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March 28, 2022

Board of Directors  
Triunfo Water & Sanitation District  
Ventura County, California

**PUBLIC OUTREACH OPPORTUNITY:  
NEXTDOOR SOCIAL MEDIA PLATFORM**

**Summary**

In the past several years, members of the Triunfo Water & Sanitation District (TWSD) Board of Directors have inquired of staff as to whether TWSD could create a presence on the Nextdoor social media platform. Nextdoor offers residents in specific neighborhoods the opportunity to communicate about news and issues of mutual interest within those areas. Until recently, participation by public/governmental entities was limited to law enforcement and other first responders. Nextdoor then initiated a pilot program for other public agencies, such as cities and utilities. Now, participation on Nextdoor is open to approved public entities of various types, including special districts such as TWSD.

Having a presence on Nextdoor could provide TWSD with an additional tool to communicate with customers, including dissemination of general water and wastewater-related information, updates on capital projects, and emergency service alerts. As with any social media platform, TWSD's posts would be visible only to those customers who subscribe to Nextdoor.

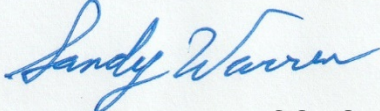
Public agency participation on Nextdoor requires an application process, and there is no guarantee of approval. Staff is requesting that the Board evaluate this opportunity and provide staff with direction whether to proceed with an application to join Nextdoor. (Attached is a document of Frequently Asked Questions from Nextdoor.) Please contact me at 818-400-9278 or email [swarren23@roadrunner.com](mailto:swarren23@roadrunner.com) if you have any questions or need additional information.

**Fiscal Impact**

There is no cost for an agency to join or maintain a presence on Nextdoor – the platform derives its revenue from advertising on the site. Costs to TWSD would be limited to staff/consultant time required to apply for and create a page (2-3 hours) and ongoing time to create posts and respond to inquiries (1-2 hours per week).

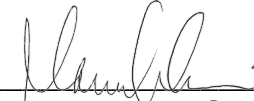
**Recommendation**

It is recommended that the Board evaluate the opportunity for TWSD to create and maintain a presence on the Nextdoor social media platform and provide direction accordingly.



SANDY WARREN - CONSULTANT

REVIEWED AND APPROVED: \_\_\_\_\_



Mark Norris - General Manager

Attachments: Nextdoor Public Agencies FAQ

# Public Agencies - FAQs

## What is Nextdoor for Public Agencies?

Thousands of public agencies around the world use Nextdoor to create stronger and safer communities. Nextdoor’s free public agency platform allows city, county, and state agencies to build strong ties with the neighborhoods they serve, improving service delivery and civic engagement. With unique mapping and targeting features, public agencies can effectively communicate with real residents.

Public agencies use Nextdoor to reach verified residents who live within their jurisdiction. Agency staff can geo-target messages specifically to neighborhoods, districts, or broader service areas. Agencies can also send urgent alerts via text and push notifications. Public agencies create stronger and safer communities with Nextdoor.

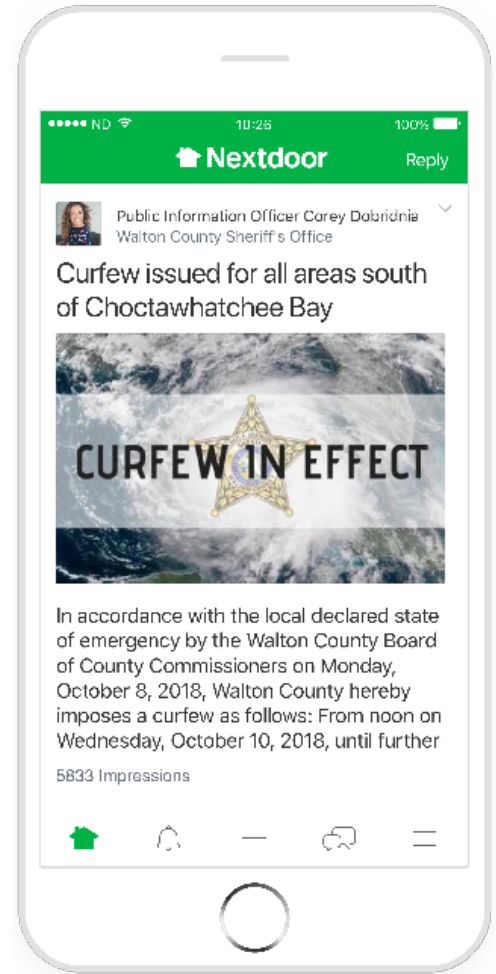
## How is Nextdoor different from other social media tools?

Nextdoor differs from other social media tools in three important ways:

**Private:** Nextdoor is an online community of real neighbors. Each Nextdoor neighborhood is a private and secure website that can only be accessed by members who have verified their residence within a neighborhood.

**Local:** Public agencies can target messages to Nextdoor members in specific neighborhoods, zones, or districts. For example, the police department can post a safety alert to one or a collection of areas, or to the entire city. Agencies appreciate the ability to target their posts, as it ensures their content is relevant to recipients.

**Useful:** Relevant messaging from public agencies leads to constructive public conversation and resident feedback. These interactions drive positive engagement, bringing agency to neighbor conversations online to offline, ultimately fostering stronger community relationships. Our agency partners report that they have come to rely on Nextdoor as the preferred agency communication tool before, during, and following emergencies and natural disasters.



“ I really like how I can target specific audiences in specific neighborhoods, and that these residents are vetted. ”



PIO Corey Dobridnia  
Walton County Sheriff’s Office

## Which public agencies use Nextdoor?

Thousands of public agencies across the U.S. use Nextdoor to build stronger relationships with their residents. We welcome applications from local public safety agencies (including police, fire, and emergency management departments) and City/County departments. For City/County agencies, we prefer to create one Nextdoor page which can be used by multiple departments, starting with the City/County PIO or Communications Departments.

## How long does it take for agencies to apply, and Nextdoor to approve an application?

Submitting an application is easy; the process takes 2 to 3 minutes! Once Nextdoor verifies an application, public agencies receive an approval within two business days.

## How long does it take to start posting to an Agency page?

Agencies can begin communicating with residents immediately as soon they set up their page and profile, which takes about 3 minutes. Most staff members take less than 10 minutes to make their first post.

## What other kind of work do agency partners perform after launching with Nextdoor?

Agencies do not need to perform any additional work after launching with Nextdoor - the platform works immediately to connect public agencies with the residents they serve. However, here are a few optional considerations that agencies sometimes implement when they launch:

- Gathering mapping information for custom service area boundaries.
- Announcing agency use of Nextdoor through a press release.
- Attending an optional online training webinar led by a Nextdoor Agency Team expert. Nextdoor is easy to learn and use; agency staff members may feel more comfortable with training new staff members after attending, however.
- Reviewing Nextdoor-provided training documents to support additional agency staff users.
- Attending regional agency-specific conferences with Nextdoor.



“ Nextdoor provides us with the ability to target our communication to areas of the community where our message is most critical. ”



**EM Coordinator Paula Selleck**  
Nassau County Emergency Management

## How much ongoing staff time is required to use Nextdoor?

Staff members have complete control over how much time they spend on Nextdoor. It takes just a few minutes to create or reply to posts. We've found that posting one or two times per week is a good start for new agencies.

Community Police Officers, Crime Prevention Specialists, and Neighborhood Services staff may choose to post more often, since they communicate with one or more neighborhoods about specific issues.

Overall, Nextdoor reduces the total time required to communicate with residents by eliminating duplicate tasks associated with managing multiple accounts or email lists.

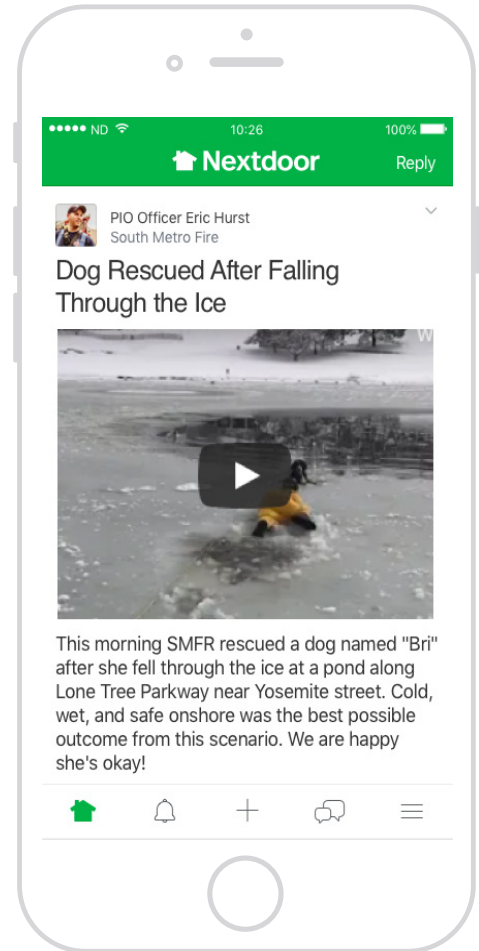
## Why are public agency staff not able to see conversations residents have on Nextdoor?

Nextdoor's resident-facing platform facilitates private conversations between neighbors. Many of the conversations that take place on Nextdoor (selling a couch, providing a business recommendation, etc.) are not relevant to public agency staff using Nextdoor's agency platform; monitoring these conversations would require significant staff time.

Nextdoor's platform for Public Agencies ensures staff are still able to receive relevant information from residents (through private messages and replies to staff posts), while also allowing for private conversations between neighbors on Nextdoor's resident platform.

## Can I share my posts from Nextdoor on Facebook or Twitter?

Yes. Agency users have the option to share their posts from Nextdoor to their agency's Facebook or Twitter pages. The share post will only show your original content, links, and attachments, but will not include members' replies to your post.



“ Nextdoor has proven to be the most valuable interactive social media platform SMFR utilizes from a fiscal and interpersonal perspective. ”



**PIO Eric Hurst**  
South Metro Fire Rescue  
Centennial County

## What does Nextdoor do with member information?

Trust is a cornerstone of the Nextdoor experience. We earn that trust by ensuring Nextdoor is a private and secure website where real neighbors can communicate. The information that a member includes on their Nextdoor profile is only visible to verified residents of their neighborhood. We will never sell the personal information of individual members to third parties, advertisers, or anyone else.

## How does Nextdoor make money?

Nextdoor displays sponsored content from a select group of businesses who we believe have valuable products and services to share with Nextdoor's members. We also allow local real estate agents and brokerages to promote listings in their zip codes.

We have always believed that there is a tremendous opportunity to connect neighbors with businesses that serve the local community. Sponsored posts help us achieve this goal while generating the revenue we need to create a sustainable business. As always, protecting your privacy is paramount for us.

Participating businesses do not have access to any neighborhood conversation, or a directory of users. Businesses are only able to see and reply to comments on their own posts and messages neighbors choose to share with them. To learn more, please see our Privacy Policy.

## How can my agency get started with Nextdoor?

To get started, take a few minutes to fill out an application to become a Nextdoor for Public Agencies partner. After verifying your position with your agency, we will approve your application and send you an email with a link you can use to set up your Nextdoor page. We will also provide resources to help you get started and use Nextdoor effectively from the start. Welcome, neighbor!

[Learn more and apply at nextdoor.com/agency](https://nextdoor.com/agency)



“Communicators in our departments love the geo-targeting that Nextdoor provides, the interface, the metrics, and the constant positive comments from neighbors.”



**PIO Brent Ainsworth**  
County of Marin

