

ORDINANCE NO. 011-12

AN ORDINANCE AUTHORIZING A  
CO-PROMOTIONAL TRADE AGREEMENT  
WITH ACTIVE TRANSPORTATION  
ALLIANCE FOR 2011

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WHEREAS, Active Transportation Alliance ("Active Trans") sponsors or promotes biking-related events and programs that encourage biking, walking, and the use of public transit within the City of Chicago scheduled throughout the year; and

WHEREAS, In 2011 these events and programs will include, but not be limited to: (1) MB Financial Bank Bike the Drive (May 29, 2011); (2) Four-Star Bike Tour (August 28, 2011); (3) Bike to Work Week (June 2011); (4) Bike Town Bash/Anniversary Event (Fall 2011); (5) Chicagoland Car-Free Day (September 22, 2011); and (6) Year Round Promotions; and

WHEREAS, Active Trans has proposed that the Chicago Transit Authority ("Authority") enter into a co-promotional trade agreement for 2011 for these events and programs; and

WHEREAS, The Authority and Active Trans (formerly known as the Chicagoland Bicycle Federation) have been co-promotional partners since 2000; and

WHEREAS, Under the co-promotional trade agreement, the Authority will post advertising for Active Trans' events and programs valued up to Seventy-two Thousand Three Hundred Forty-two Dollars and twenty-two cents (\$72,342.22) in unsold Authority advertising space; and

WHEREAS, In exchange, Active Trans will include the Authority's logo and marketing message valued up to Seventy-two Thousand Three Hundred Forty-two Dollars and twenty-two cents (\$72,342.22) on the on-site signage, print advertising and other promotional items for Active Trans' events and programs; and

WHEREAS, The co-promotional trade agreement will provide exposure of the Authority to a large audience, promote ridership, and support the Authority's corporate image as cooperative and pro-active in promoting special events throughout the City of Chicago; now, therefore:

BE IT ORDAINED BY THE CHICAGO TRANSIT BOARD  
OF THE CHICAGO TRANSIT AUTHORITY:

SECTION 1. The Senior Vice President/Chief Administrative Officer is hereby authorized to enter into a co-promotional trade agreement valued at the not-to-exceed amount of Seventy-two Thousand Three Hundred Forty-two Dollars and twenty-two

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cents (\$72,342.22) with Active Transportation Alliance, substantially in the form of the agreement attached as Exhibit A hereto.

SECTION 2. This ordinance shall be in full force and effect from and after its passage.

APPROVED:

PASSED:

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Chairman

February 9, 2011

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Assistant Secretary

February 9, 2011