

ORDINANCE NO. 014-134

AN ORDINANCE AUTHORIZING AN  
AMENDMENT TO A CO-  
PROMOTIONAL AGREEMENT WITH  
THE CITY OF CHICAGO ACTING BY  
AND THROUGH ITS DEPARTMENT  
OF FLEET AND FACILITY  
MANAGEMENT

WHEREAS, The City of Chicago Department of Fleet and Facility Management ("2FM") prints marketing materials for the City of Chicago ("City"); and

WHEREAS, 2FM also manages the advertising space for the City's bus shelters; and

WHEREAS, On July 16, 2014, the Transit Board adopted Ordinance No. 014-72, authorizing a co-promotional agreement with the City for a one year term (the "Agreement"); and

WHEREAS, Pursuant to the Agreement, the Authority provided unsold advertising space in the interior of its trains and buses and on digital screens at a value not-to-exceed \$235,772.71, and, in exchange, 2FM included the Authority in promotional materials for various City events and programs and provided the Authority with unsold advertising space on 150 JCDecaux bus shelters throughout the City; and

WHEREAS, 2FM has utilized the value provided by the Agreement and has proposed amending the Agreement to provide for the exchange of additional value (the "Amendment"); and

WHEREAS, Pursuant to the Amendment, the Authority will provide 2FM with up to One Hundred Seventy-five Thousand Three Hundred Sixty Dollars (\$175,360.00) in additional value in unsold advertising space in the interior of buses and rail cars and on digital advertising screens, and 2FM will provide the Authority with up to One Hundred Seventy-five Thousand Three Hundred Sixty Dollars (\$175,360.00) in additional value in unsold advertising space on an additional 111 JCDecaux bus shelters to advertise its services and will include the Authority's logo, web site address, telephone number and marketing message in printed marketing pieces; and

WHEREAS, The Amendment will expose the Authority to a large audience, promote ridership, have a positive effect on the Authority's customers and support the Authority's corporate image as cooperative and pro-active in promoting special events and programs throughout the City; now, therefore:

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

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SECTION 1. The Executive Vice President/Chief Financial Officer, or his designee, is hereby authorized to enter into an Amendment to the Co-Promotional Agreement with the City of Chicago acting by and through its Department of Fleet and Facility Management pursuant to which the Authority and the City will each provide additional unsold advertising space to the other valued at the not-to-exceed amount of One Hundred Seventy-five Thousand Three Hundred Sixty Dollars (\$175,360.00) and that includes reciprocal limited license agreements to use the other party's logo in its advertising materials and is otherwise substantially in the form of the Amendment 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

November 19, 2014

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Assistant Secretary

November 19, 2014