



## 2010 Fleet Manager and Fleet Director Compensation Survey

Over 200 Fleet Managers and Fleet Directors from 42 states and Canada participated in this survey effort. 82% of participants are Fleet Managers and 18% are Fleet Directors. The survey analyzed the 2010 average salary for a Fleet Manager and Fleet Director and the driving factors that contribute to earning a specific annual salary. This report highlights these factors as well as any changes in 2010 salaries compared to 2009.

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When you have the location and status of every vehicle, prioritized data automatically delivered to the right managers, and optimized routing, you can get more from your fleet and allow your operations functions to improve response times. Manage your full fleet on a single screen, then drill-down to vehicle history detail with boom activity on a single truck. Optimize routes and resources.

**The result is more accountability and compliance, safety and fuel savings, productivity and better purchase decisions.**

### **Fleet Metrics At a Glance:**

- Driver Scorecard: hard braking, idle time, out of route driving, speeding against posted speed limit
- Vehicle Sensor Data: boom usage, PTO, low-battery alert and other sensor data
- Operations: fuel cost, carbon footprint reduction, driver safety, work zone alerts, arrival / departure metrics
- Executive Dashboard / Business Intelligence: fleet efficiencies, utilization trends, Key Performance Indicators (KPIs)
- Fleet Management: actual miles, hours and optimization metrics

[www.telogis.com](http://www.telogis.com)

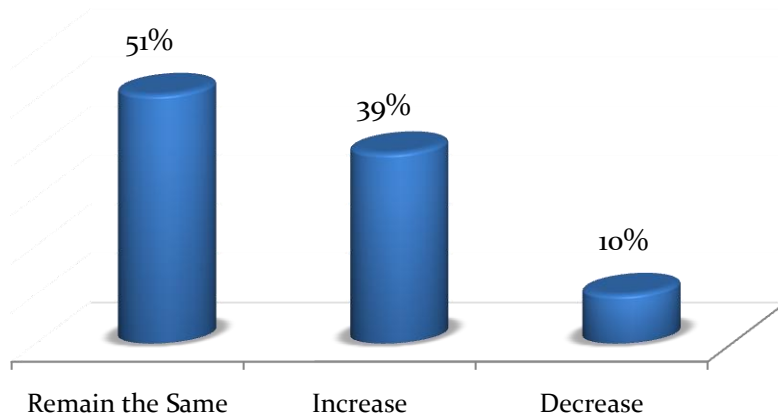
### **FleetAnswers and Telogis**

Telogis serves as the GPS/Telematics expert for members of the FleetAnswers Community. An expert from Telogis addresses questions submitted by fleet professionals from all industries about the benefits and ROI of implementing GPS/Telematics technology, including *"What type of benefits can be realized from adopting this kind of technology?"* and *"How does Telogis track/account for fleet vehicles that are constantly in and out of coverage"*.

To view all the questions Telogis has answered, please visit [www.fleetanswers.com](http://www.fleetanswers.com).

## Annual Salary

More than 50% of Fleet Manager and Fleet Director annual salaries remained the same from 2009 to 2010. Nearly 40% of salaries increased from 2009 to 2010.

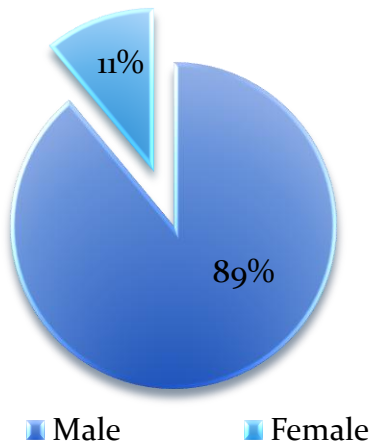


### 2010 Average Salaries

	2010
Fleet Manager	\$83,631
Fleet Director	\$103,723
Fleet Manager & Fleet Director (Combined)	\$87,284

## Demographics: Gender

11% of Fleet Managers and Fleet Directors are Female; 89% are Male.



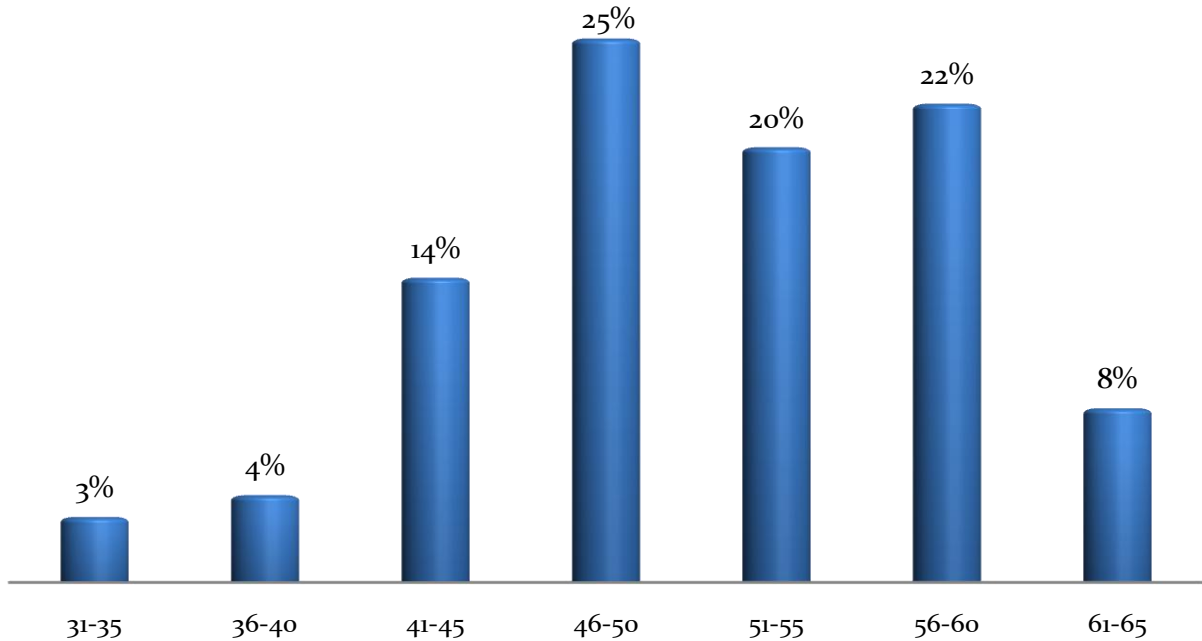
### Average Salary: By Gender<sup>1</sup>

	Fleet Manager	Fleet Director
Male	\$86,039	\$105,251
Female	\$63,094	\$91,500

<sup>1</sup> 59% of female Fleet Managers have a high school degree as the highest level of education attained versus 26% of male Fleet Managers that have a high school degree as the highest level of education attained.

## Demographics: Age

1 out of 4 Fleet Managers and Fleet Directors are between 46 and 50 years of age. Nearly 70% of Fleet Managers and Fleet Directors are between 46 and 55 years of age.



## Demographics: Region

Fleet Managers and Fleet Directors on the West Coast are earning the highest salaries compared to other regions in the U.S.

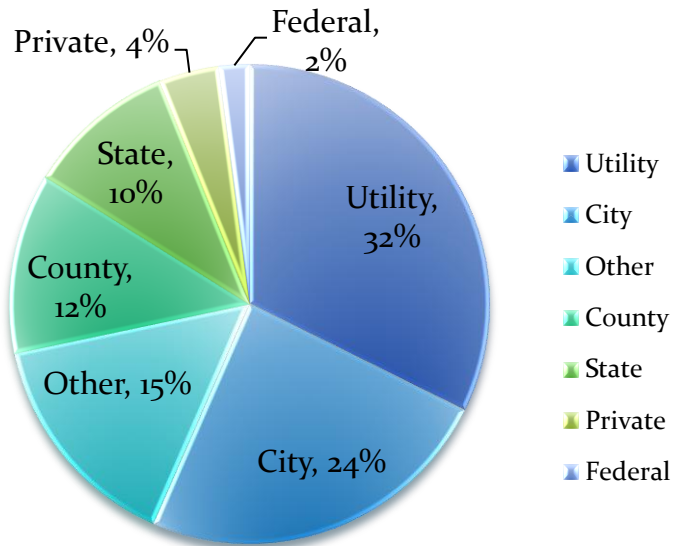
### Average Salary: By Region<sup>2</sup>

	2010
Pacific Region	\$99,289
Mountain Region	\$82,814
Central Region	\$81,467
Eastern Region	\$83,834

<sup>2</sup> Each state was categorized into a region based on the four major time zones: Pacific, Mountain, Central and Eastern.

## Industry

32% of respondents are utility fleet professionals, while city fleet professionals account for 24% of respondents.



### Average Salary: By Industry

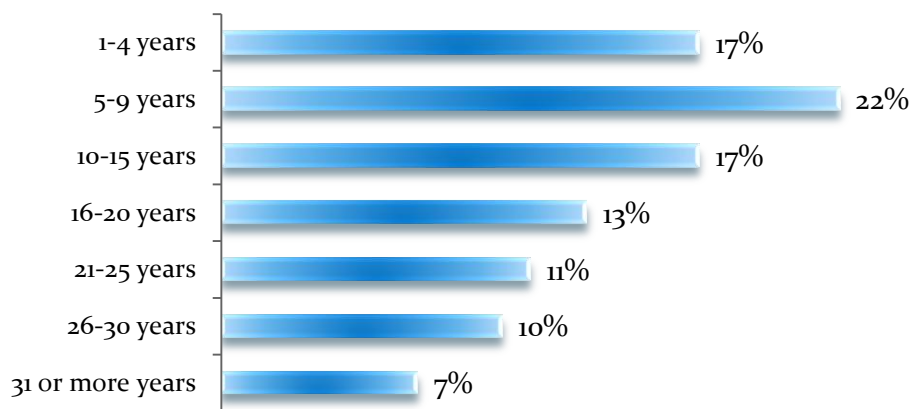
	Utility	City	County
<b>Fleet Manager</b>	\$100,797	\$82,196	\$83,402
<b>Fleet Director</b>	\$125,654	\$93,417	Insufficient Data

## Years of Experience

17% of Fleet Managers and Fleet Directors have more than 25 years of fleet management experience. 39% have less than 10 years of experience.

### Average Fleet Manager Salary: By Years of Fleet Management Experience

	1-9 years	10-20 years	21-30 years	31 or more years
Fleet Manager	\$78,072	\$84,996	\$89,878	\$93,872

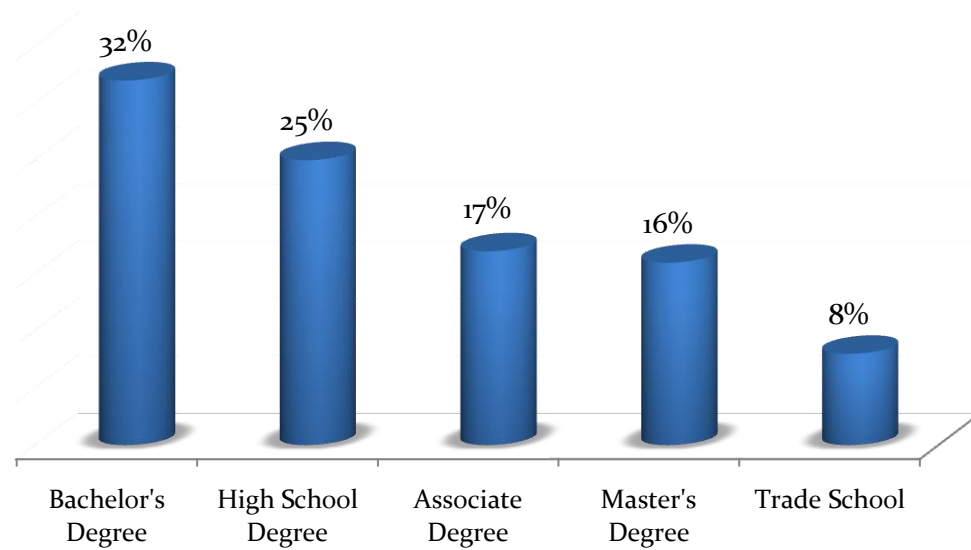


## Certification

18% of Fleet Managers and Fleet Directors have obtained a fleet certification. However, based on the collected responses, it appears that fleet certification has little to no impact on annual salary.

## Education

32% of Fleet Managers and Fleet Directors have completed a Bachelor's Degree as their highest level of education attained. 16% of Fleet Managers and Fleet Directors have completed a Master's Degree as their highest level of education attained.



### Average Salary: By Highest Level of Education Attained

	High School Degree	Bachelor's Degree	Master's Degree
<b>Fleet Manager</b>	\$74,139	\$82,673	\$91,180
<b>Fleet Director</b>	\$87,666	\$93,000	\$109,327



## Management Scope: Responsibilities

- 35% of Fleet Managers and Fleet Directors are responsible for organizations and departments other than fleet.
- 56% of Fleet Managers and Fleet Directors do not manage bargaining unit employees.
- 44% of Fleet Managers and Fleet Directors do manage bargaining unit employees.

## Management Scope: Number of Vehicles in Fleet

- 35% of managed fleets include 500 vehicles or less
- 24% of managed fleets include 1,000-2500 vehicles
- 3% of managed fleets include more than 10,000 vehicles

### Average Salary: By Number of Vehicles in the Fleet Managed

	0-500	501-1500	1,501-4,000	4,001-9,000	Over 9,000
<b>Fleet Manager</b>	\$72,524	\$82,891	\$93,177	\$113,323	Insufficient Data <sup>3</sup>
<b>Fleet Director</b>	\$84,725	\$94,763	\$104,858	\$135,125	Insufficient Data <sup>4</sup>

## Management Scope: Number of Operating Locations

- 68% of fleets have 1-10 operating locations
- 17% of fleets have 11-30 operating locations
- 15% of fleets have more than 30 operating locations

### Average Salary: By Number of Operating Locations

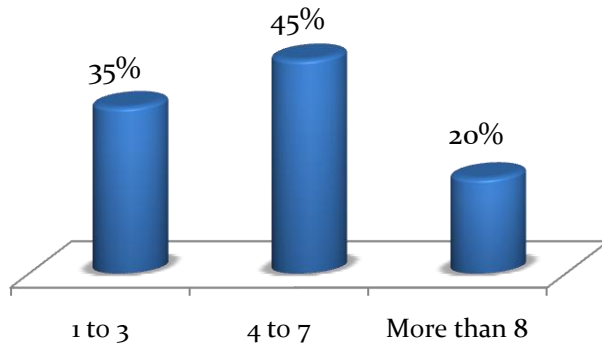
	1 to 10	11 to 30	31 or more
<b>Fleet Manager</b>	\$81,040	\$94,764	\$83,180
<b>Fleet Director</b>	\$92,799	\$114,657	\$127,124

<sup>3</sup> Sample size was too small to produce Fleet Manager averages for fleet sizes exceeding 9,000 vehicles.

<sup>4</sup> Sample size was too small to produce Fleet Director averages for fleet sizes exceeding 9,000 vehicles.

## Management Scope: Number of Direct Reports

45% of Fleet Managers and Fleet Directors have 4 to 7 Direct Reports.



### Average Salary: By Number of Direct Reports<sup>5</sup>

	1-3	4-7	More than 8
<b>Fleet Manager</b>	\$78,072	\$84,996	\$89,878

## Management Scope: Number of People in Organization

### Average Salary: By Number of People in Organization<sup>6</sup>

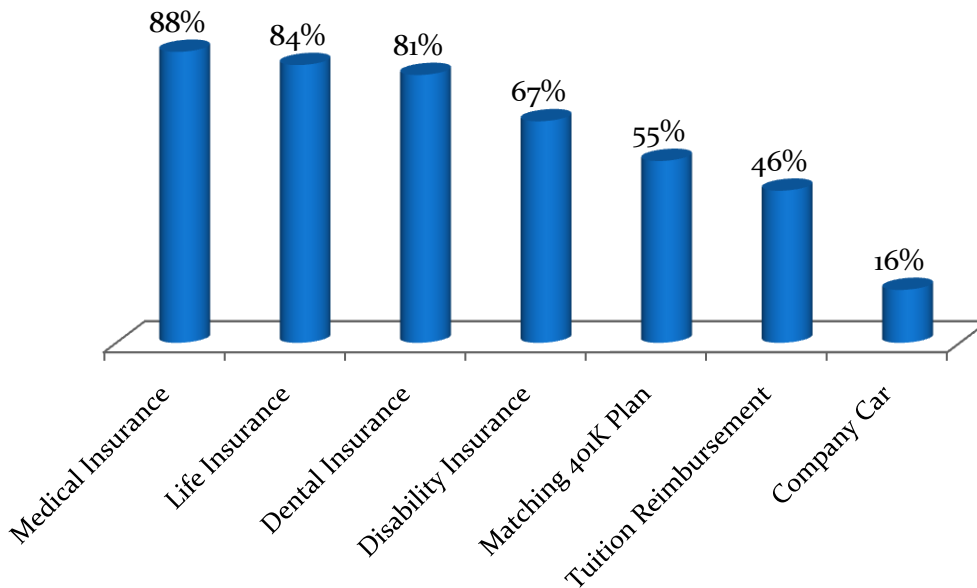
	0-25	26-50	51-150	151 or more
<b>Fleet Manager</b>	\$76,614	\$93,064	\$95,789	\$100,815
<b>Fleet Director</b>	\$88,901	\$94,548	\$114,500	\$150,417

<sup>5</sup> Average Fleet Manager salary based on 150 Fleet Managers. Insufficient data for Fleet Director average salary.

<sup>6</sup> Number of people in organization that the Fleet Manager or Fleet Director is responsible for.

## Compensation: Benefits<sup>7</sup>

Over 80% of Fleet Managers and Fleet Directors receive Medical, Life and Dental Insurance.



## Compensation: Incentives<sup>8</sup>

- 34% of Fleet Managers and Fleet Directors do receive performance based compensation incentives in addition to their annual salary.
- 66% of Fleet Managers and Fleet Directors *do not* receive performance based compensation incentives in addition to their annual salary.

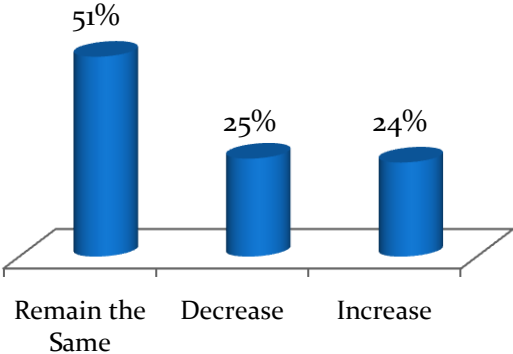
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<sup>7</sup> Benefits received in addition to an annual salary.

<sup>8</sup> Incentives received in addition to an annual salary.

# Compensation: Incentives (continued)

Similar to the 2010 average salary, which remained the same for 50% of Fleet Managers and Fleet Directors, it was reported that 50% of incentive based compensation amounts remained the same from 2009 to 2010.



75% of Fleet Managers and Fleet Directors that receive incentive based compensation reported it amounts to up to 15% of their annual salary.

