



Promoting Internet Needs of New Mexicans (PINON) Evaluation Criteria

Please note: OBAE is working on a final version that will include a public scoring rubric.

A. Project Need, Purpose, and Benefits (35 points)

- Reviewers will assess the extent to which the applicant's proposed Digital Equity Project, including the specific activities to be implemented, addresses systemic barriers to digital equity and the state's measurable objectives, for one or more Covered Populations.
- Reviewers will assess the extent to which the project impacts, or addresses a gap in, Digital Equity outcomes as outlined by NTIA
- Reviewers will consider the number of different identifiable Covered Populations to be served as well as the total number of individuals within the Covered Populations to be served, relative to the population of the project area.
- Reviewers will assess whether the proposed Digital Equity Project maximizes the effectiveness of the proposed activities and interventions by recognizing the intersectionality of the Covered Populations and the opportunity to serve individuals that are included in multiple Covered Population categories.

B. Strength of Applicant's Organizational Capability. (25 points)

- Reviewers will assess the strength of the applicant's organizational capability to implement the proposed Digital Equity Project including the programmatic and technical experience of the implementation team.
- Reviewers will assess whether the applicant has the breadth and depth of experience, as an organization, that demonstrates the experience with the Covered Populations necessary to effectively complete the proposed projects.
- Reviewers will assess the applicant's ability to manage federal grant awards effectively, either based on demonstrated management of past projects, or based on an explanation and description in the applicant's application materials indicating their capacity to do so.

C. Strength of Project Implementation Plan and Budget (25 points)

- Reviewers will assess the extent to which the application demonstrates access to the resources and elements needed to fulfill the project activities.
- Reviewers will assess whether the application materials provide sufficient detail regarding the proposed Digital Equity Project, including specific activities and interventions to be conducted, to demonstrate they are achievable and are consistent with the allowable programmatic activities.

- Reviewers will assess the feasibility and appropriateness of the proposed project budget, including an assessment of whether the amounts budgeted can realistically achieve Digital Equity Project goals and whether the award funds would be used in an effective and efficient manner.
- Reviewers will consider the applicant's strategy for assessing intervention effectiveness and adjusting interventions based on lessons learned, obtaining input from beneficiaries and stakeholders to inform project adjustments, and maximize effectiveness and sustainability.

D. Project Results and Evaluation (10 points)

- Reviewers will assess the extent to which the proposed evaluation strategies are achievable and capable of measuring project outcomes, including direct and indirect effects on digital inclusion.
- Reviewers will consider the applicability and/or efficacy of the proposed data collection and analysis procedures, including evaluation frequency and scope, to ensure comprehensive measurement of project outcomes
- Reviewers will assess the extent to which the applicant demonstrates its ability to support and sustain digital equity efforts beyond the award period of performance.

E. Braiding funding sources (5 Points)

- Reviewers will assess the applicant's capacity and strategy for combing funds from additional or multiple sources, such as federal, state, local, or philanthropic sources to support and enhance their Digital Equity Program. Pinon Grant funds may be used to supplement, not supplant, other funds that have been made available to the applicant to carry out digital inclusion activities.