

**CITY RECREATION JOBS
HIRING FAIR!**

JOIN OUR IN PERSON
HIRING FAIR ON
THURSDAY TO EXPLORE
QUALITY JOB
OPPORTUNITIES WITH
THE CITY OF SAN PABLO,
PINOLE, AND EL
CERRITO.

January 23, 2025
3:00 - 5:00 PM

[HTTPS://TINYURL.COM/EDCHIRINGFAIR](https://tinyurl.com/EDCHIRINGFAIR)




City of San Pablo

Economic Data Dashboard | March 2025

City Manager's Office
Economic Development & Housing Division

Data Sources: Eastbay Economic Development Association, Lightcast Proprietary Dataset, Census Bureau, American Community Survey, Zillow, Communtetimemap.com, and Placer.ai. We strive for accuracy, but make no warranties or guarantee the completeness, reliability, or accuracy of the information provided. The information provided is for general informational purposes only and does not constitute advice.



San Pablo City Council Major Policy Goals

- Focus on Economic Development & Fiscal Diversification
- Expand Housing Options
- Enhance Community Resilience
- Build a Healthy Community
- Improve Public Safety

Demographics

SAN PABLO, CA

 CENSUS PLACE

 ADD COMPARISON

2023 POPULATION

31,771

0.426% 1-YEAR DECLINE

US SENATOR



Alex
Padilla

DEMOCRATIC PARTY

US CONGRESSMAN



John
Garamendi

DEMOCRATIC PARTY

US SENATOR



Adam
Schiff

DEMOCRATIC PARTY

2023 MEDIAN AGE

34.3

3.31% 1-YEAR INCREASE

2023 POVERTY RATE

12%

1.7% 1-YEAR INCREASE

2023 MEDIAN HOUSEHOLD INCOME

\$78,215

7.81% 1-YEAR GROWTH

2023 MEDIAN PROPERTY VALUE

\$516,000

8.24% 1-YEAR GROWTH

2023 EMPLOYED POPULATION

14,626

0.543% 1-YEAR GROWTH

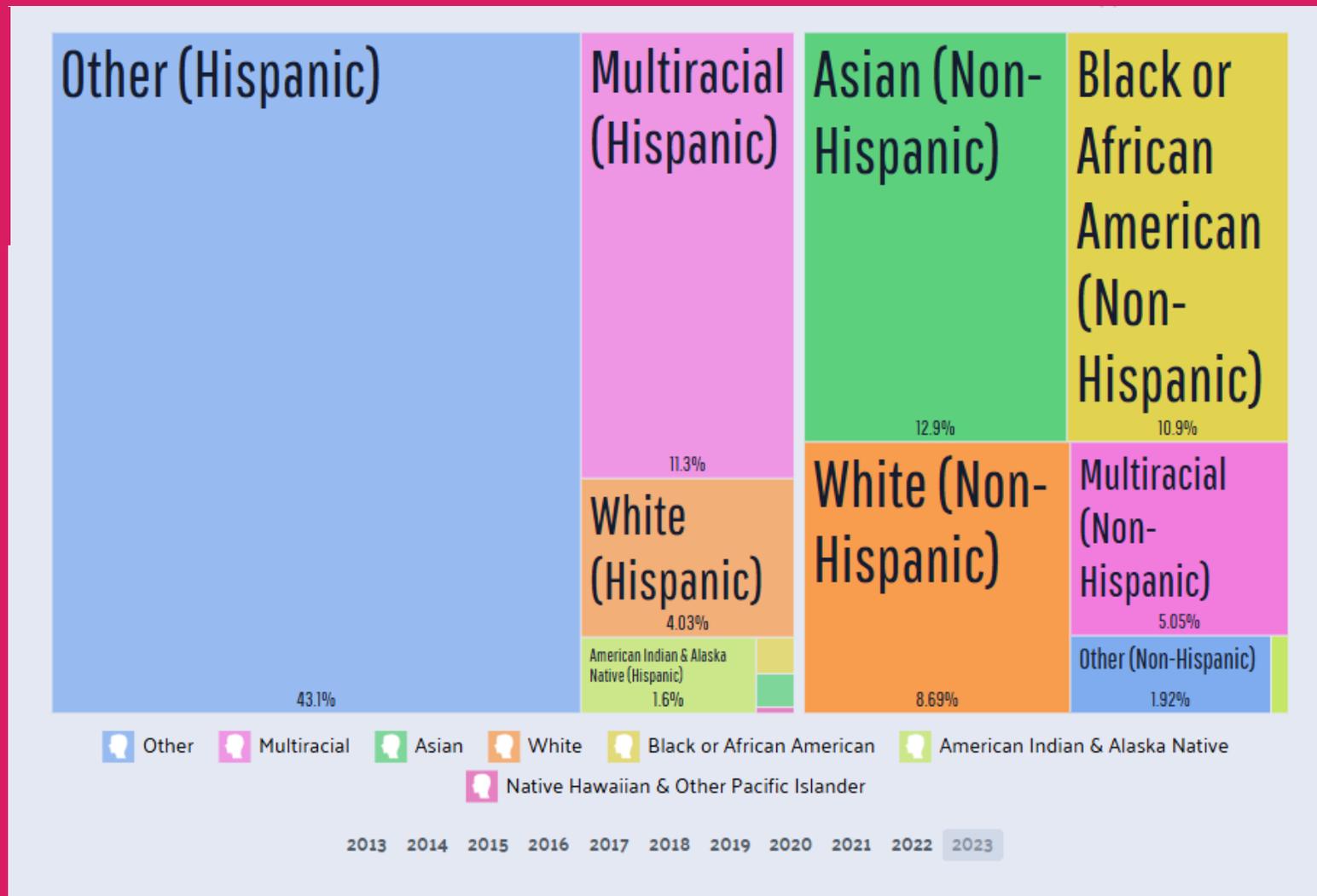
Demographics

Race and Ethnicity

The 3 Largest Ethnic Groups in San Pablo, CA

1. **Other (Hispanic)**
13.7k
2. **Asian (Non-Hispanic)**
4.11k
3. **Two+ (Hispanic)**
3.58k

60.3%
Hispanic Population
19.2k people



Industry Characteristics

17,118
Total Jobs in San Pablo, CA

*LQ quantifies the concentration of employed workers in a region relative to the national average. It can reveal what makes a particular region "unique" in comparison to the national average.

Industry	2024 Jobs	2024 Average Earnings Per Worker	2024 LQ (Industry Concentration)	2019-2024 % Change in Jobs
Transportation and Warehousing	4,133	\$75,658	4.35	105.43%
Health Care and Social Assistance	2,383	\$39,391	1.23	-10.02%
Retail Trade	2,243	\$58,477	1.48	-20.37%
Government	1,038	\$73,129	0.54	-11.01%
Real Estate and Rental and Leasing	988	\$76,044	0.99	28.69%
Other Services (except Public Administration)	948	\$36,097	1	-3.87%
Professional, Scientific, and Technical Services	880	\$93,026	0.69	4.65%
Accommodation and Food Services	875	\$37,123	0.73	-24.34%
Construction	747	\$97,611	0.78	-9.98%
Administrative and Support and Waste Management and Remediation Services	672	\$50,083	0.68	-3.33%
Wholesale Trade	639	\$88,678	1.19	26.21%
Finance and Insurance	428	\$95,412	0.4	26.58%

* Location Quotient (LQ) is a way of quantifying how concentrated a characteristic of a particular region is compared to the nation. These characteristics could be an industry's or occupation's share of employment, resident demographic, online profiles or job postings. The LQ is the calculation that reveals what makes that particular region "unique" in comparison to the national average.

Occupation Information

LQ quantifies the concentration of employed workers in a region relative to the national average. It can reveal what makes a particular region "unique" in comparison to the national average.

Profession	2024 Jobs	2023 Median Salary	2024 LQ (Occupation Concentration)
Transportation and Material Moving	3,625	\$47,233	2.61
Sales and Related	2,389	\$45,565	1.2
Healthcare Support	1,858	\$33,187	2.71
Office and Administrative Support	1,309	\$50,373	0.74
Management	1,140	\$114,809	0.72
Food Preparation and Serving Related	881	\$35,348	0.8
Educational Instruction and Library	800	\$79,002	0.98
Business and Financial Operations	799	\$93,305	0.59
Personal Care and Service	591	\$34,511	1.02
Building and Grounds Cleaning and Maintenance	584	\$39,940	1
Construction and Extraction	532	\$67,062	0.72

Visitation Trends February 2025



San Pablo Towne Center

300 San Pablo Towne Center, San Pablo, CA 94806
180.5K Monthly Visits

Shopping Centers • Community Shopping Centers



College Center at Abella

2300 El Portal Dr, San Pablo, CA 94806
147K Monthly Visits • 2.1 Visits / sq ft

Shopping Centers • Neighborhood Centers



Princeton Plaza

3200-3380 San Pablo Dam Rd, San Pablo, CA 94803
102.3K Monthly Visits • 0.9 Visits / sq ft

Shopping Centers • Neighborhood Centers



FoodMaxx

13220 San Pablo Ave, San Pablo, CA 94806
86.7K Monthly Visits • 1.3 Visits / sq ft

Groceries



Las Montañas Supermarket

13901 San Pablo Ave, San Pablo, CA 94806
84.6K Monthly Visits • 1.8 Visits / sq ft

Groceries



Dias Plaza

13110 San Pablo Avenue, San Pablo, CA 94805
64K Monthly Visits

Shopping Centers • Strip/Convenience



Raley's

3360 San Pablo Dam Rd, San Pablo, CA 94806
53.3K Monthly Visits • 0.8 Visits / sq ft

Groceries



Smart & Final

13110 San Pablo Avenue, San Pablo, CA 94805
43.2K Monthly Visits • 1.4 Visits / sq ft

Groceries



Ross Dress for Less

2455 San Pablo Dam Rd, San Pablo, CA 94806
29.3K Monthly Visits • 0.8 Visits / sq ft

Apparel • Clothing



Grocery Outlet Bargain Market

2079 23rd St, San Pablo, CA 94806
27.8K Monthly Visits • 1.1 Visits / sq ft

Groceries



Plaza Sobrante

3550 San Pablo Dam Road, El Sobrante, CA 94803
25K Monthly Visits

Shopping Centers • Strip/Convenience



Shell Full Site

2876 El Portal Dr, San Pablo, CA 94806
24.9K Monthly Visits

Shops & Services • Gas Stations & Convenience Stores



Starbucks

3300 San Pablo Dam Rd, San Pablo, CA 94803
24K Monthly Visits • 10.2 Visits / sq ft

Dining • Breakfast, Coffee, Bakeries & Dessert Shops



McDonald's

3320 San Pablo Dam Rd, San Pablo, CA 94806
23.4K Monthly Visits • 3.1 Visits / sq ft

Dining • Fast Food & QSR



El Pollo Loco

13139 San Pablo Ave, Richmond, CA 94805
22.3K Monthly Visits • 8 Visits / sq ft

Dining • Fast Food & QSR



Taco Bell

40 San Pablo Towne Ctr, San Pablo, CA 94806
21.7K Monthly Visits • 8.4 Visits / sq ft

Dining • Fast Food & QSR



ARCO

12890 San Pablo Ave, Richmond, CA 94805
21.4K Monthly Visits • 13.3 Visits / sq ft

Shops & Services • Gas Stations & Convenience Stores



Shell

2876 El Portal Dr, San Pablo, CA 94806
21.3K Monthly Visits • 7.4 Visits / sq ft

Shops & Services • Gas Stations & Convenience Stores



Starbucks

30-A San Pablo Town Center, San Pablo, CA 94806
21.2K Monthly Visits • 11.6 Visits / sq ft

Dining • Breakfast, Coffee, Bakeries & Dessert Shops



Dollar Tree

3730 San Pablo Dam Rd, El Sobrante, CA 94803
20.5K Monthly Visits • 1.3 Visits / sq ft

Shops & Services • Discount & Dollar Stores



Starbucks

14330 San Pablo Ave, San Pablo, CA 94806
20.1K Monthly Visits • 9 Visits / sq ft

Dining • Breakfast, Coffee, Bakeries & Dessert Shops

Visitation Trends February 2025 compared to January 2025

San Pablo Towne Center

Visits

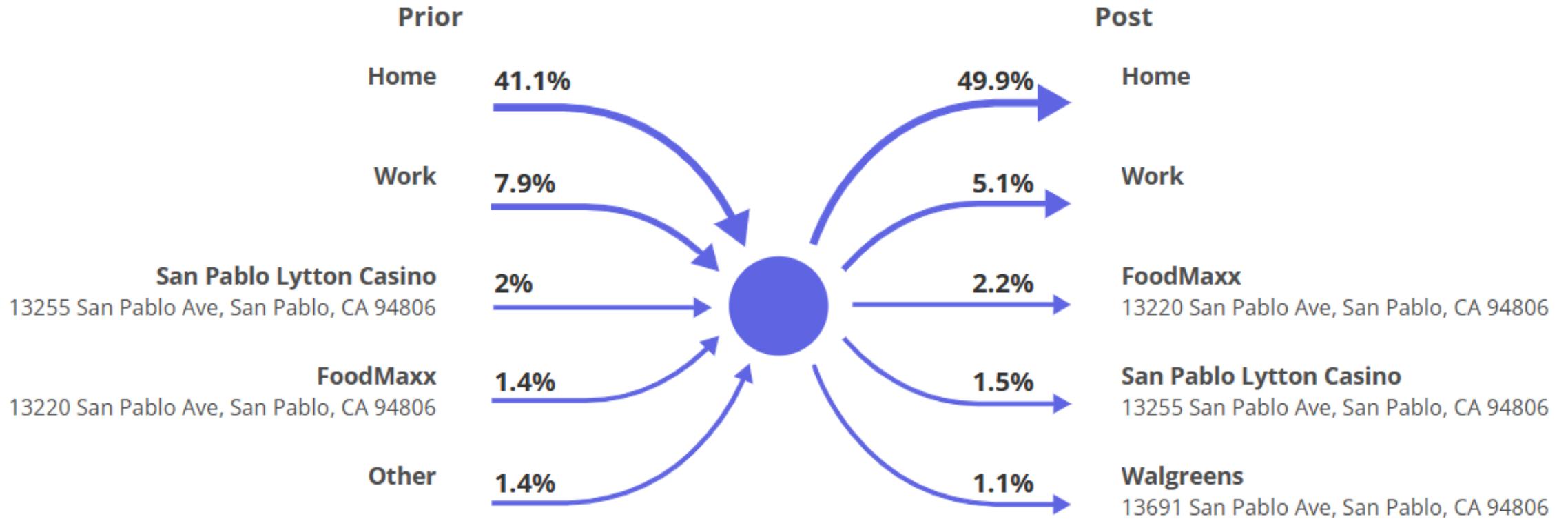
 Ross Dress for Less Clothing 2455 San Pablo Dam Rd, San Pablo, CA 94806	29.3K (-7%)
 Taco Bell Fast Food & QSR 40 San Pablo Towne Ctr, San Pablo, CA 94806	21.7K (-15%)
 Starbucks Breakfast, Coffee, Bakeries & Dessert Shops 30-A San Pablo Town Center, San Pablo, CA 94806	21.2K (-28%)
 Dollar Tree Discount & Dollar Stores 2415 San Pablo Dam Rd, San Pablo, CA 94806	18.1K (-12%)
 Jack in the Box Fast Food & QSR 50 San Pablo Towne Ctr, San Pablo, CA 94806	16K (-16%)
 Popeyes Louisiana Kitchen Fast Food & QSR 10 San Pablo Town Center, San Pablo, CA 94806	9.7K (-26%)
 Citibank Banks & Financial Services 201 San Pablo Towne Center, San Pablo, CA 94806	8.4K (-29%)
 Savers Thrift Store Clothing 2415 San Pablo Dam Rd, San Pablo, CA 94806	6.4K (-61%)
 Octapharma Plasma Medical Laboratories 2415 San Pablo Dam Rd Ste 300-B, San Pablo, CA 94806	5.4K (-1%)
 Jamba Juice Breakfast, Coffee, Bakeries & Dessert Shops 30-C San Pablo Towne Center, San Pablo, CA 94806	5.1K (-7%)

College Center at Abella

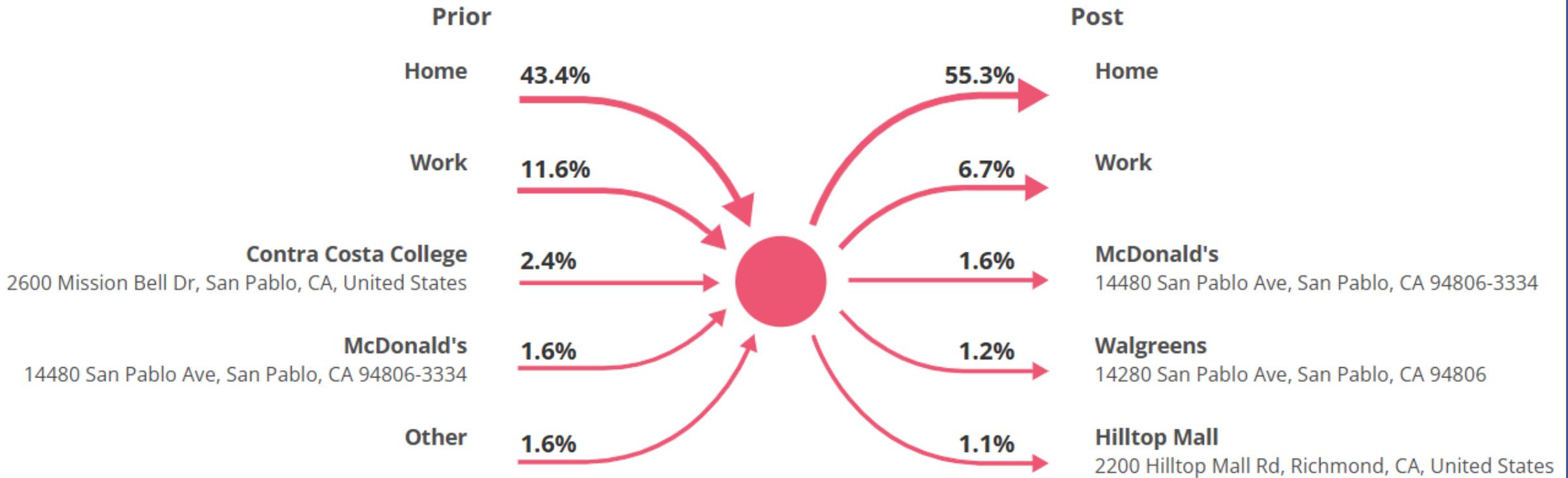
Visits

 Starbucks Breakfast, Coffee, Bakeries & Dessert Shops 14330 San Pablo Ave, San Pablo, CA 94806	20.1K (-12%)
 SUBWAY Fast Food & QSR 14350 Laurie Ln Suite H, San Pablo, CA 94806	7.1K (-13%)
 Country Kitchen Restaurants 2400 El Portal Dr., San Pablo, CA 94806	5K (-10%)
 AT&T Electronics Stores 14330 San Pablo Ave Suite C, San Pablo, CA 94806	3.7K (-38%)
 Moku Hawaiian BBQ Restaurants 14350 Laurie Ln ste i, San Pablo, CA 94806	2.5K (-21%)
 ProSpa Beauty & Spa 14350 Laurie Ln Ste J, San Pablo, CA 94806	1.7K (-20%)
 Contra Costa Dental Doctor and Health Professional Office 14330 San Pablo Ave B, San Pablo, CA 94806	1.3K (-31%)
 Orgullo Vaquero Western Wear Clothing 14350 Laurie Ln Suite C, San Pablo, CA 94806	226 (+4%)

San Pablo Towne Center



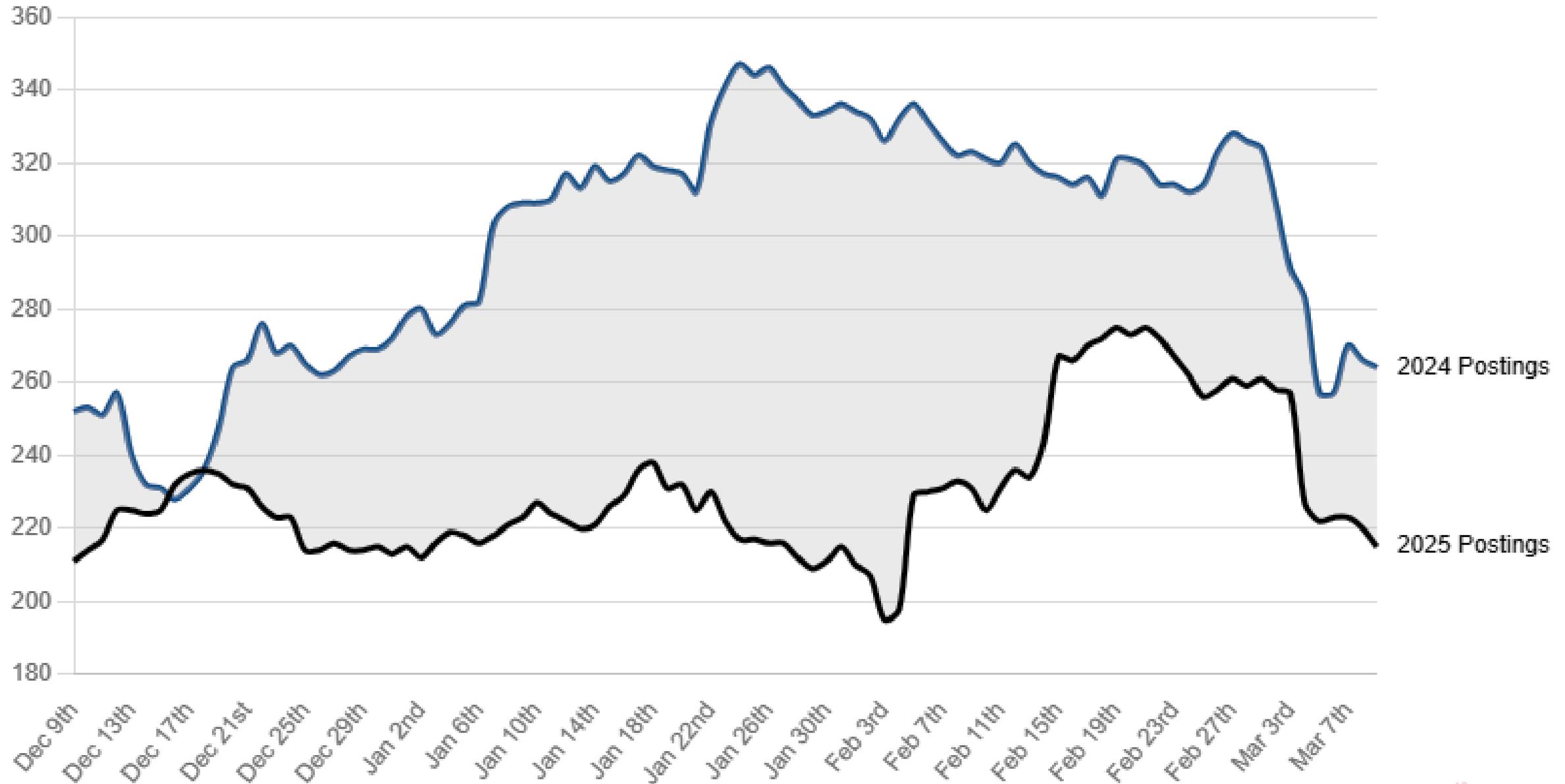
College Center at Abella



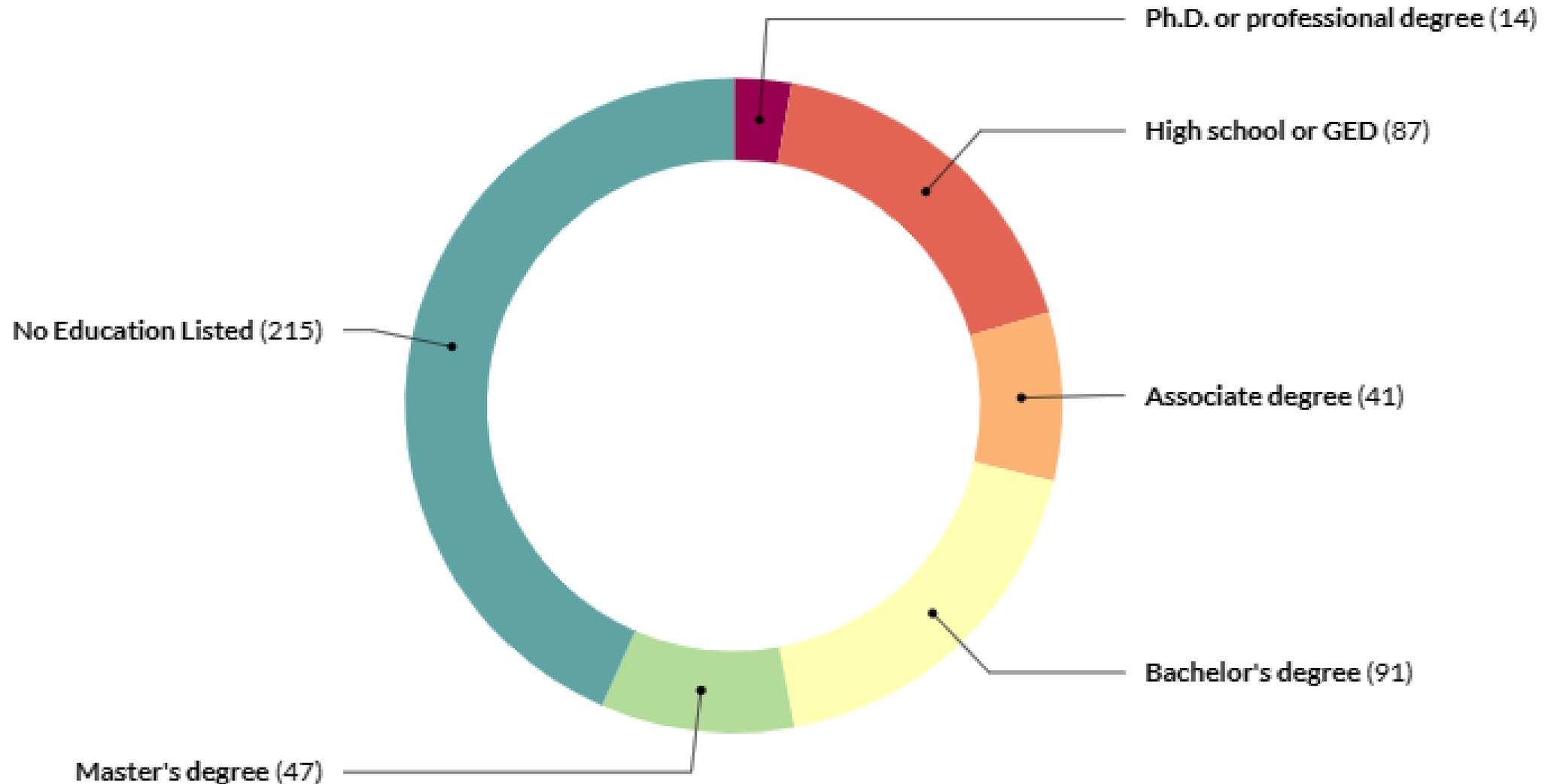
Job Postings 5-Year Trend



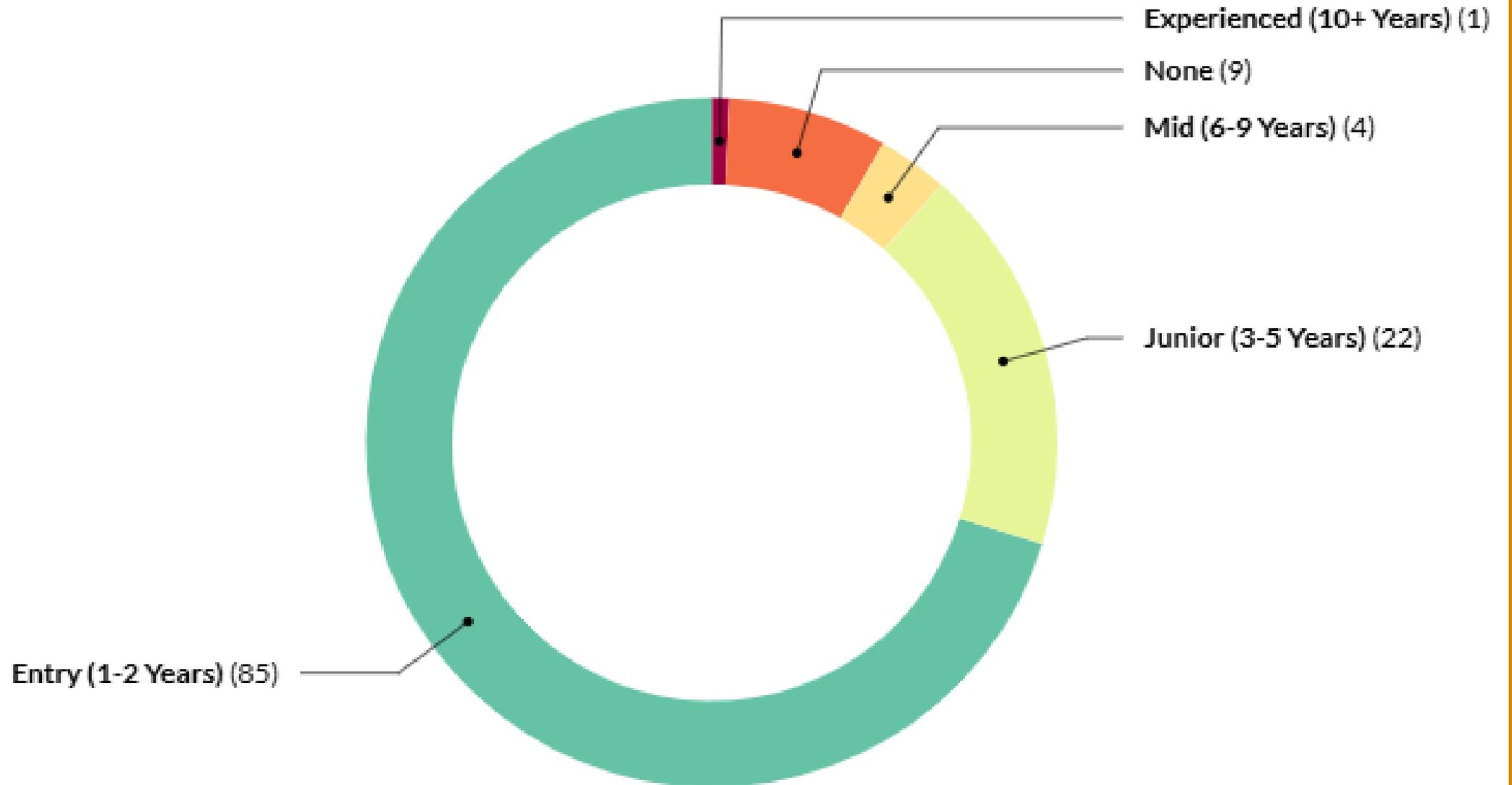
Job Postings 90-Day Trend



Job Postings by Educational Attainment



Job Postings by Experience Level



Top 20 Skills 1-10

Skill	Latest 90 Days Unique Postings	Latest 90 Days Unique Postings % Change
Lesson Planning	53	-37.7%
Nursing	53	-1.9%
Merchandising	35	-22.9%
Marketing	31	3.2%
Cash Register	29	-20.7%
Cardiopulmonary Resuscitation (CPR)	28	25%
Cash Handling	28	-10.7%
Occupational Therapy	28	
Bilingual (Spanish/English)	27	-22.2%
Individualized Education Programs (IEP)	26	11.5%

Top 20 Skills 11-20

Skill	Latest 90 Days Unique Postings	Latest 90 Days Unique Postings % Change
Medication Administration	26	19.2%
Rehabilitation	25	40%
Disabilities	22	-9.1%
Conflict Resolution	21	19%
General Mathematics	21	-9.5%
Infection Control	21	23.8%
Case Management	20	-5%
Biology	19	31.6%
Special Education	19	-15.8%
Billing	18	-22.2%

Top Credentials 1-10

Certification	Latest 90 Days Unique Postings	Latest 90 Days Unique Postings % Change
Cardiopulmonary Resuscitation (CPR) Certification	48	-16.7%
Registered Nurse (RN)	45	13.3%
Basic Life Support (BLS) Certification	25	24%
Licensed Vocational Nurse (LVN)	22	4.5%
Licensed Practical Nurse (LPN)	21	4.8%
Board Certified/Board Eligible	15	13.3%
First Aid Certification	13	-46.2%
Certified Nursing Assistant (CNA)	12	41.7%
Nurse Practitioner (APRN-CNP)	11	18.2%
Automotive Service Excellence (ASE) Certification	7	0%

Top Credentials 11-20

Certification	Latest 90 Days Unique Postings	Latest 90 Days Unique Postings % Change
Licensed Marriage And Family Therapist (LMFT)	7	-57.1%
Advanced Cardiovascular Life Support (ACLS) Certification	6	0%
Automated External Defibrillator (AED) Certification	6	-66.7%
Certified Pharmacy Technician	6	-16.7%
Clinical Psychology License	6	0%
ServSafe Certification	6	0%
Teaching Certificate	6	-200%
Drug Enforcement Agency (DEA) License	5	20%
Pediatric Advanced Life Support (PALS)	5	0%
Registered Pharmacist (RPh)	5	20%

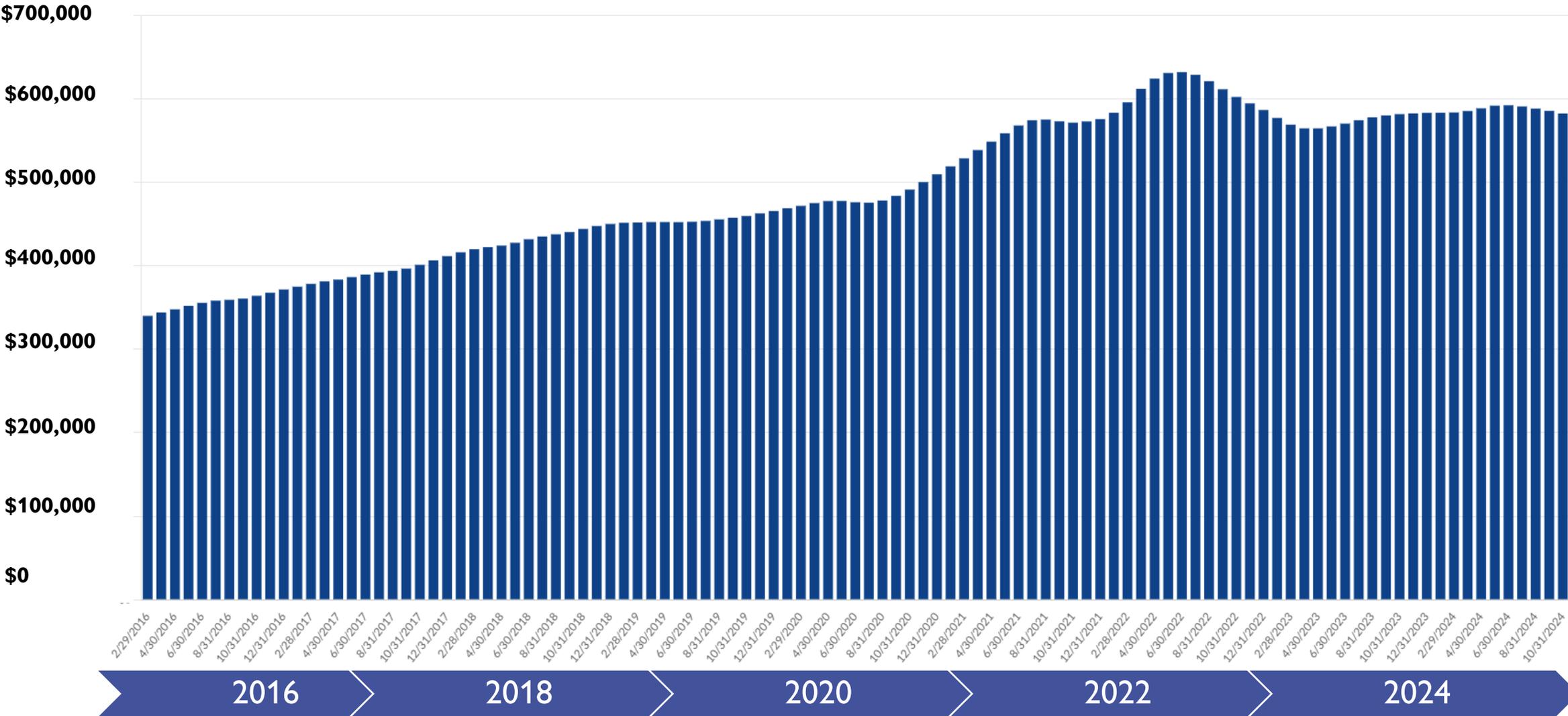
Top In Demand Degrees 1-10

Degree	Latest 90 Days Unique Postings	Latest 90 Days Unique Postings % Change
Teacher Education, Multiple Levels	52	59.6%
Nursing Science	37	5.4%
Education, General	19	84.2%
Special Education and Teaching, General	17	5.9%
Psychology, General	14	-42.9%
Social Work	13	-30.8%
Business Administration and Management, General	11	-45.5%
Occupational Therapy/Therapist	10	50%
Business/Commerce, General	9	-44.4%
Clinical, Counseling and Applied Psychology, Other	9	-33.3%

Top In Demand Degrees 11-20

Degree	Latest 90 Days Unique Postings	Latest 90 Days Unique Postings % Change
Early Childhood Education and Teaching	9	-33.3%
Physical Therapy/Therapist	9	44.4%
Counseling Psychology	8	0%
Educational/Instructional Technology	8	50%
English Language and Literature, General	8	-162.5%
Child Development	7	-85.7%
Public Health, General	7	14.3%
Audiology/Audiologist and Speech-Language Pathology/Pathologist	6	50%
Finance, General	6	0%
Medicine	6	0%

Home Values

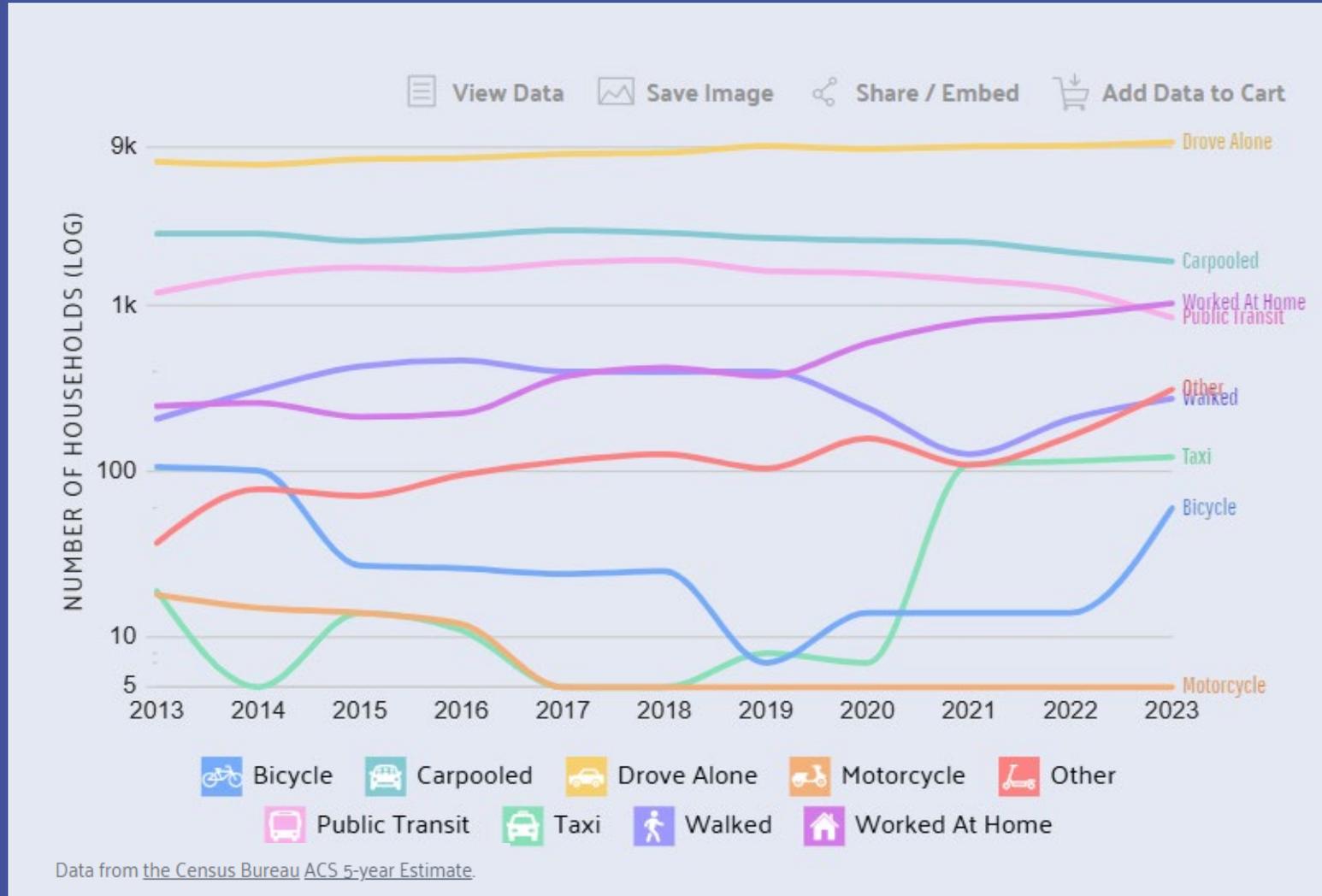


Data Source: Zillow

Commuter Transportation

Most Common Commute in 2023

1. Drove Alone (68.2%)
2. Carpooled (13.1%)
3. Work at Home (7.29%)

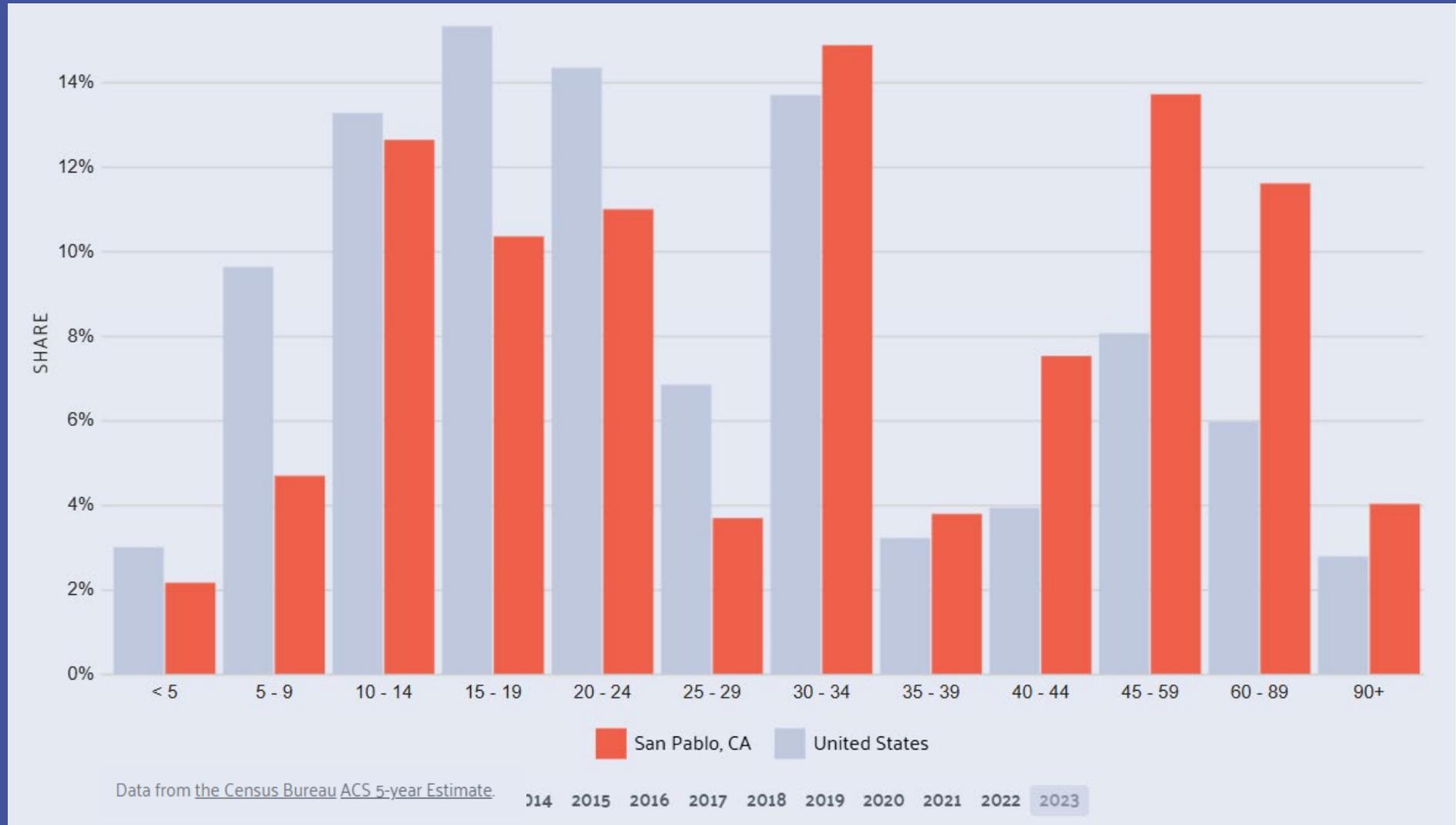


Commute Time

32.9
Minutes
Average Travel Time

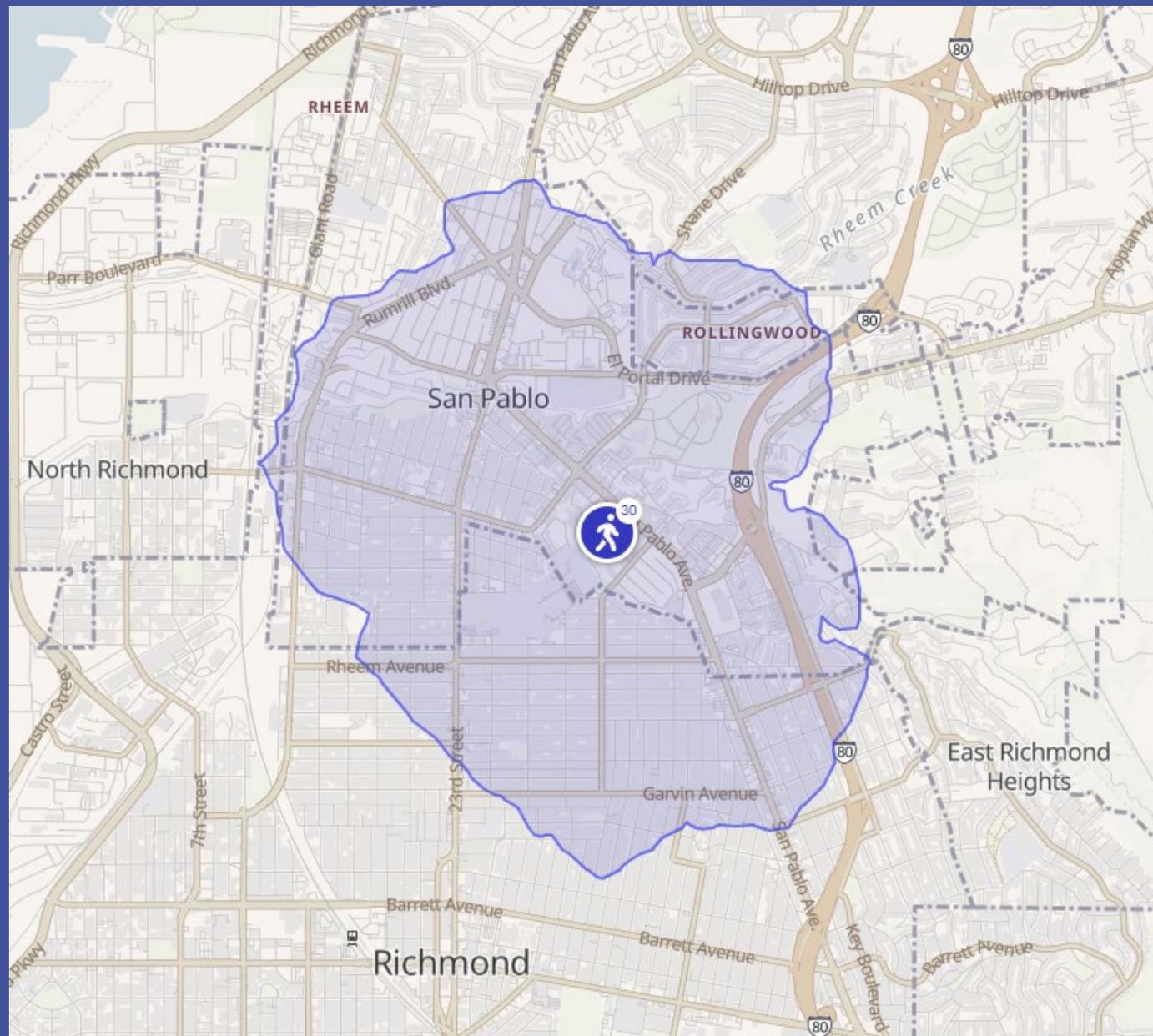
Using averages, employees in San Pablo, CA have a longer commute time (32.9 minutes) than the normal US worker (26.6 minutes).

Additionally, 4.02% of the workforce in San Pablo, CA have "super commutes" in excess of 90 minutes.



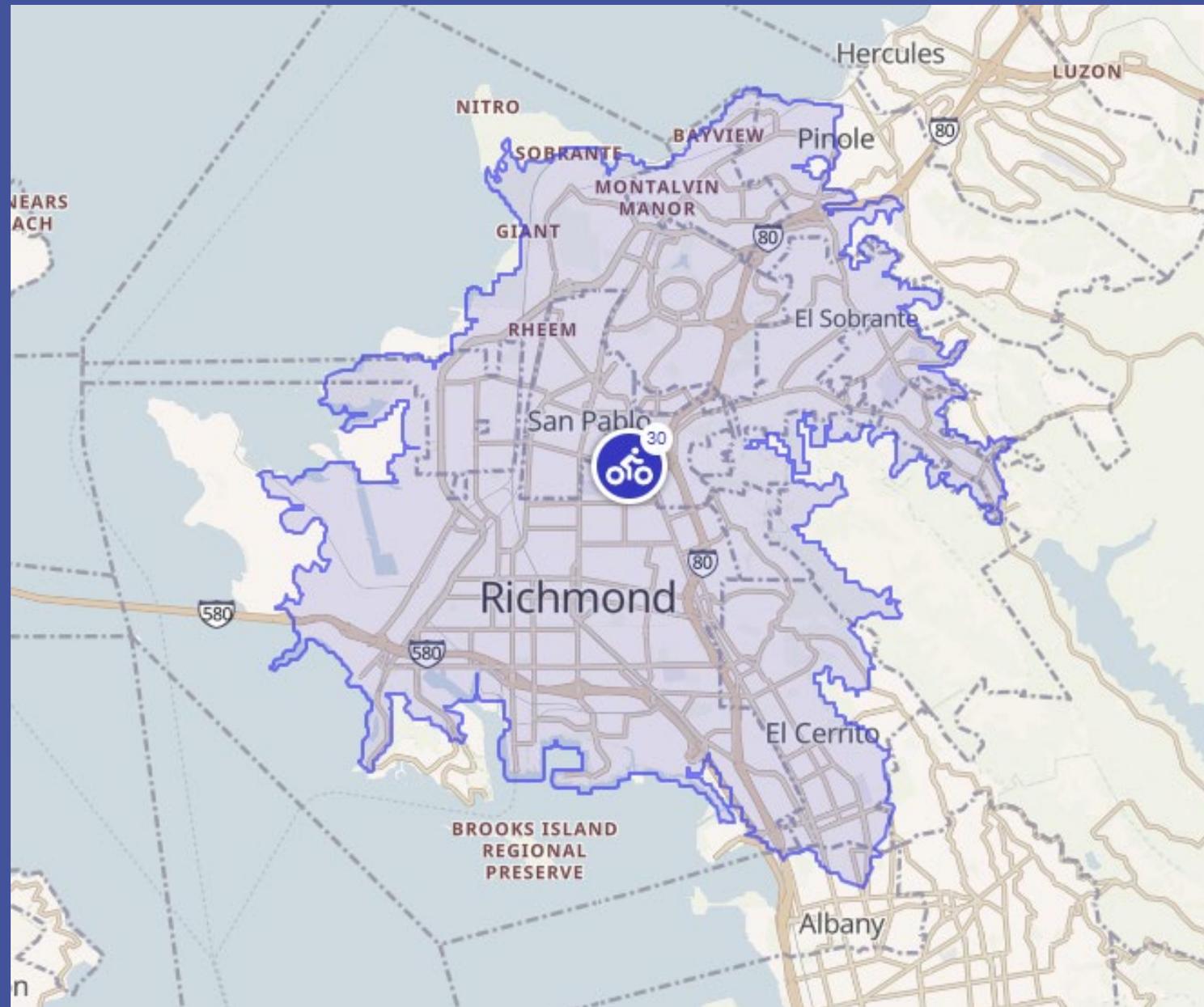
Commute Time

30 Minute Distance – *Walk*



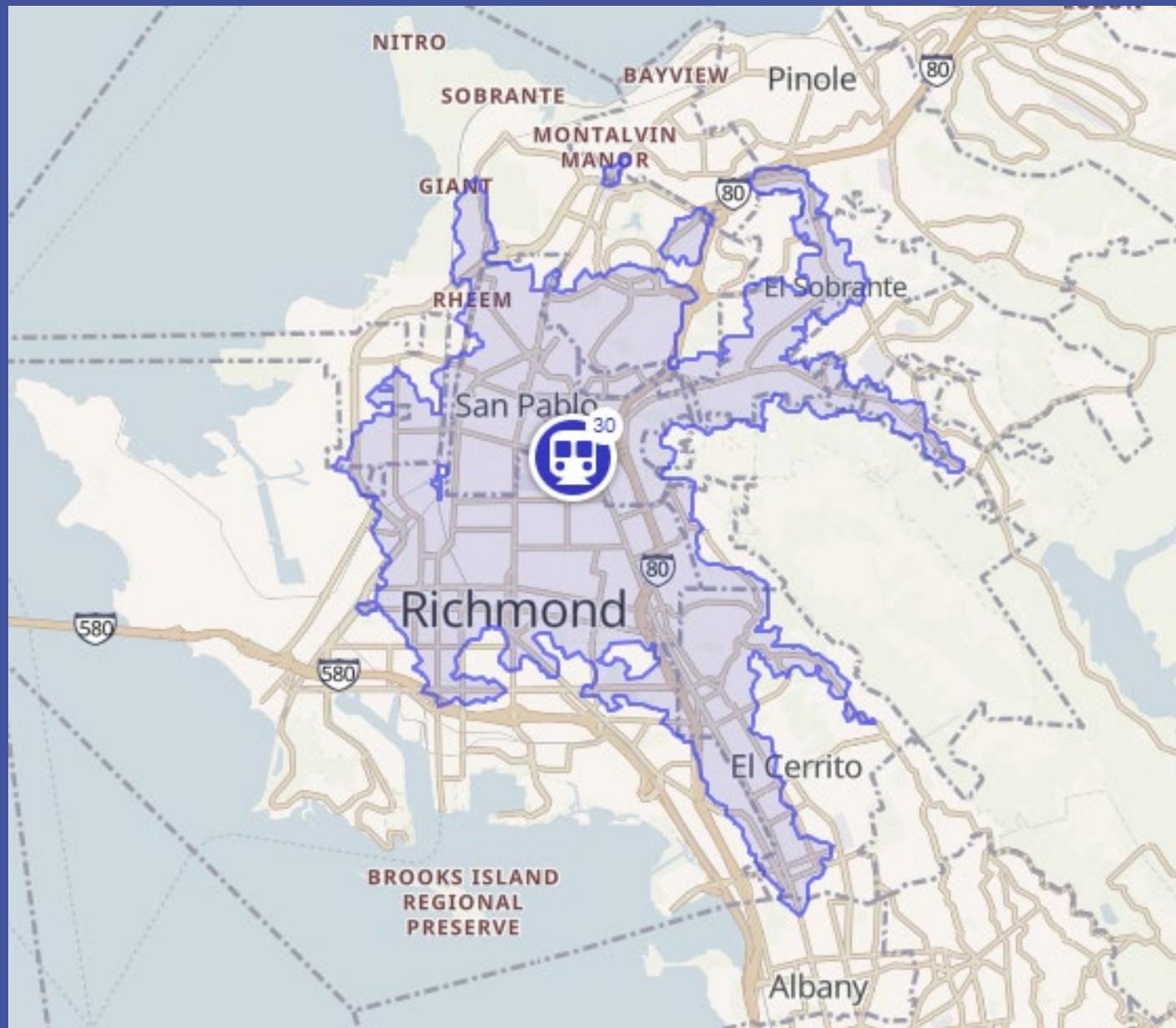
Commute Time

30 Minute Distance – *Bike*



Commuter Time

30 Minute Distance – Rail/Bus





San Pablo City Council Major Policy Goals

