

Proposal for the .california TopLevel Domain (TLD)

Introduction

The State of California respectfully submits this proposal to the Internet Corporation for Assigned Names and Numbers (ICANN) for the creation of the .california TopLevel Domain (TLD). This TLD aims to serve California government entities, tribes, city, and state organizations and services. The .california TLD will provide a unified, recognizable, and secure online identity that reflects the diverse and innovative spirit of California. The .gov domain is oversaturated and antiquated for today's needs, especially for voice assistants like Amazon Alexa, Apple Siri, Google Home, and AI voice chatbots. The .california TLD addresses these modern requirements.

Objectives

1. Enhance Online Presence: Provide a distinct and memorable domain for California's government entities and organizations.
2. Improve Security: Ensure a secure and trusted online environment for California's digital infrastructure.
3. Promote Accessibility: Facilitate easy access to government services and information for residents and visitors.
4. Strengthen Brand Identity: Establish a cohesive brand identity for California's digital services and communications.

Justification

- Need for a .california TLD
- Identity and Branding: A .california TLD will create a strong, recognizable digital identity for California's government entities, enhancing trust and credibility.
- Security: Ensuring that all government-related websites are under a .california TLD will enhance cybersecurity, reducing the risk of phishing and other cyber threats.
- Accessibility and Usability: A dedicated TLD will make it easier for residents and visitors to find and access government services and information, especially through modern voice assistants and AI chatbots.

Addressing the Limitations of .gov

- Over Saturation: The .gov domain is crowded, making it difficult for users to find specific California government websites.
- Outdated for AI: The .gov domain is not optimized for integration with modern AI technologies like voice assistants and chatbots, which are increasingly used for accessing information and services.

Potential Benefits

- **Economic Benefits:** Streamlining access to government services can improve efficiency, reduce costs, and foster economic growth.
- **Public Trust:** A secure and reliable .california TLD will enhance public trust in government communications and services.
- **Innovation:** Encouraging the development of new digital services and platforms under the .california TLD will foster innovation within the state.

Implementation Plan

Technical Infrastructure

- **Registry Operations:** The State of California will partner with a reputable registry service provider with a proven track record in managing TLDs.
- **Security Measures:** Implement advanced security protocols, including DNSSEC, to protect the integrity and security of the .california TLD.
- **Scalability:** Ensure the infrastructure is scalable to handle the expected growth in domain registrations and traffic.

Governance and Policy

- **Eligibility Criteria:** Define clear eligibility criteria for domain registration, restricted to California government entities, tribes, city, and state organizations.
- **Compliance:** Establish policies to ensure compliance with ICANN regulations and standards.
- **Dispute Resolution:** Implement a robust dispute resolution process to handle any conflicts or issues that may arise.

Stakeholder Engagement

Consultation: Engage with key stakeholders, including government agencies, tribal leaders, city officials, and public organizations, to gather input and support.

Awareness Campaign: Launch a comprehensive awareness campaign to inform potential registrants and the public about the .california TLD and its benefits.

Timeline

- **Phase 1 (06 months):** Initial planning, stakeholder consultation, and partnership agreements with the registry service provider.
- **Phase 2 (612 months):** Technical infrastructure setup, policy development, and initial testing.
- **Phase 3 (1218 months):** Launch awareness campaign, open registration for eligible entities, and begin monitoring and evaluation.

Cost Benefit Analysis

Costs

- **Initial Setup:** Estimated costs for infrastructure setup, partnership agreements, and initial marketing.
- **Ongoing Maintenance:** Costs for ongoing registry operations, security, and support.

Benefits

- **Efficiency Gains:** Improved efficiency in accessing government services can result in significant cost savings.
- **Economic Impact:** Enhanced online services can boost economic activities and growth within the state.
- **Public Trust and Security:** A secure and trusted online environment will improve public trust in government services.

Summary

The State of California is committed to creating a secure, reliable, and accessible online environment for its residents and visitors. The .california TLD will play a crucial role in achieving this goal by providing a unified digital identity for government entities and services.

The .california TLD will modernize California's digital infrastructure, making it more compatible with voice assistants and AI technologies. We believe that this proposal aligns with ICANN's mission to ensure the stable and secure operation of the internet's unique identifier systems. We respectfully request ICANN's approval for the creation of the .california TLD.

Appendices

1. Letters of Support: Include letters of support from key stakeholders and organizations.
2. Technical Details: Provide detailed technical specifications and security protocols.
3. Policy Documents: Attach draft policies for domain registration, compliance, and dispute resolution.

Contact Information

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We look forward to working with ICANN to make the .california TLD a reality and to enhance the digital presence and security of California's government entities.