

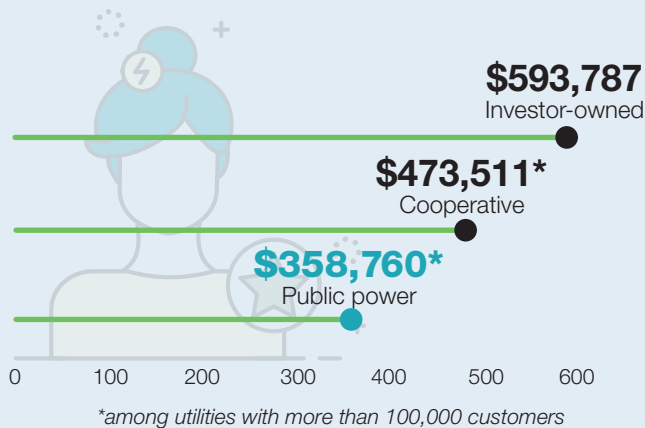


Competitive Pay is Critical to Public Power's Advantage

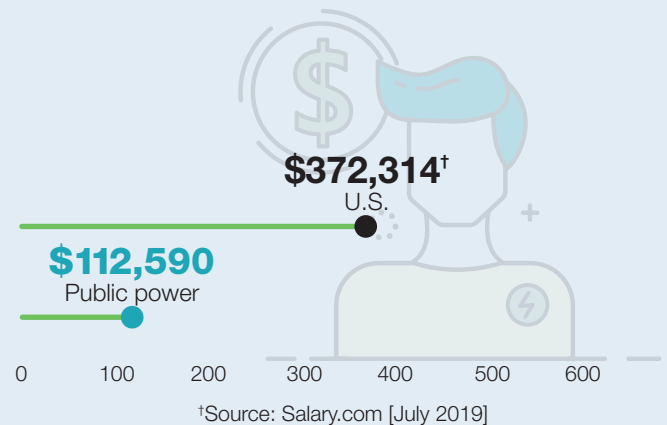
Public power employees are **making less**

For most positions, compensation is **20–30% lower** in public power than at comparable cooperative utilities.

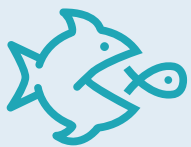
Median total compensation top utility executive (General manager, CEO)



Median pay Chief Financial Officer



Paying less has consequences



Loss of talent



High costs of replacing employees



Decreased institutional knowledge



Strain on employees

Make the case for competitive pay



- **Gather** data that show how your utility's salaries and wages compare to potential competitors.
- **Calculate** the value of your utility to the city.
- **Emphasize** the need to pay competitively with the city council or utility governing board.
- **Show** how the utility is distinct from other city agencies and explain why it should have different budgeting parameters.