

K. Outreach to Current Locality-based usTLD Users

NeuStar believes that community involvement must be the core of any public service operation. Therefore, NeuStar will develop user-friendly, flexible, and effective mechanisms for ensuring input and coordination of the current locality-based usTLD users.

HIGHLIGHTS

- **Designed to ensure that current users have a voice in the future success of the usTLD space**
- **User-friendly mechanisms enable open discussions and facilitate progress**

As is noted in Section B.4.4, NeuStar is aware that as a result of the comparative complexity of the namespace and the lack of coordination and marketing for the usTLD, the locality-based usTLD has not attracted a high level of domain name registration activity and remains underpopulated in comparison with other ccTLDs. In particular, almost no effort has been made to reach out to locality-based users and stakeholders to further develop and improve the space.

NeuStar has a strong legacy of coordinating complex groups of users in the industries that it serves. Successful administration of public resources, whether they are telephone numbers or domain names, requires strong awareness of constituencies and their needs. NeuStar intends to establish target communication mechanisms, including e-mail listservs, chat services, and other Internet-based services. In addition, NeuStar will utilize traditional customer outreach, such as user group meetings, user support representatives, and other support services to maintain close relationships with usTLD stakeholders. These forums will be tailored to allow users and the public to suggest or recommend additional policies or procedures for the usTLD.

To begin this process, NeuStar will leverage the six-month compliance report process, discussed in detail in Section B.4.5, to develop a strong understanding of stakeholder desires and concerns and to identify the best way to communicate with each constituency group.

Coordination of all usTLD outreach efforts will ultimately be implemented and developed under the auspices of the usTLD Policy Advisory Council. This council will be very important to the ongoing development of usTLD policy and public outreach. The structure and duties of this council, as well as the detailed outline of our basic outreach plan, are discussed in detail in Section B.3.5.