

# PNM Power Up Grants

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JENNIFER SCACCO, GRANT PROGRAM MANAGER



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# PNM *Power Up* Grants



*PNM* A division of the PNM Resources Foundation



*Supporting vibrant communities*

*"It is not always so obvious what will set your community apart"*  
–The Great Neighborhood Book, Project for Public Spaces.

# PNM AND COMMUNITY

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**SINCE ITS INCEPTION IN 1983, THE PNM FUND HAS INVESTED IN THE COMMUNITIES WE SERVE BY OFFERING A VARIETY OF GRANTS**

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- PNM is proud to contribute to strong families and vibrant New Mexico communities.
- Contributing to a wide variety of nonprofits in the communities we serve is important to PNM. Through funding from the PNM Resources foundation and our corporate giving program, we donate to programs that support education, economic development and the environment.
- Foundation Grants for 2014: PNM Power Up, Reduce Your Use and Volunteer and Matching Grants.



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# PNM POWER UP GRANTS

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THE PNM FUND SEEKS INNOVATIVE AND CREATIVE PROPOSALS THAT SUPPORT THE COMMUNITIES PNM SERVES AND WHERE IT HAS BUSINESS INTERESTS.

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## Overview

- Four principal grants will be awarded in the amount of \$50,000 and twenty grants will be awarded in the amount of \$15,000.
- Grants should clearly demonstrate plans to build awareness of PNM and where possible, engage PNM employees.
- Applications may only be from 501(c)3 nonprofits.

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## PROJECT FUNDING AREAS

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- Creation of meaningful public spaces
- Community or neighborhood revitalization
- Corridor, street or median improvements
- Green space creation



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## PROJECT EXAMPLES

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### Downtowns

- Downtown and community events such as a First Friday ([www.firstfridaylasvegas.com](http://www.firstfridaylasvegas.com)).
- Public Bench Project (<http://publicbenchproject.wordpress.com>).
- Street furniture (<http://weburbanist.com/2012/03/12/city-seats-14-examples-of-unconventional-urban-furniture>).



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## PROJECT EXAMPLES CONTINUED

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### Streetscapes

- Community intersection repair and revitalization, which may for example include turning streets into public squares ([cityrepair.org](http://cityrepair.org)).
- Development and installation of traffic calming features such as trees and other plantings, speed bumps, narrowed streets, stop signs and painted cross walks (<http://www.pps.org/reference/livememtraffic>).



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## PROJECT EXAMPLES CONTINUED

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### Multiuse Trail and Recreation Systems

- Bike and pedestrian trails
- Recreation areas
- Walkable cities



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## PROJECT EXAMPLES CONTINUED

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### Parks

- Friends of parks programs that provide for and encourage citizen input in park planning, programming and amenity development.
- Parklets which convert curbside parking to small and temporary public seating and greening platforms building vibrant community spaces ([www.seattle.gov/transportation/parklets.htm](http://www.seattle.gov/transportation/parklets.htm)).
- Event and performance spaces such as gazebos, pavilions or stage spaces outdoors.
- Dog parks that include benches, trees and tables.



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## PROPOSAL OVERVIEW

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- Describe the project, community need and the enduring community improvements resulting from the project.
- Demonstrate involvement and collaboration of community members, volunteers, partners and stakeholders.
- Include measurable goals, a budget and timeline.
- Detail plans for maintenance and sustainability.
- Describe how the PNM Fund will be recognized including media and outreach plans.

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## PROPOSAL CRITERIA

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### Grant Summary (25%)

- Briefly provide an overview of the proposed project.
- List specific and measurable goals and objectives for the project.
- List any partnerships involved in the completion of the proposed grant project and reason for the partnership. If you list a partnership, please include the optional letter(s) of support.

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## PROPOSAL CRITERIA

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### Community Impact (30%)

- Describe the community need that the grant funds will be used to address.
- List the anticipated outcomes and how you will measure this.
- Detail your plans for long term maintenance and sustainability after the grant is over.

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## PROPOSAL CRITERIA

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### Recognition (20%)

- Describe how the PNM Fund will be recognized, including opportunities to engage PNM employees.
- Provide a brief plan for utilizing both traditional and social media for this project.
- Include a brief recommendation for placement of a PNM recognition sign.

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## PROPOSAL CRITERIA

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### **Supplemental Items (25%)-Please attach all documents as PDF's**

- Timeline: complete a project timeline from implementation to completion with major tasks.
- Budget: clearly detail the materials, supplies and other costs for which you are seeking funding. Items should be listed as per unit costs. The budget must match your grant request.
- Letters: you may include up to two letters of support detailing your partnership agreement(s) with other entities for the proposed grant project.



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## PROPOSAL CRITERIA

### Supplemental Items

- Timeline: complete a project timeline from implementation to completion with major tasks.

Timeline				
	July	August	September	October
Review Grant Agreement	Enter date			
Project Planning		Enter date		
Notify and Contact Stakeholders		Enter date		
Press Release to PNM		Enter date		
Task 1			Enter date	
Task 2			Enter date	
Task 3				Enter date
Final Report Data & Program Evaluation				Final date



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## PROPOSAL CRITERIA

### Supplemental Items

- Budget: clearly detail the materials, supplies and other costs for which you are seeking funding. Items should be listed as per unit costs. The budget must match your grant request. A 10% administrative overhead is allowable.

Item	For	Per Unit Cost	Number of Units	Total Cost
Benches	Public Plaza	\$400.00	2 benches	\$800.00
Lumber-various	Bird Houses	\$20.00	5 bird houses	\$100.00
				Total Request
				\$900.00



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## PROPOSAL CRITERIA: WHAT IS NOT ELIGIBLE FOR FUNDING

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- Master planning
- Sole creator public art projects
- Community or neighborhood planning that is not part of a larger project
- Marketing plans
- Large scale construction or capital improvement projects
- Community gardens
- Projects on private property that are not accessible to the general public



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## PROPOSAL EVALUATION AND GRANT AWARDS

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- Proposals are evaluated by a cross sector team of PNM Employees.
- Proposals will be screened to ensure they comply with all criteria.
- Each proposal that passes the first screening will be read by a team of employees and scored.
- Applicant's will be notified as to the status of their grant application no later than June 30, 2014.
- Applicants will have until August 14, 2015 to complete their projects.



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# RESOURCES

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## ADDITIONAL RESOURCES

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- The Project for Public Spaces: [www.pps.org](http://www.pps.org)
- Sustainable Cities Collective: [www.sustainablecitiescollective.com](http://www.sustainablecitiescollective.com)
- The Walkable and Livable Communities Institute:  
<http://www.walklive.org/>
- Seattle Department of Neighborhoods:  
<http://www.seattle.gov/neighborhoods/>
- Better Block Project Video:  
<http://www.youplUSDallas.com/stories/jason-roberts>
- Tactical Urbanism:  
<http://www.theatlanticcities.com/neighborhoods/2012/03/guide-tactical-urbanism/1387/>



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## PNM FUND CONTACT INFORMATION

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[www.pnm.com/powerup](http://www.pnm.com/powerup)

***Remember proposals are due by May 31, 2014!***



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# Thank you

