

City Leaders' Pay



TallahasseeVoices

March 2010



TallahasseeVoices is a pro bono internet survey panel sponsored by Kerr & Downs Research, which is solely responsible for information contained within TallahasseeVoices' reports.

Contact: Phillip Downs, Ph.D.,
Senior Partner, Kerr & Downs Research
Professor of Marketing, Florida State University
Founder, TallahasseeVoices pd@kerr-downs.com

The following media partners have graciously agreed to provide coverage of results of TallahasseeVoices' surveys: WCTV , WFSU-FM, and the Tallahassee Democrat.

The present survey on local issues was conducted in March 2010. 525 of the 6,000 panel members responded. Results were weighted to reflect the demographics of the 90%+ local residents who have access to the internet at home, work, or school.

JOIN - www.tallahasseevoices.com

Pay of Senior Leadership in City Hall



Residents have no clue how much money City leaders earn. In some cases citizens believe City leaders make only about half of what they actually earn.

For example,

- The City Manager earns a base pay of \$204,610, while citizens believe the position pays only \$108,900.
- 1 of the 3 Assistant City Managers earns \$155,542, while citizens believe the position pays only \$70,300.

Phillip Downs, Ph.D., Founder of TallahasseeVoices, says “There are huge discrepancies between actual pay and citizens’ estimates of pay for all senior leadership positions within City government.”

Citizens Underestimate City Leaders' Pay



<i>Position</i>	<i>Citizens' Estimate</i>	<i>Actual Pay</i>
City Manager	\$108,900	\$204,610
Asst. City Manager #1	\$ 70,300	\$155,542
Asst. City Manager #2	\$ 71,100	\$128,502
Asst. City Manager #3	\$ 71,000	\$124,363
Director, Mgt & Admin	\$ 69,400	\$115,024
Asst to City Manager	\$ 61,400	\$102,835
City Attorney	\$ 98,800	\$170,290

Pay Increases for Senior Leaders in City Government



City Manager's base salary has **increased by 88% in the past 10 years** – only 1% of citizens in this community have experienced a greater increase in base pay.

76% of residents received, at most, a **10% total increase in pay over the past 10 years** – less than 1% increase per year.

“The discrepancy between pay increases for City leaders and pay increases for local residents is remarkable” reports Phillip Downs, Founder of TallahasseeVoices.

Pay Increases for City Leaders



- 68% of residents agree that City leaders' pay increases have been **out of control** – only 15% of citizens disagree.
- Only 9% of citizens agree that pay increases for City leaders reflect how well they have been doing their jobs.
- 64% of residents agree that the City can attract and keep talented leaders for far less pay; only 27% disagree.
- 76% of residents believe pay increases for City leaders over the past 10 years have been too high.

City Budget



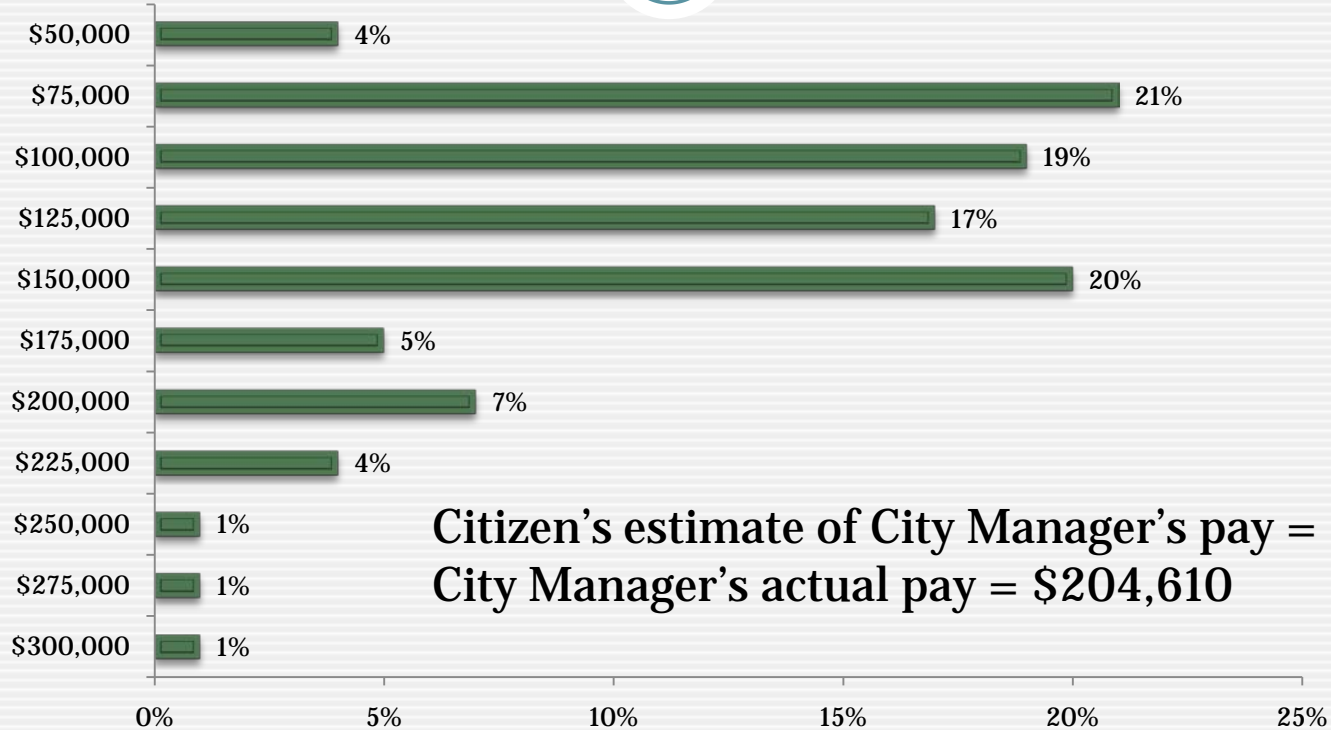
When asked to explain why the City's budget has increased 97% in the past 10 years, residents replied:

- They had no idea City leaders' pay had increased that much
- The City pays its leaders too much
- There is no accountability
- There is too much inefficiency and waste

Only 9% of residents thought doubling of the City's budget was associated with receiving higher quality services.

The City Manager, as chief executive officer of the City of Tallahassee, is responsible for implementing policy as determined by the City Commission. In 2009 the City capital and operating budgets combined were over \$1 billion.

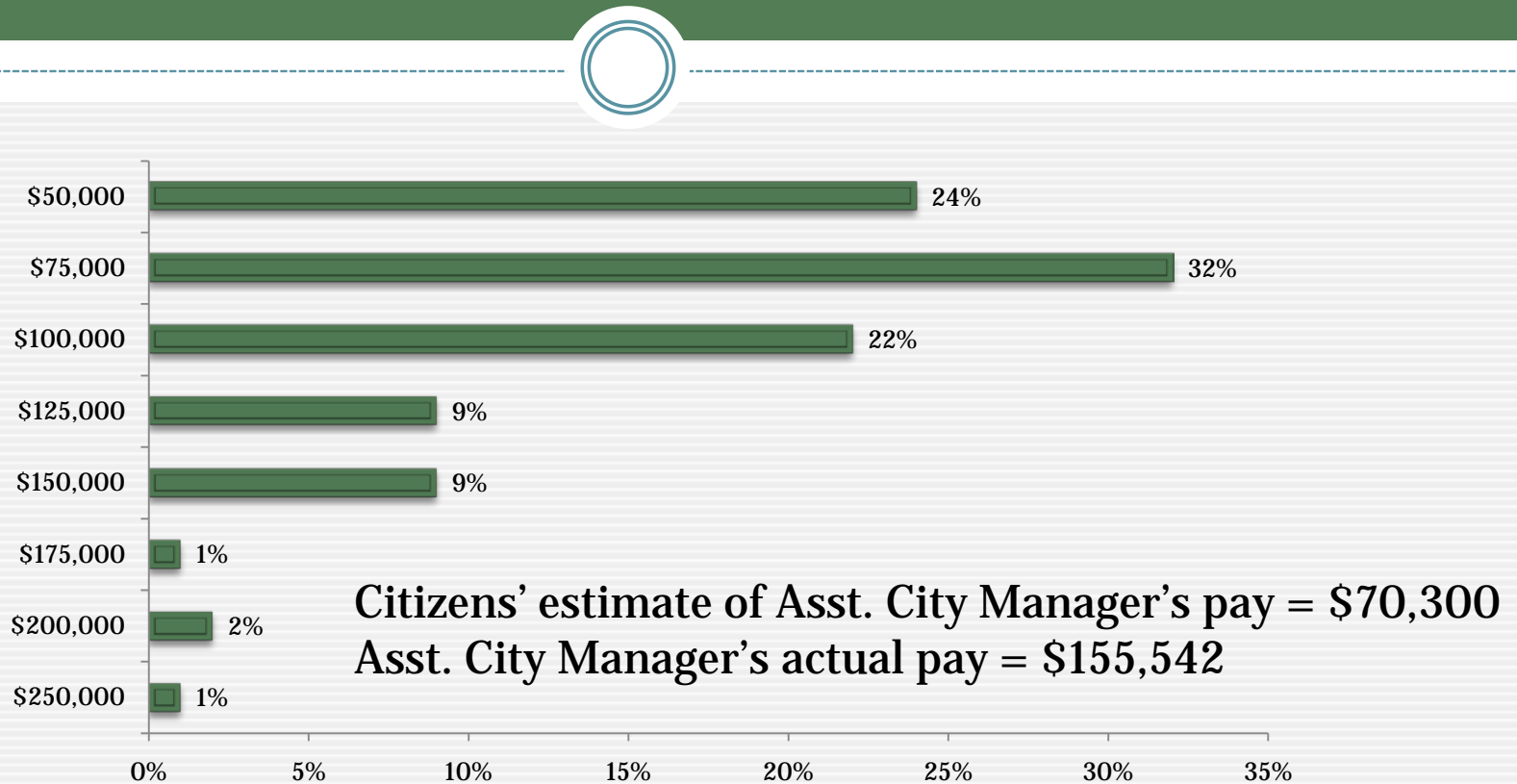
What do you think is a fair salary for the City Manager?



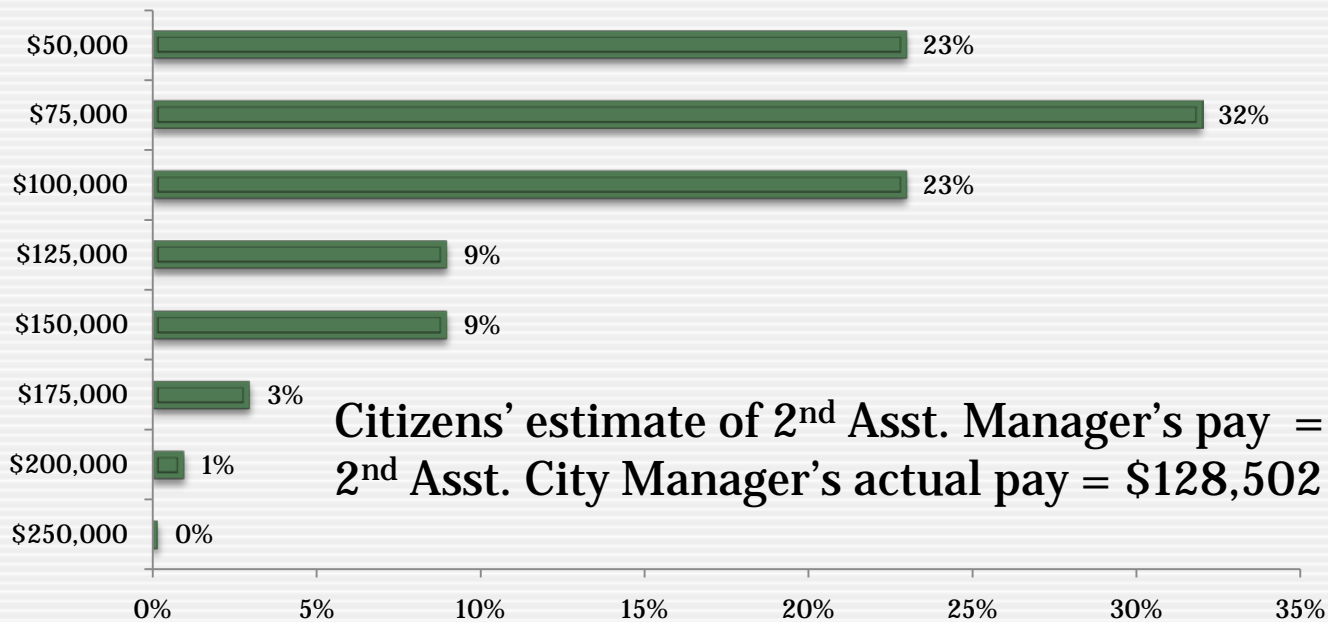
Citizen's estimate of City Manager's pay = \$108,900
City Manager's actual pay = \$204,610

There are 3 Assistant City Managers, an Assistant to the City Manager, and a Director of Management & Administration who report directly to the City Manager. One Assistant City Manager oversees city utilities, energy services, fleet services, and solid waste services within City government.

What do you think is a fair salary for this Assistant City Manager?

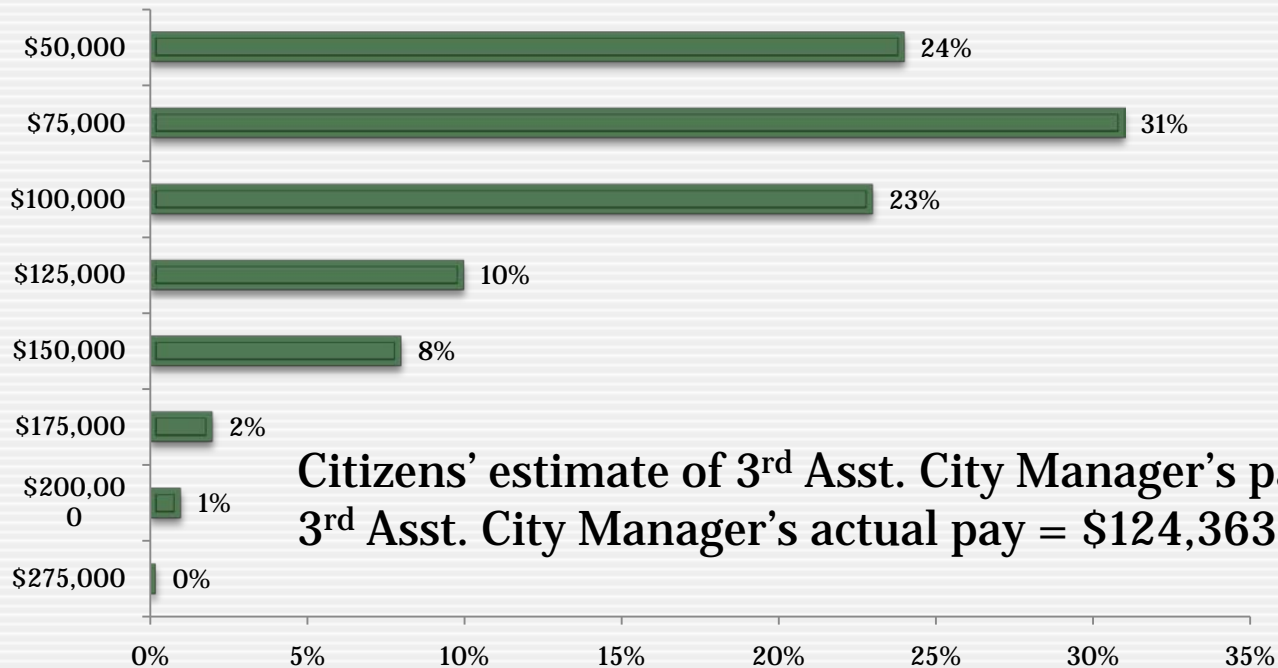


Another City Manager oversees police & fire services, parks & recreation, and economic development within City government. What do you think is a fair salary for this Assistant City Manager?



SOURCE: TallahasseeVoices.com, a pro bono internet survey panel of 6,000 residents.
JOIN - www.tallahasseevoices.com

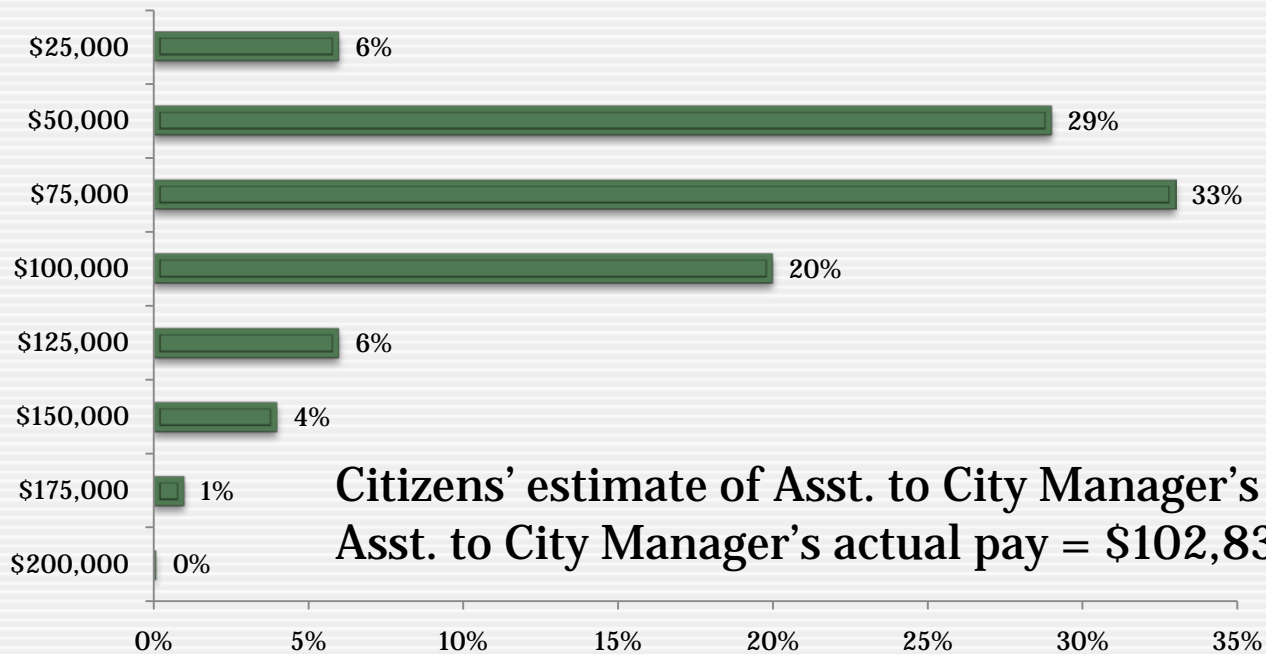
A 3rd Assistant City Manager oversees public works, planning, growth management, aviation, Star Metro, and emergency management within City government.
What do you think is a fair salary for this Assistant City Manager?



Citizens' estimate of 3rd Asst. City Manager's pay = \$71,000
3rd Asst. City Manager's actual pay = \$124,363

The Assistant to the City Manager is part of the senior decision making staff and oversees property management, facilities management, communications, and customer services within City government.

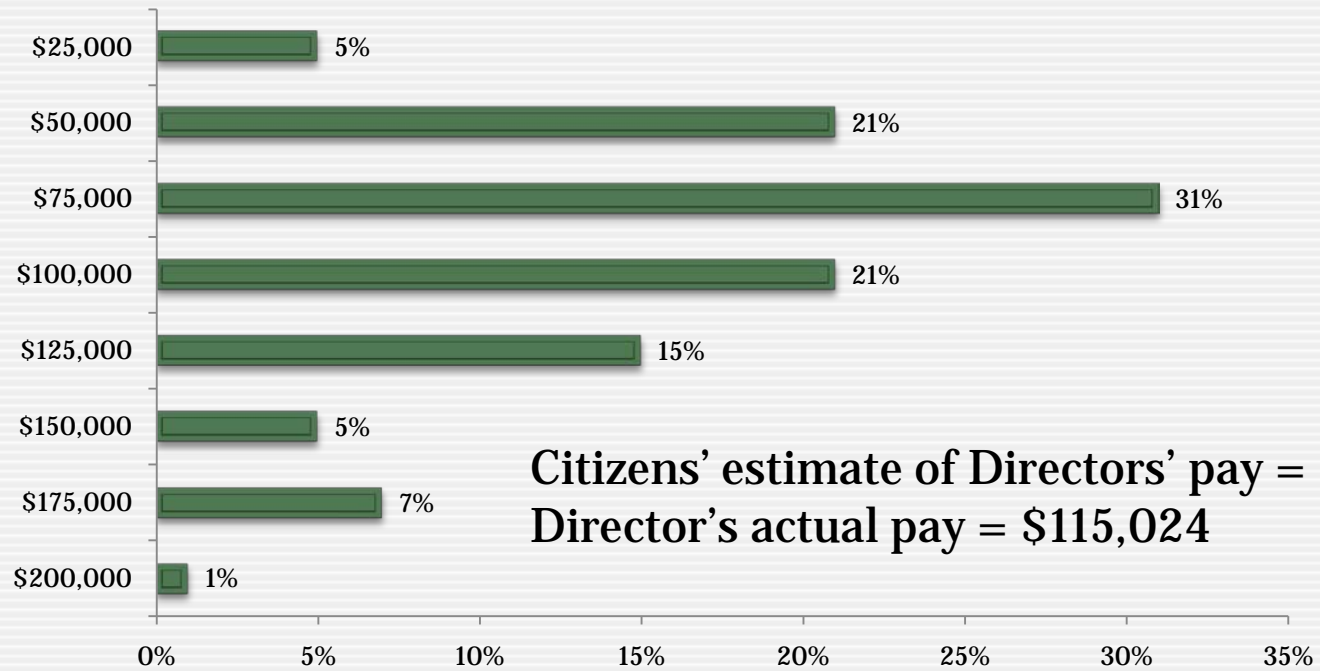
What do you think is a fair salary for the Assistant to the City Manager?



Citizens' estimate of Asst. to City Manager's pay = \$61,400
Asst. to City Manager's actual pay = \$102,835

The Director of Management & Administration oversees the budget, accounting, procurement, information services, and human resources within City government.

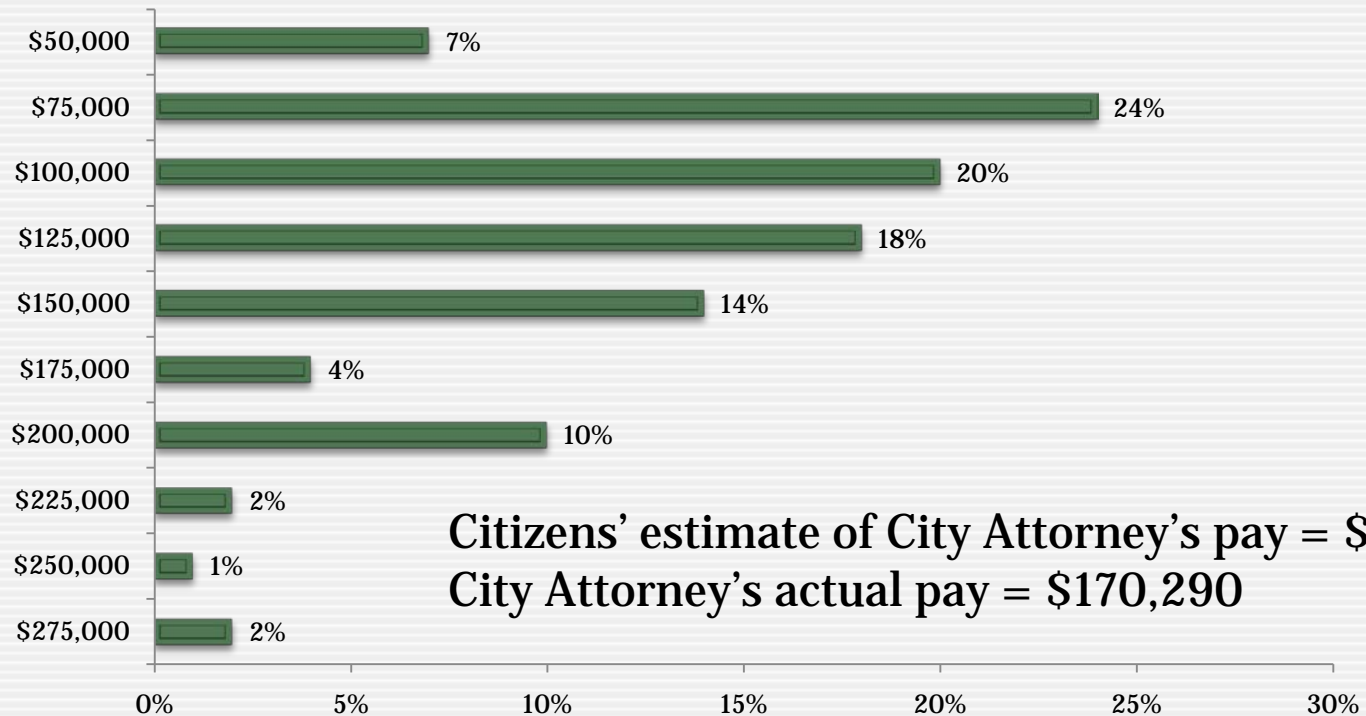
What do you think is a fair salary for the Director of Management & Administration?



Citizens' estimate of Directors' pay = \$69,400
Director's actual pay = \$115,024

The City Attorney oversees all legal issues affecting City government.

What do you think is a fair salary for the City Attorney?



SOURCE: TallahasseeVoices.com, a pro bono internet survey panel of 6,000 residents.

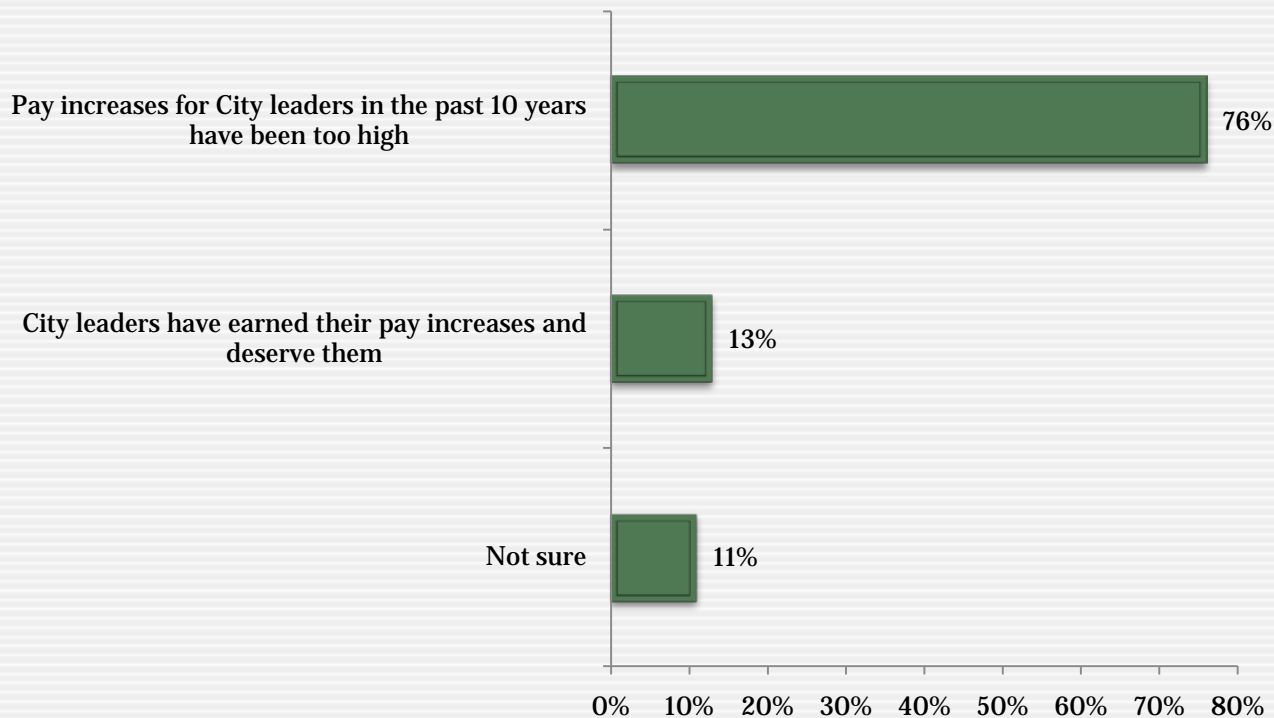
JOIN - www.tallahasseevoices.com

Residents were shown a table displaying the 2000 salary, 2010 salary, and percent increase in salary for the City Manager, two Assistant City Managers, the Assistant to the City Manager, and City Attorney and asked:

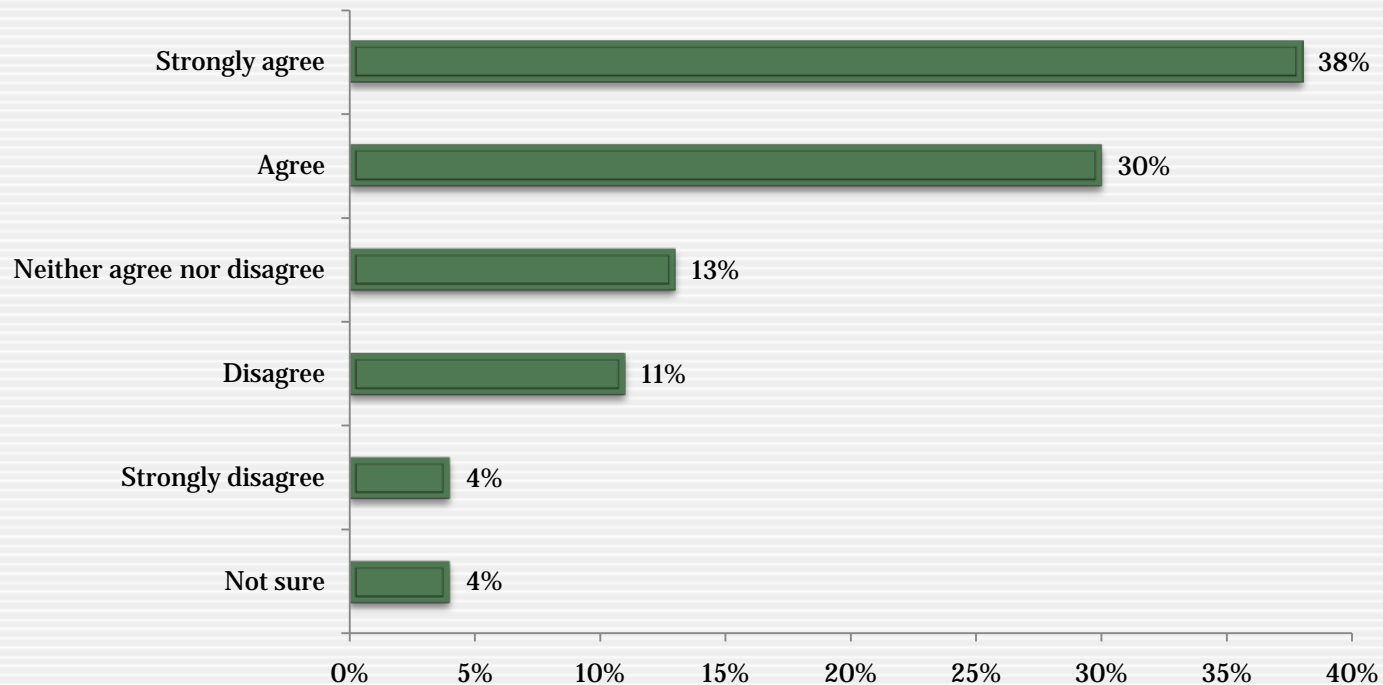
Some argue that these pay increases are too high given the increase in the size of Tallahassee's population (150,000 in 2000 to approximately 178,000 in 2010), the economic difficulties facing citizens for the past several years, and pay for the typical worker in Tallahassee (per capita income in Tallahassee in 2008 was \$32,478).

Some argue that City leaders have earned their pay increases and deserve the pay increases they have received.

What is your opinion?

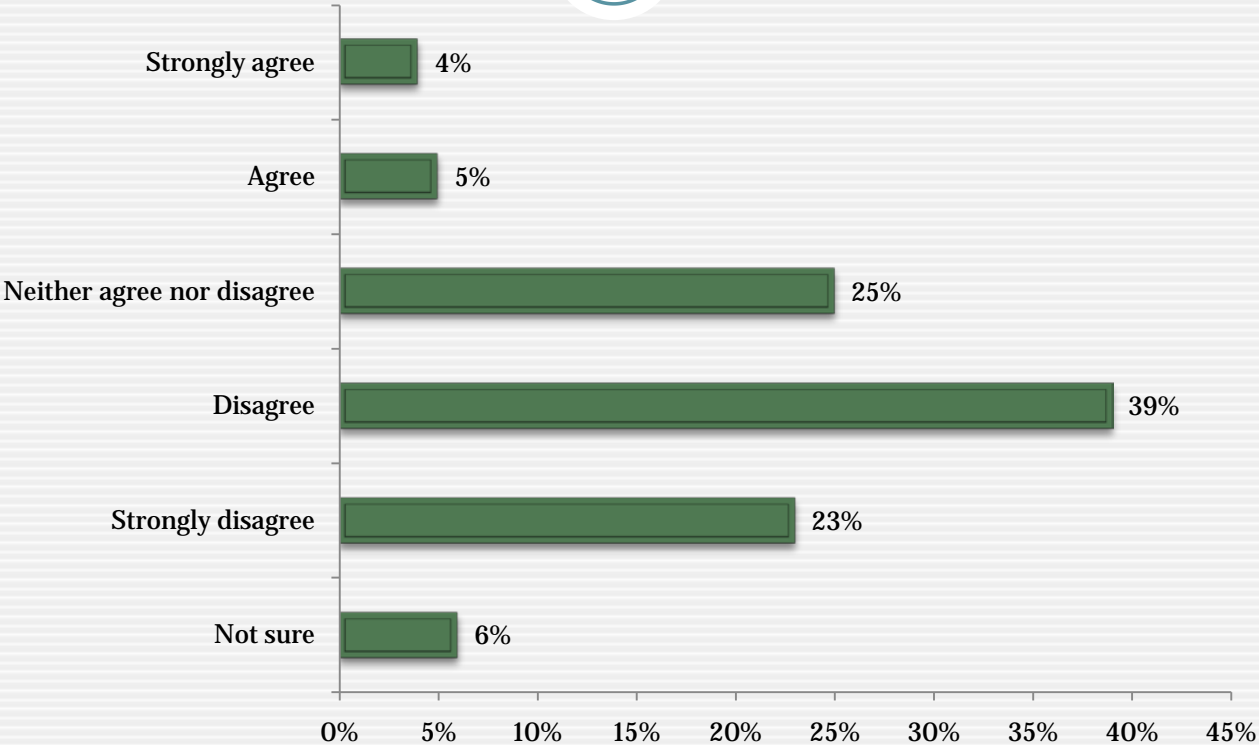


Please express your level of agreement to the following statements:
Pay increases for City leaders in the past 10 years reflect how out of control local government spending has become.



SOURCE: TallahasseeVoices.com, a pro bono internet survey panel of 6,000 residents.
JOIN - www.tallahasseevoices.com

Pay increases for City leaders in the past 10 years reflect how well they have been doing their jobs.

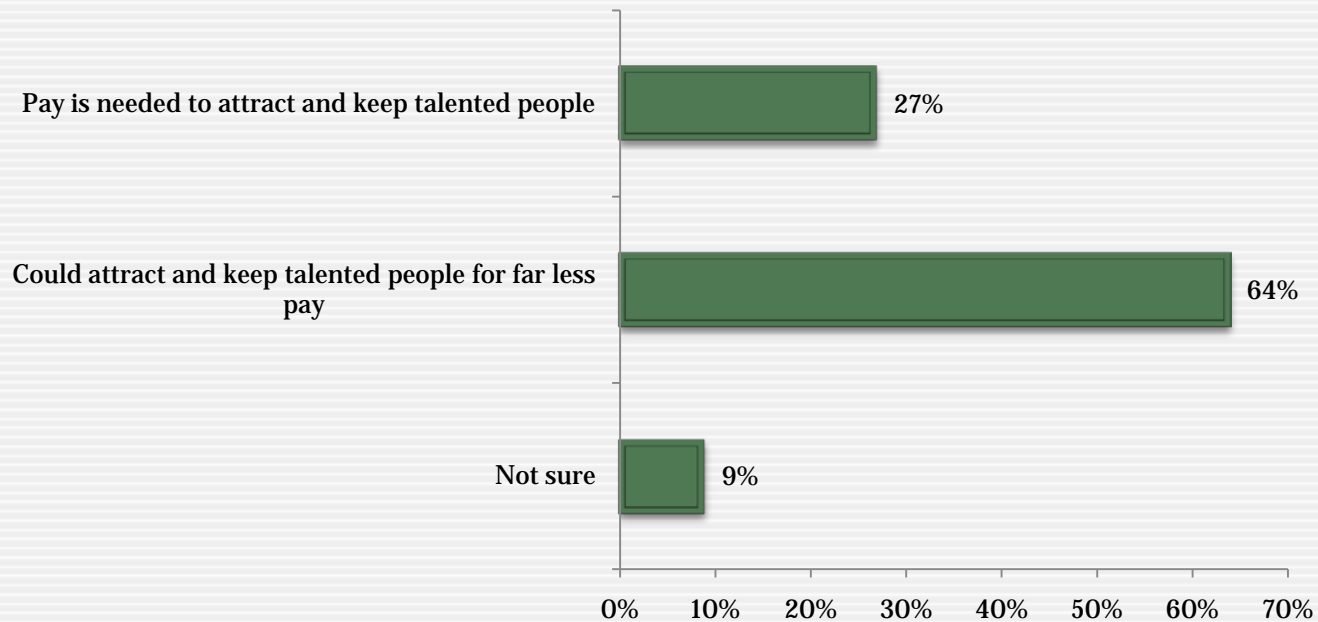


SOURCE: TallahasseeVoices.com, a pro bono internet survey panel of 6,000 residents.
JOIN - www.tallahasseevoices.com

Some argue that City leaders' pay has increased in the past 10 years because that is what is necessary to attract and keep talented people.

Some argue that the City could attract and keep talented people for far less pay.

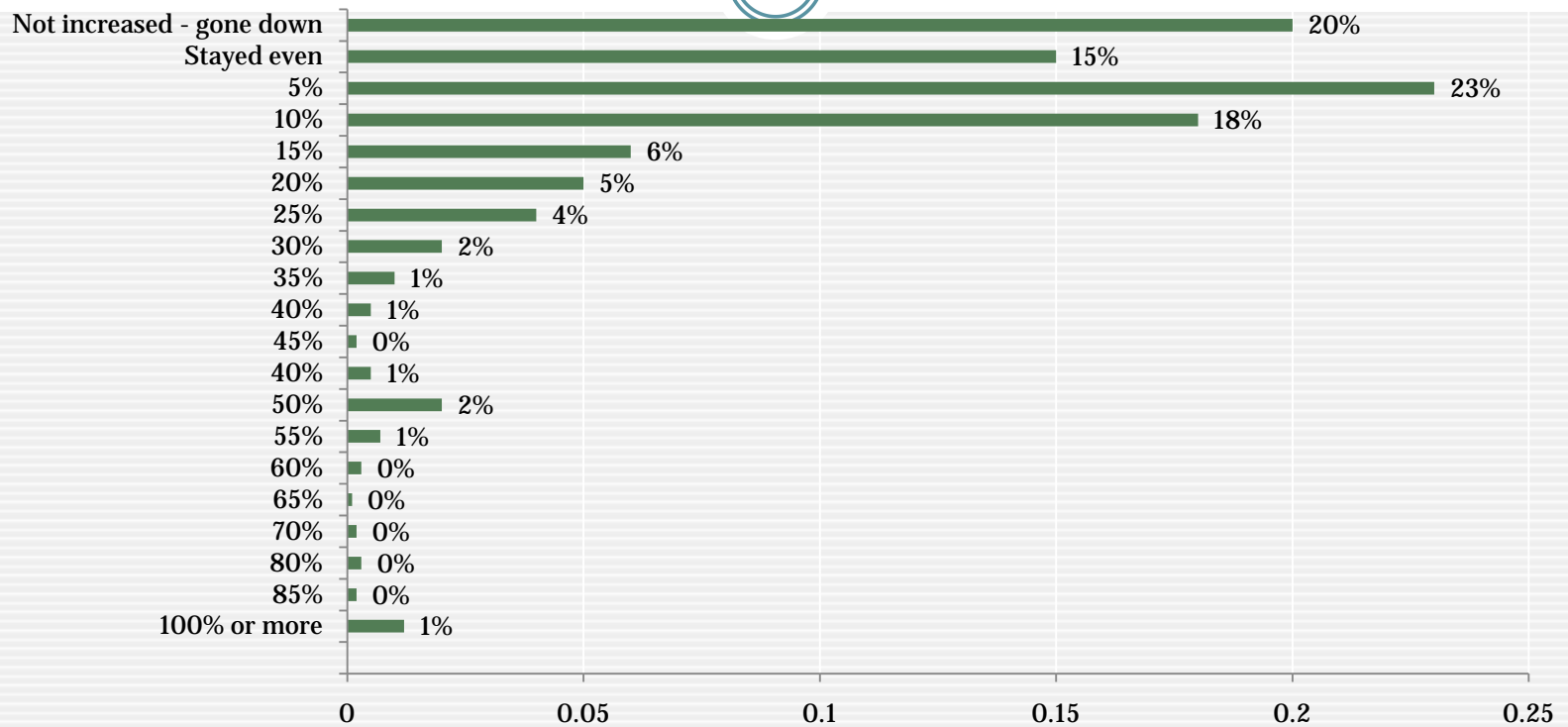
What is your opinion?



SOURCE: TallahasseeVoices.com, a pro bono internet survey panel of 6,000 residents.

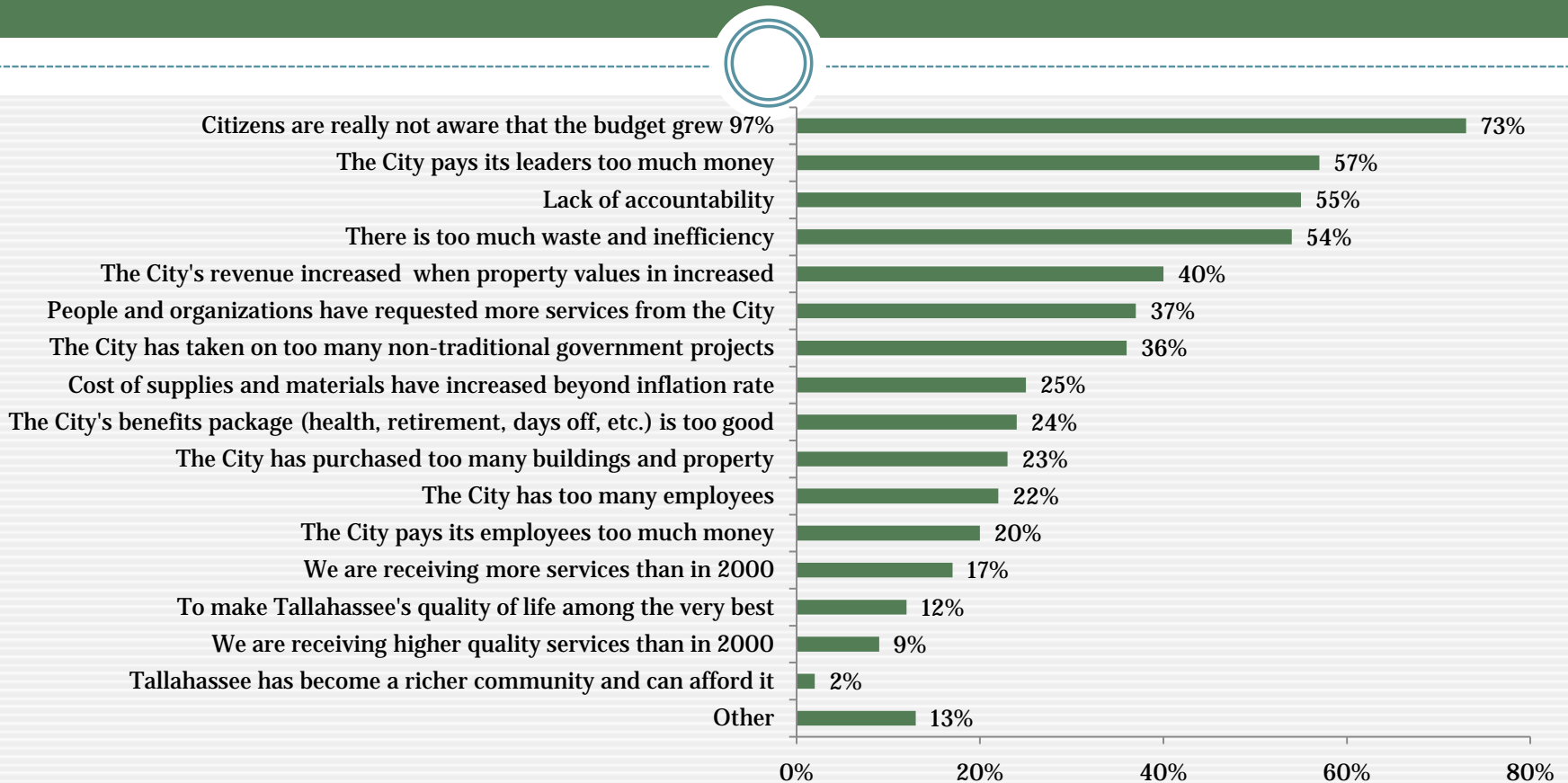
JOIN - www.tallahasseevoices.com

How much has your base pay increased in the past 10 years?



SOURCE: TallahasseeVoices.com, a pro bono internet survey panel of 6,000 residents.
JOIN - www.tallahasseevoices.com

City government's operating budget has increased from \$427,271,700 in 2000 to \$841,462,615 in 2010, an increase of 97%. Tallahassee's population has increased from 150,000 to about 178,000 during that time, an increase of 19%. Inflation has been modest during this period. Why do you think the City's operating budget has increased 97% during the past 10 years?



SOURCE: TallahasseeVoices.com, a pro bono internet survey panel of 6,000 residents.

JOIN - www.tallahasseevoices.com