

How San Pablo's Sales Tax Compares

San Pablo's proposed sales tax increase among the lowest between West County cities. After the Oct 1, 2027, Measure S tax shift downward to 0.25%, **San Pablo ties Richmond for West County's lowest sales tax rate.**

West County City <i>highest → lowest</i>	Current rate today	Nov 2026 Change <i>proposed (voter vote)</i>	After Nov 2026 <i>if adopted</i>	Oct 1, 2027 <i>MEASURE S TAX SHIFT</i>
El Cerrito	10.25%	<i>no change</i>	10.25%	10.25%
Pinole	10.25%	<i>no change</i>	10.25%	10.25%
Hercules	9.25%	+1.00%	10.25%	10.25%
Richmond	9.75%	<i>no change</i>	9.75%	9.75%
San Pablo	9.50%	+0.50%	10.00%	9.75% (-0.25%)

+0.50%
Proposed increase — still among lowest of West County cities.

10.00%
Peak rate after the November 2026 vote — still below the 10.25% cities.

9.75%
After the 2027 Measure S tax shift— tied for the lowest sales tax rate with Richmond.

Nov 2026 changes are proposed and subject to voter approval. Measure S is San Pablo's voter-approved temporary sales tax (a continuation of 2012's Measure Q), scheduled to step down ¼-cent on Oct 1, 2027. Combined rates include state, county & district taxes; current as of June 2026.