**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.

<table>
<thead>
<tr>
<th>Median total compensation top utility executive (General manager, CEO)</th>
<th>Median pay Chief Financial Officer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$593,787</strong> Investor-owned</td>
<td><strong>$372,314</strong>† U.S.</td>
</tr>
<tr>
<td><strong>$473,511</strong>* Cooperative</td>
<td></td>
</tr>
<tr>
<td><strong>$358,760</strong>* Public power</td>
<td><strong>$112,590</strong> Public power</td>
</tr>
</tbody>
</table>

*among utilities with more than 100,000 customers

†Source: Salary.com [July 2019]

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**Paying less has consequences**

- **Loss** of talent
- **High costs** of replacing employees
- **Decreased** institutional knowledge
- **Strain** on employees

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**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.