

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 has revealed the importance of billboard advertising to TTC. While the college's Marketing Department has not conducted a broad survey since 2017, they did conduct a recent survey of high schoolers, one of the college's largest target markets. According to the 2023 survey of high schoolers, billboard advertising was one of the most effective means to market the college. In fact, billboard advertising was one of the top four outlets where high schoolers saw TTC ads.

Annually, TTC Marketing Services staff conducts a market ride. The purpose of the market ride is to select billboard locations for upcoming campaigns. During the ride, 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.

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

Billboard advertising – 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. For 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. No other billboard firm 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 digital billboards are maintained at the highest technical level, providing high quality images required for TTC's messaging. TTC prefers digital billboard campaigns because of the ability to change the design and 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, specific days of the week, even specific hours of the day. As a result, TTC can 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 TTC can bring our 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.

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: 07/03/2023 – 06/20/2024

Contract Amount: \$429,910.00

Com Code: 915

*CB Mary Thornley* \_\_\_\_\_  
Authorized Signature

Printed Name: Mary Thornley, Ed.D

Title: President

Date: 05/22/23

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 on file or attached   x   Yes \_\_\_ No   CB   Buyers Initials