

Evaluation Category	Maximum Points	ZVS Media Austin, TX
Total Evaluated Cost	25	25
Proposed Equipment	10	9
Proposed Plan	20	16
Business Organization, Experience, & Personnel Qualifications	25	23
References and Recommendations	10	9
Local Business Presence	10	10
Total	100	92

NOTE: As per Section 252.049 of the local government code, contents of a proposal shall remain confidential until a contract is awarded or as directed by the Texas Attorney General's Office. Therefore, the matrix will include points awarded for price but exact pricing will not be disclosed.