



GREAT WAYS TO INCREASE PARTICIPATION FOR THE 2018 RODEO!

Proactive Recruiting: Management can proactively seek out drivers who meet the eligibility requirements and approach them with an invitation to participate. A driver is much more likely to participate when they are sought out and encouraged by management to do so.

Hold a “Mini Rodeo”: A great way to generate buzz about the Rodeo within your agency is to have a “Mini Bus Rodeo” at your location. This Mini-Rodeo can be very low maintenance and winners will determine who will represent your agency in the CT Rodeo. Just set up a few obstacles in your parking lot and let the best driver win! Information on how to set up the obstacles can be found at www.ctrta.org in the Bus Rodeo Toolkit link.

Raffle Prizes: There will be some great prizes raffled off at this years Rodeo. Be sure to inform drivers that even if they don’t win the competition, there are plenty of ways they can win prizes throughout the event.

Rookie Prize: Many drivers may be hesitant to participate because they believe that the same drivers always win. The Rookie Award is a great way to encourage new participants to compete because it is another way to win recognition and take home a great prize.