail.com

### EXECUTIVE PROFILE

Seasoned public sector executive with 30 years of service and 24 years in senior leadership, driving transformative change across city, county, and regional government. Recognized for visionary leadership, strategic capital planning, legislative acumen, and community-centered governance. Proven success managing public financing, implementing sustainable development initiatives, and forging public-private partnerships that deliver measurable impact. Respected mentor, public speaker, and statewide thought leader in resilience, biodiversity, and urban planning.

### CORE COMPETENCIES

Strategic Budgeting & Capital Planning  
Legislative & Intergovernmental Affairs  
Public Safety & Infrastructure Modernization  
Community & Economic Development  
Resiliency, Climate & Coastal Planning

Organizational Change & Culture Transformation  
Strategic Policy Development & Implementation  
Stakeholder Engagement & Trust Building  
Partnerships & Labor Relations

### SELECTED ACHIEVEMENTS

- Architect of San Francisco's PGA Tour Tournament Agreement generating \$32M in TOT revenue
- Co-Chaired \$90.4M capital campaign for University of California's Natural Reserve System
- Major contributor to California's 30x30 conservation and climate agenda
- Launched \$30M Green Bond Program; secured \$265M+ in climate and conservation grants
- Led \$10M state fuel vegetation tech demonstration project
- Restructured San Francisco's \$80M recreation system for long-term fiscal sustainability
- Co-led cross-agency planning and execution of military parade in partnership with U.S. Marine Corps Base Camp Pendleton

### PROFESSIONAL EXPERIENCE

#### City Manager — City of Hayward, CA

2025 – 2025

Led \$416M budget and 957 employees in full-service operations. Directed in-depth fiscal analysis to uncover underlying structural deficits and led development of strategic budget reforms to support sustainable municipal service delivery, post-COVID-era. Advanced downtown safety metrics and prioritized wastewater infrastructure modernization. Appointed for transitional leadership during organizational pivot.

#### Deputy General Manager — East Bay Regional Park District, CA

2016 – 2024

Directed operations for 126,000 acres of parkland and 1,100 staff, serving 3.8M residents across 33 cities for a \$780.6M public regional agency. Oversaw Finance, IT, Public Works, Operations, Planning, and Clerk departments. Led district-wide resiliency planning, emergency response strategy, and legislative affairs. Served as acting CEO as needed.

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### **Deputy Director III — San Francisco Recreation & Parks Department, CA**

**2009 – 2016**

Oversaw \$80M operating budget and 568 staff managing 5,000 acres, 6 golf courses, and cultural assets, including TPC golf courses, Candlestick Stadium, and Golden Gate Park. Re-engineered recreation model with tourism industry. Reformed fiscal practices and bolstered water infrastructure to address environmental risks. Acting General Manager as needed.

### **Community Services Director — City of Santa Fe Springs, CA**

**2005 – 2009**

Directed 250 staff and \$12M budget across libraries, human services, and parks and recreation. Oversaw advisory council coordination of ten committees and assisted the City Manager in legislative advocacy on housing policy matters and the City Council Workplan, including cultivating vibrant neighborhoods.

### **Parks & Recreation Director — City of Oceanside, CA**

**2001 – 2005**

Managed \$23M budget and 85 staff across 38 parks, golf courses, and cultural downtown venues. Oversaw special events, military-base relations, and coastal revitalization efforts.

### **Recreation Manager — City of Burbank, CA**

**2000 – 2001**

Managed \$1M budget and 30 staff across specialized live-performance venues inclusive of the Starlight Bowl and 2 downtown theaters and coordinated the renovation and operation of live-performance facilities.

### **Youth Services Coordinator — City of Santa Barbara, CA**

**1994 – 2000**

Founded City's Youth Council and led \$3.1M Youth Services Master Plan. Distributed \$5M in violence prevention grants and developed a downtown teen center.

## **EDUCATION**

Doctorate, Policy, Planning & Development — University of Southern California (USC)

M.P.A., Honors — California State University, Northridge

B.A., Psychology — California State University, Fullerton

Certification, Sustainable Cities — USC Center for Sustainable Cities

## **PROFESSIONAL AFFILIATIONS (Selected)**

Active Member: International City Managers' Association (ICMA); California City Management Foundation

Appointee, California 30x30 State Partnership Coordinating Committee

Appointee, Vice-Chair, SF Bay Restoration Authority Advisory Committee

Founding Member, California Biodiversity Network

Director Emeritus, National Recreation & Parks Association (NRPA) Directors' School; National Speaker

League of California Cities: Legislative Committee Roles in Housing, Revenue & Taxation, EQ

## **PUBLICATIONS & RECOGNITION (Selected)**

Preserving a Marsh for People and Wildlife – National Parks & Recreation Magazine

San Francisco Parks Climate Action Plan, Gray to Green Policy Recommendations, SB Youth Master Plan

2019 NRPA Award of Distinction | 2012 San Francisco Mayor's Green Pioneer Award

2007 League of CA Cities - Helen Putnam Award | 2000 CA State Assembly Public Service Recognition