



Proposal for City of Coachella, CA

Opioid Settlement Funds: Citywide Mental Health Care Coordination

Submitted by Care Solace, Inc.

Primary Contact: Anita Ward, Chief Growth Officer
anita.ward@caresolace.org | 213-880-1238

Executive Summary

Care Solace appreciates the opportunity to propose citywide mental health care coordination to the city of Coachella, CA funded through California's Opioid Settlement Fund (OSF). Care Solace is a behavioral health care navigation platform on a mission to improve access to care, regardless of circumstance. Through a tech-enabled, human-delivered model, Care Solace ensures that every Coachella resident, regardless of insurance status, language, or ability to pay, receives a rapid, well-matched connection to mental health, substance use disorder (SUD), and social services.

Coachella is a predominantly Latino community (about 97% Hispanic/Latino) of approximately 43,000 to 46,000 residents. Care Solace's Spanish-primary, 200+ language Care Companion model, 24/7/365 availability, and no-barrier access design align directly with the community's needs and with the opioid settlement's core mandate to connect people who need help to the help they need.

Care Solace is a hub for all mental health and social services in a school district and municipality.

We connect all residents to the **support they need**, and we navigate the associated chaos of specialization, insurance, eligibility, and availability.



Care Solace serves as a Central Hub of Care

Connecting first responders, justice systems, school health professionals, community-based organizations, county services, mental health care providers, social services, and residents through a single coordinated point of entry available 24 hours a day, 7 days a week, 365 days a year.

4.1 Organization / Firm Information

Field	Details
Legal Name	Care Solace, Inc.
Entity Type	C Corporation
EIN	47-4430091
Founded	2017
Headquarters	120 Birmingham Dr, Ste 200, Cardiff, CA 90007
Website	www.caresolace.org
Primary Contact	Anita Ward, Chief Growth Officer
Phone	213-880-1238
Email	anita.ward@caresolace.org

Care Solace, Inc. is a social purpose organization that provides human-centered, technology-enabled care navigation that connects individuals with verified, available, insurance-matched behavioral health, substance use, and social services 24 hours a day, 7 days a week, 365 days a year, in more than 200 languages. The core model pairs the Care Match platform - a multi-modal system that ingests insurance, location, clinical need, language, age, and provider data for real-time matching - with live human Care Companions. This navigation infrastructure converts a person's decision to seek help into a confirmed, attended appointment - closing the most dangerous gap in the behavioral health continuum. Care Solace navigates individuals to whatever evidence-based care they need, including MOUD, residential treatment, faith-based recovery programs, outpatient therapy, sober housing, and co-occurring disorder treatment.

Care Solace's services are directly aligned with California's approved Opioid Settlement Fund uses, including High Impact Abatement Activities (HIAA), Schedule A Core Strategies (Warm Hand-Off Programs and Recovery Services), and Schedule E remediation categories detailed later in this proposal.

4.2 Experience and Capabilities

Overview

Care Solace has provided behavioral health care coordination services since 2017 demonstrating nearly a decade of operational experience. The organization serves 14,000+ community partners including school districts, municipalities, employers, first responder agencies, counties, states, and community-based organizations across all 50 states. The platform has facilitated hundreds of thousands of care connections for individuals facing behavioral health, substance use disorder, and social services challenges.

Full Service Model

Care Solace delivers services to City residents, departments, and agencies through five integrated components:

Care Companions

Care Companions are live human navigators, available by phone, email, video chat, or text 24 hours a day, 7 days a week, 365 days a year.

- Respond to individuals with empathy in more than 200 languages
- Gain the trust of the individual
- Conduct a personalized needs assessment covering clinical need, desired treatment type, social services need, cultural preference, language, insurance status, and any accommodations the individual may need
- Search and verify provider availability, specialties, and acceptance of Medi-Cal, private insurance, EAP, and sliding-scale/uninsured options
- Schedule appointments directly on the individual's behalf (concierge-level service)
- Follow up to confirm appointments were attended and that Care Solace and provider services met expectations - if not, they assist in locating additional providers
- Facilitate warm handoffs to detox, residential SUD treatment, medication-assisted treatment (MAT) programs, and recovery residences

Every Care Companion is trained in trauma-informed communication and supervised by a licensed clinical team equipped to manage complex and escalated cases, including active crises and individuals with Opioid Use Disorder (OUD).

Care Match Self-Service Portal

Care Match is a confidential, anonymous, 24/7/365 self-service online portal for care navigation. Care Solace will create and operate a proprietary web link co-branded with the City of Coachella's logo, made available on any City website or benefit platform. From any cell phone, mobile device, or computer, and in any language, an individual can confidentially search Care Solace's proprietary provider database and be matched to verified community providers based on:

- Location
- Mental health concern(s)
- Addictions
- Type of preferred treatment, including SUD/MAT specialization
- Language, proximity, gender, and cultural identity of a provider
- Insurance or financial need, including Medi-Cal, private insurance, EAP, sliding-scale, or self-pay
- Faith-based services
- LGBTQIA+ allied services

Verified Provider Database

Care Solace maintains a continuously updated, verified provider database:

Category	Scale	Notes
National Provider Network	700,000+	Verified behavioral health and social services providers
California Providers	100,000+	Includes Medi-Cal-enrolled, EAP, sliding-scale, and uninsured options
SUD / MAT Specialists	Included	Detox, residential treatment, outpatient SUD, and MAT facilities
Social Services Resources	Included	Housing, food, transportation, job training, recovery support
Languages Supported	200+	Spanish supported as a primary language for the Coachella community

All providers are verified for active licensure, insurance acceptance, and availability, and are geo-coded so individuals can select a local, in-person provider, or telehealth if preferred.

Social Services Database

Care Companions work with the individual to understand their holistic needs, including food, shelter, and additional medical care. Care Solace's integrated social services connects residents to resources supporting the full range of social determinants of health addressing non-clinical barriers that frequently derail recovery, including housing, food access, transportation, employment, and legal aid.

Dedicated Client Success Team

A dedicated Client Success team ensures consistent delivery of services to City residents and agencies and provides ongoing data and impact reporting to the City team, including real-time onboarding support for staff and community partners.

Experience with Opioid Use Disorder and Medi-Cal Populations

Care Solace has extensive experience serving individuals with OUD and SUD across its partner communities. The platform is specifically configured to surface MAT providers, residential SUD facilities, and recovery residences. Care Companions are trained to engage individuals at any stage of readiness, including those in active crisis, using motivational interviewing techniques and trauma-informed practices.

Across the national network, over half of service requests facilitated through Care Solace involve individuals with public insurance (Medi-Cal/Medicaid) or no insurance at all, reflecting deep operational experience serving the uninsured and underinsured populations most severely impacted by the opioid epidemic. Care Solace's model means no individual is turned away based on inability to pay or insurance status.

Ecosystem Support: City Partners, First Responders, and CBOs

Care Solace is purpose-built to serve a city ecosystem: municipal governments and city departments, police departments and first responder agencies, homeless intervention and street outreach teams, employers and EAPs, schools and school districts, and community-based and faith organizations. For Coachella, Care Solace will establish direct onboarding and training for city staff, first responders, and community partners so that every point of contact, from a 911 call to a community health fair, can activate a warm handoff to Care Solace in real time.

Equity, Inclusion, and Cultural Competency

Coachella is a predominantly Latino community with significant Spanish-speaking and uninsured populations - precisely the communities Care Solace is designed to serve. The equity framework includes Spanish as a primary supported language (not an add-on) with 200+ additional languages available; culturally responsive Care Companions trained to navigate diverse cultural frameworks around mental health and substance use; provider filtering by cultural affiliation, LGBTQIA+ competency, and faith alignment; no-barrier access with no insurance or appointment required to reach a Care Companion; and SDOH integration addressing housing, food, and transportation barriers to recovery.

Riverside County Behavioral Health Landscape: Local Market Data

Coachella is located within Riverside County. Care Solace's existing Riverside County data, drawn from a live provider database and Service Demand Overview dashboard, demonstrates both the depth of local provider capacity available through Care Solace and the specific behavioral health and substance use patterns of the surrounding community that a Coachella deployment would serve.

Verified Provider Capacity in Riverside County

Care Solace's verified provider database includes 39,790 total published providers in Los Angeles County, of which 10,293 (25.9%) offer teletherapy, expanding access for residents facing transportation or scheduling barriers.

Age Group Served	Provider Count	% of LA County Providers
Children (3–11)	1,769	39.6%
Adolescents (12–17)	2,910	65.1%
Adults (18–64)	4,268	95.5%
Seniors (65+)	2,143	48%

Care Type	Provider Count	% of LA County Providers
Anxiety	4,155	93%
Depression	4,110	92%
Trauma & Stress	4,062	90%
Bipolar	3,881	87%
Disruptive Behavior	3,809	85.3%
Suicidal Ideation and Self-Harm	3,830	85.7%
Obsessive Compulsive	3,334	75%
Couple / Family Counseling	1,772	39.7%

This provider density means Coachella residents referred through Care Solace are not limited to a small local panel; they draw on more than 4,000 verified Riverside County providers spanning every major care type and age group, with same-region teletherapy options available for over 1,400 of them.

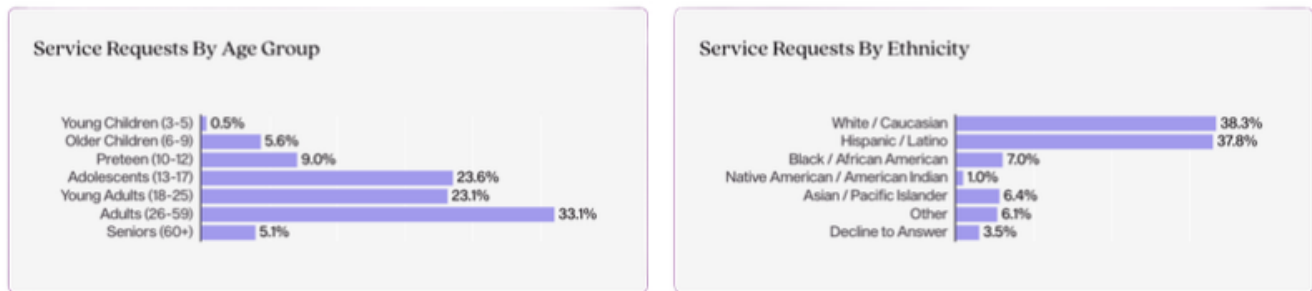
Regional Service Demand: What Riverside County Residents Are Requesting

Care Solace's Service Demand Overview dashboard for Los Angeles County reflects 78,603 total service requests, providing a directly relevant picture of the behavioral health and substance use needs a Coachella deployment is likely to encounter.



The near-even split between warm handoffs (agency/staff-initiated) and self-service searches demonstrates that Care Solace's model successfully serves both institutional referral pathways, the core mechanism this proposal is designed to fund, and residents who prefer anonymous, self-guided access.

Demographics of LA County Service Requests



Hispanic/Latino residents already represent a large share of Riverside County service requests through Care Solace, directly mirroring Coachella's demographic composition and reinforcing the relevance of Care Solace's Spanish-language, culturally responsive model to this community.

Insurance Type	% of Requests
Private Insurance	38.6%
Public Insurance (Medi-Cal/Medicaid)	47.9%
No Insurance	9.6%
Self Pay	2%
Unknown Insurance	1%
Military Insurance	0.9%

Nearly 60% of Riverside County service requests involve public insurance, no insurance, or self-pay. These reflect the exact population segments most affected by the opioid crisis and least likely to have an existing path to treatment absent a no-barrier navigation service like Care Solace.

Substance Use and Opioid-Specific Demand

Within the Substance Abuse category of Riverside County service requests, opioid-related need accounts for 18% of substance use service requests, alongside alcohol (59%), cannabis (37%), sedative/hypnotic (10%), stimulant (12%), inhalant (16%), and hallucinogen (4%) needs. This confirms sustained regional demand for the SUD and MAT navigation pathways Care Solace is proposing to deliver under this opioid settlement-funded contract.

Substance Category	% of Substance-Related Requests
Alcohol	59%
Cannabis	37.8%
Opioid	17.9%
Inhalant	16.2%
Sedative or Hypnotic	9.6%
Stimulant	12.4%
Hallucinogen	3.6%

Care Solace's Service Needs data also shows that of all social service needs requested alongside mental health and SUD services in Riverside County, affordable housing information is the single largest need at 48.5%, followed by meals (20.5%), food assistance (21.4%), and food pantry access (25.6%). This underscores why Care Solace's integrated SDOH services, not a standalone clinical referral list, is essential to supporting individuals through the full arc of recovery.

Projected Return on Investment for Coachella

Using Care Solace's cost-offset modeling methodology, which is grounded in published cost-of-illness research on untreated serious mental illness (SMI), including the Kaiser/Commonwealth ("KC") study baselines, the following table projects the financial and public-health impact of a Care Solace deployment in Coachella..

Metric	Coachella, CA
Census Population Estimate	47,000
Estimated Cases of Serious Mental Illness (SMI) in City	4,043
Estimated Count of Untreated SMI Cases in City	1,435
Estimated Annual Cost per Individual with Untreated SMI (KC Study Baselines)	\$6,608.86
Estimated Total Cost of Untreated SMI in City (Annual)	\$9,484,591
Care Solace Price per Resident	\$1.00
Estimated Price for Care Solace's Service (Annual, at \$1.00/resident)	\$47,000
Untreated SMI Individuals Breakeven Point	6 individuals
Untreated SMI Utilization Percentage Breakeven Point	0.45%
Expected Annual Savings at 3% Utilization Goal (Untreated SMI Only)	\$241,084
Expected Suicide Preventions at 3% Utilization Goal (Untreated SMI Only)	1

The Case for Investment

At a 3% utilization goal, Care Solace is projected to generate over \$240,000 in annual cost offsets for Coachella from untreated SMI alone, approximately 5× the estimated annual service cost, while helping connect residents to opioid and substance use treatment before crisis escalation. The breakeven point is remarkably low: successfully connecting just 6 previously untreated SMI individuals to care, or reaching 0.45% utilization among the untreated SMI population, fully offsets the cost of the program for the year.

Note: This ROI model is calculated on untreated SMI cost offsets only and does not include the additional avoided costs associated with opioid overdose, emergency department utilization, incarceration, or lost productivity — all of which Care Solace's SUD/MAT navigation and warm hand-off services are also designed to reduce. Figures should be read alongside the RFP's stated target population of approximately 47,000 residents; Care Solace will confirm final population-based pricing at contract negotiation.

4.3 Project Period

Care Solace confirms full availability and capacity to operate throughout the anticipated contract period. Care Solace is an operationally mature organization with established infrastructure, staffing, and technology systems capable of onboarding immediately upon contract execution.

Timeline	Phase	Key Activities
Month 1	Onboarding & Setup	Contract execution; City branding applied to portal; staff and partner training; Care Companion team briefed on Coachella community context
Month 2	Soft Launch	Portal live; Care Companions active; first responder and City staff warm handoff protocols in place
Month 3	Full Operations	All channels active; first monthly impact report delivered to City
Months 4–ongoing	Ongoing Service Delivery	Full 24/7/365 operations; monthly KPI reports; quarterly OSF remediation summaries; annual HIAA documentation

4.4 Staffing and Capacity

Name / Role	Title	Responsibilities
Anita Ward	Chief Growth Officer	Primary relationship and contract oversight; executive point of contact for City leadership
Natasha Conahan	Chief Operating Officer	Oversees all Care Companion operations and clinical protocols
Kevin Coordt	Customer Success Lead	Day-to-day client success, reporting, and City integration; named prior to contract execution
Ashley McDevitt	Provider Research Lead	Maintains and expands the California provider database; ensures SUD/MAT provider availability
Care Companion Team	24/7 Navigation Staff	Multilingual Care Companions (Spanish-primary) available around the clock via phone, text, email, and video

Name / Role	Title	Responsibilities
Vivian Richards	Clinical Oversight	Licensed mental health professional supervising complex and escalated cases

Clinical Oversight

All Care Companion interactions involving OUD, active SUD, or crisis situations are supervised by a licensed mental health professional, ensuring clinical safety and appropriate escalation pathways for Coachella's highest-need residents.

4.5 Cost Proposal

Care Solace proposes a transparent, population-based pricing model aligned to the City's available Opioid Settlement Funds of \$109,295.23 and a target population of approximately 62,000 Coachella residents.

Line Item	Amount / Detail
Contract Period	TBD
Target Population	47,000 residents
Annual Per-Resident Rate	\$1.00
Total Contract Value	\$47,000
Pricing Model	Population-based flat rate; unlimited service access for all residents

All services described in this proposal — 24/7 Care Companions, the self-service portal, provider database access, reporting, and HIAA documentation — are included within the proposed contract value. There are no hidden fees, per-use charges, or add-on costs. Care Solace's model is specifically designed to provide comprehensive coverage regardless of the volume of resident utilization.

2.4 Implementation and Reporting

Care Solace provides a dedicated analytics dashboard and monthly impact reports to the City of Coachella. All data is strictly anonymized and free of Personally Identifiable Information (PII). Reports include:

- Total utilization and number of users
- Total number of matches and successful connections
- Time to match and time to appointment
- Total communications and confirmed appointments
- Referral sources (staff-initiated warm handoffs vs. resident self-search)
- Demographic breakdowns (age, gender, ethnicity)
- Insurance pathways utilized (Medi-Cal, private, uninsured/sliding scale)
- Top 100 providers accepting referrals and top 100 insurance plans associated with service requests

- Zip code analysis to identify geographic access patterns
- Type of needs, including opioid/SUD-related vs. general mental health

Monthly reports will specifically delineate KPIs related to opioid remediation — including the number of successful connections to SUD and MAT providers — to support the City's mandatory annual expenditure reporting to DHCS. Care Solace will also produce an annual summary that maps service utilization directly to California's High Impact Abatement Activities (HIAA) List of Opioid Remediation Uses, as required.

HIAA Compliance

Care Solace's reporting infrastructure is already configured to map service utilization to California's HIAA and Schedule A/B/E OSF approved uses — providing the City with audit-ready annual documentation without additional administrative burden.

Schedule E Alignment: Opioid Settlement Fund Remediation Categories

Because Coachella's award is funded through opioid settlement dollars, Care Solace's services have been mapped directly to California's Schedule E approved opioid remediation categories, demonstrating that this engagement is a fundable, high-value use of the City's OSF allocation.

Schedule E Category	How Care Solace Delivers
A.1 — Prevention Programs	Enables early intervention by making it easier for residents to access behavioral health services before reaching crisis levels; supports prevention of opioid misuse through improved access to mental health and SUD resources
A.2 — Connection to Care	Provides 24/7 anonymous matching to SUD and mental health providers based on need, insurance, and availability; Care Companions guide individuals through appointment scheduling and follow-ups
A.4 — Treatment and Recovery Support	Refers individuals to outpatient/inpatient treatment, MAT providers, and recovery programs; enhances continuity of care and supports treatment retention
A.5 — First Responder & Diversion Programs	Complements co-responder and mobile crisis response teams by providing post-crisis navigation and linkage to services; reduces reliance on emergency departments and law enforcement
A.7 — Support for People in Recovery	Facilitates continued access to support resources during and after treatment; helps residents reintegrate and maintain recovery through long-term service coordination

Cross-Reference: HIAA and Schedule A/B Alignment

OSF Category	Approved Use	How Care Solace Delivers
HIAA #2	New/Expanded SUD Treatment Infrastructure	Expands access to SUD/MAT providers for all Coachella residents via 24/7 Care Companions and verified provider database
Schedule A — Core Strategy E	Warm Hand-Off Programs and Recovery Services	Care Companions facilitate live warm handoffs to detox, residential treatment, MAT, and recovery residences — the defining function of this RFP

OSF Category	Approved Use	How Care Solace Delivers
Schedule B — Section B	Support People in Treatment and Recovery	Follow-through check-ins confirm appointment attendance; SDOH navigation supports housing, transportation, and job training for individuals in recovery
Schedule B — Section C	Connect People Who Need Help to the Help They Need	The Care Match platform and 24/7 Care Companions are purpose-built for this mandate — connecting residents to verified, available providers in real time

Why This Matters for Coachella

Care Solace is an approved, fundable strategy under the opioid settlement's Schedule E. Its measurable outcomes, real-time reporting, and equity-focused delivery model make it a high-value investment that helps Coachella meet public health goals while optimizing the use of restricted opioid funds.

4.6 References

Care Solace provides the following references for organizations receiving similar care coordination and navigation services. Additional references available upon request.

Reference 1

Field	Detail
Type of Service	Citywide behavioral health care coordination and navigation
Organization	City of Monrovia, CA
Contact Name / Title	Dylan Feik, City Manager
Email / Phone	dfeik@monroviaca.gov

Reference 2

Field	Detail
Type of Service	Citywide behavioral health care coordination and navigation
Organization	City of Stockton, CA
Contact Name / Title	Alex Bailey, Program Manager III
Email / Phone	alex.bailey@stocktonca.gov

Reference 3

Field	Detail
Type of Service	Citywide behavioral health care coordination and navigation
Organization	City of Murrieta, CA

Field	Detail
Contact Name / Title	Lori Stone, City Councilmember
Email / Phone	stone@murrietaca.gov

Closing

Care Solace is ready to serve the City of Coachella. We are grateful for the City's commitment to addressing the opioid crisis and to ensuring every resident — regardless of insurance status, language, or circumstance — has a clear path to care. Care Solace exists precisely for this mission. We welcome the opportunity to serve as Coachella's Central Hub of Care and look forward to the next steps.

For questions regarding this proposal, please contact:

Anita Ward, Chief Growth Officer, Care Solace, Inc.

anita.ward@caresolace.org | 213-880-1238