



AGENDA ITEM: 25-29
DATE OF MEETING: July 9, 2025
ACTION: ☒
INFORMATION: ☐

**APPROVE CONTRACT WITH IMAGINE LOS ANGELES, INC.
FOR BENEFIT NAVIGATOR PILOT
FROM JULY 9, 2025 – JUNE 30, 2026
(CONTRACT NO. CF25145)
[\$144,650 – PROP 10 FUNDS]**

SUMMARY OF REQUEST

Approve a sole source Contract No. CF25145 with Imagine Los Angeles, Inc. (Imagine LA) in an amount not to exceed \$144,650, effective July 9, 2025, through June 30, 2026, to implement a Benefit Navigator Pilot. The pilot will support implementation, training, data review, and evaluation activities, with anticipated participation from the Department of Public Social Services (DPSS) Self-Sufficiency, DPSS Children's Services, and the Riverside County Office of Education (RCOE). Staff also request delegated authority to execute Memoranda of Understanding (MOUs) or contracts with participating public agencies, consistent with the pilot's objectives.

BACKGROUND

The Benefit Navigator is a digital tool designed to screen for eligibility across multiple public benefits and refundable tax credits. It helps staff support families by identifying resources they may qualify for, generating easy-to-understand summaries, and reducing the barriers to accessing programs such as CalFresh, Medi-Cal, WIC, child care subsidies, and tax credits.

The Navigator has been piloted in over 50 Social Services agencies in Los Angeles County. In those sites, clients served were found to qualify for an average of \$10,869 in additional benefits and tax credits. First 5 Riverside County has been selected as a new pilot partner to test integration of the tool into FRC settings, prioritizing sites where F5RC, DPSS Self-Sufficiency, and RCOE are co-located. Pending outcomes from this pilot,

future phases are anticipated to expand to additional home visiting agencies and partner networks to support broader countywide access.

Imagine LA will lead implementation and training, coordinate technical assistance, and support ongoing monitoring and shared learning throughout the pilot. While they will not conduct a formal outcome evaluation due to the absence of personally identifiable information (PII) and comparison data, they will facilitate cross-site feedback loops and surface implementation insights to inform potential system-level improvements. This pilot aligns with F5RC's goals to streamline family access to services, support frontline navigation efforts, and inform potential system-level improvements.

The Benefit Navigator is a cloud-based platform (Software-as-a-Service model) used by trained "users" across organizations. These users do not need to be benefits experts—they are equipped with a streamlined tool to assess benefit eligibility, create individualized summaries, and support clients in navigating public benefit systems. The platform is updated regularly to reflect policy changes and is designed for rapid user onboarding, integration with local workflows, and eventual expansion into AI-powered features such as application automation and real-time status tracking.

RECOMMENDED ACTION

That the Commission:

1. Approve a sole source Contract No. CF25145 with Imagine LA for an amount not to exceed \$144,650, effective July 9, 2025 – June 30, 2026, to implement the Benefit Navigator in substantially the same form as the draft Contract No. CF25145 attached hereto and authorize the Executive Director to sign the contract on behalf of the Commission, subject to County Counsel approval as to form; and
2. Authorize the Executive Director or designee to execute MOUs or contracts with DPSS Self-Sufficiency, DPSS Children's Services, and RCOE for participation in the pilot as trained users and feedback providers to inform implementation, on behalf of the Commission, subject to County Counsel approval as to form; and
3. Authorize the Executive Director or designee to negotiate and execute a Memorandum of Understanding (MOU) with Nava Labs and Imagine LA to participate in an exploratory Agentic AI planning and design demonstration as referenced in Exhibit A0. Participation will be non-binding, limited to planning and alignment activities, and will not require any financial investment from First 5 Riverside County; and

4. Authorize the Executive Director, based on the availability of fiscal funding and as approved by County Counsel, to sign amendments that exercise the options of Contract No. CF25145, on behalf of the Commission, including modifications of the statement of work that stay within the intent of said contract, and if necessary, including a no-cost extension of the project period, without requiring further action from the Commission.

BUDGET IMPACT

Adequate appropriation has been included in the approved FY 25/26 budget to support funding for this initiative (525440-25800-938001-92945).

STRATEGIC PLAN RELEVANCE

Goal Area 2 – Comprehensive Health and Development

POTENTIAL CONFLICTS OF INTEREST

None known.

ATTACHMENTS

1. CF25145 Imagine LA Benefit Navigator
2. Sole Source Justification