

# Application Report



**Applicant Organization:** NorCal Services for Deaf and Hard of Hearing  
**Project Name:** Deaf+ Access to Advocacy  
**Application ID:** App-22-546  
**Funding Announcement:** FY 22-23 Service Access and Equity Grant  
**Awarded Amount:** \$330,000

**Project Summary:** Our Deaf+ Access to Advocacy program will provide outreach, parent support group meetings and individualized support to Deaf+ adults, families with Deaf+ children and Deaf families with children eligible for regional center services including a Deaf+ Information and Resource website page and a video for families about their rights and responsibilities in education and regional center service system. Our project will serve the catchment areas of Far North, Alta and Valley Mountain regional centers

**Authorized Certifying Official:** Sheri Farinha    sfarina@norcalcenter.org    9163497500

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**Section Name:** Applicant Eligibility

**Sub Section Name:** Applicant Information

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## 1. Applicant Question: Project Title

What is the Project Title?

**Applicant Response:**

Deaf+ Access to Advocacy

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## 2. Applicant Question: Awarded Amount

What is the total amount awarded for the project?

**Applicant Response:**

\$330,000

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## 3. Applicant Question: Organization Type

Choose the response that best describes your organization.

**Applicant Response:**

Community Based Organization (CBO), 501(c)(3)

**Attachment:**

[NorCals 501c3.pdf](#) - PDF FILE

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## 4. Applicant Question: Description of Organization/Group

Provide a brief description of the organization or group. Explain what experience your organization has managing a project similar to the proposal and state the outcomes of that project. You may upload your brochure or add a website link.

**Applicant Response:**

NorCal Services for Deaf & Hard of Hearing is a regional-based nonprofit organization providing social services and advocacy assistance to support Deaf and Hard of Hearing (DHH) people and their families for 45 years. Governed, managed, and staffed by DHH people, NorCal's service model is based on providing direct services in the language or communication mode used by DHH individuals. NorCal has an array of services and program including advocacy assistance, peer counseling, job development and placement, independent living skills instruction, interpreting

operate a day program and a CARF-certified supported employment program for DHH adults who are regional center consumers. We provide Deaf Coach (Mentor) for families with DHH infants and toddlers including those with other disabilities to learn ASL to communicate with their children and promote language development.

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**5. Applicant Question:** Applicant in Good Standing

Is the applicant in good standing with the California Secretary of State, California Franchise Tax Board, and California Department of Tax and Fee Administration? Please upload confirmation letter(s) or proof of good standing.

**Applicant Response:**

Yes

**Attachment:**

[NorCal Statement of Info.pdf](#) - PDF FILE

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**6. Applicant Question:** Subcontractors in Good Standing

Are the applicant's subcontractors in good standing with the California Secretary of State, California Franchise Tax Board, and California Department of Tax and Fee Administration?

**Applicant Response:**

Not Applicable

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**Section Name:** Grant Reapplication Information

**Sub Section Name:** Grant Reapplications Only

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**1. Applicant Question:** Previous Award(s)

Did your organization receive DDS grant funding in fiscal year 2020-21 or 2021-22? If yes, go to question 2 to complete each column. If no, skip this category and go to category 3.

**Applicant Response:**

Yes

**2. Applicant Question:** Previous Grant Award(s)

Since fiscal year 2020, complete a row for each DDS Service Access and Equity grant your organization was awarded funding.

**Applicant Response:**

Year Awarded	Project Title	Grant Number	Award Amount
21-22	Deaf+ Access to Advocacy	21-C45	300,000

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**3. Applicant Question:** Previous Grant Outcomes

Provide a brief grant summary of your project outcomes for fiscal year 2020-21 and/or 2021-22.

**Applicant Response:**

The objective of our 21-22 grant is to provide outreach and education for Deaf+ individuals, their families and caregivers, and mental health professionals who work with them through Deaf+ user-friendly videos to be shown at webinars and in-person events. Our project outcome includes the development of three American Sign Language (ASL) videos: 1) Lanterman Act rights, using Deaf+ actors, 2) For families and caregivers about communicating with Deaf+ individuals and 3) for mental health professionals about treating Deaf+ individuals. Our plan is to present these videos at 4 webinars and 3 in person outreach events in Alta Regional Center and Far North Region Center catchment areas with a total attendance of 55 people. At the time of writing this proposal, we have more than 5 months left in the grant period. To date, our contractor is currently producing the ASL videos based on our scripts and our project coordinator is coordinating the logistics for the webinars and outreach events that will feature these videos.

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**4. Applicant Question:** Project Transition

If awarded, how will your current project(s) transition into the 2022-23 proposed project? Does your proposed project expand or continue your current project, if so how? What activities, measures, or target groups are being added? Provide a summary of the differences and reasons why you are proposing the change.

**Applicant Response:**

Our current project includes the development of ASL videos for use at in-person outreach and webinars. Our 2022-23 proposed project would continue to target Deaf+ adults, families with Deaf+ children, and Deaf families with children eligible for or receiving regional center services. The proposed project would supplement outreach and education with an Information & Resources webpage, family support group meetings, and individualized support for Deaf+ adults and for families. Our current project would transition to the proposed project by allowing us to use the ASL videos for any outreach or support group meeting and making them available for viewing on Information and Resources for Deaf+ website page. The proposal would also add Valley Mountain Regional Center which is in our service region but was not included in our 2021-2022 project. We are proposing this changed proposal to be in aligned with the original proposal we submitted last year to provide individualized support and support group meetings.

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**Section Name:** General Application

**Sub Section Name:** Proposal Summary

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**1. Applicant Question:** Project Type

Choose the project type that best describes your activities from the list below:

**Applicant Response:**

Community Connector

**Applicant Comment:**

Our Deaf+ Access to Advocacy project will focus on the priority area of increasing access to Deaf services and resources by providing individualized support and advocacy for Deaf+ adults in the catchment areas of Alta, Far North and Valley Mountain Regional Centers. By offering services specifically for Deaf+ individuals and their families, our organization as a community based Deaf and individuals and their families have the opportunities to learn about services at a Deaf Service organization that are available to them. By assisting families/guardians of Deaf+ children to understand their IFSP/IEP rights and responsibilities and learn how to navigate developmental services and education systems to obtain services and support for their children/families, our project will also support the Department's priority area to increase access to Early Start services.

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**2. Applicant Question:** Duration of project

Choose the duration of your project.

**Applicant Response:**

12 months

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### **3. Applicant Question:** Regional Centers

Choose the Regional Center(s) that your project will serve. Check all that apply. If you are proposing a statewide project, select the All Regional Centers/Statewide option.

#### **Applicant Response:**

- Valley Mountain Regional Center
  - Far Northern Regional Center
  - Alta California Regional Center
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### **4. Applicant Question:** Counties Served

List the county or counties your project proposes to serve. Check all that apply. If you are proposing a statewide project, the select All Counties / Statewide option.

**Applicant Response:**

- Amador County
- Butte County
- Calaveras County
- Colusa County
- El Dorado County
- Glenn County
- Lassen County
- Tuolumne County
- Tehama County
- Sutter County
- Stanislaus County
- Siskiyou County
- Shasta County
- San Joaquin County
- Sacramento County
- Plumas County
- Placer County
- Nevada County
- Modoc County
- Alpine County
- Yolo County
- Yuba County
- Sierra County
- Trinity County

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**5. Applicant Question:** Community Based Organizations

Will you be working with one or more Community Based Organizations? If so, provide the name of the organization and how you will be working together.

**Applicant Response:**

Not Applicable

**Applicant Comment:**

Not Applicable

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**6. Applicant Question:** Multiple Organizations

Does your project include partnership with one or more organizations either as a co-applicant or subcontractor? If "yes", please upload a letter of support from each organization, that includes an explanation of their role in the partnership.

**Applicant Response:**

No

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**7. Applicant Question:** Strategies and Sustainability

How will your project continue its work after the grant funding has concluded?

**Applicant Response:**

The benefits of this project that will be sustained include 1) information & resources webpage including the asl videos that will remain online for continued viewing, 2) outreach materials developed can continue to be used for informational purposes, and 3) our organizational ability to better advocate for the Deaf+ segment of our community. We recognize that some services may be

district. Services and programs at NorCal are currently funded by various public and private sources including governmental contracts, fees for services, donations, and fundraising events. The search for continuing funding remains an ongoing priority at NorCal and is key to the organization's financial health.

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**Sub Section Name:** Target Population

**1. Applicant Question:** Ethnicity Groups Served

Select the ethnicity group(s) the project will serve. For "Indian", "Pacific Islander", "Slavic" or "Other" use comment section to list specific groups.

**Applicant Response:**

- Other (list)

**Applicant Comment:**

Our project will serve target population of Deaf+ adults and families with children who are Deaf+. Deaf people with developmental and intellectual disabilities come from all racial or ethnic groups so we are not targeting any specific ethnic group.

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**2. Applicant Question:** Ethnicity Group(s), Language(s) and Number of Individuals Served

For each ethnicity group, provide the number of individuals your project intends to serve and the related language(s).

**Applicant Response:**

Ethnicity Group(s)	Individuals Served	Language(s)
0	40	2

### **3. Applicant Question:** Age Group(s) Served

Select all Age Groups the project will serve.

#### **Applicant Response:**

- Birth up to Three (Early Start)
- Three to Five
- Three to 21
- 16 to 21
- 22 and older

#### **Applicant Comment:**

Our target group includes families with Deaf+ children of all ages and Deaf+ adults of all ages.

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**Section Name:** Project Application

**Sub Section Name:** Project Application

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### **1. Applicant Question:** Project Summary and Organizational Experience

Provide a clear and concise project summary that includes a defined target population, catchment area, and project design. Specifically describe what your project will accomplish and how it will benefit the community served. In your answer, include what experience your organization has working with the target population and how your organization will work with the local RC(s).

### **Applicant Response:**

Our Deaf+ Access to Advocacy program will provide outreach, parent support group meetings and individualized support to Deaf+ adults, families with Deaf+ children and Deaf families with children eligible for regional center services. Deaf encompasses any person with any hearing level (Deaf, Hard of Hearing), with any disability (DeafBlind, Deaf+) and any intersecting identities (Deaf Black Indigenous People of Color, Deaf LGBTQI). However, for the proposal, we use Deaf+ to reference Deaf people who have disabilities to qualify for regional center services and are protected by state law such as Lanterman Act.

Our program serves the catchment areas of Far North, Alta and Valley Mountain regional centers and will include a project coordinator and two advocates, located in separate offices where NorCal has offices in Sacramento, Redding, Yuba City or Stockton.

Our project will develop a Deaf+ information and resources website page, conduct 4 parent support group meetings for families which may include guest speakers, a resource video for families about their rights and responsibilities, and 4 outreach activities. Outreach activities may include staffing a booth or hosting an event and can utilize the videos developed with 2022 grant funding. Although conducted in person, the parent support group meetings will strive to include online option for presenters and audience. Both outreach activities and meetings will be accessible in ASL, English captioning, Spanish and include any other access requests. At NorCal, we recognize the need for services available for Spanish-speaking families. We have 5 staff members who speak Spanish including a trilingual Spanish-English-ASL interpreter and we are continually adding more materials and services in Spanish such as monthly coffee chats for parents and ASL classes in Spanish.

Through this project, our advocates will assist Deaf+ adults with individualized support and work with families with Deaf+ children to ensure they are able to access services that address their children's language and communication needs and navigate the developmental service and education systems for their children. At NorCal, our LEAD-K Family Services provides statewide Early Start referrals of families with infants identified DHH including those with other disabilities by the California Newborn Hearing Screening program. LEAD-K connects families to their local Early Start programs for early intervention services. If funded, this program would go one step further and provide advocacy assistance for families at their children's IFSPs or IEPs to obtain Deaf Coaching and other services that will lead towards language development and acquisition per Senate Bill 210.

Our experience working with the target population as Deaf agency includes assisting Deaf+ adults and families with children on an individual and case-by-case basis in addition to operating a Day program for adults and a supported employment program.

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### **2. Applicant Question:** Data and Community Input

Explain why you have selected your priority population(s) using RC POS data and other data as supporting evidence of the disparity or inequity. Include how your organization used input from the community, target population, and RC to design the proposal.

**Applicant Response:**

RC POS data does not identify regional center consumers who are DHH, only the number of consumers using American Sign Language (ASL). According to our data that we report to Health Resources & Services Administration, over 1,000 infants are identified DHH annually in California of which approximately 20% have developmental disabilities or medical conditions. However, according to Gallaudet Research Institute, the percentage of DHH children with disabilities is closer to 40%. Absent adequate data and research on this population, the Deaf+ population is further underserved by the lack of knowledge and communication access of the current state system and community programs serving individuals with developmental disabilities. In consulting with the RC Deaf Specialists in our area, the specialists agree about the need for more information, services, and advocacy for this population. As an "of, by and for" community-based organization, our project activities are informed by people using our services and requests for services received. Individuals and families guide the advocacy and support that they want from our agency.

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**3. Applicant Question:** Uniqueness

How is the proposed project unique from a currently funded grant (e.g., strategies, activities, and goals) in the proposed RC catchment area? If the project is similar to a currently funded grant listed on the Department's website, how is the proposed project different?

**Applicant Response:**

Our project is unique in that we are a Deaf-centered organization with a proposal to serve Deaf+ consumers of all ages and their families. There are several organizations that advocate for and support individuals with intellectual and development disabilities but few that focus on the Deaf+ population. As an organization “of, by and for” Deaf people, our staff have lived experience of being Deaf and/or being a family member of a Deaf person, are fluent in American Sign Language and knowledgeable in communicating with Deaf people with diverse communication and language skills. At NorCal, we have Deaf-specific programs that can benefit Deaf+ individuals and families with Deaf+ children. Deaf+ individuals and families served through our proposed project will have the opportunity to learn about other services that our agency provides such as Deaf Coaching for families to learn ASL at home, school event for DHH children such as our annual Silent Sleigh, and social events such as our recent Gala where we provided free admissions for Deaf+ adults and family members. As a long-time social service organization, we are familiar with local community and governmental resources; we can help families and consumers tap into resources such as Social Security Income, Medicaid benefits or in home support services and request interpreting services for appointments.

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**4. Applicant Question:** Improve Equity and Service Access

How will your project measurably improve equity, access, and reduce barriers to services for individuals with intellectual and developmental disabilities and their families?

**Applicant Response:**

At NorCal, equity is promoted when Deaf individuals can communicate directly without a third-party interpreter, receive information and participate in services in their language. Strategies for improving access including offering information in ASL, providing document translation (English to ASL) for documents, forms, applications, and having Deaf interpreting, DeafBlind interpreting, foreign language interpreting and captioning available at events and for services. At NorCal, our board members and most staff experience the same barriers that our community faces, and thus the heart of our work at NorCal is advocacy for access and equal opportunities which often means having language and communication access. When providing individualized support, our staff ensure that Deaf individuals know their rights and understand the process for requesting accommodations or self advocating. When assisting families with their children’s IFSPs and IEPs, our staff ensure that families receive information from the school in their preferred language and understand the need for early intervention or related services that support their Deaf children's language and communication development. These are activities that go toward improving equity or access and reducing barriers to services.

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**5. Applicant Question:** Support of RC Plan

Does the project support the RC plan to promote equity and reduce disparities in their catchment? If you are a RC, how does this project support your recommendations and plan to promote equity and reduce your identified disparities? How will your project collaborate with other organizations to promote community inclusion?

### **Applicant Response:**

By targeting Deaf+ adults and families in our proposal, our project supports the RCs who have hired Deaf Specialists in their efforts to reduce disparities experienced by their Deaf+ consumers. Our project will collaborate with the Deaf Specialists at the RCs in our area in accepting referrals, posting event information, and finding resources. In our work, we regularly collaborate with other organizations to better serve our people in the Deaf Community by providing our “Deaf” expertise to organizations who in turn provide expertise and resources that we do not have. To reach out to families and individuals who may not be aware of our services, our project will continue outreach activities and connect with organizations serving individuals with intellectual and developmental disabilities.

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### **6. Applicant Question:** Project Activities and Measures

**Note: Before answering this question, applicants must complete the Activities Template located in the middle tab directly above.**

The schedule of activities clearly and specifically demonstrates the steps that the project will take to achieve its stated objective and measures. Do the proposed measures appropriately track the project objective and activities, provide insight into the effectiveness of project, and demonstrate impact on the target population?

### **Applicant Response:**

At the start of the grant, our fulltime project coordinator assume duty while we advertise, recruit and hire two advocates to be based in separate offices. The project coordinator will work with a website designer to develop the Deaf+ Information and Resources page, start developing the script for Rights and Responsibilities video for families with Deaf+ children in conjunction with our CEO and provide individualized support on requests to Deaf+ adults, families with Deaf+ children, and Deaf families with children qualified for regional center services. The advocates, once hired, will assume responsibilities for providing individualized support. The coordinator will be responsible for planning outreach activities and scheduling parent support group meetings including finding guest speakers and scheduling accommodations for the activities and meetings. Based on our experience, the process to get a video professionally developed can take 2 or 3 months. The video, once completed, will be available for various purposes such as posting on Deaf+ Information and Resources webpage, shared on our agency's Facebook, and shown at a parent support group meeting. We aim to provide at least 4 support group meetings but are open to facilitate more meetings if requested by participants. Our project will count attendance at support group meetings and collect feedback from participants. For those receiving individualized support, we will count the number of participants receiving assistance and use the grant's standardized measures to determine the percentage of participants receiving new services or improved access to services.

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### **7. Applicant Question:** Budget Template and Narrative

**Note: Before answering this question, applicants must complete the Budget Template located in the tab**

**directly above.**

The project budget is consistent with the stated project objective and activities, and clearly and concisely explains how the proposed expenditures support the overall project design and outcomes. The project budget costs are clearly associated with the activities and does not include non-allowable costs or costs funded by other sources.

- Budget Template example is located at [Attachment C](#).
- Budget Details and Restrictions are available [here](#).

**Applicant Response:**

Personnel for this project include one fulltime coordinator and two 30-hour-per-week advocates which include salaries and benefits. Billing is based on hours reported by project personnel on their timesheets. The project coordinator and advocates will focus their time to carry out all project activities described in this proposal. Benefits costs are calculated at 25.25% of salaries. Our budget narrative provides a description of our benefits costs. As a Deaf service organization primarily employing and serving DHH people, accommodations such as ASL interpreting, captioning, and spoken language interpreting represent a significant but critical portion of our budget for our employees to carry out their job duties and for our organization to be inclusive in serving families and general public who do not sign and use other languages. Since we serve a large geographical area and have several outreach offices, we have budgeted for travel cost. As state contractor, we comply with the state rates for travel costs. Our budget includes cost for professional video production, consultant fees for guest speakers and tech support for offering online access to support group meetings. The budget also includes cost for food and beverage and reasonable accommodations at eight (8) outreach events and support group meetings. The budget does not include non-allowable costs or costs funded by other sources. The budget narrative for other expenses include the allocation method used for each expense. Indirect cost is capped at 15% of total cost. NorCal tracks actual expenditures which are coded per funding source and expenditure account. Based on this information, a monthly invoice is generated, reflecting grant-related expenses including personnel and operating costs. Monthly invoices are prepared by the staff accountant and reviewed by NorCal's CPA.

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**Section Name:** Proposal Certification

**Sub Section Name:** Certification

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**1. Applicant Question:** Confirm Proposal Discussion with RC(s)

CBOs are required to discuss their proposal with each RC(s) the CBO is intending to serve. If you are a CBO, have you discussed your proposal with each RC you are intending to serve?

**Applicant Response:**

Yes

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**2. Applicant Question:** RC Contact

CBOs are required to submit their application concurrently to the Department and to each RC(s) catchment the CBO is intending to serve. If you are a CBO, state the name(s) of the contact person(s) at each RC you have emailed your proposal application. The RC contact list is available here at [Attachment F](#).

### Applicant Response:

Proposal application has been emailed to: Lori Banales (lbanales@altaregional.org); Helen Neri (hneri@altaregional.org); Melissa Gruhler (mgruhler@farnorthernrc.org); Martha Alvarez (malvarez@farnorthernrc.org); Tony Anderson (tanderson@vmrc.net) and Gabriela Lopez (glopez@vmrc.net).

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### 3. Applicant Question: Code of Conduct

#### Grantee Code of Conduct

The Department is committed to supporting services and programs with integrity that foster collaboration and professionalism. Grantees are expected to conduct project activities in a professional and respectful manner that include:

- **Valuing Diversity and Inclusion.** Grantees should embrace diversity that includes but is not limited to: ability, race, language, national origin, citizenship, age, gender identity or expression, sexual orientation, and religion.
- **Conducting Activities with Personal and Professional Integrity.** All activities with individuals, families, community organizations, regional centers, and state, local and federal agencies should be conducted with professionalism, dignity, respect, and fairness. Grantees should be open to listening to different points of view and fostering productive communication.
- **Providing a Positive Work Environment:** All projects should foster a positive and respectful work environment with their colleagues and other grantees.

### Applicant Response:

- I acknowledge that I have reviewed the Code of Conduct.
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### 4. Applicant Question: Applicant Certification

By submitting this application, the Applicant is certifying the truth and accuracy of the proposal. The applicant also certifies that if you have subcontracting organizations, each participating organization has reviewed your project and agrees to their assigned activities, measures, and the budget.

### Applicant Response:

Yes

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