

STAFF REPORT REGULAR MEETING

AGENDA DATE: June 30, 2026

DEPARTMENT: Electric Utility

TITLE:

Professional Services Agreement with Simple Mind LLC for continued support of the Electric Utility Communications Program

SUMMARY:

The Professional Services Agreement with Simple Mind LLC provides for the development and publication of the Electric Utility Annual Report, continuing development and maintenance of the Citizen Owned Energy web site, and Communications Program support in the amount of \$40,500 annually.

BACKGROUND AND JUSTIFICATION:

The City of Lake Worth Beach, Electric Utility Department entered into an agreement with Simple Mind LLC on August 19th, 2019, to provide professional consulting services to include but not limited to developing and improving communications and awareness of Electric Utility operations, energy resources, and system hardening and reliability improvement projects to the community. This includes the Electric Utility's Annual Report Development and communication outreach strategy which have become key onboarding tools for new team members.

This communication effort was created at the request of the City Commission and has served to increase awareness of Electric Utility projects, achievements, staff highlights, news, information, annual reports, etc. Highlights of the effort include the electric utility's web site <https://citizenownedenergy.com/> and its Annual Report which not only to provide information to stakeholders but also highlight accomplishments, further showing the community of interested parties and investors the extent of our efforts to improve reliability and harden infrastructure. The City's procurement code, section 2-122(a),) and the City's Procurement Policy, Procurement Process (b) (6) authorize the selection of a consultant to provide professional services with a distinctive field of expertise without competitive selection. The City's procurement code, section 2-112(e)(1), similarly authorizes a single source procurement without competition if the single source is the only practicable source or in the best interest of the City.

MOTION:

Move to approve/disapprove the Professional Services Agreement with Simple Mind LLC for the Electric Utility Annual Report Development, Citizen Owned Energy web site, and Communications Program in the amount of up to \$40,500 annually for a term of three (3) years.

ATTACHMENT(S):

Fiscal Impact Analysis
Agreement

FISCAL IMPACT ANALYSIS

Five Year Summary of Fiscal Impact:

Fiscal Years	2026	2027	2028	2029	2030
Inflows/Revenues					
Appropriated (Budgeted)	0	0	0	0	0
Program Income	0	0	0	0	0
Grants	0	0	0	0	0
In Kind	0	0	0	0	0
Outflows/Expenditures					
Appropriated (Budgeted)	\$40,500.00	0	0	0	0
Operating	0	\$40,500.00	\$40,500.00	0	0
Capital	0	0	0	0	0
Net Fiscal Impact (If not budgeted)	0	0	0	0	0
No. of Addn'l Full-Time Employee Positions	0	0	0	0	0

Contract Award - Existing Appropriation (Budgeted)	
	Expenditure
Department	Electric Utility
Division	Administration
GL Description	Other Professional Services
GL Account Number	401-6010-531.31-90
Project Number	N/A
Requested Funds	\$40,500
Remaining Balance	\$175,555
Source of Revenue (i.e. Paygo. Current Revenue, Bond Money, Grants, etc.)	Current