

ORDINANCE NO. 007-113

AN ORDINANCE DECLARING PUBLIC  
BIDDING DISADVANTAGEOUS AND  
AUTHORIZING THE PURCHASE OF A WEB-  
BASED MEDIA RELATIONS MANAGEMENT  
SYSTEM FOR A PERIOD OF FIVE (5) YEARS

WHEREAS, The Chicago Transit Authority is in need of a web-based media relations management system which will enable the Marketing Department to build on and manage its media databases, track inquiries and responses, generate reports, share and access data, and electronically store and organize public relations materials; and

WHEREAS, In order for the Authority to be able to effectively organize and disseminate its media relations information, said system must include a reporting function that will allow the user to customize queries, reports and lists to his/her specification; and

WHEREAS, The Authority is currently using the Vocus PR system and has found that the system meets its needs; and

WHEREAS, Vocus, Inc., is the originator and sole provider of the Vocus PR system which includes more than 60 distinct management reports, a built-in ad hoc writer that allows the user to customize reports, and a reporting and analysis module which presents information in a variety of graphical formats; and

WHEREAS, Based on research conducted through trade shows, trade publications, web sites and phone inquiries, no firm in the public relations marketplace, other than Vocus, Inc., offers a web-based media relations system with reporting capabilities; 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 public 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 public bidding for this purchase is disadvantageous.

SECTION 2. That the Chairman of the Board, or her designee, is hereby authorized to enter into a contract with Vocus, Inc., to provide a web-based media relations management system for a period of 5 years, in the not-to-exceed amount of two hundred fifty-six thousand five hundred dollars (\$256,500.00) under Requisition No. B07OP01811.

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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

September 12, 2007

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Assistant Secretary

September 12, 2007