

RESOLUTION NO. 2008-144

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ELK GROVE RATIFYING THE EXPENDITURE OF FUNDS, WITHOUT CONTRACT, TO TRANSIT MARKETING, LLC. IN AN AMOUNT OF \$42,498.89 FOR TRANSIT MARKETING SERVICES

WHEREAS, the Elk Grove City Council is committed to public engagement and awareness of public transportation and notification of local government affairs; and

WHEREAS, the City began contracting with Transit Marketing, LLC. in 2004, for Transit marketing services which included implementation of marketing strategies and graphic design services to better inform riders of transition system changes; and

WHEREAS, the City entered into a one-year contract with Transit Marketing, LLC. in July 2006 that expired in June 2007 before an extension was made, and Transit marketing services were utilized and paid for from July 2007 through May 2008; and

WHEREAS, marketing during this time was a necessary priority to enhance ridership and route awareness, and greatly improve the access and availability of all Transit System changes for all City residents; and

WHEREAS, the ratification of these services is a priority of the City Council and has been budgeted for in the Transit Department.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Elk Grove ratifies the expenditure of funds to Transit Marketing, LLC. in an amount of \$42,498.89 for Transit marketing services provided from July 2007 through May 2008.

PASSED AND ADOPTED by the City Council of the City of Elk Grove this 25th day of June 2008.



GARY DAVIS, MAYOR of the
CITY OF ELK GROVE

ATTEST:



SUSAN J. BLACKSTON, CITY CLERK

APPROVED AS TO FORM:



SUSAN COCHRAN, CITY ATTORNEY

CERTIFICATION
ELK GROVE CITY COUNCIL RESOLUTION NO. 2008-144

STATE OF CALIFORNIA)
COUNTY OF SACRAMENTO) ss
CITY OF ELK GROVE)

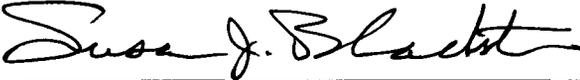
I, Susan J. Blackston, City Clerk of the City of Elk Grove, California, do hereby certify that the foregoing resolution was duly introduced, approved, and adopted by the City Council of the City of Elk Grove at a regular meeting of said Council held on June 25, 2008 by the following vote:

AYES : COUNCILMEMBERS: *Davis, Hume, Scherman, Leary, Cooper*

NOES: COUNCILMEMBERS: *None*

ABSTAIN : COUNCILMEMBERS: *None*

ABSENT: COUNCILMEMBERS: *None*



Susan J. Blackston, City Clerk
City of Elk Grove, California