

SUBSTITUTE
ORDINANCE

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CHICAGO:

SECTION 1. Chapter 2-31 of the Municipal Code of Chicago is hereby amended by inserting a new Section 2-31-045, as follows:

2-31-045 Keep Chicago Clean.

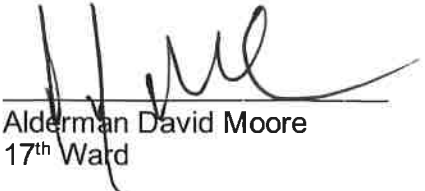
The Commissioner of Streets and Sanitation and the Chief Sustainability Officer shall jointly prepare and present to the Committee on Environmental Protection and Energy, or any committee that succeeds it, a proposal for a public service advertising campaign to reduce littering in the City, to be known as "Keep Chicago Clean."

Such proposal shall include, at a minimum:

1. The target audience of the campaign;
2. Concepts, themes, and communication methods the campaign should use;
3. A proposed budget to launch or continue the campaign;
4. How the various City departments and sister agencies can work together to implement and support the campaign, including whether any intergovernmental agreements would be necessary to implement the campaign;
5. A timeline to implement the campaign and the proposed duration of the campaign; and
6. Metrics to measure the success of the campaign.

SECTION 2. The initial Keep Chicago Clean proposal shall be presented to the Committee on Environmental Protection and Energy no later than October 1, 2024.

SECTION 3. This ordinance shall take effect upon passage and publication.


Alderman David Moore
17th Ward