

**INDIAN RIVER COUNTY, FLORIDA**  
**Information Technology Department**

---

## **New Internet Domains for Indian River County**

### **The .gov Domain**

The .gov top-level domain (TLD) facilitates collaboration among government-to-government, government-to-business, and government-to-citizen entities. The TLD authorizes domain names for bona fide US-based government organizations, at the federal, state, and local levels. **.gov makes government services easy to identify on the internet.** Indian River County has already branded “gov” in the current county domain name but a .gov domain would be a further positive step in ensuring an identity as a government organization.

### **Naming Convention Regulations for .gov Domains**

The naming conventions for .gov domains are regulated by [Federal Policy](#) (§102-173.55 - § 102-173.60). (See details below) and would allow for a number of options for Indian River County.

Naming conventions are described in depth in paragraphs 55 through 60 of the [Federal Policy](#) (§102-173.55 - § 102-173.60). The rules for local-government domains are the following:

- (a) To register any second-level domain within dot-gov, County or Parish governments must register the County's or Parish's name or abbreviation, the word “county” or “parish” (because many counties have the same name as cities within the same State), and a reference to the State in which the county or parish is located. However, the use of the State postal code should not be embedded within a single word in a way that obscures the postal code.
- (b) The preferred format for county or parish governments is to denote the State postal code after the county or parish, optionally separated by a dash. Examples of preferred domain names include—
  - (1) Richmondcounty-ga.gov;
  - (2) Pwc-county-va.gov; and
  - (3) Countyofdorchester-sc.gov.
- (c) If third-level domain naming is available from the State government, counties or parishes are encouraged to register for a domain name under a State's registered second-level (e.g., richmondcounty.ga.gov).

### **City and county exception requests**

To qualify for an exception, you should meet at least one of the following three criteria:

1. **Unique:** City and county names that are not duplicated by any other city, town, borough, village, or equivalent, elsewhere in the country at the time of issuance can be registered without needing a reference to the state name. This will be determined by using Census Bureau's [National Places Gazetteer Files](#).
2. **Well-known:** Certain cities are so well-known that they may not require a state reference to clearly communicate location. The list of US "dateline cities" in the Associated Press Stylebook will be reviewed.
3. **Most populous:** Census maintains [population data](#) for the United States. DotGov will allow the largest 30 cities' names to be registered without a state suffix.

The authorization letter should provide your organization's rationale for meriting an exception.

Abbreviations are not authorized unless an exception is granted.

DotGov will arbitrate all exceptions to naming convention policy.

### **Ease of Use for residents, business, and visitors**

Staff recommends selecting a simple name with the least amount of punctuation. County staff verbally speaks the County domain name frequently on phone calls while sending people to the County website or giving email addresses so the spoken domain should be clear, concise, and limit punctuation to avoid potential misspellings and errors. For instance, it's easier to say and remember "Indian River County Florida Dot Gov" than it is to say and remember "Indian River hyphen County hyphen F L Dot Gov". The current County domain, ircgov.com, frequently gets confused with a .gov domain, leading to errors while contacting staff via email or accessing the website. Designating the organization as a government should be done within the TLD of .gov rather than within the name preceding it.

### **Indian River County Exemption**

With a unique name like Indian River, the County should qualify for exemption 1 (listed above) which would allow the County to drop the state designation. Miami Dade County was given an exemption to drop the state *and* county designation (miamidade.gov) and Indian River might also qualify for a similar exemption.

### **Indian River County Branding**

In reviewing the federal policy and the other .gov domains issued for Florida, it is unclear if an exemption could be granted for the domain irc.gov. Regardless, it is staff's recommendation to take this opportunity to brand the name **Indian River** since the abbreviation irc does not provide any information about the organization to residents, visitors, or businesses.

### **.gov Domain Name Options**

Here are options for .gov domains to consider, in order of most recommended for the reasons listed above:

- indianriver.gov (with approved exemption for both co and fl)
- indianrivercounty.gov (with approved exemption for fl)
- Indianriverfl.gov (with approved exemption for co)
- Indianrivercountyfl.gov
- indianrivercofl.gov
- indianriver-co-fl.gov

- indianriver-fl.gov (with approved exemption for co)
- indianrivercounty-fl.gov
- countyofindianriverfl.gov
- countyofindianriver.gov (with approved exemption)

### **.gov 3<sup>rd</sup> Level Domain (domain.fl.gov)**

Section (c) of the federal regulations for .gov specify that if third-level domain naming is available from the State government, counties or parishes are encouraged to register for a domain name under a State's registered second-level (e.g., richmondcounty.ga.gov). There are currently two Florida counties with 3<sup>rd</sup> level .gov domains, dixie.fl.gov and santarosa.fl.gov so the option is available from the State government. However, adding more punctuation (an additional "dot") into the spoken domain could complicate the ease of use, as mentioned above. 3<sup>rd</sup> level .gov domain options are:

- Indianriver.fl.gov (with approved exemption for co)
- Indianrivercounty.fl.gov
- Indianriverco.fl.gov
- indianriver-co.fl.gov
- countyofindianriver.fl.gov

### **The .us Domain**

Although not reserved for government use as .gov is, the .us domain is the internet country code top-level domain (TLD) for the United States. Registrants of .us domains must be U.S. citizens, residents, or organizations, or a foreign entity with a presence in the United States. There are several Florida Counties using .us domains. Options for .us domains are:

- indianrivercounty.us
- indianriverfl.us
- indianriver-fl.us
- indianriver.us is not available

### **4<sup>th</sup> level .us Domain**

The US Department of Commerce (DoC) has specifically stated that no new 3<sup>rd</sup> level locality domain. .us domains can be delegated until further notice, I.E. indianriver.fl.us. In addition, the DoC has only allowed fourth level county domain names beginning with "co." Options for 4<sup>th</sup> level .us domains are:

- co.indianriver.fl.us
- co.indian-river.fl.us

## Other Florida County Sites

**.gov** | **.gov state/county exemption** | **.gov 3<sup>rd</sup> level** | **.us 4<sup>th</sup> level**

alachuacounty.us bakercountyfl.org baycountyfl.gov bradfordcountyfl.gov brevardfl.gov broward.org calhouncountygov.com charlottecountyfl.com citrusbocc.com claycountygov.com colliercountyfl.gov columbiacountyfla.com desotobocc.com dixie.fl.gov coj.net myescambia.com flaglercounty.org franklincountyflorida.com gadsdencountyfl.gov gilchrist.fl.us myglades.com gulfcounty-fl.gov	hamiltoncountyfl.com hardeecounty.net hendryfla.net hernandocounty.us highlandsfl.gov hillsboroughcounty.org holmescountyfla.com jacksoncountyfl.gov jeffersoncountyfl.gov lafayettecountyflorida.org lakecountyfl.gov leegov.com leoncountyfl.gov levycounty.org libertybocc.com madisoncountyfl.com mymanatee.org marioncountyfl.org martin.fl.us miamidade.gov monroecounty-fl.gov nassaucountyfl.com	myokaloosa.com co.okeechobee.fl.us ocfl.net osceola.org pbcgov.com pascocountyfl.net pinellascounty.org polk-county.net putnam-fl.com santarosa.fl.gov scgov.net seminolecountyfl.gov sjcfl.us stlucieco.gov sumtercountyfl.gov suwcounty.org taylorcountygov.com unioncounty-fl.gov volusia.org mywakulla.com co.walton.fl.us washingtonfl.com
--	---	--