

# **Guidelines for a Resident's Letter of Support**

## **Why**

In a broad sense, the Wisconsin Public Service Commission (PSC) works to make sure that utility services in Wisconsin are provided efficiently and fairly<sup>1</sup>. Internet connectivity is increasingly becoming a modern necessity. As such, the PSC awards grants to applicants with the goal being to improve internet accessibility in areas that are unserved or underserved currently.

As the use of Internet-connected technologies continues to grow, it will be increasingly important for both residents and businesses to have access to high-speed, reliable Internet connectivity. If Jacksonport is awarded the grant, the money gained will be invested in improving Internet connectivity for businesses and residents within the town of Jacksonport.

Your letter of support will have a big impact on the grant process.

## **Where**

Send completed and addressed letters to the Town of Jacksonport at the address below, or email them to [jtownclerk@jportfd.com](mailto:jtownclerk@jportfd.com)

*Town of Jacksonport  
3365 County Road V  
Sturgeon Bay, WI 54235*

## **Who**

Address letters to **(but do not send to):**

*Public Service Commission of Wisconsin  
P.O. Box 7854  
Madison, Wisconsin 53707-7854*

## **What**

We recommend using the following as talking points when writing a letter of support:

- How better internet connectivity would positively impact your quality of life
  - How internet availability and quality affects your property value<sup>2</sup>
  - How internet connectivity (or lack thereof) has affected your education or professional opportunities
- Specific anecdotes would be helpful.

## **When**

Letters of support need to be received by the Town of Jacksonport, no later than November 30, 2019 in order to be submitted as part of the PSC grant process.

## **More Information**

For additional information regarding the PSC grant, impact of internet connectivity on rural communities, and additional information, please visit <https://psc.wi.gov/Pages/Programs/BroadbandGrants.aspx>

## **References**

<sup>1</sup> - <https://psc.wi.gov/Pages/AboutPSCW/HistoryAndMission.aspx>

<sup>2</sup> - <http://realtormag.realtor.org/daily-news/2015/07/02/study-speedy-internet-boosts-home-values>

# **Guidelines for a Business Letter of Support**

## **Why**

In a broad sense, the Wisconsin Public Service Commission (PSC) works to make sure that utility services in Wisconsin are provided efficiently and fairly<sup>1</sup>. Internet connectivity is increasingly becoming a modern necessity. As such, the PSC awards grants to applicants with the goal being to improve internet accessibility in areas that are unserved or underserved currently.

As the use of Internet-connected technologies continues to grow, it will be increasingly important for both residents and businesses to have access to high-speed, reliable Internet connectivity. If Jacksonport is awarded the grant, the money gained will be invested in improving Internet connectivity for businesses and residents within the Town of Jacksonport.

Your letter of support will have a big impact on the grant process.

## **Where**

Send completed and addressed letters to the Town of Jacksonport at the address below, or email them to [jtownclerk@jportfd.com](mailto:jtownclerk@jportfd.com)

*Town of Jacksonport  
3365 County Road V  
Sturgeon Bay, WI 54235*

## **Who**

Address letters to (**but do not send to**):

*Public Service Commission of Wisconsin  
P.O. Box 7854  
Madison, Wisconsin 53707-7854*

## **What**

We recommend using the following as talking points when writing a letter of support:

- How better internet connectivity would positively impact your ability to conduct business
- How internet speed positively affects your property value<sup>2</sup>
- How internet connectivity (or lack thereof) has negatively affected your business (e.g. loss of sales or customers). Specific anecdotes would be helpful.
- How improved internet connectivity could positively affect your business and employees

## **When**

Letters of support need to be received by the Town of Jacksonport no later than November 30, 2019, in order to be submitted as part of the PSC grant process.

## **More Information**

For additional information regarding the PSC grant, impact of internet connectivity on rural communities, and additional information, please visit <https://psc.wi.gov/Pages/Programs/BroadbandGrants.aspx>.

## **References**

<sup>1</sup> - <https://psc.wi.gov/Pages/AboutPSCW/HistoryAndMission.aspx>

<sup>2</sup> - <http://realtormag.realtor.org/daily-news/2015/07/02/study-speedy-internet-boosts-home-values>

Key Points to Discuss in Letters of Support:

- Discrepancies between advertised and delivered internet services
- Economic impact for individual resident or business (e.g. working from home, providing WiFi as a service to customers)
- Impact of internet service on property value and saleability
- Impact of internet service on quality of life
- Educational opportunities and/or advancement

Specific points to focus on relating to lack of adequate Internet service, speed or reliability (any quantification or detailed anecdotes are especially useful)

- Realtor - # of lost sales at least partially due to Internet issues; any instance of work-at-home; any instances of seasonal rental properties having occupancy problems
- Business - specific problems with access by customers, e-tail, accessing vendors, tracking shipments, inability to support property security technology
- Seasonal resident - inability to access Internet for entertainment, YouTube or similar video material; keeping up with work and maintaining other critical communications contacts
- Resident - problems with working-at-home entertainment, shopping, general information access, education activities, bill payment, job searching, contacts with family and friends with Skype, FaceTime, etc.; accessing medical or doctor appointment information, accessing government agencies, banking, social media, viewing YouTube or other similar video material, inability to support home security technology