



Councillor Paul Ainslie
Toronto City Council
Scarborough East - Ward 43

Chair, Government Management Committee
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Date: December 8, 2015
To: Government Management Committee Members
Re: Personalized .TO web address

In an effort to boost our City of Toronto image it would be beneficial to explore the installation of .TO personalized web addresses. The address would be available to residents and businesses that have a physical City of Toronto mailing address; providing an opportunity to highlight our City.

New York City initiated their own .nyc web address earlier this year and reported that 10,000 requests had been filed by October 2015, making the domain names available on a first come first serve basis. The simple process has New Yorkers register their own personalized emails at www.OwnIt.nyc. The site is exciting, vibrant and inviting everything Toronto is.

Ranked number one by The Economist as the best place to live, acquiring a .TO personalized web address would be desirable to Toronto businesses, organizations, and individuals.

It would also be beneficial to explore the launching of a Neighbourhood.To, as was also part of the New York City programme to celebrate all of the neighbourhoods that make our City a great one.

Recommendations:

1. That the Government Management Committee request the Chief Information Officer, in consultation with the General Manager, Economic Development and Culture, to report to the February 22, 2016 meeting of the Government Management Committee on:
 - a. The possible benefits of introducing personalized - .TO web addresses to City of Toronto residents and businesses in an effort to boost our city image;
 - b. The possibility of launching of Neighborhoods.TO for community groups/organizations to register for a neighborhood domain name like Guildwood.TO or Sevenoaks.TO; and
 - c. Any anticipated costs to implement these initiatives.

Sincerely,

Councillor Paul Ainslie
City of Toronto
Scarborough East Ward 43