



## 2011 Fleet Manager and Fleet Director Compensation Survey

Over 200 Fleet Managers and Fleet Directors from 45 states and Canada participated in this survey effort. 80% of participants are Fleet Managers and 20% are Fleet Directors. The survey analyzed the 2011 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 2011 salaries compared to 2010.

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### Are you looking to:

- Add clarity to your fleet strategy
- Run a next generation fleet
- Answer the question, “What are other fleets doing”

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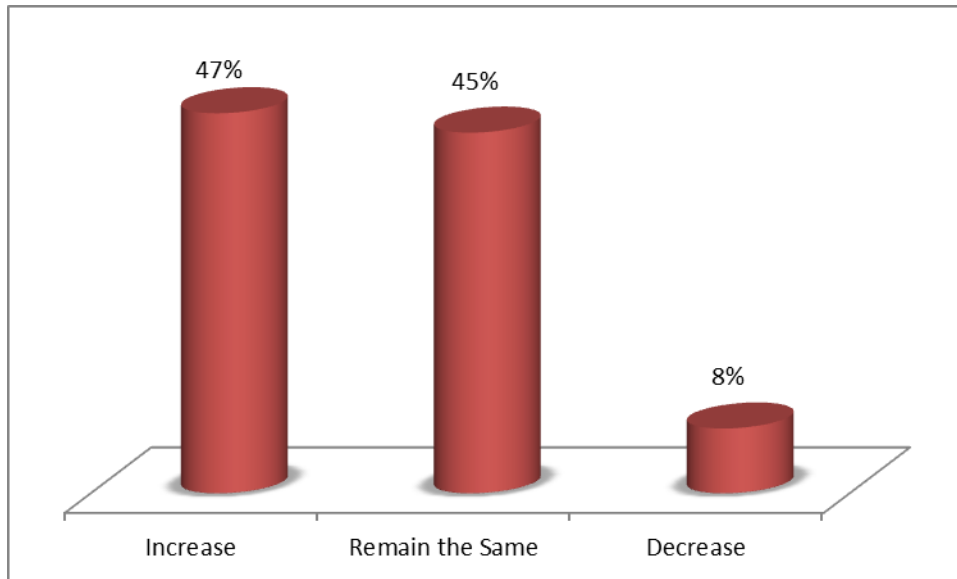
- Fleet performance metrics that are vertical and class specific
- Vehicle replacement and forecast modeling
- Staffing modeling
- Monthly-customized performance dashboards
- Consulting services

Utilimarc is a national analytics firm that has been supporting large, diverse, complex fleets for over 10 years. We are currently working with over 60 utilities and over 40 municipal organizations in North America. The Utilimarc methodology can be applied to all transportation verticals.

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## Annual Salary: Comparing 2011 to 2010

Nearly 47% of Fleet Managers and Fleet Directors annual salaries increased from 2010 to 2011, whereas 45% of annual salaries remained the same from 2010 to 2011.



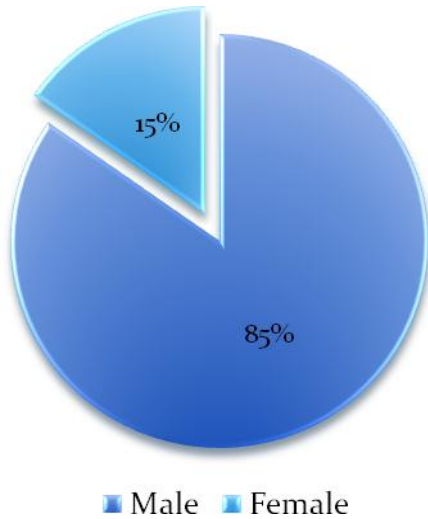
### 2011 Average Salaries

<b>Fleet Manager</b>	\$88,714
<b>Fleet Director</b>	\$105,483
<b>Fleet Manager &amp; Fleet Director (Combined)</b>	\$92,005

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## Demographics: Gender

15% of Fleet Managers and Fleet Directors are Female; 85% are Male.

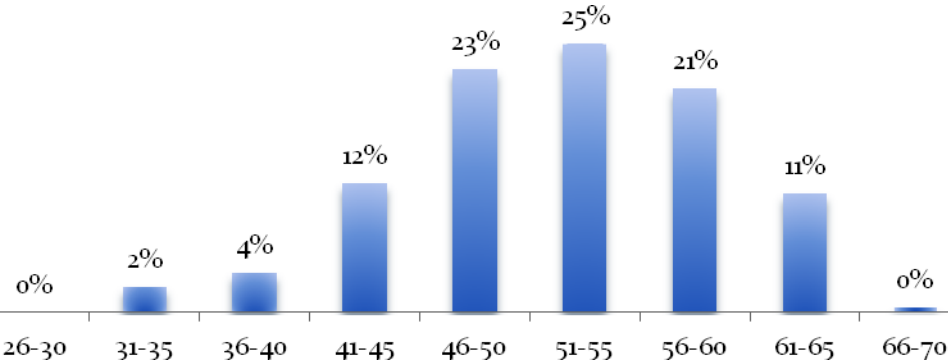


### Average Salary: By Gender

	Fleet Manager	Fleet Director
Male	\$89,883	\$105,552
Female	\$81,731	\$102,000

# Demographics: Age

1 out of 4 Fleet Managers and Fleet Directors are between 51 and 55 years of age. Nearly 70% of Fleet Managers and Fleet Directors are between 46 and 60 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.

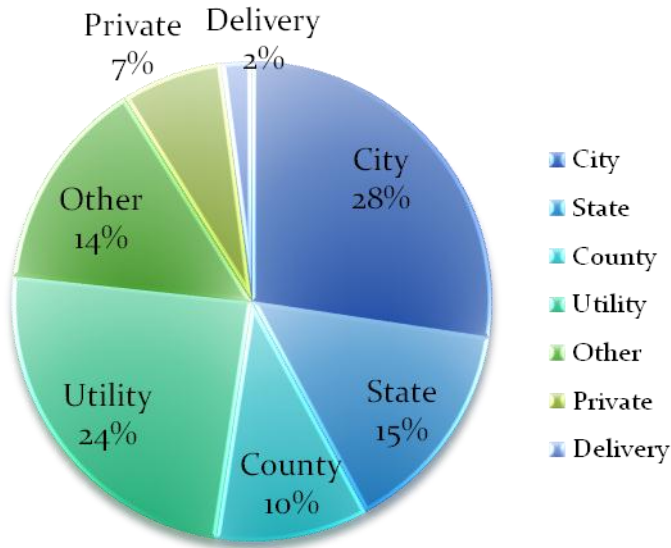
Average Salary: By Region<sup>1</sup>

<b>Pacific Region</b>	\$105,621
<b>Mountain Region</b>	\$94,257
<b>Central Region</b>	\$82,613
<b>Eastern Region</b>	\$92,871

<sup>1</sup> Each state was categorized into a region based on the four major time zones: Pacific, Mountain, Central and Eastern

# Industry

28% of respondents are city fleet professionals, while utility fleet professionals account for 24% of respondents.



Average Salary: By Industry

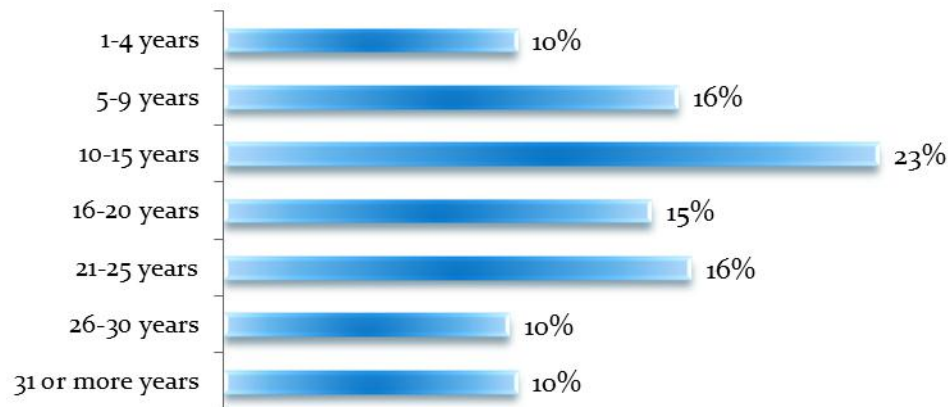
	Utility	City	County
<b>Fleet Manager</b>	\$104,685	\$82,697	\$84,123
<b>Fleet Director</b>	\$131,013	\$110,359	\$90,433

## Years of Experience

20% of Fleet Managers and Fleet Directors have more than 25 years of fleet management experience. About 26% 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
<b>Fleet Manager</b>	\$86,501	\$86,335	\$89,349	\$103,423
<b>Fleet Director</b>	\$102,111	\$91,615	\$110,688	\$131,621



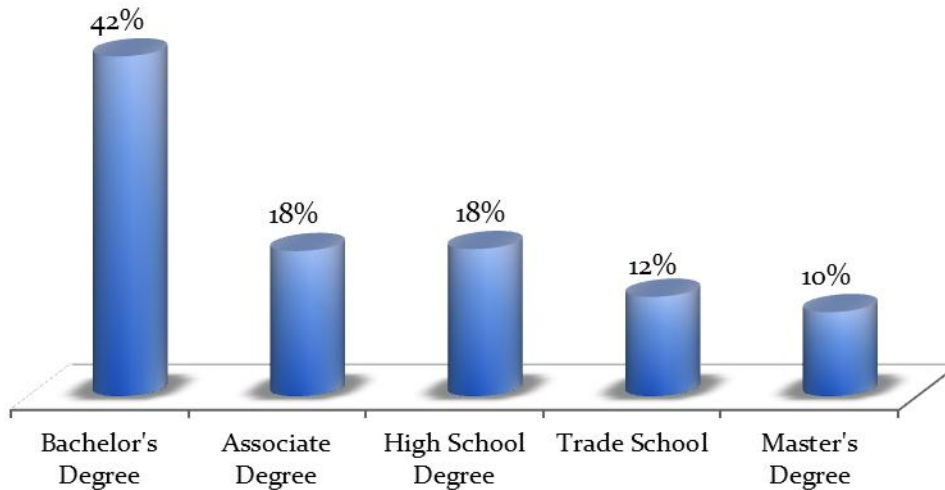
## Certification

21% of Fleet Managers and Fleet Directors have obtained a fleet certification.

Fleet certification had little to no impact on annual salary.

## Education

42% of Fleet Managers and Fleet Directors have completed a Bachelor's Degree as their highest level of education attained. About 10% 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>	\$79,082	\$95,475	\$92,332
<b>Fleet Director</b>	\$111,214	\$94,576	\$123,234



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## Management Responsibilities

- 51% of Fleet Managers and Fleet Directors do not manage bargaining unit employees.
- 49% of Fleet Managers and Fleet Directors do manage bargaining unit employees.
- 35% of Fleet Managers and Fleet Directors are responsible for organizations and departments other than fleet.

## Fleet Size

- 26% of managed fleets include 500 vehicles or less
- 26% of managed fleets include 1,000-2500 vehicles
- 9% of managed fleets include more than 10,000 vehicles

### Average Salary: By Number of Vehicles Managed

	0-1,000	1,001-3,000	3,001-5,000	Over 5,000
<b>Fleet Manager</b>	\$82,049	\$91,524	101,683	\$111,885
<b>Fleet Director</b>	\$84,267	\$106,273	\$105,461	\$143,365

## Number of States Fleet Operates In

- 72% of fleets operate in 1 state
- 12% of fleets operate in 2-5 states
- 16% of fleets operate in more than 5 states

## Management Responsibilities (Continued)

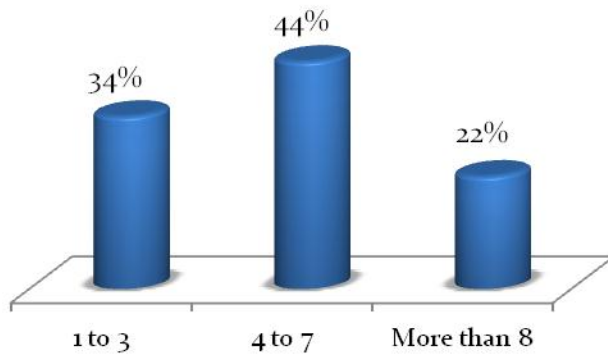
### Operating Locations

- 69% of fleets have 1 to 10 operating locations
- 17% of fleets have 11-30 operation locations
- 14% 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>	\$83,952	\$97,797	101,673
<b>Fleet Director</b>	\$95,756	\$120,860	\$127,203

### Direct Reports



#### Average Salary: By Number of Direct Reports

	1-3	4-7	More than 8
<b>Fleet Manager</b>	\$83,784	\$92,075	\$93,093
<b>Fleet Director</b>	\$101,050	104,179	\$128,820

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## Management Responsibilities (Continued)

### Number of People in Organization

Average Salary: By Number of People in Organization<sup>2</sup>

	0-25	26-100	Over 100
<b>Fleet Manager</b>	\$83,528	\$99,045	142,467
<b>Fleet Director</b>	\$104,102	\$94,822	\$118,334

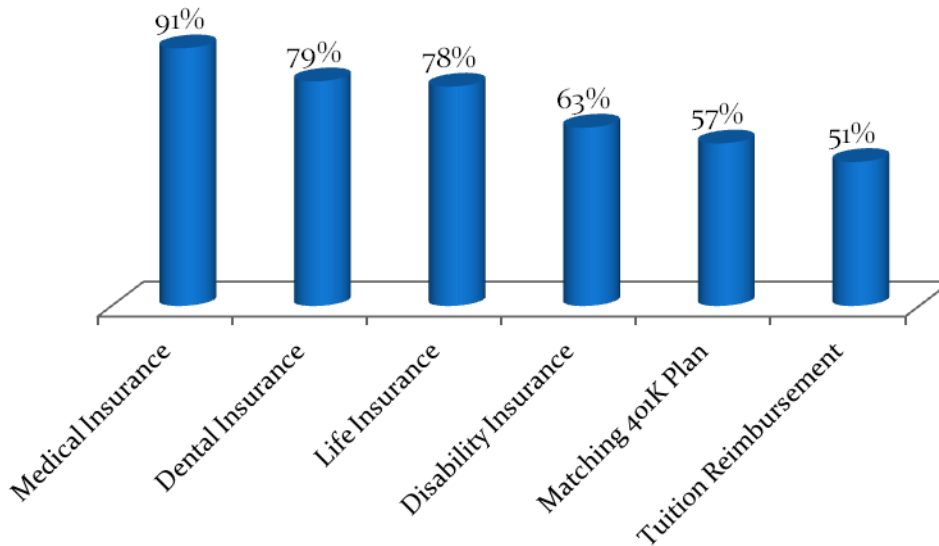
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<sup>2</sup> Number of people in organization that the Fleet Manager or Fleet Director is responsible for

## Compensation: Benefits & Incentives

### Benefits<sup>3</sup>

Over 78% of Fleet Managers and Directors receive Medical, Life and Dental Insurance.



### Incentives<sup>4</sup>

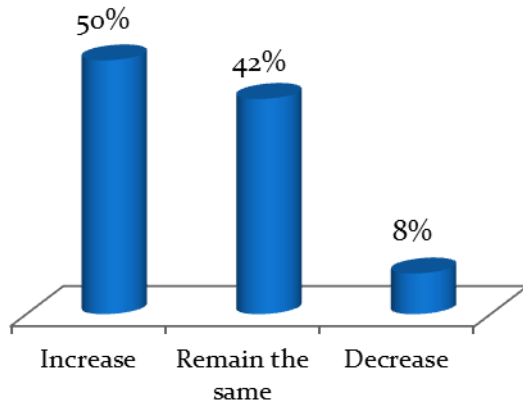
- 34% of Fleet Managers and Fleet Directors do receive performance based compensation incentives in addition to their annual salary.
- 66% of Fleet Managers and Fleet Directors *do not* receive performance based compensation incentives in addition to their annual salary.

<sup>3</sup> Benefits received in addition to an annual salary

<sup>4</sup> Incentives received in addition to an annual salary

## Compensation: Benefits & Incentives (Continued)

Similar to the 2011 average salary, which increased for 47% of Fleet Managers and Fleet Directors, it was reported that 50% saw their incentive based compensation amounts increased from 2010 to 2011.



Of those that reported the percent of incentives within their salary, 73% of Fleet Managers and Fleet Directors have incentive based compensation amounting up to 15% of their annual salary.

