City of Davis Launches Nextdoor, a Private Social Network for Neighborhoods

*Nextdoor Enables Residents to Communicate Online in a Private, Secure Website
to Build Stronger Communities*

The City of Davis has a goal of promoting strong neighborhoods and enhancing communication with residents and services to the community. Improving our community requires involvement from everyone. Getting to know our neighbors is the first step in developing a safer and more vibrant community. To aid in realizing this goal, the City has partnered with Nextdoor.com.

Nextdoor is a free private social network for your neighborhood. It is designed to foster neighbor-to-neighbor and citywide communication. For personal networking there's Facebook, for business networking there's LinkedIn, for on-the-fly networking there's Twitter. Nextdoor was specifically designed to make neighbors feel comfortable sharing information with one another. Utilizing technology and social media is an efficient low-cost path for the City to actively engage residents, while continuing to provide high service levels to its residents. The City is encouraging Davis residents to create their own private online neighborhood networks through Nextdoor as a means of increasing communication among neighbors and creating stronger, safer neighborhoods.

Neighbors use Nextdoor to:
- Ask questions, request and share local service recommendations
- Sell or donate items
- Find a babysitter
- Alert neighbors of a lost pet
- Get the word out about a break-in or crime trends in your neighborhood
- Publicize neighborhood events or organize a community garage sale
- Post weather, traffic and emergency alerts
- Discuss emergency response plans

Neighborhoods establish and self-manage their own Nextdoor website. Information shared on Nextdoor is only visible to members who live in the neighborhood and who have verified their address. City staff will be able to post useful and important information to Nextdoor sites within the city, but will not be able to access the residents' websites, contact information or content. Neighbors can choose to see and respond to updates via email, or only on the website. Residents

must verify their address through one of several options and there's no anonymous posting. However, you do not have to share your email address with your neighbors.

Information shared on Nextdoor is password-protected and cannot be accessed by those outside the neighborhood or found on Google or other search engines. In addition, Nextdoor never shares personal information with any third parties. Unlike an email listserv or other online group, neighbor posts are organized and archived for future reference. Nextdoor websites include a neighborhood map and directory of residents, so it's easy to know who you're talking to. When a neighbor shares a recommendation for a favorite local service (e.g. gardener, cleaning service, tutor, restaurant, etc.) it's automatically cataloged so anyone can easily refer back to it at any time.

We have 39 neighborhoods defined in Davis and 28 have launched their own Nextdoor website. If one of these is your neighborhood, you can join now. If your neighborhood is not formed, someone in the neighborhood needs to volunteer to be the leader to get it started.

How to get started
To see if your neighborhood is set up go to: www.nextdoor.com
If it is, you can sign up now. If not, and you would like to be the Leader of your neighborhood, contact Stacey Winton, City of Davis Community Partnership Coordinator, at 757-5661 or swinton@cityofdavis.org