

*Office of Broadband Access and Expansion*

**Connect New Mexico Fund**

**Webinar Series**

**Topic: Application**

January 16, 2024

## Agenda

- Overview
  - Purpose of Application
  - Application Sections
  - Process to Submit Application
- Key Success Factors
- Walk Through the Application

# Purpose of Application

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- The application aims to achieve three key objectives.

## Evidence-based Assessment

- Enable the review team and OBAE staff to make an evidence-based assessment regarding those projects that offer the greatest potential to achieve program objectives and thus warrant an award.

## Incentivizes Awardee Alignment with Program Design

- The application (along with the scoring framework) directs applicants to develop a comprehensive strategy and implementation plan that achieves the program objectives.

## Accountability via Award Agreement

- The application becomes part of the Grant Agreement – a binding contract.
- The grantee (awardee) is subject to all the commitments made in the application (e.g., serving the project areas, offering the specified services at listed prices, deploying the technology type, etc.)

# Key Sections

- The application comprises of 17 sections.

## Application Structure

- 1) Application Summary
- 2) Project Dashboard
- 3) Executive Summaries
- 4) Location and Mapping Data
- 5) Project Impact
- 6) Community Engagement
- 7) Matching Contribution & Demonstration of Financial Need
- 8) Project Budget
- 9) Project Plan
- 10) Organizational and Personnel Background
- 11) Contractors and Vendor Management
- 12) Labor and Employment Practices
- 13) Technology and Network Design
- 14) Marketing and Services Strategy
- 15) Affordability and Adoption Assistance
- 16) Financial Standing
- 17) Appendix

## Key Themes

- Components are consistent with a comprehensive broadband business plan
  - Technology specifications
  - Network design
  - Market feasibility
  - Financial forecasts
  - Go-to-market strategy
  - Community impact
- This information is often required by investors, board members, project partners, etc.
- Major gaps should make an applicant think twice about their readiness to implement a network that can be technically and financially sustainable

# Appendix

- The Appendix contains 14 sections – most of which are required.

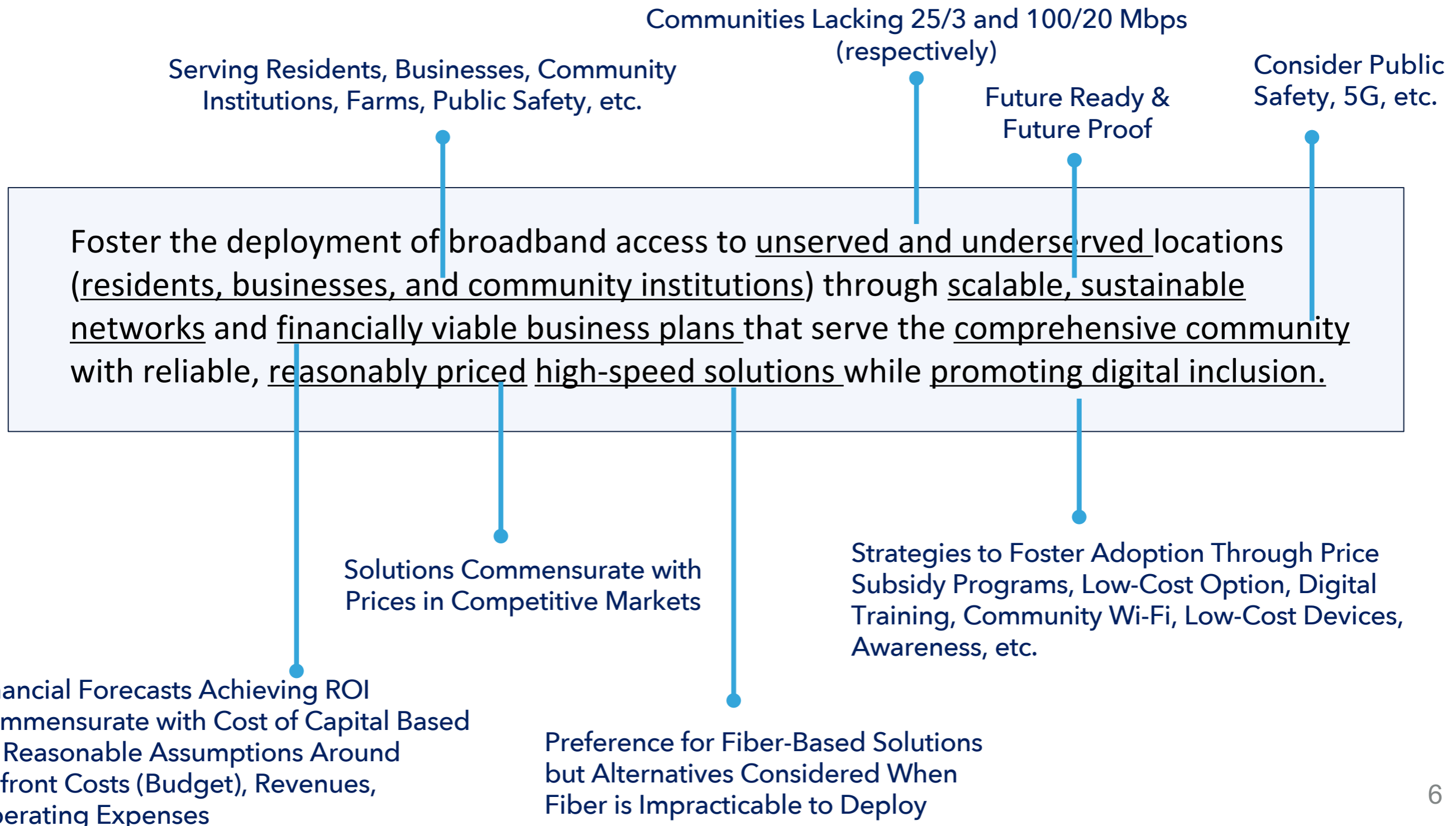
## A. Appendix – Required Attachments

Please include the following documents as attachments. The lack of any of these documents may deem the application incomplete. Also, feel free to include other attachments that convey additional relevant information regarding your service area, network, business model, and organization.

Attachments		
Attachment Number	Purpose	Required Status
Attachment 4-B	• Service Area Map (PDF and electronic version)	• Required
Appendix 4-F	• Proof of Tribal Consent	• Project-Dependent
Attachment 4-D	• List of Interconnection Points	• Project-Dependent
Attachment 6-C	• Letters of Support	• Required
Attachment 6-C2	• Community Survey Data	• Project-Dependent
Attachment 7-A	• Evidence of Matching Contribution	• Required
Attachment 7-C	• Financial Analysis of Payback Period and NPV	• Required
Attachment 8-A	• Detailed Project Budget	• Required
Attachment 9-A	• Project Schedule	• Required
Attachment 10-B	• Resumes of Key Personnel	• Required
Attachment 14-A	• List of Service Offerings and Pricing Schedule	• Required
Attachment 14-B	• Service Offerings and Pricing Schedule from Existing Service Providers	• Required
Attachment 16-A	• Pro Forma Financials	• Required
Attachment 16-B	• Audited Financial Statements (Two Years)	• Required

# Remember the Program Purpose

- The Connect New Mexico Fund serves a multifaceted purpose.
- The NOFO, scoring guide, application, and review process support OBAE's mission to apply a data-driven process to select those projects that best achieve several objectives.



# Recommendations

## Content Development

- Complete all sections of the fillable PDF and submit the required attachments.
- Remember the "3 C's": comprehensiveness, clarity, and credibility.
- Strong applications provide great detail which is easy to understand and backed with analysis and assertions grounded in facts and evidence.
- Understand the scoring framework and develop a genuine plan around those parameters.

## External Support

- Hire a 3<sup>rd</sup> party (firm or individual) to work on sections which require expertise that is not available internally (e.g., network design, market feasibility, financial forecasts).
- Tap unexpected sources for support (e.g., equipment vendors)
- Review myriad of online resources and best practices.
- Contact Program Managers for support for application development.

## Relax & Enjoy the Process

- Do not let perfect be the enemy of the good.
- Submit questions to program staff.
- Support
- Attend Office Hours or schedule 1:1 sessions to obtain guidance on the application process.

# Project Manager Leads by County for Technical Assistance

- Please contact the Project Manager assigned to lead technical support for the relevant county/counties that your project aims to target.

<b>Jose Betancourt</b>	<b>Monica Riehl</b>
Chaves	Dona Ana
Curry	Eddy
De Baca	Grant
Lea	Hidalgo
Lincoln	Luna
Roosevelt	Otero
Torrance	Sierra
<b>Richard Govea</b>	<b>Eric Rodgers</b>
Catron	Colfax
Cibola	Guadalupe
McKinley	Hardin
San Juan	Mora
Socorro	Quay
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# Application Submission via Intake System (Submittable)

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- An application in-take system enables the comprehensive and efficient filing of applications.

## Overview

- Intake system enable applicants to directly provide input and attachments.
- Incomplete fields will be highlighted.
- Serves as a tool to correspond with applicants.
- Enables efficient transfer of all your files to reviewers.

# Application Link

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## Application Link

- [https://connect.nm.gov/uploads/1/4/1/9/141989814/connect\\_nm\\_fund\\_application\\_12-12-23\\_final.pdf](https://connect.nm.gov/uploads/1/4/1/9/141989814/connect_nm_fund_application_12-12-23_final.pdf)