



*** Press Release ***

Phil Ginsburg Takes the Reins

New Recreation and Park Department GM Ready to Make a Difference

Immediate Release

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SAN FRANCISCO-- A new era begins at the San Francisco Recreation and Park Department today as Phil Ginsburg takes the helm as its general manager.

"This is truly a dream job for me," Ginsburg said. "I have a special place in my heart for our city parks and I'm looking forward to getting to know the people who work in them, play in them and care for them on a daily basis."

Ginsburg takes over a 1,100 employee department that oversees more than 230 parks, playgrounds and open spaces in and around San Francisco, including two outside the city --- Sharp Park in Pacifica and Camp Mather in the High Sierras.

"Phil Ginsburg is a skilled manager and a natural leader who loves this city and our parks," said Mayor Gavin Newsom. "Ask anyone who has ever gone running with Phil in Golden Gate Park -- he tackles everything he does with extraordinary enthusiasm and energy. We are lucky to have Phil on the job, and we expect great things from him as he leads this department into a new era."

Ginsburg comes to Rec and Park with a wealth of experience in city government, having served as Deputy City Attorney in the San Francisco City Attorney's Office (2000 to 2004) and as head of The City's Department of Human Resources (2004 to 2007), where he implemented many successful civil service system reforms. Most recently, Ginsburg served as Chief of Staff to Mayor Gavin Newsom

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(2007-08), during which time he brokered a deal between interest groups in a decades-long dispute over weekend automobile use in certain parts of Golden Gate Park. In 2003, Ginsburg was awarded the Public Managerial Excellence Award for helping the city achieve a partnership with labor that saved \$150 million worth of jobs and programs in a challenging budget year.

"After reviewing almost 60 candidates, the search committee recommended Phil as by far the most qualified applicant and the Recreation and Park Commission unanimously forwarded his name to the mayor for appointment," said Jim Lazarus, commission president. "Phil's managerial, legal and human resources background, coupled with his great appreciation of our parks and programs, make him the ideal general manager during these tough times."

Ginsburg is a longtime park advocate and frequent park user. He is an avid runner and can be found regularly with his wife and two daughters enjoying nearby Golden Gate Park.

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