



CITY OF SAN PABLO

City of New Directions



CITY OF SAN PABLO

ECONOMIC DEVELOPMENT & HOUSING DIVISION

First Annual Division Report

Planning Commission
March 24, 2026

Mission

Our mission is to support the City's economic development initiatives, programs, and services, including the implementation of the Economic Development Strategy and the Economic Development Element of the General Plan.



CITY OF SAN PABLO ORGANIZATIONAL CHART, FY 2025/26; RES. #2025-081

TOTAL FTE: 159 AND 7 ELECTED OFFICIALS (EO)

SAN PABLO CITY COUNCIL

7.0 EO

CITY ATTORNEY 1.0

1.0 Paralegal II

2.0 FTE

CITY MANAGER 1.0

1.0 Mgr. of Council Services, Elections & Records
1.0 Administrative Clerk I/II

9.0 FTE

HUMAN RESOURCES/RISK MANAGER 1.0

HR OPERATIONS & RISK MGMT./WORKERS' COMP.
1.0 Management Analyst (HR Payroll & Benefits)
1.0 Management Analyst (HR/WC & Training)

ASSISTANT CITY MANAGER 1.0

CITY OPERATIONS OFFICER/PERSONNEL ADMINISTRATOR

ECONOMIC DEVELOPMENT AND HOUSING MANAGER 1.0

1.0 Management Analyst (Housing)

COMMUNITY SERVICES

COMMUNITY SERVICES DIRECTOR 1.0

RECREATION SERVICES

1.0 Community Services Manager
1.0 Community Services Supervisor
2.0 Community Services Coordinator I/II (1 VACANT/FROZEN)

SENIOR SERVICES

1.0 Community Services Coordinator I/II
1.0 Sr. Administration Clerk

YOUTH, SCHOOL & COMMUNITY PARTNERSHIPS (YSCP)

1.0 Community Services Manager
1.0 Community Services Supervisor
2.0 Community Services Coordinator I/II

PARATRANSIT

1.0 Community Services Coordinator I/II
2.0 Paratransit Driver

13.0 FTE

COMMUNITY DEVELOPMENT

COMMUNITY DEVELOPMENT DIRECTOR 1.0

BUILDING SERVICES

1.0 Chief Building Official
1.0 Senior Building Inspector
1.0 Sr. Permit Technician
2.0 Permit Technician
1.0 Administrative Clerk I/II

PLANNING SERVICES

1.0 Planning Manager
3.0 Assistant/Associate Planner
1.0 Planning Aide
1.0 Administrative Secretary

13.0 FTE

ADMINISTRATIVE SERVICES

ADMINISTRATIVE SERVICES DIRECTOR 1.0

BUDGET & FISCAL SERVICES

1.0 Accounting Manager
1.0 Management Analyst
1.0 Accountant
2.0 Accounting Technician
1.0 Fiscal Clerk I/II

INFORMATION TECHNOLOGY SERVICES

1.0 Information Technology Manager
2.0 I.T. Administrator
2.0 I.T. Technician

12.0 FTE

PUBLIC WORKS DEPARTMENT

PUBLIC WORKS DIRECTOR/
CITY ENGINEER 1.0

ENGINEERING

1.0 Management Analyst
1.0 Sr. Civil Engineer
1.0 Sr. PW Inspector
2.0 Assistant/Associate Engineer
1.0 Administrative Clerk I/II
1.0 Engineering Aide

ENVIRONMENTAL SERVICES

1.0 Environmental Programs Manager
1.0 Sr. Environmental Program Analyst (VACANT/FROZEN)
2.0 Environmental Program Analyst (1 VACANT/FROZEN)

MAINTENANCE & FACILITIES

1.0 Maintenance & Operations Superintendent
2.0 Maintenance Supervisor
2.0 Sr. Maintenance Worker
11.0 Maintenance Worker I/II
1.0 Sr. Administrative Clerk

27.0 FTE

POLICE DEPARTMENT

CHIEF OF POLICE 1.0

SWORN STAFF

2.0 Police Captain
4.0 Police Lieutenant
10.0 Sergeant
45.0 Police Officer (2 VACANT/FROZEN)

NON-SWORN STAFF

1.0 Police Support Services Manager
1.0 Police Support Services Supervisor
1.0 Police Executive Assistant
9.0 Police Services Technician (1 VACANT/FROZEN)
4.0 Police Services Technician -Jailer
7.0 Police Admin. Clerk (1 VACANT/FROZEN)
1.0 Building Inspector
1.0 Sr. Maintenance Worker

83.0 FTE

Why This Division Exists



City Council Priority: Focus on Economic Development & Fiscal Diversification



City adopted an Economic Development Strategy in 2024



Historically San Pablo faced limited private investment and new housing development



Long-standing underutilized sites and under investment

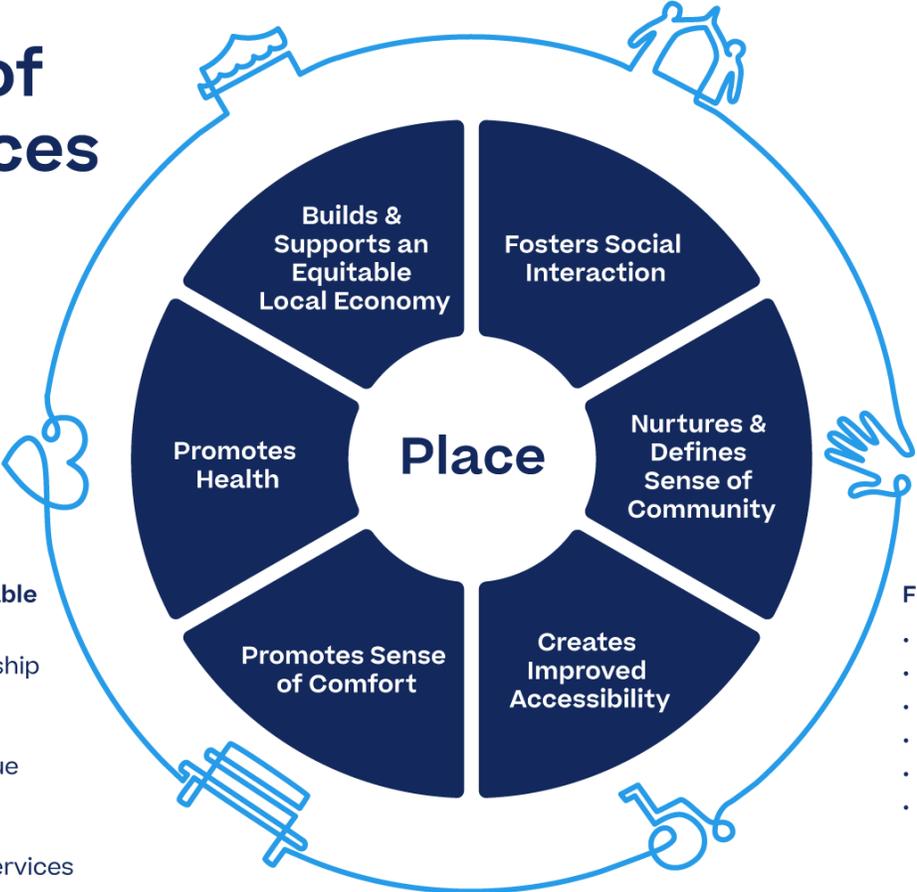
Why Communities Invest in Economic Development



Fostering a range of business types that diversify the local tax base, keep our local economy strong, and celebrate our unique community fabric.

Benefits of Great Places

Project for Public Spaces



Builds & Supports an Equitable Local Economy

- Small-scale entrepreneurship
- Economic development
- Higher real estate values
- Local ownership, local value
- More desirable jobs
- Greater tax revenue
- Less need for municipal services

Fosters Social Interaction

- Improves sociability
- More cultural exposure, interaction
- Draws a diverse population
- More women, elderly, children
- Greater ethnic/cultural pluralism
- Encourages community creativity

Promotes Health

- Increased physical activity
- Access to fresh food
- Greater security
- Greater social inclusion
- Enhanced environmental health

Promotes Sense of Comfort

- Visually pleasing
- Generally stimulating
- Sense of belonging
- Greater security
- Better environmental quality
- Feeling of freedom

Creates Improved Accessibility

- More walkable
- Safe for pedestrians and bicyclists
- Compatible with public transit
- Reduces need for cars and parking
- More efficient use of time and money
- Greater connections between uses

Nurtures & Defines Sense of Community

- Greater community organization
- Sense of pride and volunteerism
- Perpetuation of integrity and values
- Less need for municipal control
- Self-managing

The First Year+ Focus



Establishing the Roles
and Responsibilities of
the Division



Implementing the City
Council Priority Work
Plan



Implementing the
Economic Development
& Housing Strategy



Implementing the
Housing Action Plan

The First Year+ Focus

- Focus on catalytic sites
- Business-friendly positioning
- Retail & mixed-use conversations initiated
- Interviews with established developers about barriers to development
- Implement existing initiatives



Cannabis RFP/RFQ Process

Contributed to the Ordinance Development

Completed comprehensive RFP/RFQ process

Presented final rank to the City Council for Adoption

Developed Community Benefits Program to support Economic Development

Catalytic Opportunity Sites

1820 Rumrill Blvd

ARDDA Management with
Novin Development

- Oversight of ARDDA implementation
- Developer coordination and project monitoring
- Ensuring compliance with development obligations



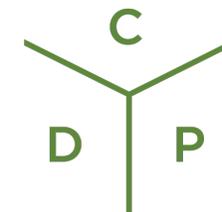
1411 Rumrill Blvd

Surplus Land Disposition

- Managed full Surplus Land Act process
- Secured Letter of Interest from Community Development Partners
- Drafted Exclusive Negotiation Agreement (ENA)



Sample project in Oxnard, CA



**Community
Development
Partners**

LED Digital Billboard RFP/RFQ Process

- Managed RFP/RFQ for digital billboard vendor
- Reviewed proposals and negotiated terms
- Coordinated with legal and public works
- Goal is for revenue generation



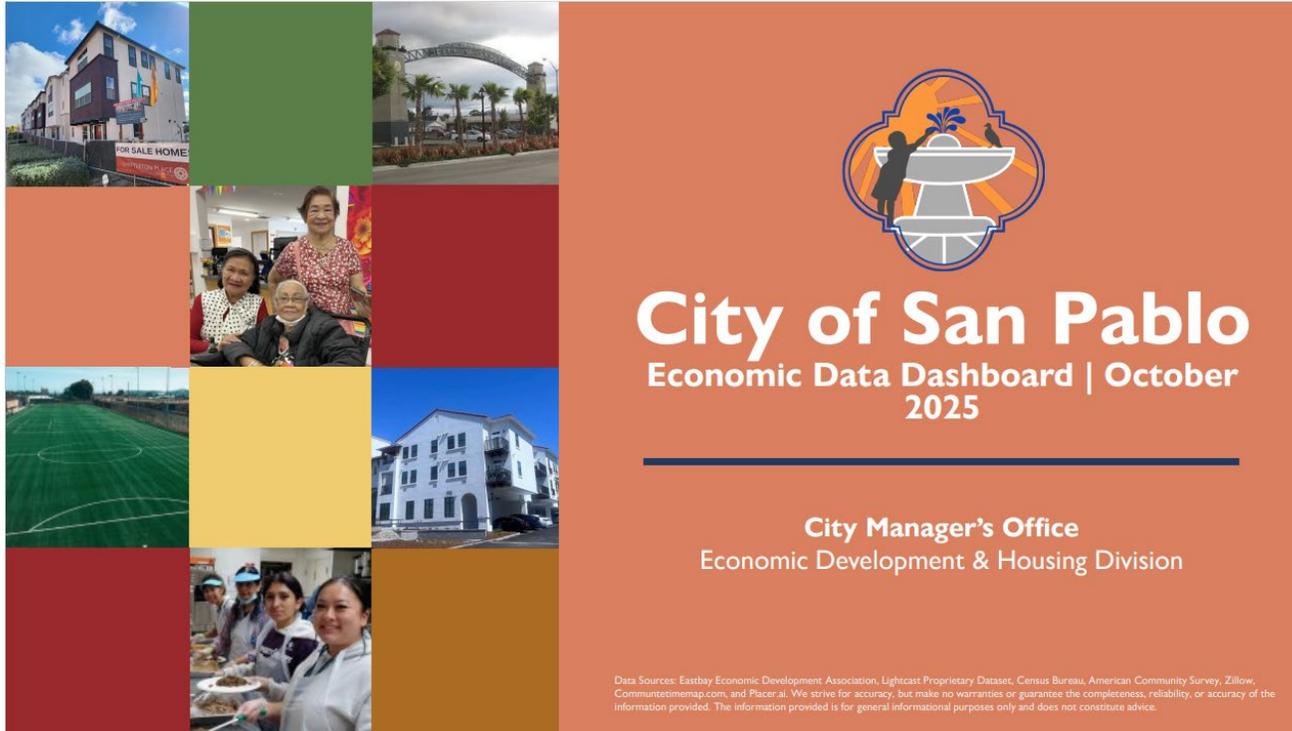
SPLASH & REFRESH

Program Oversight (SPEDC)

- Program monitoring and compliance
- Administrative oversight of loans and grants
- Support for SPEDC implementation



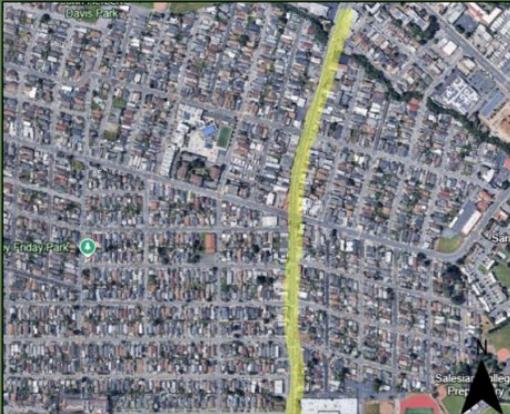
The City's first Economic Development Data Dashboard



- Bi-Annual Releases (Spring / Fall)
- Provides data on City demographics, visitation trends, jobs, and commute time
- Past editions can be found on City's Economic Development Page

Ground Floor Commercial Use Study – 23rd St.

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*

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- In Summer 2025, our summer intern led a project on 23rd Street and identifying its ground floor uses
- The intern was able to reference business license data and walk the 23rd St. corridor in order to confirm the uses
- This information was added to our Economic Development Dashboard

Partnership with Placer.ai



Civic Solutions

Best-in-class location analytics to help **civic leaders** boost performance, increase visibility, and drive economic success.



Loved and trusted by 1,600+ Civic organizations

Cities



Economic Development Organizations



Tourism Authorities



States & Counties



Parks Districts



Tribes



Universities



Consulting & Other



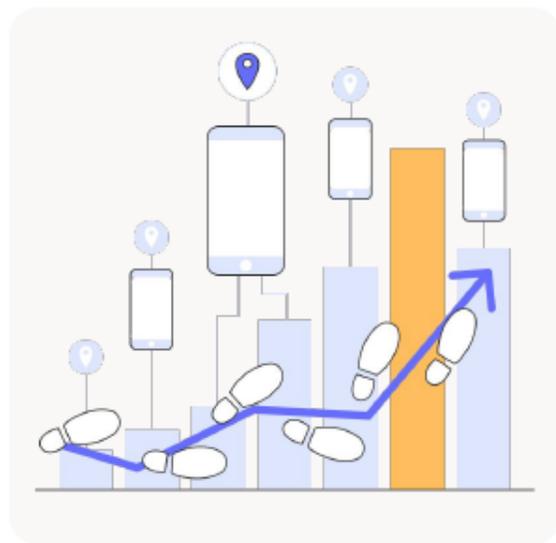
How Placer.ai Works



Placer is powered by high-quality mobile location data and best-in-class proprietary technology.

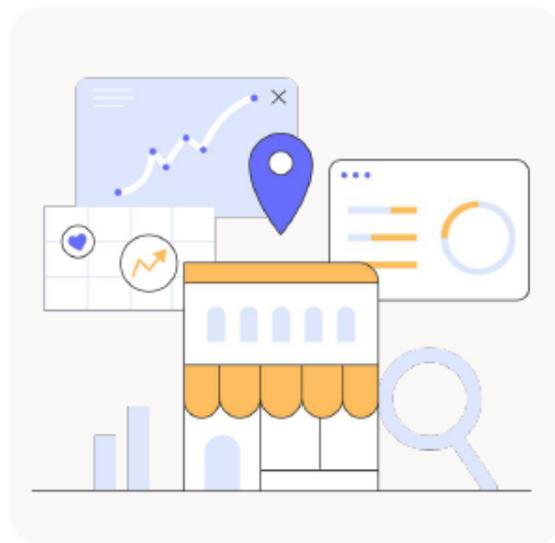
01 Observe Foot Traffic Data

Privacy-safe¹ foot traffic data from tens of millions of mobile devices to develop a detailed and comprehensive overview of US commercial activity.



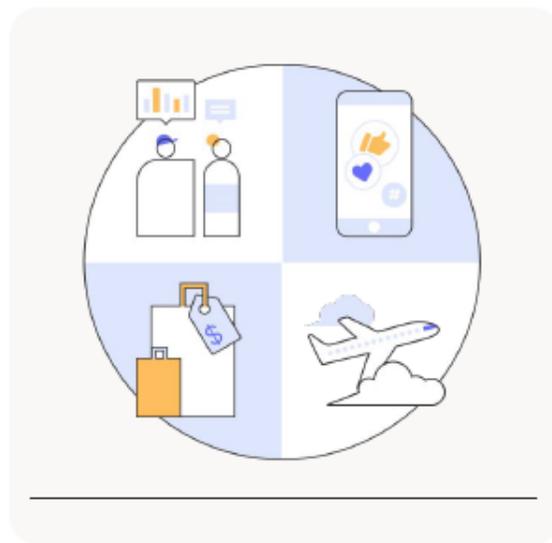
02 Analyze Every Location

Using machine learning, Placer accurately predicts foot traffic data throughout the U.S., from specific POIs to chains, markets, and regions.



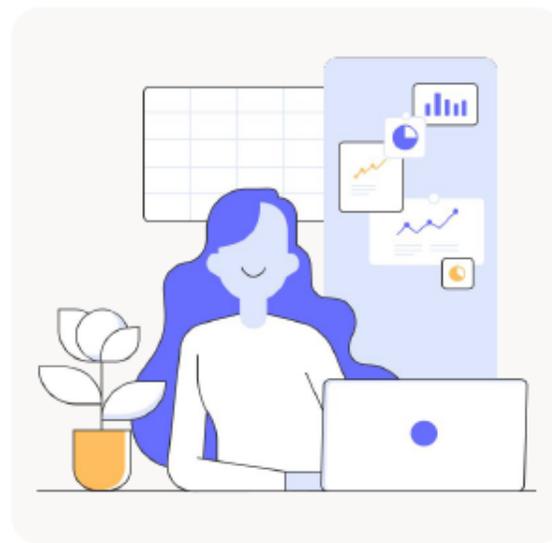
03 Enhance with 360° Data

Visitation data is enhanced with Placer Marketplace 3rd party datasets that further describe businesses, consumers, and markets.



04 Generate Actionable Insights

Robust, statistically significant insights into how people and places interact are presented via an intuitive UI, data feeds, or the Placer API.



Privacy By Design

Placer's unique and unwavering commitment enables **exclusive partnerships** and **future-proofs our business**.



We Don't Collect User Identifiers

All data we receive is stripped of identifiers, including MAIDs, email addresses and phone numbers through our proprietary *differential privacy service* (DPS) — keeping all PII out of our data.



We Invest Heavily in Data Security

We use end-to-end encryption to protect data in transit and at rest, using a centralized key management system and rotating keys. We also employ the ISMS from ISO 27001, including a risk management program based on the ISO 31000. All data is collected, stored, and processed only on US servers.



We Never Share User Level Data

We only provide aggregated statistical information about physical locations, such that every bit of information preserves K-anonymity of 50.

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%)



Housing Action Plan & Economic Development Strategy

- Implementation of Council-adopted strategies
- Advancing priority housing initiatives
- Supporting business retention and attraction efforts

Tenant Support & Assistance Program

- ❖ The City of San Pablo has long recognized the importance of housing stability as a foundation for community health, economic opportunity, and public safety
- ❖ In recent years, the City has experienced increasing concerns from tenants, housing advocates, and service providers regarding unlawful evictions, and harassment by housing providers
- ❖ The proposed ordinances aim to provide meaningful support for tenants while supporting Housing Provider investments, rental supply, & neighborhood conditions

Tenant Support & Assistance Program



Expanded programs for
renter protections



Coordinated tenant
outreach and education



Strengthened alignment
with local housing goals



Collaboration with
stakeholder groups

Mobile Home Assistance Program

ABOUT THE PROGRAM:

The Program provided one-time grants to offset increases in mobile home space rent occurring on/after January 1, 2026. The Program was intended to support low-income, owner-occupied mobile home households in San Pablo facing extraordinary housing cost burdens.

PROGRAM DETAILS:

- Grants of \$1,000 per household (based on AMI)
- Funding Allocation – \$150,000 for FY 2025-26 (Low Mod Housing Fund per CA HSC § Section 34176.1)
- Eligibility requirements necessary

APPLICATION DETAILS:

- Application was open for 2 weeks and a resubmittal period was open for an additional 2 weeks for incomplete applications.
- Funds were distributed in March 2026.



City of San Pablo

Tenant Support & Assistance Programs



MOBILE HOME GRANT ASSISTANCE PROGRAM



NEW RENTAL REGULATIONS - JUST CAUSE FOR EVICTION PROTECTIONS & ANTI HARASSMENT ORDINANCES



ADDITIONAL TENANT SUPPORT POLICIES & STAKEHOLDER ENGAGEMENT (COMING SOON)

**City of San Pablo
Marketing & Branding Program**



Brand Statement

**Growing forward,
grounded in community.**

San Pablo is a mosaic of vibrant places. The city's sense of place is shaped by diverse cultures, strengthened by community pride and positioned at the heart of the Bay Area. As the city invests in new civic spaces and revitalized corridors, it is defining itself as a destination where businesses, residents and visitors can thrive together. San Pablo's story is one of transformation: embracing opportunity and ready to showcase a new era of growth while staying true to its roots and the community that shapes it.

Brand Pillars

Connected
Opportunity

Safe &
Welcoming

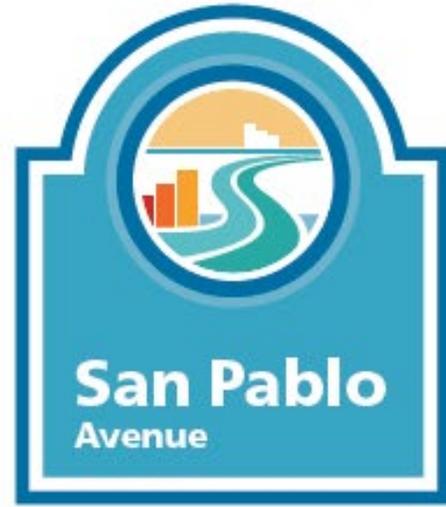
Business
Ready

Authentic
Roots &
Cultural Mosaic

Everyday
Belonging

Investing
in the
Future





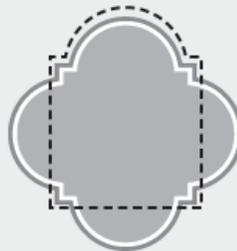
- Neighborhood
- Kennedy Plaza
- Wildcat Creek
- Roots



- Growth bar chart
- Connected to region



- Mixed Use
- Upward movement
- Sports Complex

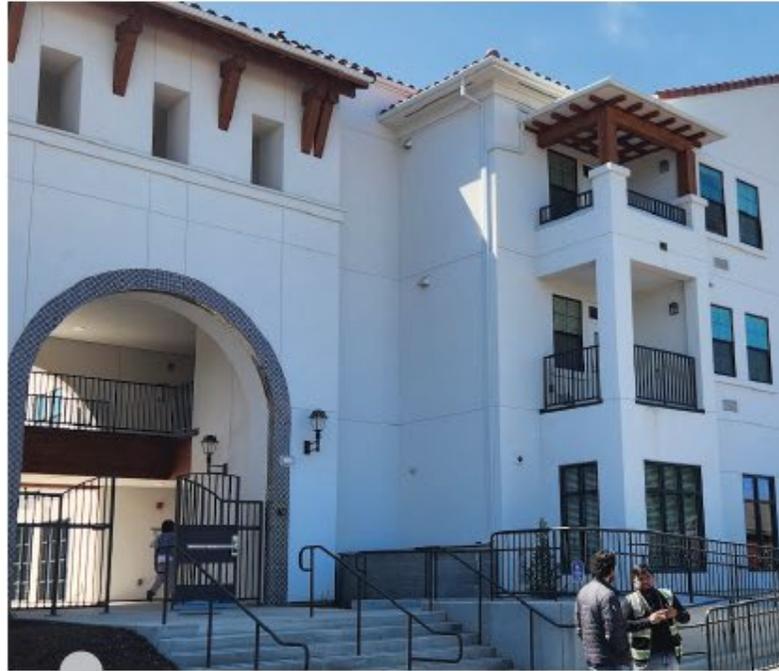


Shape is based on City logo



23rd Street

Building on the foundation of our culture.



San Pablo Avenue

Building the heart of the city and pulse of the East Bay.



Rumrill Boulevard

Building character from the ground up.

Corridor Emblems – Branding Corridors as Part of Division



Participation in Regional Organizations to Network and Obtain Best Practices in Economic Development



Rethinking Parking

How to create less parking and more city

Parking policies in cities aren't just about storing vehicles. They inform how street space is prioritized and who street space is ultimately for. Rethinking parking can shift streets for cars to streets for people - but how?

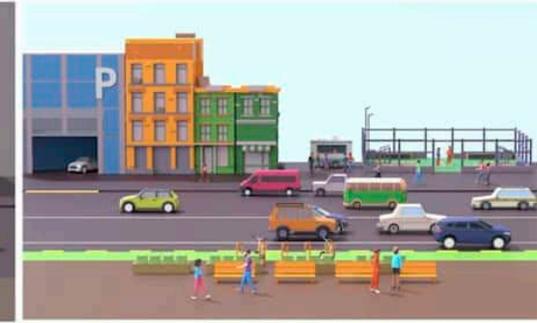


PRICE ON-STREET PARKING



- ▼ Less congestion
- ▲ Increased municipal revenue
- ▲ Street space prioritized
- ▲ More parklets and outdoor dining space

ELIMINATE OFF-STREET PARKING MINIMUMS



- ▲ More active streetscapes
- ▲ More green space
- ▲ More affordable housing

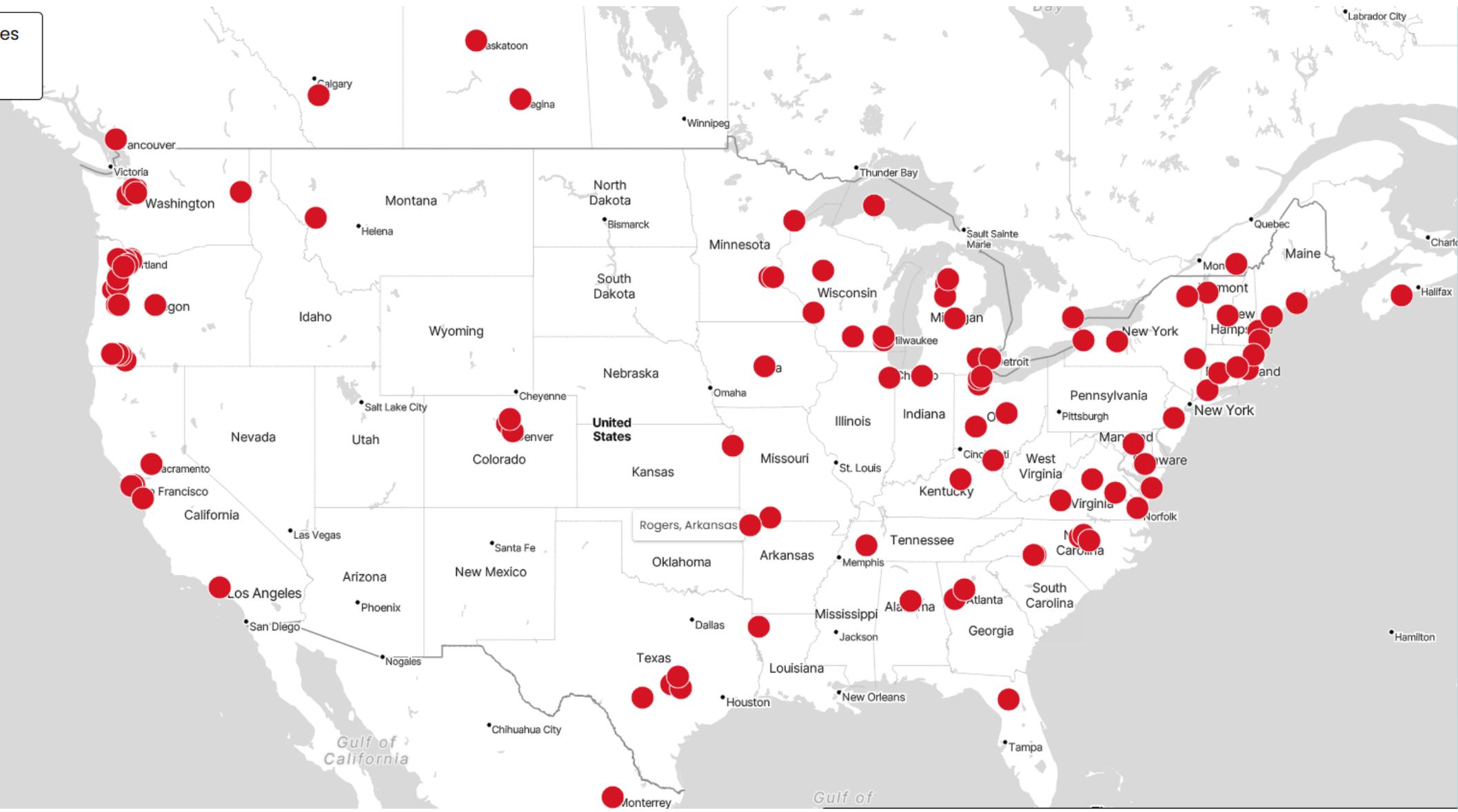
CITIES THAT RETHINK PARKING

Create more equitable and sustainable urban environments that make room for all forms of mobility.



The Parking Reform Map showcases over 4,500 cities worldwide that have implemented parking reform, such as removing parking minimums.

Showing 128 places in 8 countries with all parking minimums removed



What the Second Year Unlocks

- Working with the Community Development on strategic zoning & specific plan modernization
- EIFD and infrastructure financing
- Major housing project applications
- Following Best Practices in Economic Development & Housing policies and Advising Planning Commission and City Council



Coordinated Development Ecosystem



Integrated housing +
economic development
strategy



Early coordination with
Planning, Engineering, and
City Manager's Office



Proactive engagement
before applications arrive



Coordination with San
Pablo Economic
Development Corporation



The Big Takeaway

Year one was about building the foundation

Year two is about delivering results together in partnership with the Planning Commission & Partners