



Promoting Internet Needs of New Mexicans (PINON) Grant Evaluation Criteria and Scoring Rubric

Note: Per the PINON Grant NOFO, OBAE, in its recommendations, will consider other factors that serve the public interest, including funding a diversity of projects across organizations and geographies; socioeconomic development priorities; broadband strategic planning activities and coordination with other state and federal funding programs; alignment with policies, programs, and priorities as recognized by the Governor of New Mexico.

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

- **Measurable Objectives and Barriers:** 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. **(12 points)**
- **NTIA Outcomes:** Reviewers will assess the extent to which the project impacts, or addresses a gap in, Digital Equity outcomes as outlined by NTIA **(8 points)**
- **Covered Populations:** Reviewers will consider the number of different identifiable Covered Populations to be served as well as the number of individuals within the Covered Populations to be served, relative to the population of the project area. **(10 points)**
- **Program Activities:** 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. **(5 points)**

Project Need, Purpose, and Benefits: Measurable Objectives and Barriers	
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. (12 points)	
Note: There are five barriers and five measurable objectives.	
<u>Five Designated Barriers</u>	
✓ The availability of, and affordability of access to, fixed and wireless broadband technology	
✓ The online accessibility and inclusivity of public resources and services	
✓ Digital literacy	
✓ Awareness of, and the use of, measures to secure the online privacy of, and cybersecurity with respect to, an individual	
✓ The availability and affordability of consumer devices and technical support for those devices.	

<p>Five Designated Measurable Objectives</p> <ul style="list-style-type: none"> ✓ Increase the number of New Mexicans, including members of covered populations, who have access to a workable computing device and technical support ✓ Increase the number of New Mexicans, including members of covered populations, who can use the Internet if they so choose. ✓ Increase the number of New Mexicans, including members of covered populations, who can access information or training to learn how to protect their security and privacy online. ✓ Increase the number of New Mexicans, including members of covered populations, who can access government and essential services online ✓ Increase the number of Tribal and local communities and organizations that have the resources and expertise to support and implement digital equity effort. 	
<p>Application Questions</p>	<ul style="list-style-type: none"> ➤ #19) Specific barriers to Digital Equity the project seeks to address ➤ #22) Measurable objectives the program aims to address ➤ #33) Description of strategies to be undertaken to ensure the project or activity will create a sustainable long-term impact on digital equity and inclusion or will help lead to the elimination of a barrier to digital equity.

Project Need, Purpose, and Benefits: NTIA Outcomes	
<p>Extent to which the project impacts, or addresses a gap in, Digital Equity outcomes as outlined by NTIA (8 points)</p> <p><u>Five Outcomes Designated by NTIA</u></p> <p>[___] Economic and workforce development</p> <p>[___] Education</p> <p>[___] Health</p> <p>[___] Civic and social engagement</p> <p>[___] Delivery of other essential services</p>	
<p>Application Questions</p>	<ul style="list-style-type: none"> ➤ #20) Primary goal or outcome project aligns with ➤ #21) Secondary goal or outcome project aligns with ➤ #26) Executive summary of the proposed project(s), including its main purpose, associated activities, barriers to Digital Equity and measurable objectives to address, intended outcomes, and the expected beneficiaries of the project, focusing on the covered populations.

Project Need, Purpose, and Benefits: Covered Populations
<p>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. (10 points).</p> <p>Note:</p> <ul style="list-style-type: none"> • <i>OBAE will rely on census data and use the Digital Equity Act Population Viewer to get a baseline count and percentage of individuals by covered population for the applicant’s proposed community/Project Area.</i>

<ul style="list-style-type: none"> • <i>OBAE will convert number of individuals to Percentage of Individuals by Covered Population Being Served to fairly evaluate the reach of the proposed program.</i> 	
Application Questions	<ul style="list-style-type: none"> ➤ #15) Describe the community, or communities your project will serve. ➤ #16) Covered Population segments that will be served through the project ➤ #18) Estimated number of individuals within each Covered Population category that your project will serve

Project Need, Purpose, and Benefits: Program Activities	
<p>Extent to which 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. (5 points)</p> <p>Note: Evaluates the degree of customization, specificity, and targeting of individuals within the covered population segments to maximize the effectiveness of proposed activities</p>	
Application Questions	<ul style="list-style-type: none"> ➤ #15) Describe the community, or communities your project will serve. ➤ #16) Covered Population segments that will be served through the project ➤ #23) Activities to be completed or implemented with grant funding ➤ #26) Executive summary of the proposed project(s), including its main purpose, associated activities, barriers to Digital Equity and measurable objectives to address, intended outcomes, and the expected beneficiaries of the project, focusing on the covered populations.

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

- **Implementation Team:** 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. (10 points)
- **Organization’s Related Experience:** 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. (10 points)
- **Grant Management:** Reviewers will assess the applicant’s ability to manage 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. (5 points)

Strength of Applicant’s Organization Capability: Implementation Team	
<p>Strength of the applicant’s organizational capability to implement the proposed Digital Equity Project including the programmatic and technical experience of the implementation team. (10 points)</p>	
Application Questions	<ul style="list-style-type: none"> ➤ #27) Organizational structure and evidence of financial capacity/stability to implement the proposed project

	<ul style="list-style-type: none"> ➤ #28) Project implementation team and its experience with the programmatic/technical aspects of project management, including past successes and relevant experience managing similar-sized programmatic initiatives. ➤ #31) Resume(s) of key person(s) responsible for the proposed activities
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Strength of Applicant’s Organization Capability: Organization’s Related Experience	
The breadth and depth of experience, as an organization, that demonstrates the experience with the Covered Populations necessary to effectively complete the proposed projects. (10 points)	
Application Questions	<ul style="list-style-type: none"> ➤ #30) Organization’s experience with providing services to one or more of the Covered Populations and the extent to which organization has facilitated direct support, technical assistance, and capacity building across the Covered Populations

Strength of Applicant’s Organization Capability: Grant Management	
Applicant’s ability to manage 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. (5 points)	
Application Questions	<ul style="list-style-type: none"> ➤ #29) Organization’s recent prior experience administering grants. As part of this description, list significant awards, sources, and dates. ➤ #36) Related Outside Funding sheet in Pinon Consolidated Budget Workbook

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

- **Resources:** Reviewers will assess the extent to which the application demonstrates access to the resources and elements needed to fulfill the project activities. **(6 points)**
- **Achievability:** 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. **(6 points)**
- **Budget:** 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. **(8 points)**
- **Program Effectiveness:** 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. **(5 points)**

Strength of Project Implementation Plan and Budget: Resources	
Demonstration of access to the resources and elements needed to fulfill the project activities. (6 points)	
Application Questions	#37) Audited Financials or Financial Statements from last fiscal year

	#27) Describe your organizational structure and evidence of financial capacity/stability to implement the proposed project (Limit 1000 words)
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Strength of Project Implementation Plan and Budget: Achievability	
Details regarding specific activities and interventions to be conducted to demonstrate they are achievable and are consistent with the allowable programmatic activities. (6 points)	
Application Questions	<p>#24) Specific activities that will be completed or implemented with grant funding, along with a timeline, including key milestones and when each major project activity will start and end</p> <p>#25) Estimates of the anticipated outputs of the activity or project. For example, the number of hours of training to be provided, the number of curricula to be developed, the number of devices to be provided, etc</p> <p>#26) An executive summary of the proposed project(s), including its main purpose, associated activities, barriers to Digital Equity and measurable objectives to address, intended outcomes, and the expected beneficiaries of the project, focusing on the covered populations.</p>

Strength of Project Implementation Plan and Budget: Budget	
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. (8 points)	
Application Questions	#36) PINON Consolidated Budget Template

Strength of Project Implementation Plan and Budget: Program Effectiveness	
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. (5 points)	
Application Questions	<p>#34) Description of your organization’s evaluation strategy for measuring successful implementation, including both near-term and long-term outcomes of the activity or intervention. This should include (at a minimum):</p> <ul style="list-style-type: none"> • proposed data collection and analysis procedures. • evaluation frequency and scope; and • a plan for continuous improvement, including obtaining input from beneficiaries and stakeholders to inform project adjustments and maximize effectiveness and sustainability.

D. Project Results and Evaluation (10 points)

- **Strategy:** 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. **(4 points)**

- **Frequency and Scope:** 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 **(3 points)**
- **Sustainability:** 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. **(3 Points)**

Projects Results and Evaluation: Strategy	
<p>Achievability and Capability of Measuring Project Near and Long-Term Outcomes (Total Points: 4) Note: Near term can be considered the <u>period of performance</u> and <u>long-term</u> reflects two-three years beyond</p> <p>Proposed programs and activities should be based on objectives that are measurable, achievable, sustainable, timebound, and are designed to address identified disparities directly and logically. As such, subrecipients are required to incorporate program measurement and evaluation activities as part of their program design and implementation. Per the Capacity Grant NOFO, subrecipients must collect the following data points:</p> <ul style="list-style-type: none"> a. Number of Covered Population(s) served; b. Number of people served within each Covered Population; c. Total number of people served; d. Number of programs implemented by type; e. Anecdotal/personal testimony demonstrating the positive impact of the Program; f. Quantifiable evidence of progress toward the measurable objectives identified in the Digital Equity Plan; g. Impact on the State or Territory’s goals regarding: <ul style="list-style-type: none"> i. Economic and workforce development outcomes; ii. Educational outcomes; iii. Health outcomes; iv. Civic and social engagement; and v. Delivery of essential services. 	
Application Questions	<p>#34) Description of your organization’s evaluation strategy for measuring successful implementation, including both near-term and long-term outcomes of the activity or intervention.</p>

Projects Results and Evaluation: Frequency and Scope	
<p>Applicability and/or Efficacy of the Proposed Data Collection and Analysis Procedures Including Frequency and Scope (Total Points: 3)</p>	
Application Questions	<p>#34) Description of your organization’s evaluation strategy for measuring successful implementation, including both near-term and long-term outcomes of the activity or intervention.</p> <ul style="list-style-type: none"> 1. proposed data collection and analysis procedures. 2. evaluation frequency and scope; and

	<p>3. a plan for continuous improvement, including obtaining input from beneficiaries and stakeholders to inform project adjustments and maximize effectiveness and sustainability.</p>
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Projects Results and Evaluation: Sustainability	
Ability to support and sustain digital equity efforts beyond the award period of performance. (Total Points: 3)	
Application Questions	#33) Description of strategies to be undertaken to ensure the project or activity will create a sustainable long-term impact on digital equity and inclusion or will help lead to the elimination of a barrier to digital equity

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.

Braiding Funding Sources	
Application Questions	<p>#Question 38) Has your organization allocated, received or applied for funding from other Federal, State, or outside sources that will fund the activities or projects to which the application relates, including any funding requests through the NTIA Digital Equity Competitive Grant Program or Native Entities Capacity Grant?</p> <p>If yes, please confirm the applicant has completed the "Related Outside Funding" worksheet within the PINON Consolidated Budget Template [____] I confirm</p> <p><i>Note: In this worksheet, the applicant will record the source and amount of other Federal, State, or outside funding sources the entity receives, or has applied for, that fund the activities or projects to which the application relates.</i></p>