

Wake Transit Community Engagement Policy 2022

Relevant policies

- 1.4** This policy seeks to improve Wake Transit’s engagement processes and outcomes by encouraging a consistent, transparent approach and continual learning through evaluation and expanding the range of engagement methods.
- 1.5** Project sponsors are committed to engaging the community in planning and decision-making through the use of appropriate, effective, and inclusive practices.
- 1.6** This Community Engagement Policy document does not supersede federal, state, or local regulations or guidance governing agencies or organizations responsible for the planning or management of any Wake Transit-funded investment. These regulations, among others, are referenced in Appendix 1.

Research

Georgellis and Tabvuma (2010)

Does Public Service Motivation Adapt?

An emerging theme in the recent economics literature is that workers assign higher values to, and they are likely to be motivated by, intrinsic rather than extrinsic rewards. What is more, evidence suggests that the introduction of extrinsic rewards crowds out intrinsic motivation, as often manifested by reduced worker effort and lower productivity. Such evidence is consistent with the findings of earlier psychological studies suggesting, for example, that the use of monetary rewards has a detrimental effect on intrinsic motivation, while verbal reinforcement and supportive feedback have a positive effect. In the same spirit, the introduction of monetary rewards for blood donations has been shown to reduce the supply of donated blood as such rewards undermine social values.

Recommended Incentives Policy

The use of financial incentives, while allowed by federal guidelines under certain circumstances, is not permitted for the promotion of or to elicit participation in Wake Transit Plan activities. The use of Wake Transit funds to provide financial incentives (e.g., gift cards, cash cards) is prohibited. However, the provision of approved Wake Transit branded giveaway “swag” items (e.g., lip balm, pens, t-shirts) as part of engagement activities is endorsed.