

ORDINANCE NO.001-104

AN ORDINANCE DECLARING PUBLIC
BIDDING DISADVANTAGEOUS AND
AUTHORIZING THE ADVERTISEMENT
OF CTA SERVICES IN THE 'LaRAZA'
NEWSPAPER

WHEREAS, The Chicago Transit Authority is in need of advertising to promote off-peak ridership by highlighting popular destinations near CTA's stations; and

WHEREAS, The Authority has selected LaRaza as one of its publications to advertise in, which is published weekly and is the main Hispanic newspaper in the Midwest with a paid subscription base; and

WHEREAS, The Authority has identified this publication as one that meets its needs due to the demographics it serves, whereby it is disadvantageous for the CTA to seek competitive bidding for this type of advertising service; 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 a contract with LaRaza Newspaper. Vendor will provide advertising once a week for a period of five (5) weeks, for a cost not to exceed eight thousand twenty-five dollars (\$8,025.00), under Requisition No. C01OP04579.

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

APPROVED:

PASSED:

Chairman

Assistant Secretary

July 11, 2001

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