



February 28, 2023

Planeteria Media
Attn: Tyler Coffin
110 Stony Point Road, Suite 240
Santa Rosa, CA 95401

RE: Notice of Highest Ranked Proposer and Negotiation Period
Request for Proposal Qualification-Based Selection Process for Website Design,
Implementation, and Hosting Services

Mr. Coffin,

Notice is hereby given that Medford Water has identified Planeteria Media as the highest-ranked proposer for the aforementioned project based on your proposal dated January 17, 2023 and your interview conducted February 21, 2023, which offered the best combination of qualifications to successfully complete the project and is in the best interests of Medford Water. Negotiations to determine acceptable contract terms will begin imminently.

If negotiations are successful, Medford Water will issue a Notice of Intent to Award; if unsuccessful, Medford Water will proceed with negotiations with the second-highest ranked proposer, AndiSites Inc.

The ranking of the proposers is as follows:

1. Planeteria Media 2. AndiSites Inc. 3. Madison Ave. Collective 4. Interpersonal Frequency LLC

If you have any questions or would like more information, please contact Kris Stitt at 541-774-2449 or kris.stitt@medfordwater.org.

Sincerely,

Brad A. Taylor
General Manager

c: Kris Stitt, IT Manager
Andrea Ferguson, AndiSites Inc.
Logan Hoffman, Madison Ave. Collective
Harish Rao, Interpersonal Frequency LLC