ORDINANCE NO. 012-30

AN ORDINANCE REPEALING ORDINANCE NOS. 91-169, 97-144, AND 008-147, RELATED TO ADVERTISING ON THE CHICAGO TRANSIT AUTHORITY PROPERTY, AND ADOPTING AMENDED AND RESTATED GUIDELINES

WHEREAS, The Chicago Transit Authority's ("Authority") primary purpose is to provide safe and efficient public transportation services for persons using its buses, trains, and other facilities; and

WHEREAS, The Chicago Transit Board has determined to permit certain forms of public service, commercial and other advertising in or upon the Authority's buses, rail cars, stations, facilities and other property; and

WHEREAS, The Chicago Transit Board has determined that discharging the Authority's primary purpose of safe and efficient public transportation, while permitting certain advertising in or upon its vehicles and facilities to raise revenues, is best achieved by uniform, viewpoint-neutral standards for the display of advertising that do not interfere with the Authority's obligations to maintain passenger safety, minimize disruption to public transportation services, ensure peace and order on the public transportation system, protect passengers from fraudulent activities, and protect the health, safety and welfare of passengers; and

WHEREAS, On September 11, 1991, the Authority adopted Ordinance No. 91-169, establishing advertising guidelines that permit certain advertising in or upon its vehicles and facilities; and

WHEREAS, On December 10, 1997, the Authority adopted Ordinance No. 97-144, prohibiting tobacco and alcoholic beverage advertisements on all property that it owned, operated or maintained; and

WHEREAS, On November 13, 2008, the Authority adopted Ordinance No. 008-147, prohibiting any advertisements on its vehicles or facilities which marketed or identified a video or computer game with an ESRB rating of "Mature" or "M" or "Adults Only" or "AO;" and

WHEREAS, In the interest of clarity, to ensure that the rules for accepting and displaying advertising are consistently enforced and to maintain and enhance the Authority's reputation and public image, revisions were made to the Authority's advertising guidelines; and

WHEREAS, Staff recommends that Ordinance Nos. 91-169, 97-144 and 008-147 be repealed in their entirety and that amended and restated guidelines for advertising on the Authority's buses, rail cars, stations, facilities and other property be adopted; and

WHEREAS, Staff further recommends that alcoholic beverage advertising and video game advertising that otherwise meets the amended and restated guidelines be permitted on Authority vehicles, facilities and other property; now, therefore:

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

SECTION 1. The Chicago Transit Board hereby repeals Ordinance Nos. 91-169, 97-144 and 008-147 in their entirety and, in lieu thereof, adopts the Amended and Restated Guidelines Governing All Advertising, attached as Exhibit A hereto, and the Amended and Restated Guidelines Governing Public Service Advertising, attached as Exhibit B hereto (the Amended and Restated Guidelines Governing All Advertising and the Amended and Restated Guidelines Governing Public Service Advertising collectively referred to as the "Advertising Guidelines") as the Authority's policy regarding advertising on its buses, rail cars, stations, facilities and other property.

SECTION 2. The Advertising Guidelines shall apply to all requests made by sponsors seeking to post an advertisement in or upon the Authority's vehicles, facilities and other property.

SECTION 3. If any part of this ordinance is declared invalid or void, the remainder of the ordinance shall remain in full force and effect.

SECTION 4. This ordinance shall be in full force and effect from and after its passage.

APPROVED:	PASSED:
_____	_____
Chairman	Assistant Secretary
March 14, 2012	March 14, 2012