

ORDINANCE NO. 019-51

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

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

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

WHEREAS, 2FM has proposed entry into a co-promotional agreement with the Chicago Transit Authority ("Authority") for a one-year term ("Agreement"); and

WHEREAS, Under the Agreement, the Authority will provide 2FM with up to Three Hundred Ninety-two Thousand Nine Hundred Fifty-Two Dollars and Fifty cents (\$392,952.50) in value in unsold advertising space in the interior of buses or rail cars or on digital advertising screens; and

WHEREAS, In exchange, 2FM will provide the Authority with up to Three Hundred Ninety-two Thousand Nine Hundred Fifty-Two Dollars and Fifty Cents (\$392,952.50) in value in unsold advertising space on 250 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, This Agreement 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 proactive in promoting special events and programs throughout the City of Chicago; and

WHEREAS, Cooperation between and among governmental agencies and entities through intergovernmental agreements is authorized by the Intergovernmental Cooperation Act (5 ILCS 220/1 et seq.); now, therefore:

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

SECTION 1. The Chief Financial Officer, or his designee, is hereby authorized to enter into a Co-promotional Agreement with the City of Chicago through its Department of Fleet and Facility Management for a term of one year in which the Authority and the City will each provide unsold advertising space to the other valued at the not-to-exceed amount of Three Hundred Ninety-Two Thousand Nine Hundred Fifty-

ORDINANCE NO. 019-51  
(Continued) -2

Two Dollars and Fifty cents (\$392,952.50), which includes reciprocal limited license agreements to use the other party's logo in its advertising materials, and which contains such other terms as are substantially in conformance with the Public Service Announcement Advertising Space Intergovernmental Agreement attached as Exhibit A hereto.

SECTION 2. This ordinance shall be in full force and effect from and after its passage.

APPROVED:

PASSED:

---

Chairman

June 12, 2019

---

Assistant Secretary

June 12, 2019