



Office of Broadband Access and Expansion
Department of Information Technology

Connect New Mexico Pilot Program

Application Overview

Webinar Series

August 2022

Agenda

- Overview
 - Purpose of Application
 - Application Sections
 - Process to Submit Application
- Walk Through the Application
- Recommendations

Purpose of Application

- 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 Award Agreement; the grantee (awardee) is subject to all the commitments made in the application (e.g., serving the project areas, offering the services at listed prices, deploying the technology type, etc.)

Key Sections

- The application comprises of 16 sections and an Appendix.

Application Structure

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

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
- Content often required by investors, board members, project partner, 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 13 sections – most of which are required.

Required Attachments	
Attachment Number	Purpose
Attachment 4-B	<ul style="list-style-type: none"> Service Area Map (PDF and electronic version)
Attachment 4-D	<ul style="list-style-type: none"> List of Interconnection Points
Attachment 6-C	<ul style="list-style-type: none"> Letters of Support
Attachment 6-C2	<ul style="list-style-type: none"> Community Survey Data
Attachment 7-A	<ul style="list-style-type: none"> Evidence of Matching Contribution
Attachment 7-C	<ul style="list-style-type: none"> Financial Analysis of Payback Period and NPV
Attachment 8-A	<ul style="list-style-type: none"> Detailed Project Budget
Attachment 9-A	<ul style="list-style-type: none"> Project Schedule
Attachment 10-B	<ul style="list-style-type: none"> Resumes of Key Personnel
Attachment 14-A	<ul style="list-style-type: none"> List of Service Offerings and Pricing Schedule
Attachment 14-B	<ul style="list-style-type: none"> Service Offerings and Pricing Schedule from Existing Service Providers
Attachment 16-A	<ul style="list-style-type: none"> Pro Forma Financials
Attachment 16-B	<ul style="list-style-type: none"> Audited Financial Statements (Two Years)

Application Submission via Intake System

- An application in-take system will be ready in a few weeks to enable the efficient filing of applications.

Overview

- Intake system enable applicants to directly upload the application and attachments.
- Serve as a tool to correspond with applicants.
- Allows for two representatives to receive correspondence:
 - Primary individual who attests to the accuracy of the application
 - Secondary contact who may be providing project and/or administrative support
- Tool will be ready in the coming weeks.

Walk-Through

Application Link

- <https://api.realfile.rtsclients.com/PublicFiles/16569e3bf98c467e95901b46fd511499/de7f4838-048c-49a7-a264-4ea5ac3520ad/pilot-program-application-2022-08-18.pdf>

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 3rd party (firm or individual) to work on sections which require expertise 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.

Relax & Enjoy the Process

- Do not let perfect be the enemy of the good.
- Recognize that there are several further rounds of funding beyond Pilot Program.
 - Connect New Mexico Fund
 - NTIA BEAD Program
- Submit questions to program staff.
- Attend Office Hours.