

Agency Identification: Trident Technical College

Description of the agency need that this procurement fulfills:

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

Describe the Market Based on Research Performed:

TTC Marketing staff conducted market research and identified 23 digital advertising billboard locations in its targeted market of the Charleston Tri-County area. The 23 billboards are in traffic locations that the College determined will provide the highest return on its investment. Traffic count information for the region available through South Carolina Department of Transportation (SCDOT) Average Daily traffic Reports for Charleston County (SC) and Berkeley-Charleston-Dorchester Council of Governments Traffic Counts for Berkeley, Charleston and Dorchester regions (SC) supports this determination.

TTC identified through market research 18 of the 23 digital advertising billboards located within the target market area are exclusively owned by Adams Outdoor Advertising of Charleston. The remaining 5 locations are in locations where other digital billboard advertising providers own competing billboards within close proximity of the locations identified by TTC. These 5 locations are not included as part of this sole source as the College has issued an Invitation for Bid to seek competition for these locations through the competitive solicitation process.

Data reveals the importance of billboard advertising to TTC. In a spring 2025 survey, respondents ranked billboards fourth in terms of marketing reach with enrollment messages (see attached). Specifically, when asked how they first heard about Trident Technical College, 25.9% of respondents cited billboards as their source. Billboards ranked higher than social media, TV commercials, print, radio ads, bus ads, postcards/mailers and newspapers. In 2023, the TTC Marketing Department conducted a survey of high schoolers -- one of the college's largest target markets (see attached). This 2023 survey showed billboard advertising as one of the most effective means to market the College to this demographic. Billboards ranked as one of the top four outlets for reaching high school students with ads in the TTC Tri-county service area. In similar surveys conducted in previous years, respondents consistently ranked billboards as a leading 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 messages and whether 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. Optimal 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. Annual market drives also reveal new inventory and if there are any additions or changes to vendors in the marketplace.

Sole Source Vendor Name: 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 SC Code Ann § 11-35-1560 and SC Regulation 19-445.2105, Sole Source Procurement.

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

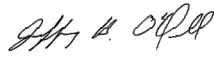
Digital billboard advertisements

Explain why the described solution is the only solution that meets the agency's need and how no other identified solutions were sufficient.

Adams Outdoor Advertising of Charleston is owner of all 18 of the 23 digital advertising billboards that the College-identified as its targeted market locations based on its service area, market research and traffic patterns. No other digital advertising billboard providers currently have billboards at or near these 18 locations.

Required Signatures:

DocuSigned by:



Prepared by: _____

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Date: 11/19/2025

Printed Name: Jeff O'Dell

Title: Procurement Manager I

Approved by: _____

Approval Date: 11 / 19 / 2025

Printed Name: Vicky Wood, Ph.D

Title: President

Contract Period: 12/08/25 – 12/07/26

Contract Amount: \$350,000.00

Commodity Code 915

Blanket Sole Source ☐ Yes ☒ No

Contract \$50,000 or greater. Drug Free Workplace Act Form Yes ☒ No ☐

Signed Drug Free Workplace Certification form attached: Yes ☒ No ☐

Open Trade Certification Attached Yes ☒ No ☐

Survey Results - 2023

Total Surveyed (2 events)

132

Demographics

Freshman	7
Sophomore	34
Junior	58
Senior	25

1. What social media platforms do you use? (Check

Facebook	53
SnapChat	93
Instagram	108
TikTok	108
LinkedIn	3
YouTube	109
Discord	3
Reddit	1
Pinterest	1
Newground	1

Ranking order	
Reddit	1
Pinterest	1
Newground	1
LinkedIn	3
Discord	3
Facebook	53
SnapChat	93
Instagram	108
TikTok	108
YouTube	109

2. Which social media platform do you use the most?

Facebook	20
SnapChat	41
Instagram	54
TikTok	75
LinkedIn	0
YouTube	37
Other	17
Reddit	1
Discord	17

Ranking order	
LinkedIn	0
Reddit	1
Other	17
Discord	17
Facebook	20
YouTube	37
SnapChat	41
Instagram	54
TikTok	75

3. What type of messages/ads catch your attention?

Testimonials	9
Graphics/animation	60
Video	58
Comedy/humor	88

Ranking order	
Testimonials	9
Video	58
Graphics/animation	60
Comedy/humor	88

4. Where have you seen or heard Trident Tech ads/messages? (Check all that apply.)

Billboards	38
Social media	68
TV	36
Post cards	8
Spotify	19

Ranking order		%
Streaming service	5	3.7878788
Post cards	8	6.0606061
Radio	12	9.0909091
Spotify	19	14.393939
I don't recall seeing any ads for Trident Tech	24	18.181818

Websites	40
Radio	12
Streaming service	5
YouTube	49
I don't recall seeing any ads for Trident Tech	24

TV	36	27.272727
Billboards	38	28.787879
Websites	40	30.30303
YouTube	49	37.121212
Social media	68	51.515152

Student Marketing Survey - Spring 2025			Demographics				
941 Responses			Enrolled 2025				
			Age		Gender		Race/Ethnicity
1. How did you first hear about Trident Technical College?	%		15-18	81	Male	177	White~
* Select up to three options.			19-24	222	Female	700	Black/African American
Other	308	32.73113709	25-29	114			Hispanic~
TTC website	263	27.94899044	30-34	108			Two or more
Internet/website ads	245	26.03613177	35-39	113			Asian
Billboards	244	25.92986185	40-49	122			Unknown
Social media	173	18.38469713	50+	94			American Indian or Alaska Native
None of the above.	105	11.15834219					
TV commercials	76	8.076514346	Min/Max	15 - 68	Total Enrolled:	719	
Print (flyers, posters, brochures, etc.)	64	6.801275239					
Radio ads	34	3.613177471					
Bus ads	25	2.65674814					
Postcards/mailers	19	2.019128587					
Newspaper	7	0.743889479					
Viewbook	3	0.318809777					
Written responses include: Friends/Family/Word of mouth, Family/Friends attended, Local to the area, Programs (Dorchester Adult Education, SCWORKS, Dual Enrollment, South Carolina ProStart, Upwards Bound), High School/College, TTC Employees/Recruiter/Students/Alumni, Veterans Administration, Research							
2. How does your household watch television programs?							
* Select up to three options.							
Streaming On-demand (Netflix, Amazon Prime, Disney+, etc.)	743	78.95855473					
Ad-supported Streaming (Max with ads, Hulu with ads, etc.)	270	28.69287991					
Network Services (Peacock, Paramount+, ESPN+, etc.)	260	27.63018066					
Live TV Streaming (Sling TV, Fubo, YouTube TV, etc.)	219	23.27311371					
Cable TV (Cable package with channels such as TNT, FX, A&E, etc.)	164	17.4282678					
Free Ad-supported TV (Crackle, Pluto TV, Tubi, etc.)	163	17.32199787					
Broadcast TV (Antenna based with local and national programs)	81	8.607863974					
Satellite TV (Subscription package with a satellite dish)	44	4.675876727					
None of the above.	26	2.763018066					
Other	12	1.275239107					
		#VALUE!					
3. What television station does your household most often watch for local news content?		#VALUE!					
I do not watch local news.	389	41.33900106					
WCSC News 5 (CBS)	280	29.75557917					
WCBD News 2 (NBC)	111	11.79596174					
WTAT News 24 (Fox)	64	6.801275239					
ECIV News 4 (ABC)	54	5.738575983					
Other	43	4.569606801					
Written responses include: Social media (Instagram, X, Facebook), Live 5 News website/app, CNN, Telemundo, Online articles							
4. What time do you or your household most often watch local news?							
* Select up to three options.							
I do not watch local news.	400	42.50797024					
6-7 p.m.	175	18.59723698					
5-6 p.m.	172	18.27842721					

5-6 a.m.	137	14.55897981					
6-7 a.m.	124	13.17747078					
7-7:30 p.m.	118	12.53985122					
7-9 a.m.	115	12.22104145					
10-11 p.m.	98	10.41445271					
11-11:30 p.m.	52	5.526036132					
5. What genre of television do you watch most often?							
<i>* Select up to five options.</i>							
Comedy/Sitcom	478	50.79702444					
Action and Adventure	454	48.24654623					
Drama/Romance	380	40.38257173					
Animated/Cartoons	331	35.17534538					
True Crime/Mystery	329	34.96280553					
Food/Cooking	296	31.45589798					
Horror	214	22.74176408					
Reality/Competition	173	18.38469713					
Science Fiction/Fantasy	169	17.95961743					
Game Shows	133	14.13390011					
Sports/Wrestling	124	13.17747078					
Morning/Evening News	118	12.53985122					
Science/Nature	114	12.11477152					
Home and Travel	102	10.83953241					
Talk Shows	52	5.526036132					
I do not watch TV.	35	3.719447396					
Other	31	3.294367694					
Written responses include: Documentary, British Television/BBC, Faith/Religion, Westerns, SC Channel, YouTube							
6. What genres of music do you listen to on local radio stations most often?							
<i>* Select up to three options.</i>							
I do not listen to the radio.	271	28.79914984					
Gospel (WJNI)	229	24.33581296					
Country (WEZL, WCKN, etc.)	218	23.16684378					
Top 40 Hits (WXLY, etc.)	212	22.52922423					
Classic Rock (WRFQ, etc.)	175	18.59723698					
Other	113	12.00850159					
Urban Contemporary (WWWZ, etc.)	113	12.00850159					
Mainstream Rock (WYBB, etc.)	73	7.75770457					
News/Talk (WTMA)	65	6.907545165					
Adult Contemporary (WXST, WAVF, etc.)	50	5.313496281					
Sports/Sports Talk (WTMZ)	46	4.888416578					
Album Alternative (WCOO, etc.)	45	4.782146652					
Written responses include: R&B, Hip-Hop/Rap (Z93 Jamz), Variety (Y102.5), Pop (95SX, Mix 95.5), Spritual (His Radio 100.5, WKCL 91.5), Mainstream Urban (99.3 The Box), NPR, WayFM							
7. What time of day do you listen to the radio most often?							
<i>Rank options from top (most often listened time) to bottom (least often listened time).</i>	First Choice	Second Choice	Third Choice	Fourth Choice	Fifth Choice		
Between the hours of 7:00 a.m. and 10:00 a.m.	392	323	99	83	44		
Between the hours of 10:00 a.m. and 3:00 p.m.	162	259	335	159	26		

Between the hours of 3:00 p.m. and 7:00 p.m.	91	247	346	225	32			
I do not listen to the radio.	262	17	13	50	599			
Between the hours of 7:00 p.m. and midnight	34	95	148	424	240			
8. What is your preferred source for listening to music?								
<i>* Select up to two options.</i>								
Subscription Music Streaming (Spotify Premium, YouTube Music, iHeart Plus, etc.)	579	61.53028693						
Free/Ad-supported Music Streaming (Spotify, iHeartRadio, Pandora. etc.)	338	35.91923486						
Local Radio	284	30.18065887						
Satellite Radio/SiriusXM	135	14.34643996						
Other	29	3.081827843						
None of the above.	28	2.975557917						
Written responses include: YouTube (with ads), Purchased/Downloaded Music (iPod/Phone, iTunes, Amazon Music), Physical Media, Podcasts, Internet Streaming Music Stations								