



Labor Market Analysis for Program Review

Community Health Worker Occupations

Santa Cruz and Monterey Subregion

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

Certificate Program

July 2026

Recommendation Based on Labor Market Data: ☒ Yes ☐ With Reservations ☐ No		
	Earning Wage Meets Living Wage	Meets Demand
Bay Region	Entry Level Hourly Wage- \$27 Mid-Career Hourly Wage- \$33 Mid-Career Hourly Wage at or above the Bay Living Wage (\$27)? ☒ Yes ☐ No	Demand: 704 Supply: 385 (45% of Demand is Met) Gap: 319 In-Demand? ☒ Yes ☐ No
Santa Cruz and Monterey Subregion	Entry Level Hourly Wage- \$25 Mid-Career Hourly Wage- \$30 Mid-Career Hourly Wage at or above the Subregion Living Wage (\$27)? ☒ Yes ☐ No	Demand: 41 Supply: 44 (107% of Demand is Met) Gap: -3 In-Demand? ☐ Yes ☒ 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 Santa Cruz and Monterey subregion living wage at the entry and mid-career levels. An additional 319 students are needed in the

Bay Region to complete their program, but there is an oversupply of 3 students in the Santa Cruz and Monterey subregion. Lastly, 45% of labor market demand is being met in the Bay Region, but 107% of demand is being met in the Santa Cruz and Monterey subregion overall.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1261.00 - Community Health Care Worker and TOP 1201.00 - Health Occupations, General programs in the state and region. It is recommended that this 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 Community Health Worker Occupations in the 12 county Bay Region and in the Santa Cruz and Monterey subregion. This report includes occupations with two different skill levels. 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. In contrast, above middle-skill occupations require a bachelor's degree or higher.

- Health Education Specialists (21-1091):** Provide and manage health education programs that help individuals, families, and their communities maximize and maintain healthy lifestyles. Use data to identify community needs prior to planning, implementing, monitoring, and evaluating programs designed to encourage healthy lifestyles, policies, and environments. May link health systems, health providers, insurers, and patients to address individual and population health needs. May serve as resource to assist individuals, other health professionals, or the community, and may administer fiscal resources for health education programs.
 Typical Entry-Level Educational: Bachelor's degree
 Skill Level: Above 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: 24%
- Community Health Workers (21-1094):** Promote health within a community by assisting individuals to adopt healthy behaviors. Serve as an advocate for the health needs of individuals by assisting community residents in effectively communicating with healthcare providers or social service agencies. Act as liaison or advocate and implement programs that promote, maintain, and improve individual and overall community health. May deliver health-related preventive services such as blood pressure, glaucoma, and hearing screenings. May collect data to help identify community health needs.
 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: 24%

Occupational Demand

Table 1. Employment Outlook for Community Health Worker 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
Health Education Specialists	3,313	3,429	116	4%	1,869	374	\$27	\$33
Community Health Workers	2,620	2,868	248	9%	1,650	330	\$27	\$34
Total	5,933	6,297	364	6%	3,519	704	\$27	\$33

Source: Lightcast 2026.1

Occupation	2024 Jobs	2029 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
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 Community Health Worker Occupations in the Santa Cruz and Monterey 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
Health Education Specialists	158	170	11	7%	96	19	\$24	\$32
Community Health Workers	165	184	19	12%	109	22	\$25	\$28
Total	323	354	31	10%	205	41	\$25	\$30

Source: Lightcast 2026.1

Santa Cruz and Monterey Subregion includes: Monterey, San Benito, Santa Cruz Counties

Job Postings in the Bay Region and Santa Cruz and Monterey Subregion

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

Occupation	Bay Region	Santa Cruz and Monterey
Health Education Specialists	803	63
Community Health Workers	395	39

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

Table 4a. Top Job Titles in Job Postings for Community Health Worker Occupations in the Bay Region

Title	Bay	Title	Bay
Community Health Workers	187	Coaches	16
Health Educators	58	Special Education Paraprofessionals	16
Mental Health Aides	44	Paraeducators	15
Lactation Consultants	32	AHA Instructors	15
Peer Recovery Coaches	30	Health Navigators	13
CPR Instructors	30	Diabetes Educators	13
Health Coaches	24	Biometric Screeners	11
Life Skills Coaches	19	Community Health Advocates	10
Health Workers	16	Certified Coaches	9

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

Table 4b. Top Job Titles in Job Posting for Community Health Worker Occupations in the Santa Cruz and Monterey Subregion

Title	Santa Cruz and Monterey	Title	Santa Cruz and Monterey
Community Health Workers	22	Community Health Advocates	2
Peer Recovery Coaches	5	Prevention Coordinators	2
Life Skills Coaches	5	Navigators	2
District School Nurses	4	CPR/BLS Instructors	2
Health Educators	4	Community Health Outreach Workers	2
Certified Diabetes Educators	4	Assistance Coordinators	2
Outdoor School Instructors	3	Health Coaches	2
High School Educators	3	Registered Physical Therapists	2
Responders	2	Lactation Specialists	2

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

Industry Concentration

Table 5. Industries Hiring for Community Health Worker 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)
Local Government, Excluding Education and Hospitals	935	988	6%	16%
HMO Medical Centers	561	629	12%	10%
Other Individual and Family Services	373	420	13%	6%
Colleges, Universities, and Professional Schools (State Government)	358	358	0%	6%
Hospitals (Local Government)	319	344	8%	5%
General Medical and Surgical Hospitals	332	312	-6%	5%
Offices of Physicians (except Mental Health Specialists)	247	251	2%	4%
State Government, Excluding Education and Hospitals	195	206	6%	3%
Services for the Elderly and Persons with Disabilities	174	217	25%	3%
Child and Youth Services	154	168	9%	3%

Source: Lightcast 2026.1

Table 6. Top Employers Posting Community Health Worker Occupations in the Bay Region and the Santa Cruz and Monterey Subregion

Employer	Bay	Employer	Santa Cruz and Monterey
Crestwood Behavioral Health	45	Telecare	5
Telecare	30	Right At School	4
Ingenesis Group	28	Salinas Union High School District	4
Fairfield	22	Santa Lucia Medical Group	4
Sutter Health	22	Edjoin.Org	4
Gosvea	22	County Of Monterey	3

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

Educational Supply

There are seven community colleges in the Bay Region issuing 207 awards on average annually (last 3 years ending 2024-25) on TOP 1261.00 - Community Health Care Worker. In the Santa Cruz and Monterey subregion, there is one community college that issued 15 awards on average annually (last 3 years) on this TOP code.

There are fourteen community colleges in the Bay Region issuing 165 awards on average annually (last 3 years ending 2024-25) on TOP 1201.00 - Health Occupations, General. In the Santa Cruz and Monterey subregion, there is one community college that issued 29 awards on average annually (last 3 years) on this TOP code.

There is one other CTE educational institution in the Bay Region issuing 13 awards on average annually (last 3 years ending 2023-24) on CIP 51.0001- Health and Wellness, General. There are no other CTE educational institutions in the Santa Cruz and Monterey subregion issuing awards on average annually (last 3 years) on this CIP code.

There are no CTE educational institutions in the Bay Region issuing awards on average annually (last 3 years ending 2023-24) on CIP 51.1504- Community Health Services/Liaison/Counseling. There are no other CTE educational institutions in the Santa Cruz and Monterey subregion issuing awards on average annually (last 3 years) on this CIP code.

Table 7a. Community College Awards on TOP 1261.00 - Community Health Care Worker in the Bay Region

College	Subregion	Low unit Certificate	Noncredit award	Total
Berkeley City	East Bay	0	60	60
Cabrillo	Santa Cruz and Monterey	13	2	15
Chabot	East Bay	3	0	3
Diablo Valley	East Bay	5	0	5
Foothill	Silicon Valley	13	0	13
San Francisco	Mid-Peninsula	110	0	110
Santa Rosa	North Bay	1	0	1
Total	-	145	62	207

Source: Data Mart

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

Table 7b. Community College Awards on TOP 1201.00 - Health Occupations, General in the Bay Region

College	Subregion	Associate Degree	Total
Chabot	East Bay	9	9
Contra Costa	East Bay	6	6
Diablo Valley	East Bay	22	22

College	Subregion	Associate Degree	Total
Foothill	Silicon Valley	45	45
Gavilan	Silicon Valley	7	7
Hartnell	Santa Cruz and Monterey	29	29
Las Positas	East Bay	21	21
Mission	Silicon Valley	2	2
Ohlone	East Bay	1	1
San Francisco	Mid-Peninsula	2	2
San Jose City	Silicon Valley	5	5
Santa Rosa	North Bay	2	2
Skyline	Mid-Peninsula	4	4
West Valley	Silicon Valley	10	10
Total	-	165	165

Source: Data Mart

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

Table 7c. Other CTE Institutions Awards on CIP 51.0001- Health and Wellness, General in the Bay Region

College	Subregion	Associate degree	Total
Pacific Union College	North Bay	13	13
Total	-	13	13

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 704 annual openings for the Community Health Worker occupational cluster and 385 annual (3-year average) awards for an annual undersupply of 319 students. In the Santa Cruz and Monterey subregion, there is also a gap with 41 annual openings and 44 annual (3-year average) awards for an annual oversupply of 3 students.

Student Outcomes

Table 8a. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1261.00 - Community Health Care Worker

Metric Outcomes	Bay All CTE Program	State 1261.00	Bay 1261.00	Santa Cruz and Monterey 1261.00
Students with a Job Closely Related to Their Field of Study	75%	81%	89%	NA
Median Annual Earnings for SWP Exiting Students	\$58,379	\$50,175	\$58,374	NA
Median Change in Earnings for SWP Exiting Students	31%	24%	24%	NA
Exiting Students Who Attained the Living Wage	50%	41%	46%	NA

Source: DataVista Program Median of 2020 to 2022.

Table 8b. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1201.00 - Health Occupations, General

Metric Outcomes	Bay All CTE Program	State 1201.00	Bay 1201.00	SC-Monterey 1201.00
Students with a Job Closely Related to Their Field of Study	75%	72%	74%	
Median Annual Earnings for SWP Exiting Students	\$58,379	\$37,333	\$48,020	\$62,878
Median Change in Earnings for SWP Exiting Students	31%	34%	35%	
Exiting Students Who Attained the Living Wage	50%	37%	37%	

Source: DataVista Program Median of 2020 to 2022.

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Community Health Worker Occupations in the Bay Region

Skill	Posting	Skill	Posting
Community Health	300	Health And Wellness Coaching	106
Health Education	267	Lifting Ability	106
Mental Health	236	Electronic Medical Record	101
Social Work	220	Primary Care	101
Case Management	170	Cardiopulmonary Resuscitation (CPR)	99
Community Outreach	150	Motivational Interviewing	95
Behavioral Health	145	Crisis Intervention	92
Public Health	138	Data Collection	89
Care Coordination	133	Health Promotion	85
Medical Records	112	Disabilities	80

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

Table 10. Certifications in Job Postings for Community Health Worker Occupations in the Bay Region

Certification	Posting	Certification	Posting
Cardiopulmonary Resuscitation (CPR) Certification	202	American Red Cross (ARC) Certification	71
First Aid Certification	133	American Red Cross CPR Certification	31
Basic Life Support (BLS) Certification	132	American College Of Sports Medicine (ACSM) Certification	19

Certification	Posting	Certification	Posting
Community Health Worker Certification	123	Athletics And Fitness Association Of America (AFAA) Certification	14
Automated External Defibrillator (AED) Certification	105	Group Fitness Instructor Certification	14

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

Table 11. Education Requirements for Community Health Worker Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	394	40%
Associate degree	174	17%
Bachelor's degree & higher	428	43%

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

Note: 39% of records have been excluded 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 CCCCCO 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

CCCCCO Data Mart

Contacts

For more information, please contact:

- Yumi Huang, Research Analyst, Bay Region Center of Excellence, yumi@baccc.net or (831) 275-0043
- Marcela Reyes, Director, Research and Center of Excellence, marcela@baccc.net or (831) 219-8875