

JUSTIFICATION FOR SOLE SOURCE PROCUREMENT

Agency: Trident Technical College

Sole source Vendor: Adams Outdoor Advertising of Charleston

Based upon the following determination, Agency proposes to acquire the supplies, construction, information technology, and/or services described herein from the Vendor named above per S.C. Code Ann. 11-35-1560 and S.C. Regulation 19-445.2105, Sole Source Procurement.

Description of the Agency need that this procurement meets:

Marketing to the Trident Technical College (TTC) targeted demographics through billboard advertisements.

Description of market research Agency performed to determine the availability of products or services that would meet the Agency's needs:

Data reveals the importance of billboard advertising to TTC. The TTC Marketing Department has not conducted a broad survey since 2017, but they conducted a more recent survey of high schoolers, which is one of the college's largest target markets. This 2023 survey showed that billboard advertising was one of the most effective means to market the college. Billboard advertising was one of the top four outlets where high schoolers in the Tri-county area that the college serves saw TTC's ads. In previous years' surveys, respondents consistently ranked billboard advertising as the number one initiative in terms of message reach and recall.

TTC Marketing Services staff conducts a market ride annually. The purpose of the market ride is to select billboard locations for upcoming marketing campaigns. During this ride, the marketing staff confirms the locations that provide optimal reach for TTC's message(s) and that billboard structures are indeed the only ones at specific locations. To determine optimal reach, the TTC staff looks at placement of each billboard and how drivers see them according to traffic flow. Ideal billboard placement may be ideal on the left side of the road (left read) but a road curve may make a right-side billboard (right read) more effective. These decisions impact the effectiveness of the billboard campaigns.

Description of supplies, construction, information technology, and/or services Vendor will provide under the contract:

Billboard advertisements – digital and static

Detailed explanation why no other vendor's supplies, construction, information technology, and/or services will meet the needs of the Agency:

Adams Outdoor Justification: Adams Outdoor is the only tri-county vendor with a comprehensive inventory,(over 900+ units) covering Dorchester, Berkeley, and Charleston counties, that allows TTC Marketing Services staff to achieve significant reach with outdoor campaigns. Not only does Adams's inventory provide coverage in terms of volume, but their inventory provides the opportunity to select locations based on the campaign's message. As an example, TTC continues targeting males and females, ages 18-24. In particular, the college is targeting high school males.

Market rides revealed that Adams Outdoor is the only vendor with the ability to target all major area high schools including Ashley Ridge, Summerville, Fort Dorchester, Stratford, Berkeley, West Ashley, Stall, North Charleston, Goose Creek, John's Island, etc. They are the only billboard firm that offers this amount of selection and the ability to quickly and efficiently market in the needed areas.

Additionally, Adams Outdoor is the only vendor with sufficient inventory of digital billboards in the tri-county market, that can provide the ability for TTC to target messages to specific locations and to achieve required reach and frequency with messages.

Further, Adams Outdoor maintains its digital billboards at the highest technical level, providing high quality images required for TTC's messaging. TTC prefers digital billboard campaigns as there is the ability to change the design and for flexible messaging. Adams Outdoor offers TTC a proprietary scheduling suite to upload and schedule creative to digital locations directly. This system allows TTC to schedule different messages / designs to different digital units geographically, on specific days of the week, and even specific hours of the day. This enables TTC to promote different programs, classes, events, open houses, new campus buildings, and campaigns constantly and to respond to needs instantly if needed. Via this direct network connection the Marketing Department can bring the TTC message to the market faster than any other method. By managing only one scheduling system, TTC can efficiently schedule all creative and all locations in one platform. Adams Outdoor is the only vendor that can provide all the above.

Finally, Adams Outdoor is a member of Geopath, a not-for-profit organization that audits (OOH) billboard traffic and impressions. Geopath uses state-of-the-art audience location measurement, deep consumer insight, and media research.

Contract Period: 07/01/24 – 06/29/25

Contract Amount: \$443,680.00

Com Code: 915

CB

Authorized Signature

Printed Name: Mary Thornley, Ed.D

Title: President

Date: 05/08/2024

Blanket sole source: ____ Yes x No

Contract \$50,000 or greater. Drug Free Workplace Act (Section 44-107-30 Code of Laws of SC) applies:
 x Yes ____ No CB Buyers Initials

Signed Drug Free Workplace Certification form attached:

 x Yes ____ No CB Buyers Initials

Open Trade Certification attached x Yes ____ No CB Buyers Initials