

ORDINANCE NO. 002-22

AN ORDINANCE DECLARING PUBLIC  
BIDDING DISADVANTAGEOUS AND  
AUTHORIZING THE AWARD OF RADIO  
ADVERTISING CONTRACTS TO PROMOTE  
OFF-PEAK RIDERSHIP AND OTHER CTA  
PROGRAMS

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WHEREAS, It is the desire of The Chicago Transit Authority to promote its services and programs in an effort increase off peak ridership; and

WHEREAS, The Authority has chosen to promote awareness of its services and programs by advertising on select radio stations to maximize service information; and

WHEREAS, Radio stations have been identified as being of greatest benefit to CTA and the public to convey information due to their respective demographic bases; and

WHEREAS, To consider radio stations, other than those named herein, to provide this service, would be disadvantageous; and

WHEREAS, Section 54.3-5 of the Regulations Governing Purchase and Sales Transactions provides for the award of contracts in those situations where the Transit Board determines that competitive bidding would be disadvantageous; now, therefore:

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

SECTION 1. That based on the statements set forth in the preamble of this ordinance, the Transit Board hereby determines that competitive bidding for this service is disadvantageous.

SECTION 2. That the Chairman of the Board, or her designee, is hereby authorized to enter into contracts with the following publications for a period of eighteen (18) months at the specified dollar amounts and under the specified contract numbers:

|                 |              |                    |                     |
|-----------------|--------------|--------------------|---------------------|
| WGCI B01OP1740A | \$205,180.00 | WBBM-AM B01OP1740F | \$111,400.00        |
| WGN B01OP1740B  | \$131,500.00 | WLEY B01OP1740G    | \$69,000.00         |
| WTMX B01OP1740C | \$137,000.00 | WVON BOP1740H      | \$30,000.00         |
| WXRT B01OP1740D | \$119,500.00 | WBEE B01OP1740I    | \$10,400.00         |
| WNUA B01OP1740E | \$104,300.00 | WPNA B01OP1740J    | \$10,000.00         |
|                 |              | <b>TOTAL COST</b>  | <b>\$928,280.00</b> |

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SECTION 3. This ordinance shall be in full force and effect from and after its passage.

APPROVED:

PASSED:

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Chairman

February 7, 2002

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Assistant Secretary

February 7, 2002