



Labor Market Analysis for Program Recommendation

Automotive Technology Occupations

North Bay Subregion

Prepared by the Bay Region Center of Excellence for Labor Market Research

Certificate Program

May 2026

Recommendation Based on Labor Market Data: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> With Reservations <input type="checkbox"/> No		
	Earning Wage Meets Living Wage	Meets Demand
Bay Region	Entry Level Hourly Wage- \$25 Mid-Career Hourly Wage- \$34 Mid-Career Hourly Wage at or above the Bay Living Wage (\$27)? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Demand: 1,748 Supply: 748 (43% of Demand is Met) Gap: 1,000 In-Demand? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
North Bay Subregion	Entry Level Hourly Wage- \$23 Mid-Career Hourly Wage- \$31 Mid-Career Hourly Wage at or above the Subregion Living Wage (\$24)? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Demand: 300 Supply: 190 (63% of Demand is Met) Gap: 110 In-Demand? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Note: An occupation is considered to provide a living wage if the mid-career wage is at or above the amount required for a single adult to be economically self-sufficient within a specified region. As a rule of thumb, an occupation will be considered **in-demand** when the supply is less than 75% of the demand **and** the labor market gap exceeds 40 openings (a reasonable regional threshold for starting a new program), but this approach may not apply in all cases. For definitions of demand, supply, and living wage, please scroll to the bottom of the report under **Definitions**.

Recommendation

The labor market data supports this proposed program. The occupations meet both the Bay Region and North Bay subregion living wage at the mid-career level. An additional 1,000 students are needed in the Bay Region and 110

students in the North Bay subregion to complete their program. Lastly, 43% of labor market demand is being met in the Bay Region, and 63% of demand is being met in the North Bay subregion overall.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0948.00 - Automotive Technology programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at subregion in the state and region.

This report profiles Automotive Technology Occupations in the 12 county Bay Region and in the North Bay subregion. The occupations classified as middle-skill occupations require a certificate, or an associate degree, or it may require a bachelor's degree, but 33% or fewer of current workers in these roles hold one.

- **Calibration Technologists and Technicians (17-3028):** Execute or adapt procedures and techniques for calibrating measurement devices, by applying knowledge of measurement science, mathematics, physics, chemistry, and electronics, sometimes under the direction of engineering staff. Determine measurement standard suitability for calibrating measurement devices. May perform preventive maintenance on equipment. May perform corrective actions to address identified calibration problems.
Typical Entry-Level Educational: Associate's degree
Skill Level: Middle-Skill
Work Experience Required: None
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 47%
- **Engineering Technologists and Technicians, Except Drafters, All Other (17-3029):** All engineering technologists and technicians, except drafters, not listed separately.
Typical Entry-Level Educational: Associate's degree
Skill Level: Middle-Skill
Work Experience Required: None
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 47%
- **Electrical and Electronics Installers and Repairers, Transportation Equipment (49-2093):** Install, adjust, or maintain mobile electronics communication equipment, including sound, sonar, security, navigation, and surveillance systems on trains, watercraft, or other mobile equipment.
Typical Entry-Level Educational: Postsecondary nondegree award
Skill Level: Middle-Skill
Work Experience Required: None
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 54%
- **Electronic Equipment Installers and Repairers, Motor Vehicles (49-2096):** Install, diagnose, or repair communications, sound, security, or navigation equipment in motor vehicles.
Typical Entry-Level Educational: High school diploma or equivalent
Skill Level: Middle-Skill
Work Experience Required: None
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 54%
- **Automotive Service Technicians and Mechanics (49-3023):** Diagnose, adjust, repair, or overhaul automotive vehicles.
Typical Entry-Level Educational: Postsecondary nondegree award
Skill Level: Middle-Skill

Work Experience Required: None

Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 37%

Occupational Demand

Table 1. Employment Outlook for Automotive Technology Occupations in the Bay Region

Occupation	2024 Jobs	2029 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Calibration Technologists and Technicians	385	385	0	0%	170	34	\$30	\$37
Engineering Technologists and Technicians, Except Drafters, All Other	2,338	2,362	24	1%	1,037	207	\$33	\$43
Electrical and Electronics Installers and Repairers, Transportation Equipment	421	419	-2	0%	172	34	\$50	\$54
Electronic Equipment Installers and Repairers, Motor Vehicles	577	451	-125	-22%	203	41	\$21	\$25
Automotive Service Technicians and Mechanics	16,062	16,442	379	2%	7,160	1,432	\$23	\$33
Total	19,783	20,059	276	1%	8,742	1,748	\$25	\$34

Source: Lightcast 2026.1

The Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for Automotive Technology Occupations in the North Bay Subregion

Occupation	2024 Jobs	2029 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Calibration Technologists and Technicians	32	33	0	2%	17	3	\$27	\$33
Engineering Technologists and Technicians, Except Drafters, All Other	147	148	1	1%	66	13	\$29	\$39
Electrical and Electronics Installers and Repairers, Transportation Equipment	29	29	0	2%	12	2	\$41	\$49
Electronic Equipment Installers and Repairers, Motor Vehicles	67	59	-7	-11%	25	5	\$24	\$27
Automotive Service Technicians and Mechanics	2,899	3,050	151	5%	1,386	277	\$22	\$31
Total	3,174	3,319	145	5%	1,506	300	\$23	\$31

Source: Lightcast 2026.1

North Bay Subregion includes: Marin, Napa, Solano, Sonoma Counties

Job Postings in the Bay Region and North Bay Subregion

Table 3. Number of Job Postings by Occupation for the latest 12 months

Occupation	Bay Region	North Bay
Automotive Service Technicians and Mechanics	4,573	679
Engineering Technologists and Technicians, Except Drafters, All Other	841	63
Electrical and Electronics Installers and Repairers, Transportation Equipment	254	17
Calibration Technologists and Technicians	147	15
Electronic Equipment Installers and Repairers, Motor Vehicles	52	16

Source: Lightcast 2026.1; "Job Posting Analytics." May. 2025 - Apr. 2026

Table 4a. Top Job Titles in Job Postings for Automotive Technology Occupations in the Bay Region

Title	Bay	Title	Bay
Automotive Technicians	655	Tire and Lube Technicians	119
Automotive Service Advisors	201	Technicians	110
Mechanics	182	Engineering Technicians	106
Electronics Technicians	166	Automotive Maintenance Technicians	84
Service Technicians	147	Vehicle Mechanics	79
Automotive Technicians/Mechanics	147	Calibration Technicians	74
Automotive Mechanics	140	Smog Technicians	73
Lube Technicians	138	Vehicle Specialists	72
Test Technicians	126	Fleet Mechanics	69

Source: Lightcast 2026.1; "Job Posting Analytics." May. 2025 - Apr. 2026

Table 4b. Top Job Titles in Job Posting for Automotive Technology Occupations in the North Bay Subregion

Title	North Bay	Title	North Bay
Automotive Technicians	96	Tire and Lube Technicians	17
Automotive Service Advisors	34	Vehicle Mechanics	14
Service Technicians	29	Fleet Maintenance Technicians	14
Fleet Mechanics	22	Electronics Technicians	13
Automotive Mechanics	21	Lube Technicians	13
Automotive Technicians/Mechanics	19	Auto Care Center Managers	13
Vehicle Specialists	18	Automotive Service Writers	12
Mechanics	17	Technicians	12
Automotive Repair Technicians	17	Vehicle Maintenance Managers	11

Source: Lightcast 2026.1; "Job Posting Analytics." May. 2025 - Apr. 2026

Industry Concentration

Table 5. Industries Hiring for Automotive Technology Occupations in the Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2024)	Jobs in Industry (2029)	% Change (2024-29)	% Occupation Group in Industry (2024)
General Automotive Repair	5,550	5,747	4%	28%
New Car Dealers	4,351	4,522	4%	22%
Automotive Body, Paint, and Interior Repair and Maintenance	698	662	-5%	3%
Specialized Automotive Repair	626	615	-2%	3%
Local Government, Excluding Education and Hospitals	613	649	6%	3%
Automotive Parts and Accessories Retailers	472	458	-3%	2%
Car Washes	372	354	-5%	2%
All Other Automotive Repair and Maintenance	359	390	9%	2%
Tire Dealers	304	314	3%	2%
Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)	316	307	-3%	1%

Source: Lightcast 2026.1

Table 6. Top Employers Posting Automotive Technology Occupations in the Bay Region and the North Bay Subregion

Employer	Bay	Employer	North Bay
Bridgestone Corporation	226	Keurig Dr Pepper	33
CarMax	194	CarMax	31
Toyota Motor	86	Bridgestone Corporation	27
Clean Harbors	86	Walmart	22
Walmart	68	Clean Harbors	22
Valvoline	66	Chevrolet	19

Source: Lightcast 2026.1; "Job Posting Analytics." May. 2025 - Apr. 2026

Educational Supply

There are fourteen community colleges in the Bay Region issuing 729 awards on average annually (last 3 years ending 2024-25) on TOP 0948.00 - Automotive Technology. In the North Bay subregion, there are three community colleges that issued 190 awards on average annually (last 3 years) on this TOP code.

There is one other CTE educational institution in the Bay Region issuing 19 awards on average annually (last 3 years ending 2023-24) on CIP 47.0604- Automobile/Automotive Mechanics Technology/Technician. There are no other CTE educational institutions in the North Bay subregion issuing awards on average annually (last 3 years) on this CIP code.

There is no other CTE educational institution in the Bay Region issuing awards on average annually (last 3 years ending 2023-24) on CIP 47.0617- High Performance and Custom Engine Technician/Mechanic.

There is no other CTE educational institutions in the Bay Region issuing awards on average annually (last 3 years ending 2023-24) on CIP 47.0612- Vehicle Emissions Inspection and Maintenance Technology/Technician.

Table 7a. Community College Awards on TOP 0948.00 - Automotive Technology in the Bay Region

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Certificate Award	Total
Alameda	East Bay	7	12	1	0	20
Chabot	East Bay	9	1	75	0	85
Contra Costa	East Bay	5	5	7	0	17
Deanza	Silicon Valley	42	25	102	15	184
Evergreen Valley	Silicon Valley	8	8	16	0	32
Hartnell	SC-Monterey	15	0	0	0	15
Las Positas	East Bay	4	5	39	0	48
Los Medanos	East Bay	11	0	17	0	28
Marin	North Bay	1	10	11	0	22
Monterey	SC-Monterey	6	11	7	0	24
San Francisco	Mid-Peninsula	4	0	29	0	33
Santa Rosa	North Bay	4	5	114	0	123
Skyline	Mid-Peninsula	10	0	43	0	53
Solano	North Bay	6	0	39	0	45
Total	-	132	82	500	15	729

Source: Data Mart

Note: The annual average for awards is 2022-23 to 2024-25.

Table 7b. Other CTE Institutions Awards on CIP 47.0604- Automobile/Automotive Mechanics Technology/Technician. in the Bay Region

College	Subregion	Certificates of less than 1 year	Total
CET-San Jose	Silicon Valley	19	19
Total	-	19	19

Source: IPEDS

Note: The annual average for awards is 2021-22 to 2023-24.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 1,748 annual openings for the Automotive Technology occupational cluster and 748 annual (3-year average) awards for an annual undersupply of 1,000 students. In the North Bay subregion, there is also a gap with 300 annual openings and 190 annual (3-year average) awards for an annual undersupply of 110 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0948.00 - Automotive Technology

Metric Outcomes	Bay All CTE Program	State 0948.00	Bay 0948.00	North Bay 0948.00
Students with a Job Closely Related to Their Field of Study	75%	71%	78%	NA
Median Annual Earnings for SWP Exiting Students	\$58,379	\$39,328	\$49,932	\$44,332
Median Change in Earnings for SWP Exiting Students	31%	51%	39%	46%
Exiting Students Who Attained the Living Wage	50%	33%	40%	34%

Source: DataVista Program Median of 2020 to 2022.

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Automotive Technology Occupations in the Bay Region

Skill	Posting	Skill	Posting
Automotive Services	1,465	Hand Tools	510
Good Driving Record	993	Test Equipment	464
Suspension (Vehicle)	966	Mechanics	442
Brakes	920	Tires	385
Changing Oil	821	Oscilloscope	367
Lifting Ability	733	Vehicle Inspection	366
Electrical Systems	729	Safety Standards	354
Transmission	553	Oil and Gas	346
HVAC	550	Diagnostic Tools	338
Vehicle Maintenance	526	Engine Repair	338

Source: Lightcast 2026.1; "Job Posting Analytics." May. 2025 - Apr. 2026

Table 10. Certifications in Job Postings for Automotive Technology Occupations in the Bay Region

Certification	Posting	Certification	Posting
Valid Driver's License	2,418	CDL Class C License	25
Automotive Service Excellence (ASE) Certification	1,064	Forklift Certification	24
Commercial Driver's License (CDL)	145	HVAC Certification	16
		ASE Advanced Engine Performance Certification	14

Certification	Posting	Certification	Posting
CDL Class B License	46	EPA 608 Technician Certification	11
CDL Class A License	34	API 653 Aboveground Storage Tank Inspector Certification	7

Source: Lightcast 2026.1; "Job Posting Analytics." May. 2025 - Apr. 2026

Table 11. Education Requirements for Automotive Technology Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	1,526	60%
Associate degree	503	20%
Bachelor's degree & higher	508	20%

Source: Lightcast 2026.1; "Job Posting Analytics." May. 2025 - Apr. 2026

Note: 64% of records have been ex-

-cluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of job descriptions and skills listed in O*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCCO Data Mart and CTE Launchboard.

Definitions

Demand refers to average annual openings which includes a combination of both [new jobs and replacement jobs](#) between 2024 to 2029. New jobs represent the total number of additional workers required in an occupation, calculated as the difference between the current number of workers and the projected number of unfilled positions. Replacements are jobs that will need to be filled by [new hires](#) due to existing workers leaving the occupation. The average annual openings figure is derived by dividing total openings (2024 to 2029) by five years.

Supply refers to the average number of [graduates](#) between academic years 2021–2022 and 2023–2024. Graduates include students from community colleges, other two-year private and public institutions, as well as four-year institutions.

Living wage refers to the amount of income required for working families to meet basic needs at a minimally adequate level, considering family composition, ages of children, and geographic differences in costs based on the Self-Sufficiency Standard methodology.

Entry-level wages are the hourly earnings paid to workers who are newly entering an occupation.

Mid-career wages are the hourly earnings paid to workers who have accumulated several years of experience in an occupation, reflecting increased productivity, skill proficiency, and responsibility beyond entry-level roles but short of late-career or senior positions.

Sources

O*Net Online

Lightcast

CTE LaunchBoard www.calpassplus.org

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

CCCO Data Mart

Contacts

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