

**CONTRACT
BETWEEN
JEA
AND
BALLARD PARTNERS, INC.
JEA CONTRACT # JEA12734**

THIS CONTRACT is made and entered into as of the 19th day of December, 2025, (the “**Effective Date**”) by and between **JEA**, a body politic and corporate in the City of Jacksonville, Florida (“**JEA**”) and, **BALLARD PARTNERS, INC.**, a Florida corporation, and authorized to conduct business in the state of Florida, with its principal address at 201 East Park Avenue, 5th Floor, Tallahassee, Florida 32301 (“**Company**”).

WHEREAS, JEA issued Solicitation No. **1412069846** for "**FLORIDA STATE WATER GOVERNMENT RELATIONS CONSULTING SERVICES**" (the “**Solicitation**”); and

WHEREAS, based on Company’s response to the Solicitation (the “**Response**”), on **December 22, 2025**, JEA informally awarded a contract, as allowed by Article 3-102 of the JEA Procurement Code, to Company to provide certain services to JEA as described in the Solicitation (the “**Work**”);

NOW THEREFORE, in consideration of the mutual covenants contained below, JEA and Company agree as follows:

1. Engagement and Performance of Work. JEA engages Company to perform the Work, and Company shall perform the Work in accordance with the terms and conditions of this Contract.

2. Compensation. JEA shall pay the Company for the Work in accordance with the terms of the Solicitation and the pricing attached to this Contract as **Exhibit A**.

3. Maximum Indebtedness. JEA’s maximum indebtedness for all fees, costs, expenses and all other amounts payable under this Contract shall be a fixed monetary amount not-to-exceed **One Hundred Sixty Eight Thousand and 00/100 Dollars (\$168,000.00)**. All amounts payable under this Contract are contingent upon the existence of lawfully appropriated funds therefor.

4. Term. The term of this Contract shall commence on **January 1, 2026**, and shall continue through **December 31, 2026**, unless sooner terminated in accordance with the terms of the Solicitation. JEA shall have the right, in its sole discretion, to renew this Contract for up to renew this contract for up to four (4) additional terms of one (1) year each.

5. Contract Documents. This Contract consists of the following documents which are incorporated by reference as if fully set forth herein and which, in case of conflict, shall have priority in the order listed below:

- This document (including all attachments and exhibits hereto), as modified by any subsequently signed amendments
- Any Addenda to the Solicitation issued by JEA
- The Solicitation as originally issued by JEA, including all amendments, technical specifications, appendices and exhibits thereto
- JEA Purchase Order
- The Response, provided, however, that any terms in the Response that are inconsistent with the Solicitation shall not be included in this Contract, unless expressly agreed to in writing by JEA

6. Additional Provisions. Company shall only utilize the consultants identified in the Response in its performance of the Work. JEA's written consent shall be required prior to the performance of Work by any consultant not identified in the Response.

7. Notices.

All notices under this Contract shall be in writing and shall be delivered by email (delivery receipt requested), certified mail (return receipt requested), or by other delivery with receipt to the following:

As to JEA:

JEA
225 N. Pearl Street
Jacksonville, Florida 32202
Attn: Renee Goode, Project Manager
Email: goodrr@jea.com

and to:

JEA
225 N. Pearl Street
Jacksonville, Florida 32202
Attn: Heather Beard, Procurement Contract Administration
Email: bearhb@jea.com

As to the Company:

Ballard Partners, Inc.
201 East Park Avenue, 5th Flr

Tallahassee, Florida 32301

Attn: Shanna Kaye Crawley, Sr. Executive Asst to Brian Ballard

Email: skcrawley@ballardpartners.com

8. Authority. Company represents and warrants to JEA that Company has full right and authority to execute and perform its obligations under this Contract, and Company and the person(s) signing this Contract on Company's behalf represent and warrant to JEA that such person(s) are duly authorized to execute this Contract on Company's behalf without further consent or approval by anyone. Company shall deliver to JEA promptly upon request all documents reasonably requested by JEA to evidence such authority.

9. Entire Agreement. This Contract constitutes the entire agreement between the parties hereto for the Work to be performed and furnished by the Company. No statement, representation, writing, understanding, agreement, course of action or course of conduct, made by either party or any representative of either party, which is not expressed herein shall be binding. Company may not unilaterally modify the terms of this Contract by affixing additional terms to materials delivered to JEA (e.g., "shrink wrap" terms accompanying or affixed to a deliverable) or by including such terms on a purchase order or payment document. Company acknowledges that it is entering into this Contract for its own purposes and not for the benefit of any third party.

10. Amendments. All changes to, additions to, modifications of, or amendment to this Contract, or any of the terms, provisions and conditions hereof, shall be binding only when in writing and signed by the authorized officer, agent or representative of each of the parties to this Contract.

11. Counterparts. This Contract, and all amendments hereto, may be executed in several counterparts, each of which shall be deemed an original, and all of such counterparts together shall constitute one and the same instrument. This Contract may be delivered by facsimile or by email transmittal of a PDF image, and such facsimile or PDF counterparts shall be valid and binding on JEA and Company with the same effect as if original signatures had been exchanged.

[Remainder of page left blank intentionally. Signature page follows immediately.]

IN WITNESS WHEREOF, JEA and Company have duly executed this Contract as of the Effective Date.

JEA:

JEA

Signature:

Signature

WITNESS:

JEA-Witness

Signature:

Signature

Email: gleejs@jea.com
Name: Jenny G. McCollum
Title: Dir. Procurement Services & Chief Procurement Officer
Date:

Email: sextte@jea.com
Name: Terri Sexton
Title: Contracts Associate
Date:

COMPANY:

BALLARD PARTNERS, INC.

Signature:

Signature

Email: ballard@ballardpartners.com
Name: Brian D. Ballard
Title: President
Date:

Form Approved:

Signature:

Signature

Email: lavirc@jea.com
Name: Rebecca Lavie
Title: Assistant General Counsel
Date:

EXHIBIT A

APPENDIX B – RESPONSE FORM ITN 1412069846 FLORIDA STATE WATER GOVERNMENT RELATIONS CONSULTING SERVICES

COMPANY INFORMATION:

COMPANY NAME: Ballard Partners, Inc.

BUSINESS ADDRESS: 201 E Park Avenue, 5th Floor

CITY, STATE, ZIP CODE: Tallahassee, FL 32301

TELEPHONE: (850) 577-0444

EMAIL OF CONTACT: ballard@ballardpartners.com

QUOTATION OF RATES

Maximum score for criterion is: **20 Points**

The Company shall provide a fixed monthly rate for the term of the Contract by completing Appendix B – Response Form. The rate shall be all inclusive and shall include all work, profit, taxes, benefits, and all other overhead items, including photocopy and report preparation fees, if applicable.

Travel and other related expenses must be approved in writing before any travel is booked or expensed. Travel will be paid in accordance with JEA's Travel Policy as stated in the Solicitation. There will be a "not to exceed" travel/expense budget added to the contract total specified by JEA. Any modifications, exceptions, or objections contained within the Response form may subject the Response to disqualification.

Retainer Fee \$ 14,000	X	12	=	\$ 168,000
Monthly Rate				One (1) Year Total

The prices quoted by Respondent on the Response Form must be firm-fixed prices, not estimates.

EXPERIENCE OF LEAD CONSULTANT AND TEAM PROPOSED

Maximum Score for Criterion is: **30 Points**

The Company shall provide the resume of the Lead Consultant and provide up to four additional resumes for personnel available to work on the JEA engagement. The Lead Consultant shall be the same consultant who is identified for the minimum qualification reference checks. The Lead Consultants resume will be scored separately, and the remaining resumes will be scored together as a team depending on how many resumes the Company chooses to submit. There will be a non-subjective five points awarded for the Lead Consultants years of relevant experience, a subjective ten points awarded for the depth of experience by the Lead Consultants, and a subjective fifteen points awarded for the depth of team experience for the balance of the resumes submitted.

At minimum, the resume(s) shall present the consultant's name, title, work location, years of service with the Company, years of relevant work experience, applicable professional registrations, education, and work experience. The resume must identify the municipal utility water and wastewater consulting experience of the professional in State Government relations consulting. Each resume shall be no more than two pages in length, single sided, and on 8.5" by 11" sized paper. If the resumes contain more than two pages each, only the information contained on the first two pages will be evaluated by JEA.

EXPERIENCE WORKING WITH MULTIPLE STATE WITH A FOCUS ON MUNICIPAL WATER UTILITY ISSUES

Maximum Score for Criterion is: **25 Points**

The Company shall describe experience working with multiple agencies and branches of government.

- Highlight water and wastewater utilities experience working with municipal utilities and industry associations on behalf of its client base.
- Discuss the strengths, benefits and attributes of working with the team proposed for this scope of services.
- Discuss range of experience for utility clients with a focus on water and wastewater utilities.
- Provide any other information that demonstrates your experience as a team working on related issues or for similar clients.

APPENDIX B – RESPONSE FORM
ITN 1412069846 FLORIDA STATE WATER GOVERNMENT RELATIONS CONSULTING SERVICES

This section should be limited to two pages. Please use your own form for this section. Points associated with the above selection criteria are in JEA's sole discretion.

ABILITY TO DESIGN AN APPROACH AND WORK PLAN TO MEET SCOPE OF WORK REQUIREMENTS

Maximum Score for Criteria is: 25 Points

Describe in your own format the Company's approach to provide the services described in the Scope of Work. Describe the approach to how your firm will manage the engagement. The description shall provide a comprehensive consulting services design approach and proposed work plan and explain how the Company intends to manage the engagement and advance JEA's water and wastewater policy and advocacy strategies.

The work plan should include:

- The Company's approach to provide consistent and effective policy and strategy recommendations on issues that are important to JEA;
- A description of how the Company recommends interaction with JEA on issue and policy management;
- A description of the following:
 - Knowledge of relevant issues pertaining to water and wastewater utilities at the state level.
 - Ability to collaborate with business/industry groups and with various government agencies on issues, policy or legislation.
 - Approach to advocacy on JEA's behalf on such issues, and timely access to polity makers.
 - Approach to communications/coordination with JEA including issue identification, monitoring and reporting.
 - A demonstration that the firm possesses the knowledge and experience to deal with policy and processes, developing solutions, problem solving and funding opportunities.
 - Respondents shall describe any enhancements, additional services or joint ventures of one or more organizations illustrating creative approaches to providing innovative representation of JEA interests.

Please use your own format for this section. The approach to consulting services is limited to a maximum of five (5) pages.

BB (Initials) I have read and understood the Sunshine Law/Public Records clauses contained within this solicitation. I understand that in the absence of a redacted copy my Response will be disclosed to the public "as-is".

Company's Certification

By submitting this Response, the Respondent certifies that it has read and reviewed all of the documents pertaining to this RFP and agrees to abide by the terms and conditions set forth therein, that the person signing below is an authorized representative of the company, that the company is legally authorized to do business in the State of Florida, and that the company maintains in active status an appropriate license for the work. The company certifies that its recent, current, and projected workload will not interfere with the company's ability to Work in a professional, diligent and timely manner.

The Respondent certifies, under penalty of perjury, that it holds all licenses, permits, certifications, insurances, bonds, and other credentials required by law, contract or practice to perform the Work. The Respondent also certifies that, upon the prospect of any change in the status of applicable licenses, permits, certifications, insurances, bonds or other credentials, the Company shall immediately notify JEA of status change.

We have received addenda _____ through _____



Signature of Authorized Officer of Company or Agent

Brian D. Ballard, President

Printed Name & Title

November 15, 2025

Date

(850) 577-0444

Phone Number