

Expression of Interest (EOI) Supply, Installation, Management, Operation and Monetization of Digital Out-of-Home (DOOH) Advertising Assets Across PTSC Facilities and Fleet

Expression of Interest (EOI) No. 1

Public Transport Service Corporation (PTSC)

EOI Reference: PTSC-ADV-EOI-01/2026

Date of Issue: January 6th, 2026

Closing Date for Submissions: February 20th, 2026

Introduction and Purpose

The Public Transport Service Corporation (PTSC) is responsible for providing safe, reliable, and cost-effective bus transportation across Trinidad and Tobago. Consistent with its mandate to become a world-class, self-sufficient provider, the PTSC is seeking to maximize supplemental revenue sources to reduce reliance on Government subvention.

PTSC invites Expressions of Interest (EOI) from capable local firms to design, finance, install, manage, and monetize a comprehensive **Digital Out-of-Home (DOOH) Advertising Network**. This network will span PTSC's high-traffic terminals, exterior walls and bus shelters nationwide.

Objective: PTSC seeks to identify qualified partners with the financial capacity and technical expertise to upgrade PTSC's advertising infrastructure (Capital Expenditure) in exchange for a long-term revenue-sharing arrangement. This EOI is issued to gauge market capability, gather innovative ideas, and identify potential partners to inform the development of a subsequent Request for Proposals (RFP). Respondents may propose solutions for the entire proposal or specific lots.

Project Vision

PTSC operates high-traffic bus terminals, waiting areas, public campuses, bus stops/shelters, external walls (including the prominent Great Wall at the entrance to Port of Spain) and a large bus fleet. These assets offer significant exposure for commercial advertising while supporting public service messaging, passenger information, and emergency notices. This high-volume ridership provides advertisers with significant visibility and continuous exposure, ensuring that campaigns placed within PTSC's space will be seen by a broad and diverse audience throughout the year. PTSC seeks partners to transform these into a premium, integrated Digital Out-of-Home (DOOH) and static advertising network, including transit advertising on buses.

Governing Policy

All advertising inventory created under this EOI shall be sold and displayed strictly in accordance with the **PTSC Transit Advertising Policy Version 3.0 (6th February 2025)**, which is hereby incorporated by reference and will form part of any future contract.

Key provisions:

- Permitted: Paid commercial advertising, governmental messages, qualifying public service announcements only;
- Prohibited: Political, religious, alcohol, tobacco, sexual content, etc. (full list in Policy Sections 2.2 & 5);
- All content requires written pre-approval by PTSC's Manager Stakeholder Engagement;
- 20% security deposit and 14-day removal obligation apply; and
- Current minimum rate card (2025)

Scope of Work (Lots)

Respondents may express interest in one or more lots, or the entire scope:

- **Lot 1: Digital Advertising Screens** – Supply, installation, and management of commercial-grade indoor/outdoor digital screens at terminals/facilities, including supporting hardware, networking, mounts, Centralized Content Management System (CMS) for scheduling ads and PTSC passenger information (schedules, emergency notices), weather-rated and vandal-resistant units, connectivity and power redundancy solutions.
- **Lot 2: Static and Digital Billboards** – Conceptual/engineering design, installation, and management of static billboards in terminals and large-format static/digital billboards on external walls - **The "Great Wall" (POS)**: 540m x 3m external wall at the entrance to the Capital City and other structures, including modern framing systems with structural integrity and lighting integration.
- **Lot 3: Bus Stop and Shelter Advertising** – Design, upgrade (where necessary), installation, and monetization of static or backlit advertising panels on bus stops/shelters nationwide.
- **Lot 4: Bus Fleet Advertising** – Design, printing, installation, and management of exterior wraps (full/partial), rear ads, and interior panels on the PTSC bus fleet, using safe, non-damaging techniques.

Commercial & Operational Framework

This initiative is envisioned as a **Revenue-Share Partnership or Concession Model**.

- **Investment:** The selected partner(s) will be expected to fund the upfront Capital Expenditure (Capex) for screens, frames, and upgrades.
- **Operations:** The partner will manage ad sales, content scheduling and physical maintenance (cleaning, repairs).

- **Revenue:** PTSC seeks a guaranteed minimum payment or a percentage of Gross Advertising Revenue (whichever is higher).

The selected partner(s) shall (as applicable per lot):

- Finance, supply and install all required hardware and infrastructure.
- Provide networking, content management systems (CMS), lighting and integration for PTSC public service/passenger information messaging.
- Develop advertising sales strategies (for PTSC approval), manage content scheduling, advertiser relationships, and approvals.
- Maintain assets, ensure high uptime, provide troubleshooting, inspections and security.
- Sell advertising inventory to brands and agencies.
- Provide monthly revenue reports, compliance documentation and revenue-sharing concessions.
- Ensure scalability, energy efficiency, sustainability, and compliance with national regulatory bodies.
- Handle removal/replacement of materials and bus-by-bus/route inventory tracking (for Lot 4).

Site Context

Facilities include major terminals and hubs in Port of Spain, San Fernando, Chaguanas, Arima, Sangre Grande, Curepe, San Juan, Point Fortin and Tunapuna. Foot traffic, passenger flows, exposure levels and routes vary by site, and location. Respondents are encouraged to propose tiered or unified models.

Mandatory Site Visit Schedule

Date	Location	Time
Tuesday 13 th January 2026	Port of Spain	10:00am
Wednesday 14 th January 2026	Chaguanas	9:00am
Wednesday 14 th January 2026	San Fernando	10:30am
Wednesday 14 th January 2026	Point Fortin	11:30am
Thursday 15 th January 2026	Curepe	9:00am
Thursday 15 th January 2026	San Juan	9:30 am
Thursday 15 th January 2026	Tunapuna	10:00am
Thursday 15 th January 2026	Sangre Grande	11:00am
Thursday 15 th January 2026	Arima	12:00pm

Requirements for EOI Submission

Submissions must be in English, submitted electronically to Procurement.Tenders@ptsc.gov.tt by 2:00 PM on the closing date. Include a cover letter indicating lots of interest.

Respondents must submit the following information to demonstrate capability:

Administrative and Compliance

1. Company Profile and Legal Status (Certificate of Incorporation).

2. Evidence of OPR Registration (or willingness to register).
3. Valid Income Board of Inland Revenue (BIR) and VAT Clearance Certificates.
4. National Insurance Board (NIB) Compliance Certificate.
5. Statement confirming no Conflict of Interest or clearly listing any Conflict of Interest and the relationship.

Technical Experience

1. **Track Record:** Details of at least three (3) similar projects (local or international) involving DOOH networks, digital signage, or street furniture.
2. **Case Studies:** Evidence of successful installation, including metrics on revenue generation, uptime reliability (>95%), and maintenance capabilities.
3. **Concept:** Preliminary vision for modernizing PTSC's assets, network designs/layouts, technical specifications, equipment approaches, rollout strategies (phased if preferred) and maintenance plans.

Financial Capacity

1. Audited Financial Statements for the last three (3) years.
2. Evidence of access to capital (e.g., letter of credit/bank reference) to fund the projected Capex.
3. **Non-Binding Commercial Concept:** A high-level proposal of the revenue-share model (e.g., projected percentage split).

Evaluation and Shortlisting Criteria

Submissions will be evaluated on a 100-point scale:

EVALUATION CRITERIA	SCORE
<ul style="list-style-type: none"> • Technical Competency: Relevant experience and Track Record (20) Quality of Technical Concepts/Designs (10) Rollout/maintenance plans (10) 	40
<ul style="list-style-type: none"> • Innovation and Value-Add: Innovative Approach & Scalability (10) Sustainability Features (5) 	15
<ul style="list-style-type: none"> • Team, Resources and Compliance Team and Resources (5) Local Content & Job Creation (5) Risk Management & Compliance (5) 	15
<ul style="list-style-type: none"> • Financial Capacity: Financial Health and Stability (15) Investment Capability (15) 	30
<ul style="list-style-type: none"> • Compliance and Risk Management: (5) 	10

<ul style="list-style-type: none"> • HSE, local content, regulatory compliance, risk mitigation. (5) 	
TOTAL	100

All proponents who score over 75% total, with a minimum of 50% in each criterion will be shortlisted.

Technical Competency

Focus: Proven ability to execute complex, multi-site infrastructure projects across the four Lots.

Relevant Experience and Track Record

Scope: Demonstrated experience (3+ projects) in large-scale **DOOH Network Installation, Bus Fleet Wrapping/Installation (Lot 4), and/or Street Furniture/Billboards (Lots 2 & 3).**

Experience managing high uptime SLAs.

Quality of Technical Concepts/Designs

Scope: Clarity of proposed technology (screens, CMS), weather-proofing, structural integrity of billboards, safety of bus wraps (non-damaging), and integration plan for PTSC passenger information feed.

Rollout and Maintenance Plan

Scope: Feasibility of the phased rollout schedule, clear strategy for national maintenance, rapid repair protocols, and risk mitigation for vandalism/downtime.

Financial Capacity

Focus: Ability to independently fund all Capex, operational costs, and willingness to meet PTSC's financial goals.

Financial Health and Stability

Scope: Analysis of Audited Financial Statements (3 years). Assessing profitability, liquidity, debt load, and overall financial stability to ensure long-term commitment.

Investment Capability

Scope: Evidence (bank letter/guarantee) that the firm has access to the required capital to fully fund the estimated project Capex without recourse to PTSC.

Innovation and Value-Add

Focus: Creativity and added benefits that modernize the service and benefit the public.

Innovative Approach and Scalability

Scope: Proposals for value-added features (integrated Wi-Fi, solar power, passenger feedback stations, interactive digital displays) and ability to expand the network nationally post-launch.

Sustainability Features

Scope: Commitment to using energy-efficient materials (LEDs), environmentally sound installation/removal techniques (especially for bus wraps), and waste management.

Team, Resources and Compliance

Focus: Organisational strength, local commitment, and adherence to procurement standards.

Team and Resources

Scope: Quality and experience of key personnel (e.g., Project Manager, Technical Lead, Sales Manager). Demonstrated capacity for national logistics and execution.

Local Content and Job Creation

Scope: Specific plans for utilizing local subcontractors, labour, and materials. Commitment to training and local job creation to align with OPR's local industry development goals.

Risk Management and Compliance

Scope: Clarity on HSE (Health, Safety, and Environment) protocols. Understanding of liability (as per Policy 3.0, Section 7) and mitigation strategies for regulatory/operational risks.

Disclaimer

- Non-Binding: This EOI is not a tender, bid or offer to contract. It is a market research and pre-qualification exercise.
- Rights Reserved: PTSC reserves the right to accept or reject any submission, modify the scope, or cancel the process at any time without incurring liability.
- Costs: PTSC is not responsible for any costs incurred by respondents in the preparation of their EOI Submission.
- Usage: Information submitted may be used by PTSC to refine the scope of work for the future RFP.
- PTSC reserves the right to request clarifications, invite presentations, arrange site walk-throughs, issue a formal RFP (potentially with lots), pursue multiple pathways, revise/expand/discontinue the initiative, or suspend the process entirely, in compliance with the Public Procurement and Disposal of Public Property Act, 2015 (as amended).

Contact for Queries: Email to Procurement.Tenders@ptsc.gov.tt referencing this EOI - **Expression of Interest (EOI) Supply, Installation, Management, Operation, and Monetization of Digital Out-of-Home (DOOH) Advertising Assets Across PTSC Facilities and Fleet.**