

City of San Pablo

Economic Data Dashboard | October 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

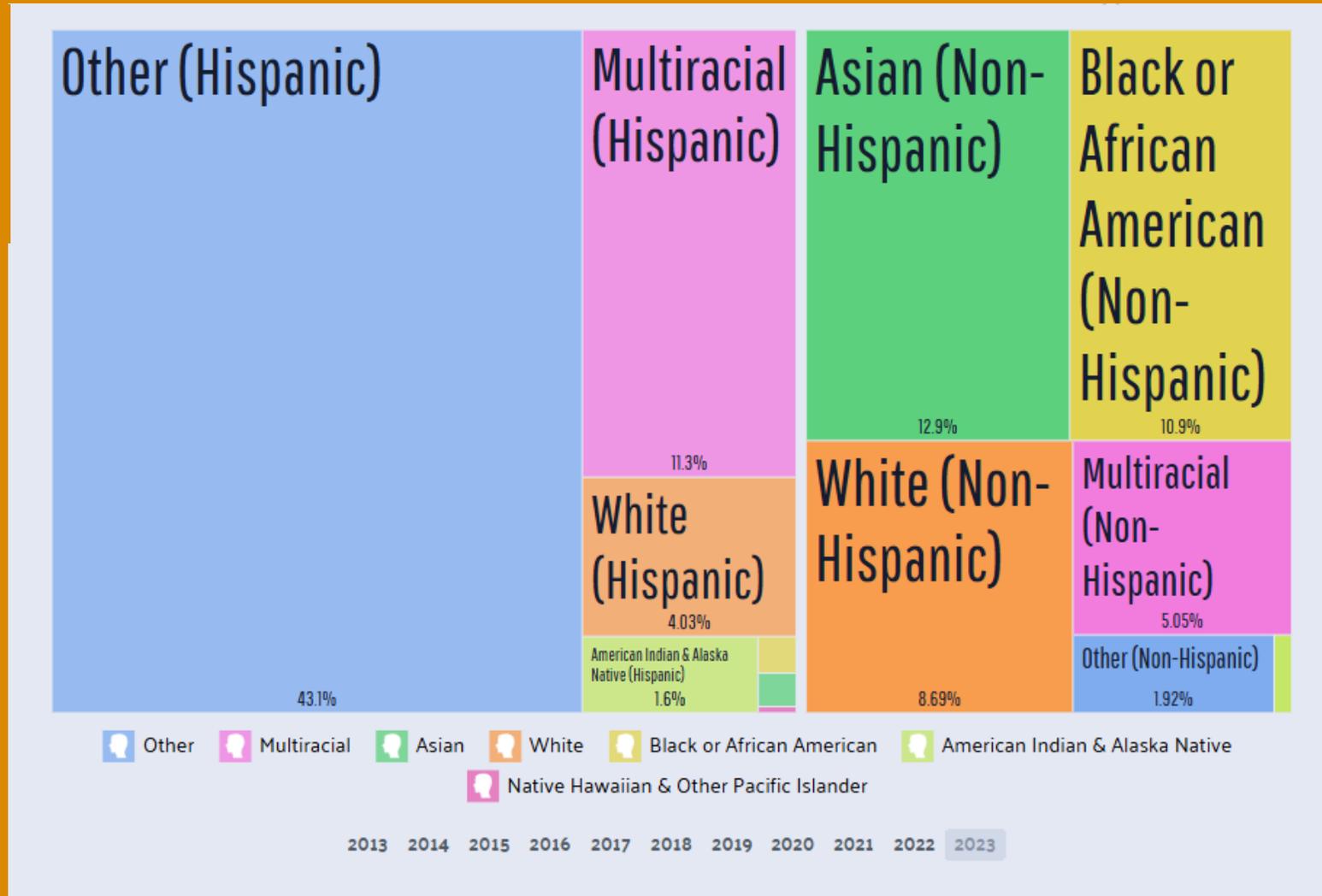
Demographics

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

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.

17,244
Total Jobs in San Pablo, CA

Industry	2024 Jobs	2024 Average Earnings Per Worker	2024 LQ (Industry Concentration)	2019-2024 % Change in Jobs
Transportation and Warehousing	4,285	\$80,221	4.46	110.99%
Health Care and Social Assistance	2,445	\$38,251	1.23	-9.8%
Retail Trade	2,177	\$58,738	1.43	-24.43%
Professional, Scientific, and Technical Services	1,004	\$88,111	0.78	8.79%
Government	973	\$69,194	0.5	-11.29%
Other Services (except Public Administration)	960	\$35,729	1	-5.26%
Real Estate and Rental and Leasing	904	\$75,913	0.9	28.44%
Accommodation and Food Services	841	\$37,917	0.7	-27.68%
Construction	710	\$95,042	0.74	-3.41%
Wholesale Trade	692	\$86,808	1.28	41.26%
Administrative and Support and Waste Management and Remediation Services	658	\$53,626	0.66	-3.27%
Finance and Insurance	407	\$108,367	0.38	24.83%
Educational Services	389	\$45,577	0.95	-18.18%
Manufacturing	351	\$109,042	0.33	-18.38%
Arts, Entertainment, and Recreation	269	\$43,759	0.73	-0.05%
Information	104	\$49,495	0.34	-1.52%

* 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 Concentration

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	2024 Median Salary	2024 Average Hourly Wage	2024 LQ (Occupation Concentration)	2019-2024 % Change in Jobs
Transportation and Material Moving	3,684	\$48,620	\$27.14	2.67	65.61%
Sales and Related	2,344	\$46,336	\$43.15	1.18	-5.13%
Healthcare Support	1,936	\$34,167	\$17.98	2.74	0.32%
Office and Administrative Support	1,291	\$53,057	\$28.9	0.73	4.82%
Management	1,159	\$118,148	\$70	0.72	13.49%
Business and Financial Operations	889	\$97,401	\$65.34	0.64	23.69%
Food Preparation and Serving Related	844	\$37,186	\$19.98	0.76	-19.42%
Educational Instruction and Library	789	\$75,901	\$45.61	0.96	-15.2%
Personal Care and Service	611	\$35,744	\$23.4	1.04	-5.84%
Building and Grounds Cleaning and Maintenance	563	\$40,683	\$24.51	0.97	-7.57%
Arts, Design, Entertainment, Sports, and Media	511	\$59,704	\$47.48	0.96	2.13%
Construction and Extraction	508	\$67,223	\$37.17	0.68	-10.21%
Installation, Maintenance, and Repair	505	\$62,050	\$33.07	0.83	-6.63%
Production	378	\$48,705	\$29.37	0.5	-5.3%
Computer and Mathematical	253	\$141,081	\$67.79	0.54	13.44%
Healthcare Practitioners and Technical	241	\$105,244	\$66.9	0.28	-26.03%
Community and Social Service	208	\$69,922	\$39.08	0.77	-21.78%
Life, Physical, and Social Science	175	\$97,289	\$57.5	1.08	6.94%
Protective Service	131	\$43,731	\$28.37	0.42	4.79%

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 September 2025

San Pablo Towne Center

Visits

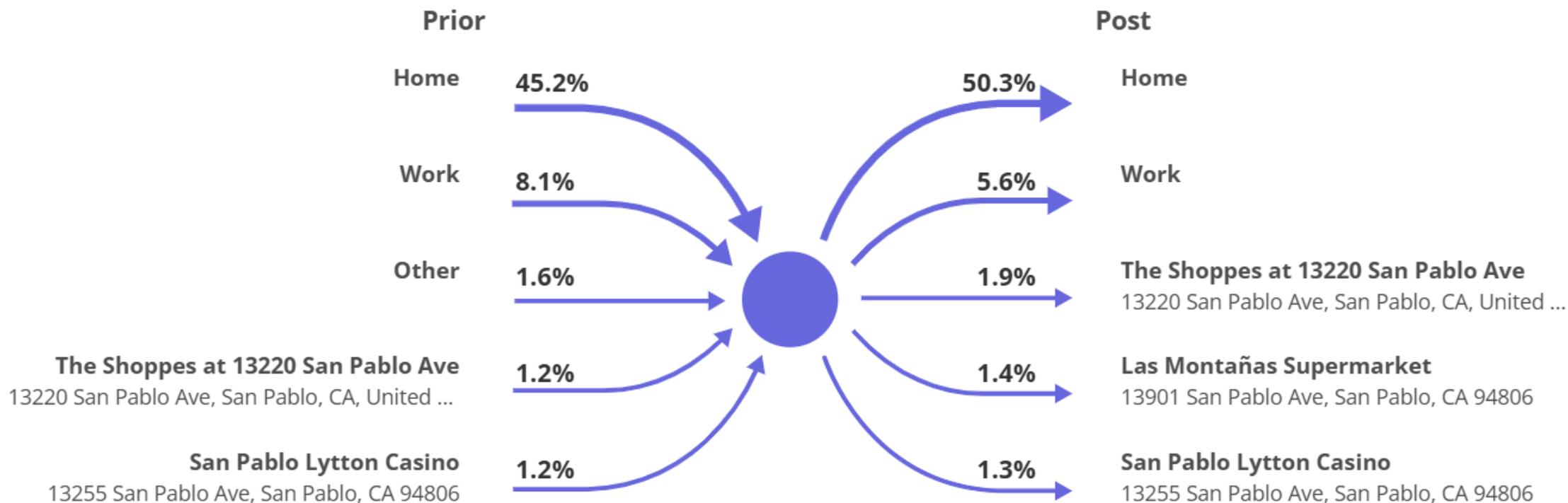
	Ross Dress for Less Clothing 2455 San Pablo Dam Rd, San Pablo, CA 94806	34K (-17%)
	Starbucks Breakfast, Coffee, Bakeries & Dessert Shops 30-A San Pablo Town Center, San Pablo, CA 94806	28.9K (-6%)
	Taco Bell Fast Food & QSR 40 San Pablo Towne Ctr, San Pablo, CA 94806	25.8K (-5%)
	Dollar Tree Discount & Dollar Stores 2415 San Pablo Dam Rd, San Pablo, CA 94806	19.7K (-5%)
	Savers Thrift Store Clothing 2415 San Pablo Dam Rd, San Pablo, CA 94806	19.5K (-1%)
	Jack in the Box Fast Food & QSR 50 San Pablo Towne Ctr, San Pablo, CA 94806	19.4K (+3%)
	Popeyes Louisiana Kitchen Fast Food & QSR 10 San Pablo Town Center, San Pablo, CA 94806	9.2K (-9%)
	Citibank Banks & Financial Services 201 San Pablo Towne Center, San Pablo, CA 94806	7.7K (-19%)
	Jamba Juice Breakfast, Coffee, Bakeries & Dessert Shops 30-C San Pablo Towne Center, San Pablo, CA 94806	6.7K (-6%)

College Center at Abella

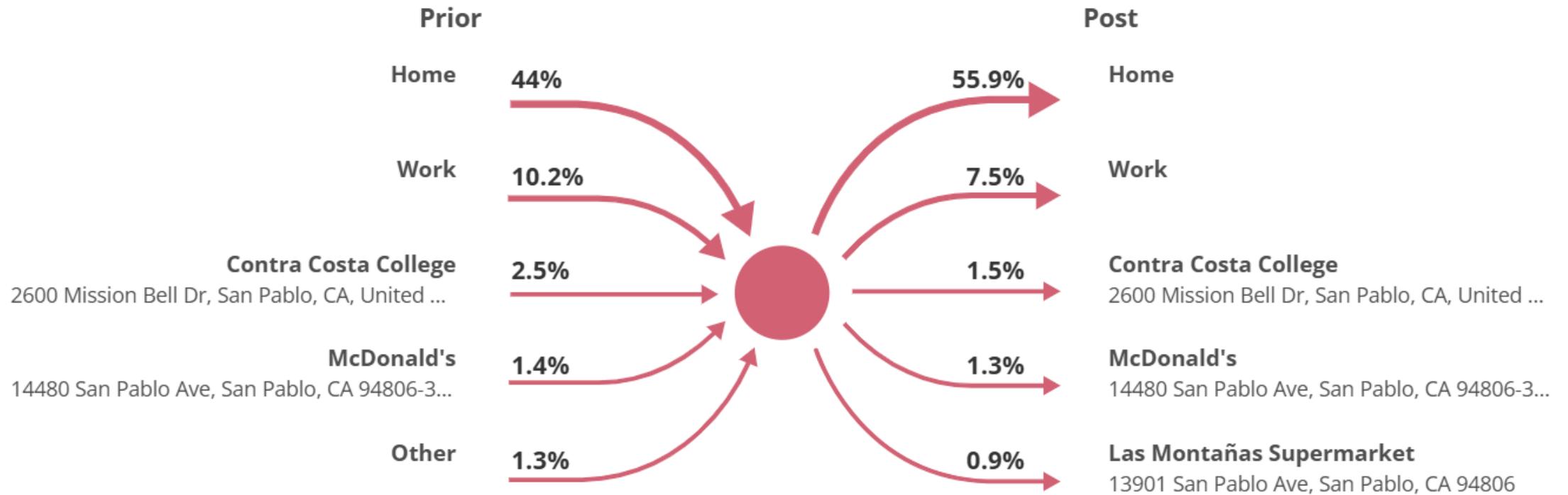
Visits

	San Pablo Supermarket Groceries 2300 El Portal Dr, San Pablo, CA 94806	61.7K (-5%)
	Starbucks Breakfast, Coffee, Bakeries & Dessert Shops 14330 San Pablo Ave, San Pablo, CA 94806	22.9K (-3%)
	Domino's Pizza Fast Food & QSR 14350 Laurie Lane, San Pablo, CA 94806	9.6K (-7%)
	SUBWAY Fast Food & QSR 14350 Laurie Ln Suite H, San Pablo, CA 94806	7.9K (+11%)
	AT&T Electronics Stores 14330 San Pablo Ave Suite C, San Pablo, CA 94806	6.8K (-12%)
	Country Kitchen Restaurants 2400 El Portal Dr., San Pablo, CA 94806	5.7K (+8%)
	Moku Hawaiian BBQ Restaurants 14350 Laurie Ln ste i, San Pablo, CA 94806	2.7K (-9%)
	Contra Costa Dental Doctor and Health Professional Offices 14330 San Pablo Ave B, San Pablo, CA 94806	2.3K (+21%)
	ProSpa Beauty & Spa 14350 Laurie Ln Ste J, San Pablo, CA 94806	1.9K (+14%)

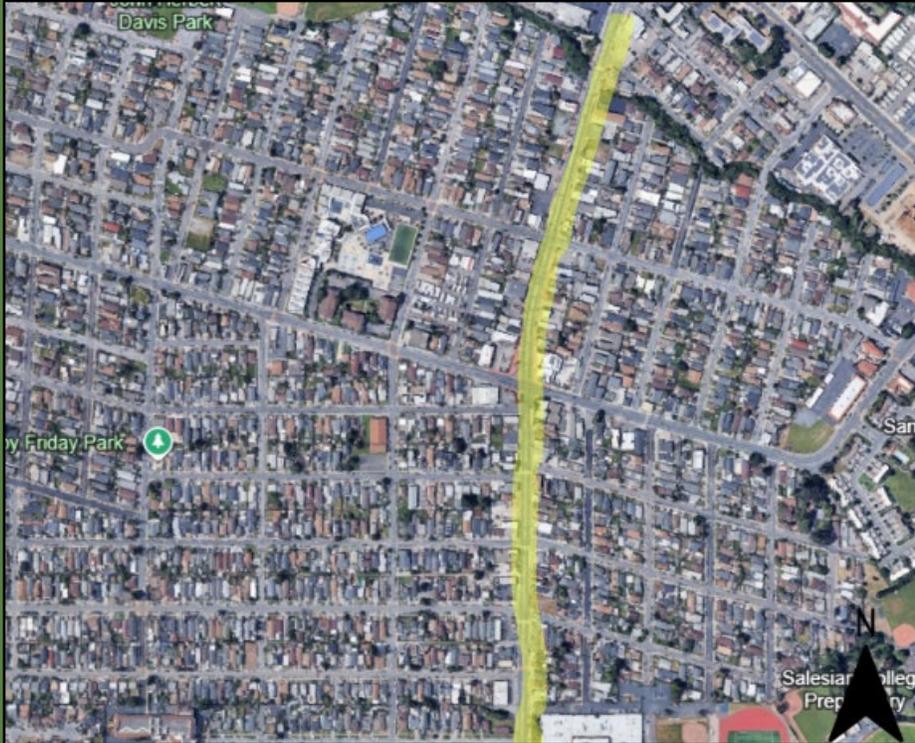
San Pablo Towne Center



College Center at Abella



23rd Street Commercial Corridor – Ground Floor Uses Summer 2025



91 Total Ground Floor Storefronts

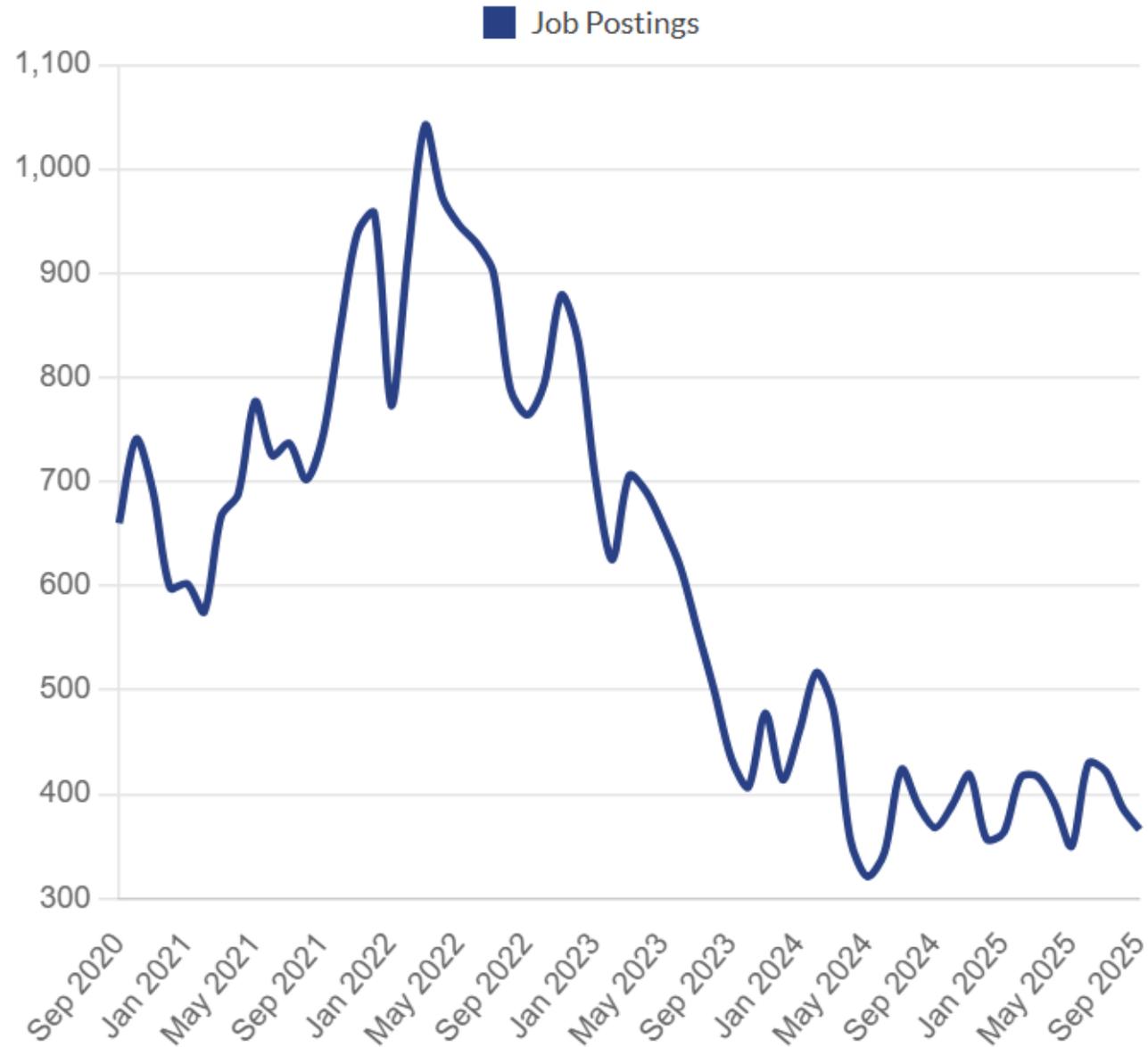
- 71 Retail/Service/Office*
- 9 Recreation/Resource Preservation/ Open Space/Education/Public Assembly
- 9 Automobile/Vehicle
- 2 Utility/Transportation/Public Facility/ Communication

*71 Retail/Service/Office Storefronts

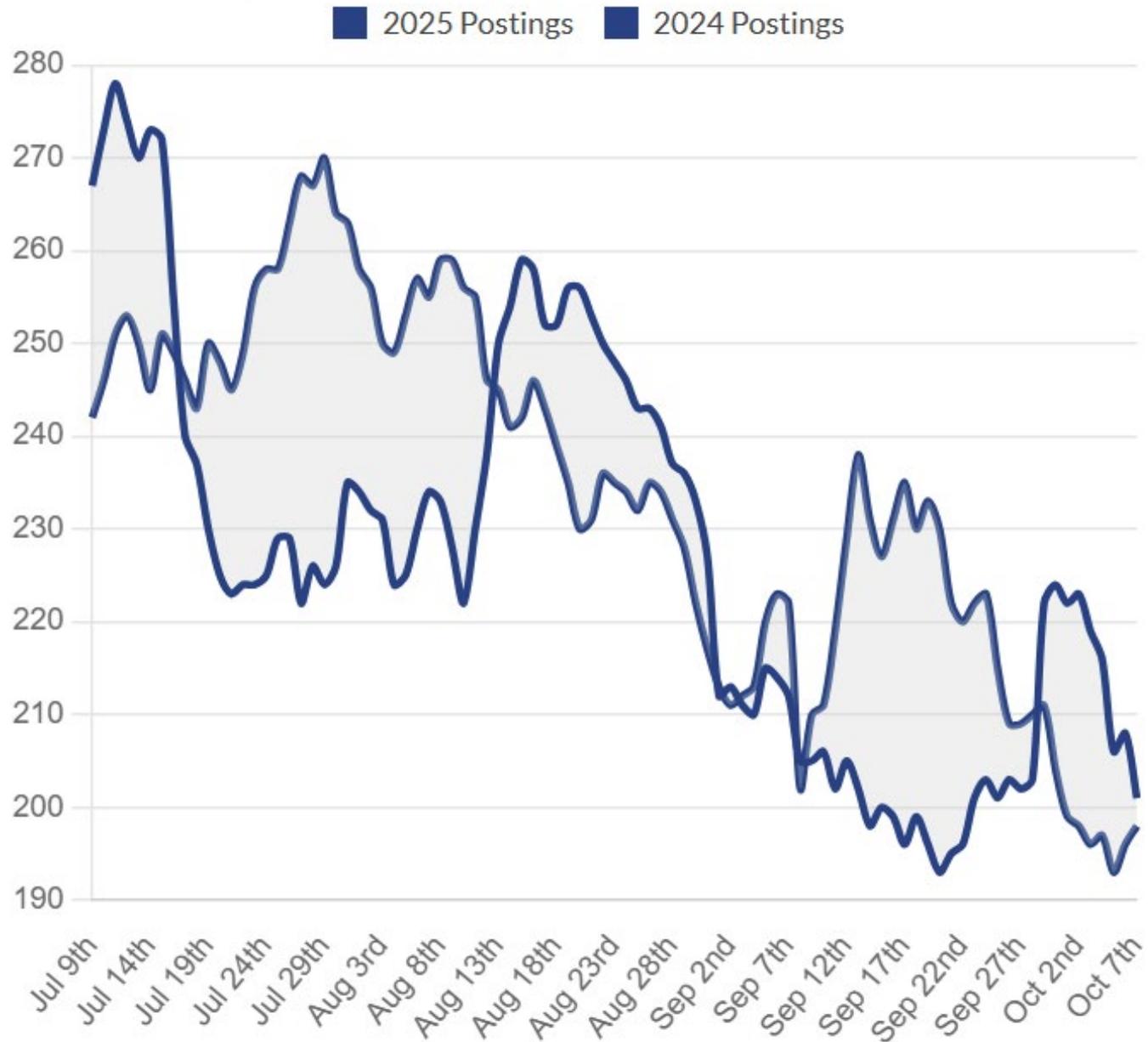
- 47 Restaurants
- 17 Personal services
- 7 Offices

*Data gathered by Ram Panati, City of San Pablo Intern
and Hercules High School Student*

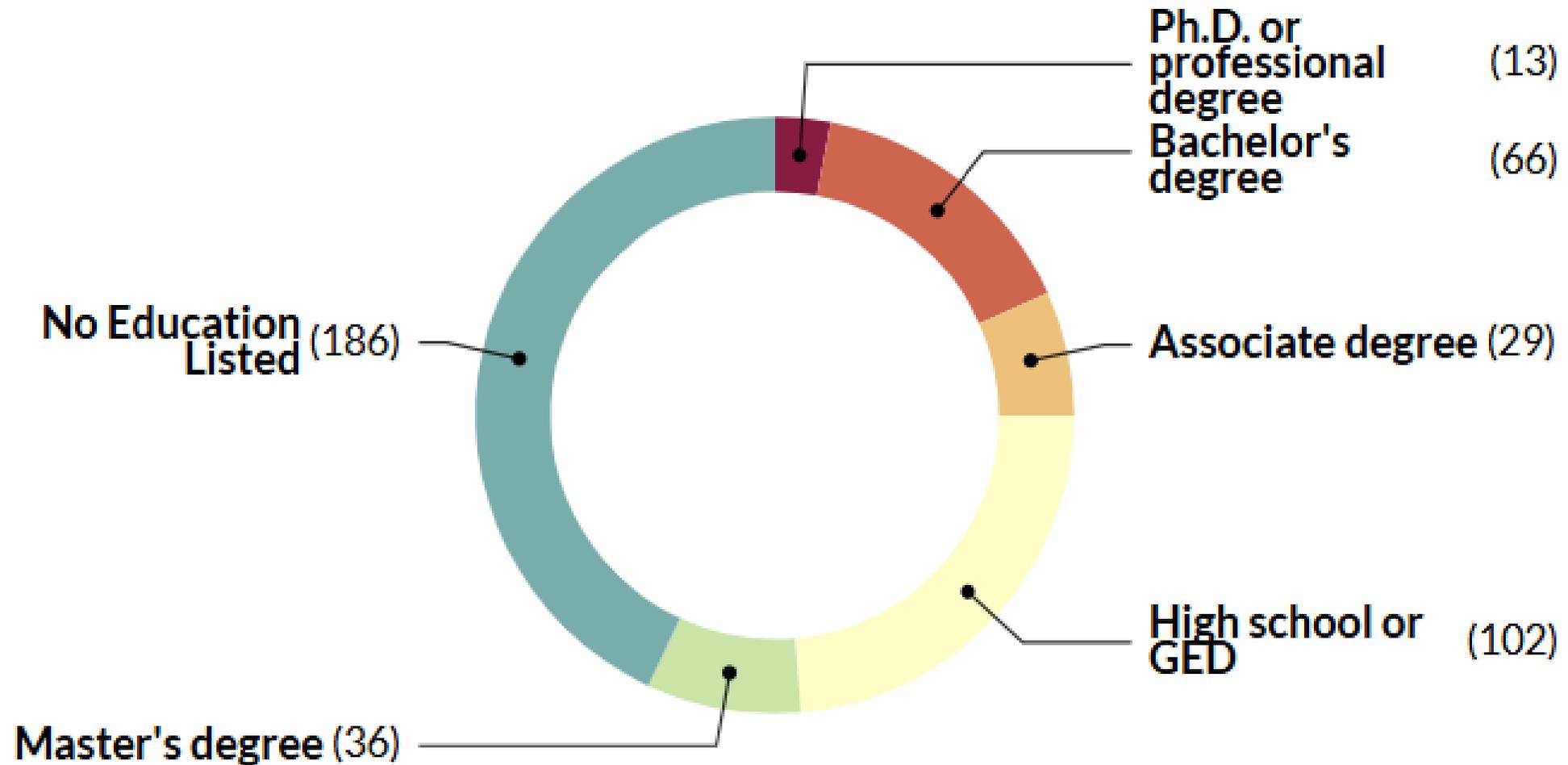
Job Postings 5-Year Trend



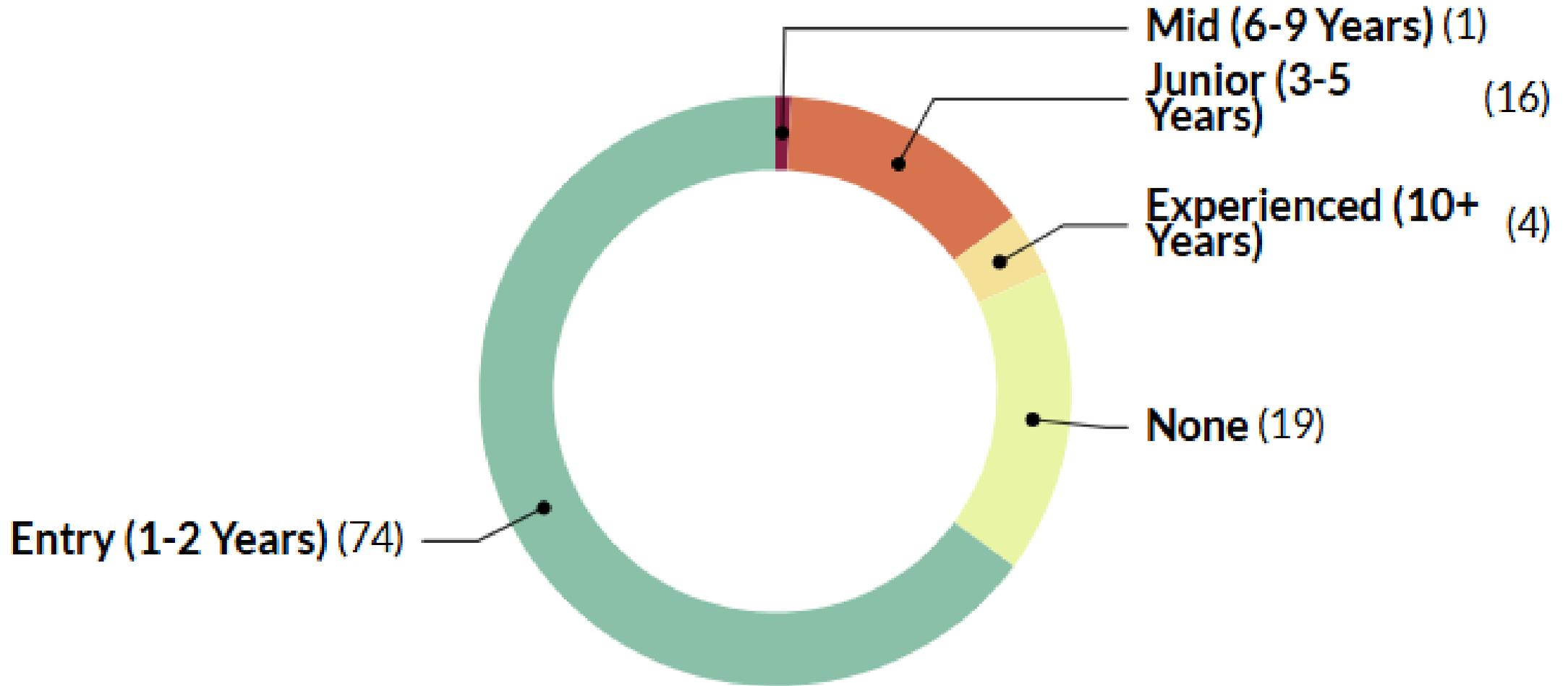
Job Postings 90-Day Trend



Job Postings by Educational Attainment



Job Postings by Experience Level



Top 20 Skills

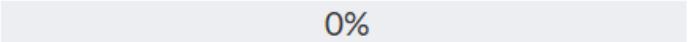
Skill	Latest 90 Days Unique Postings	Latest 90 Days Unique Postings % Change	Skill	Latest 90 Days Unique Postings	Latest 90 Days Unique Postings % Change
Merchandising	46	8.7%	Inventory Management	29	10.3%
Physical Therapy	35	45.7%	Special Education	28	-25%
Occupational Therapy	34	-61.8%	Restaurant Operation	27	25.9%
Lesson Planning	33	-12.1%	General Mathematics	24	-8.3%
Nursing	32	-6.3%	Selling Techniques	24	-4.2%
Rehabilitation	32	-18.8%	Speech-Language Pathology	24	-45.8%
Disabilities	31	-22.6%	Autism Spectrum Disorders	23	13%
Individualized Education Programs (IEP)	31	-9.7%	Classroom Management	22	0%
Cash Handling	30	6.7%	Marketing	22	-18.2%
Cash Register	30	0%	Treatment Planning	22	9.1%

Top Credentials

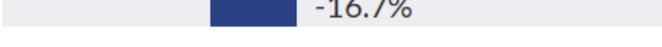
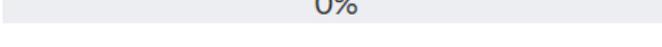
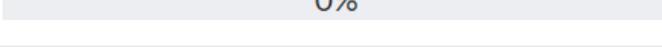
Certification	Latest 90 Days Unique Postings	Latest 90 Days Unique Postings % Change
Licensed Vocational Nurse (LVN)	26	-15.4%
Basic Life Support (BLS) Certification	22	27.3%
Cardiopulmonary Resuscitation (CPR) Certification	22	-68.2%
Board Certified Behavior Analyst (BCBA)	17	41.2%
Registered Behavior Technician (RBT)	15	60%
Registered Nurse (RN)	15	-40%
Licensed Practical Nurse (LPN)	13	-23.1%
First Aid Certification	10	-40%
Licensed Marriage And Family Therapist (LMFT)	8	37.5%
Phlebotomy Certification	8	75%

Teaching Certificate	8	-75%
Certified Pharmacy Technician	7	28.6%
Commercial Driver's License (CDL)	7	28.6%
Speech-Language Pathology License	7	-71.4%
Licensed Professional Clinical Counselor	6	50%
Registered Dietitian (RD/RDN)	6	66.7%
ServSafe Certification	6	0%
Automated External Defibrillator (AED) Certification	5	0%
Board Certified/Board Eligible	5	-40%
Certificate Of Clinical Competence In Speech-Language Pathology (CCC-SLP)	5	-100%

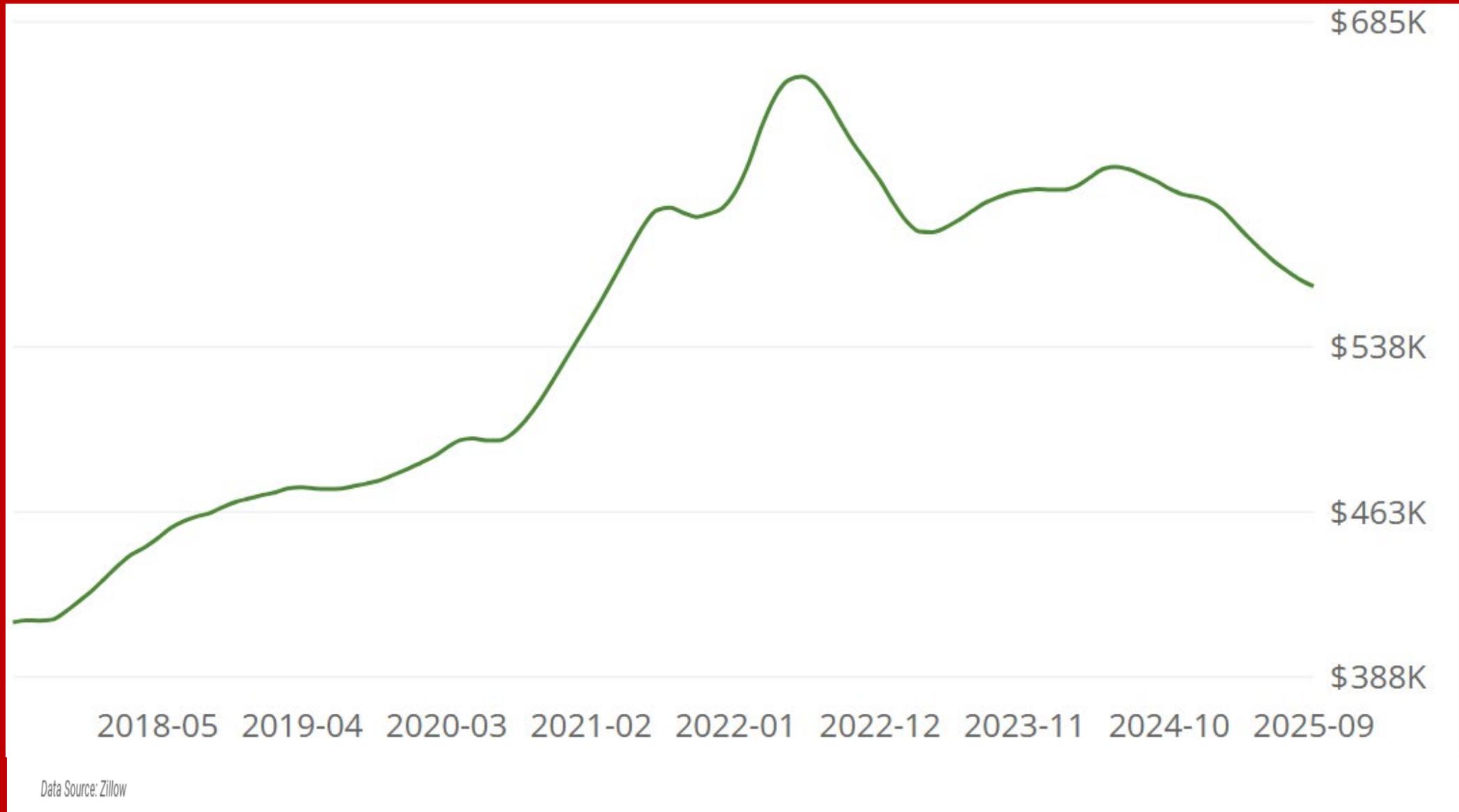
Top In Demand Degrees 1-10

Degree	Latest 90 Days Unique Postings	Latest 90 Days Unique Postings % Change
Special Education and Teaching, General	28	 10.7%
Teacher Education, Multiple Levels	26	 34.6%
Education, General	18	 22.2%
Physical Therapy/Therapist	17	 11.8%
Business Administration and Management, General	14	 50%
Nursing Science	13	 23.1%
Social Work	13	 -23.1%
Educational/Instructional Technology	11	 -9.1%
Business/Commerce, General	10	 50%
Psychology, General	9	 0%

Top In Demand Degrees 11-20

Degree	Latest 90 Days Unique Postings	Latest 90 Days Unique Postings % Change
Health Services/Allied Health/Health Sciences, General	8	 50%
Occupational Therapy/Therapist	8	 -50%
Audiology/Audiologist and Speech-Language Pathology/Pathologist	7	 -57.1%
Medicine	7	 71.4%
Speech-Language Pathology/Pathologist	7	 -57.1%
Accounting	6	 -50%
Computer Science	6	 -16.7%
Engineering, General	6	 0%
English Language and Literature, General	6	 0%
Medical/Clinical Assistant	6	 66.7%

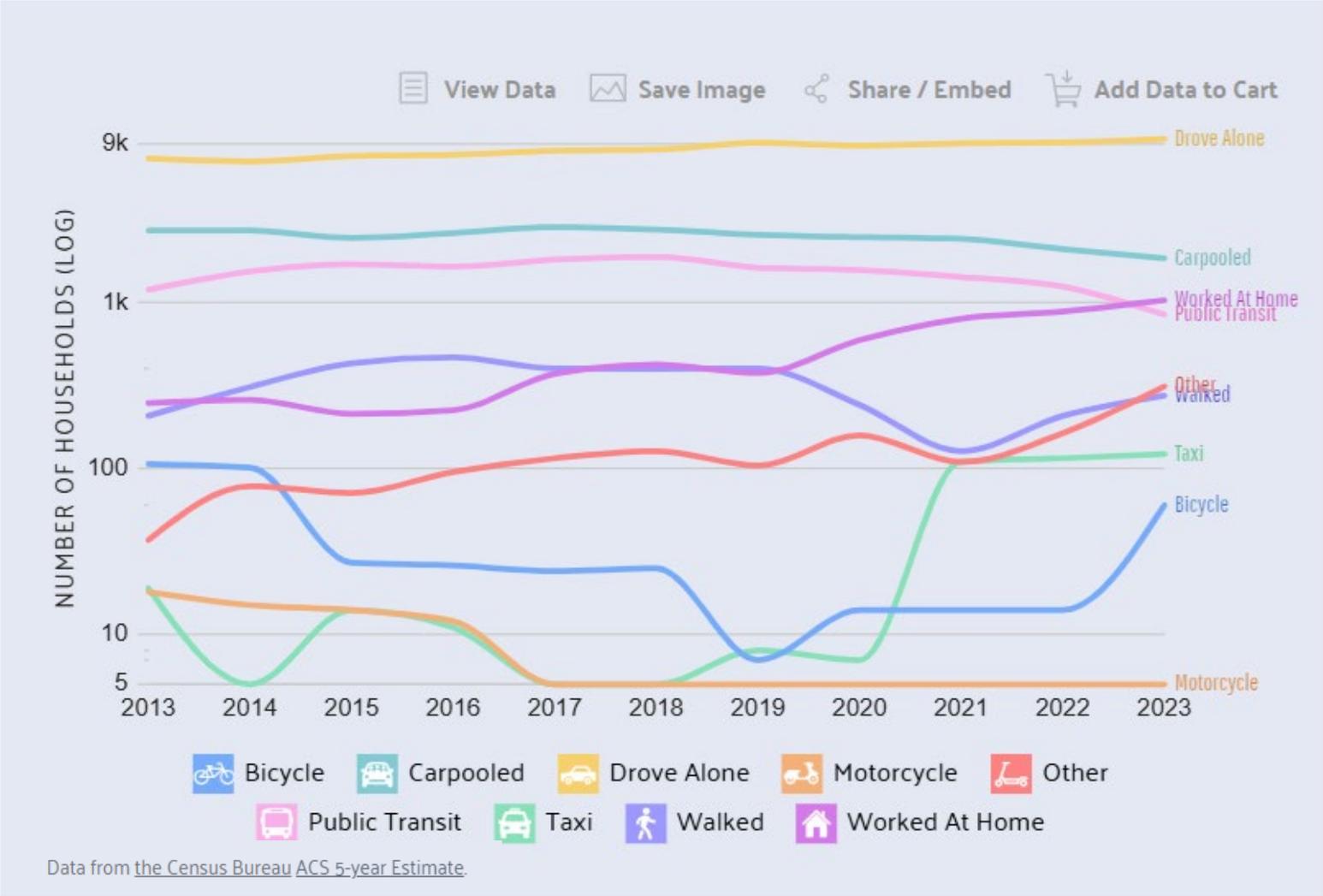
Home Values



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

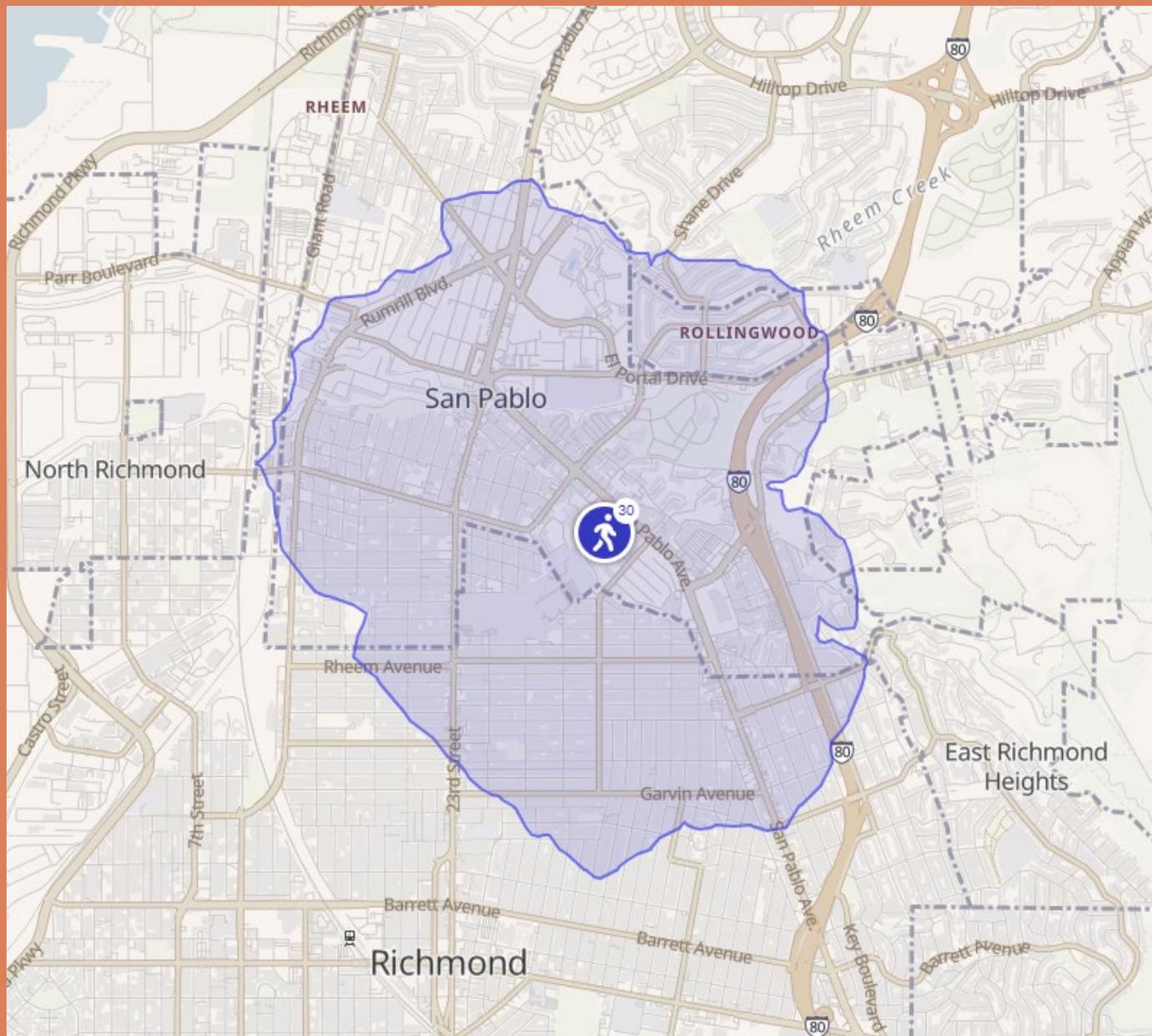
Using averages, employees in San Pablo, CA have a longer commute time (32.9 minutes) than the normal US worker (26.6 minutes).

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



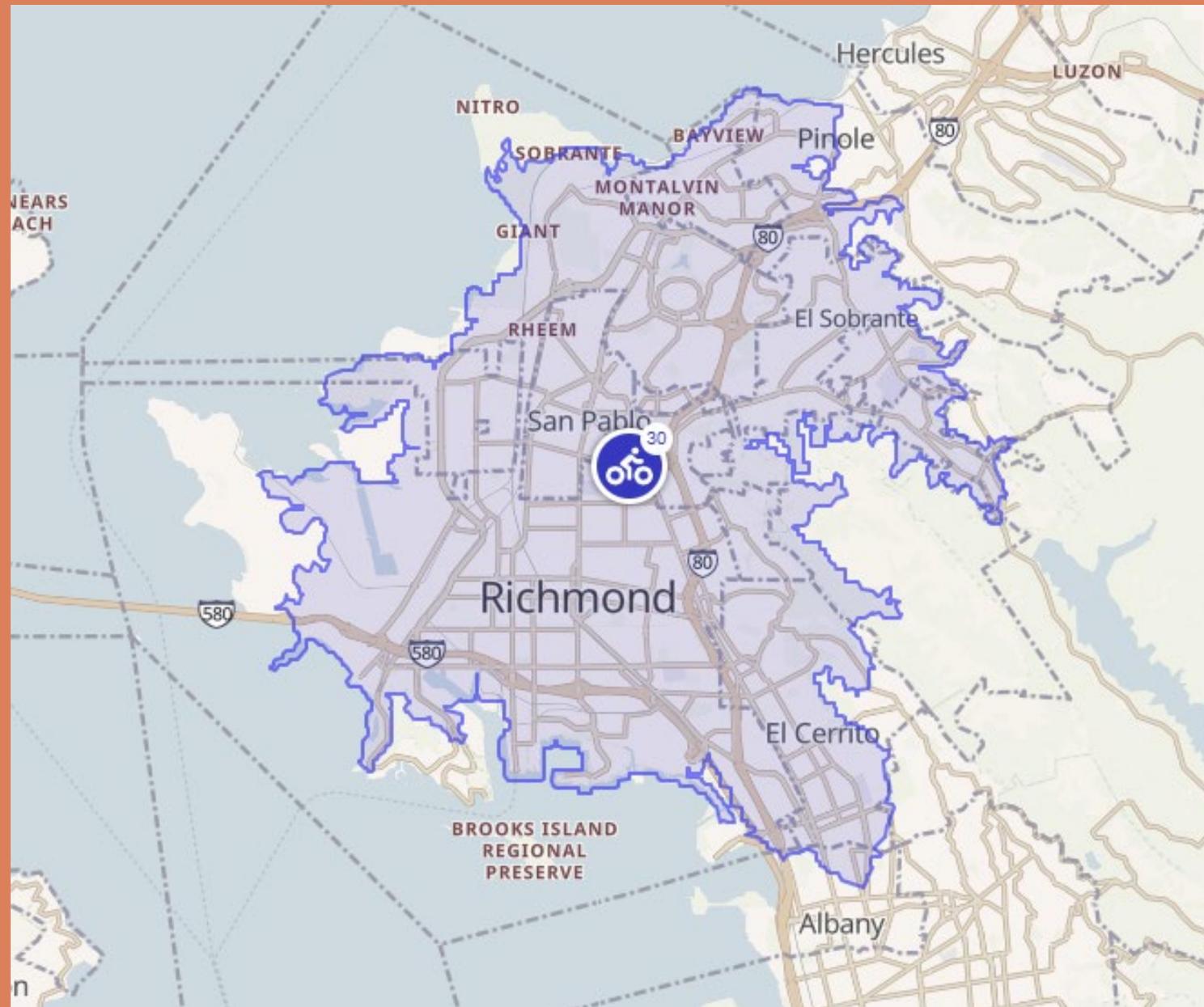
Commute Time

30 Minute Distance – *Walk*



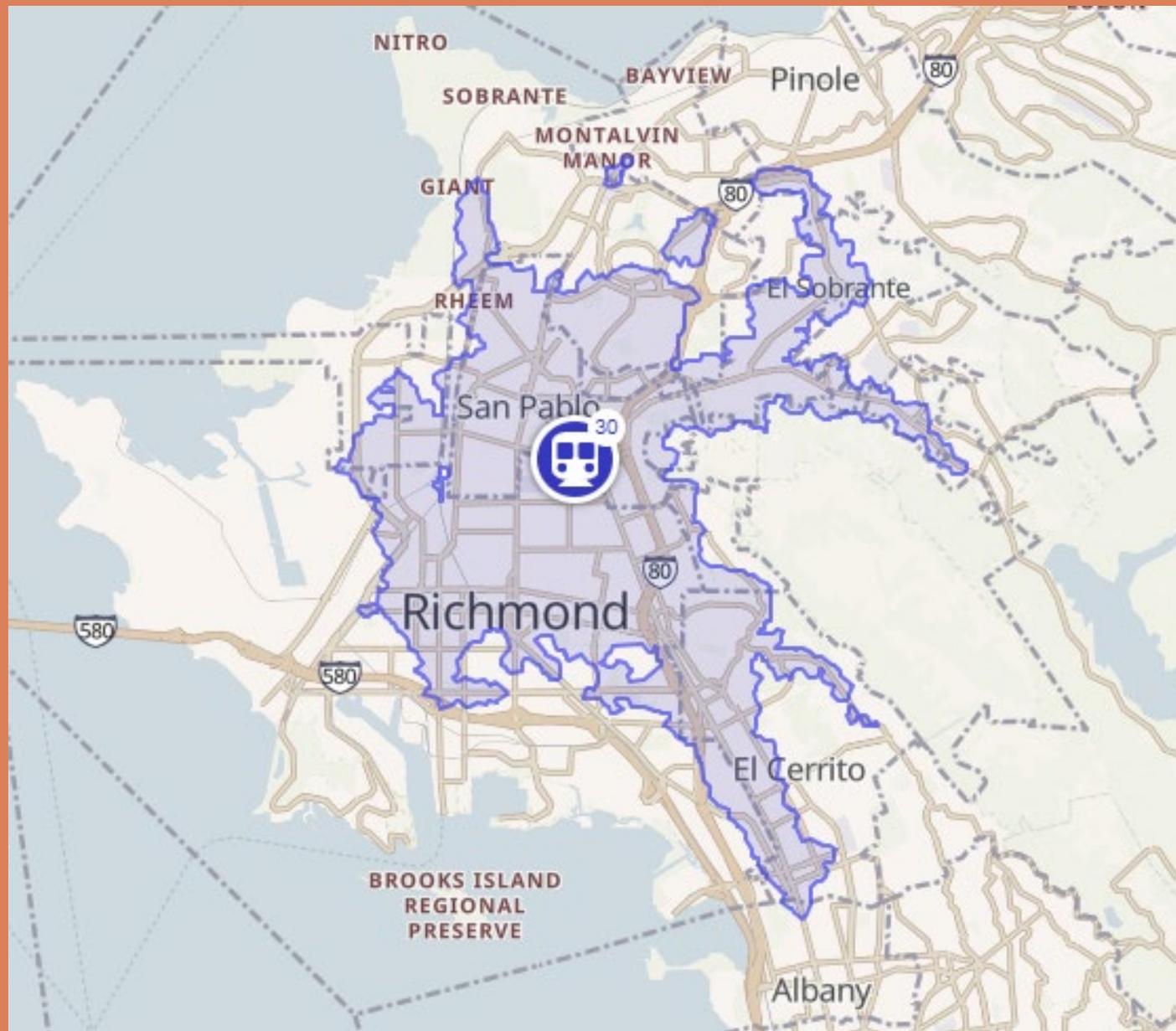
Commute Time

30 Minute Distance – *Bike*



Commuter Time

30 Minute Distance – Rail/Bus





San Pablo City Council Major Policy Goals

