

JUSTIFICATION FOR
SOLE SOURCE PROCUREMENT

Agency: Trident Technical College

Sole source Vendor: Adams Outdoor Advertising
4745 O'Hear Avenue
North Charleston, SC 29406

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: Billboard Advertising

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

TTC Marketing Services staff member conducts a market ride approximately once a year. The purpose of the market ride is to select billboard locations for upcoming campaigns. During the rides, the TTC staff member confirms that locations provide optimal reach for the college's message(s) and that billboard structures are indeed the only ones at specific locations. In establishing optimal reach, the TTC staff member looks at placement of each billboard and how drivers see these billboards according to traffic flow. For example, billboard placement is often ideal on the left side of the road (left-read). However, if routes curve, it is possible that a right-side billboard is more effective (right-read). Decisions such as this impact the effectiveness of billboard campaigns. Additionally, staff member verifies reach, locations and condition of the boards.

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

Billboard Buys: Data has revealed the increasing importance of billboard advertising to Trident Technical College. According to the 2017 survey of new students, billboard advertising was the most effective means to remind potential new students and current students with messages of applying to the college and registering for classes. In fact, 33% of survey respondents ranked billboard advertising as the top advertising initiative in terms of effectiveness. Radio/TV advertising was ranked as second (20% of respondents); direct mail was third (14% of respondents); newspaper advertising was ranked as fourth (1% of respondents). Those who did not see an advertising message totaled 14%. The college didn't conduct a survey in 2019 based on the fact that survey results, including that related to billboard advertising, had been consistent for many years

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

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 only they have inventory that provides the opportunity to select locations based on the campaign's message. For example, TTC continues targeting males and females, ages 18-24. In particular, the college is targeting high school males. Collaborative and independent market rides revealed that Adams Outdoor is the only provider that has the billboard locations to target all major area high schools including Ashley Ridge, Summerville, Fort Dorchester, Stratford, Berkeley, West Ashley, Stall, North Charleston, Goose Creek, etc. No other billboard firm offers this amount of selection and the ability to quickly and efficiently market in the areas we need.

Additionally, Adams Outdoor is the only tri-county vendor with a comprehensive inventory of digital billboards, 33 digital units as of March 2022, that provides the ability for TTC to target messages to specific locations and to achieve greater reach and frequency with messages. Further, Adams Outdoor digital billboards are maintained at the highest technical level, providing highest quality images. TTC prefers digital billboard campaigns because of the ability to change the design and flexible messaging. Adams Outdoor offers TTC a proprietary scheduling suite so we can upload and schedule creative to digital locations directly. This system allows TTC to schedule different messages / designs to different digital units geographically, specific days of the week, even specific hours of the day. This allows TTC the ability to promote different programs, classes, events, open houses, new campus buildings, and campaigns constantly and respond to needs instantly if needed. Via this direct network connection we can bring our message to the market faster than any other method. Also, there is an advantage for TTC to only having one scheduling system to manage. They can schedule all creative and all locations in one platform which is much more efficient.

Adams Outdoor is one of the only local members 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 methodologies along with an integrated approach to provide powerful tools that measure and analyze audience location and show how consumers engage with out-of-home advertising.

Adams Outdoor Advertising offers Trident Technical College the ability to reach the entire tri-county population in a quick efficient manner. No other company offers all of the above functionality.

Contract Period: 07/01/22 – 06/30/23

Contract Amount: \$419,185.00

Com Code: 915

CB Mary Thornley _____
Authorized Signature

Printed Name: Mary Thornley, Ed.D

Title: President

Date: 06/06/22

Blanket sole source: ___ Yes No

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

Signed Drug Free Workplace Certification form attached:

___ Yes ___ No CB Buyers Initials Requested

Open Trade Certification on file or attached ___ Yes ___ No CB Buyers Initials Requested

Rev: 09-02-2021

This notice is posted in the South Carolina Business Opportunities (SCBO) as required by SC Code 11-35-1560.

PROTESTS:

If you are aggrieved in connection with the intended award or award of the contract, you may be entitled to protest, but only as provided in Section 11-35-4210. To protest an award, you must (i) submit notice of your intent to protest within five (5) business days of the date this notice is posted, and (ii) submit your actual protest within fifteen days of the date this notice is posted. Days are calculated as provided in Section 11-35-310(13). Both protests and notices of intent to protest must be in writing and must be received by the appropriate Chief Procurement Officer within the time provided. The grounds of the protest and the relief requested must be set forth with enough particularity to give notice of the issues to be decided. Any protest or notice of intent to protest must be addressed to the Chief Procurement Officer, Information Technology Management Office, and submitted in writing

(a) by email to: protest-itmo@itmo.sc.gov, or

(b) by post or delivery to: 1201 Main Street, Suite 600, Columbia, SC 29201.