

Nextdoor Overview



Hello, my name is Robbie Turner



nextdoor

Public Agency Lead

robbie@nextdoor.com

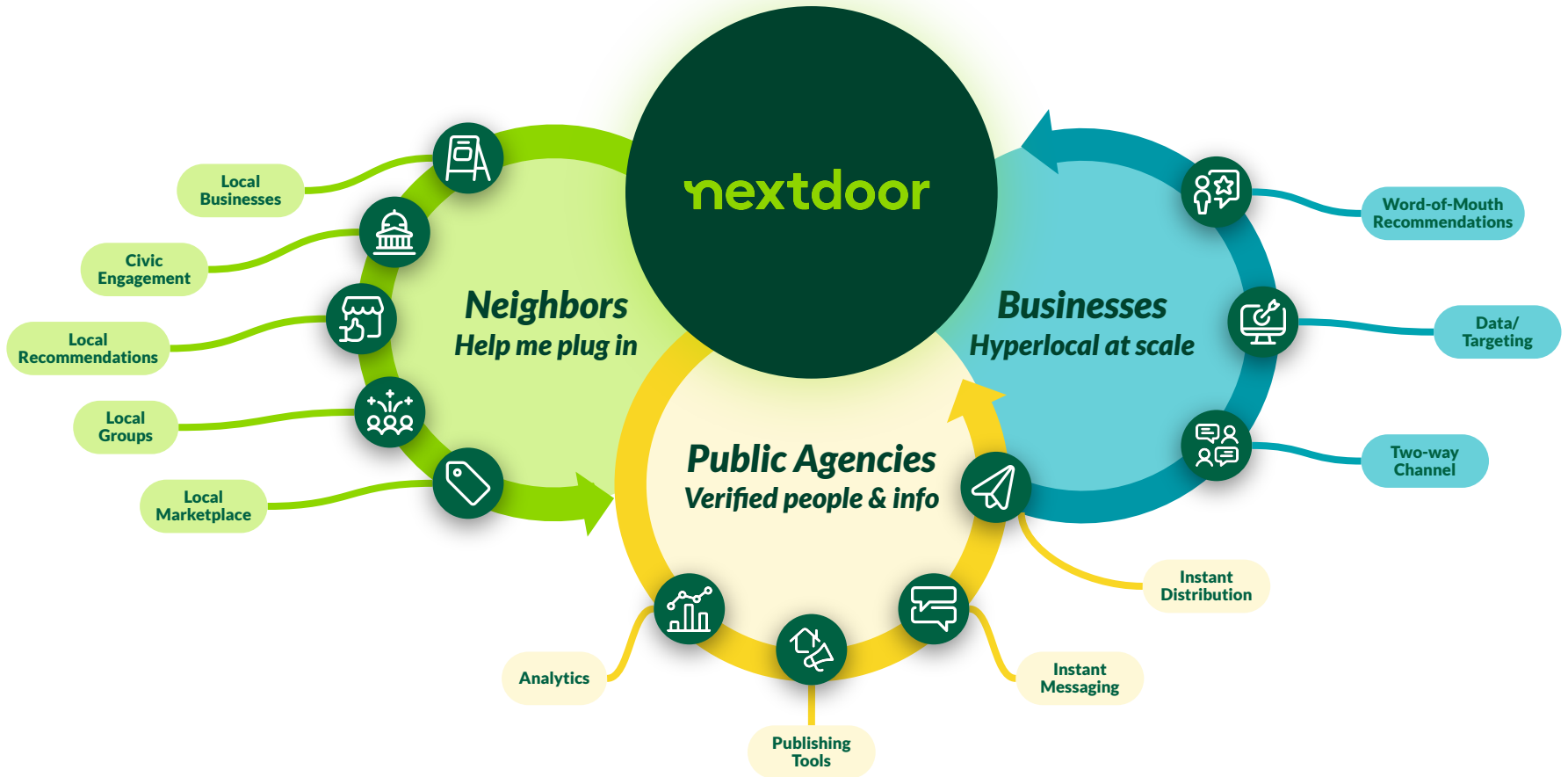
650-888-7072

Our purpose

To cultivate a kinder
world where everyone
has a **neighborhood**
they can rely on

nextdoor

Connecting everyone in the neighborhood





Nextdoor for Public Agencies

Neighborhood engagement platform



Reach the right audience

Communicate with neighbors who live directly in your service area.



Geo-target your posts

Post relevant messages to specific neighborhoods and custom service areas you provide or the entire municipality.



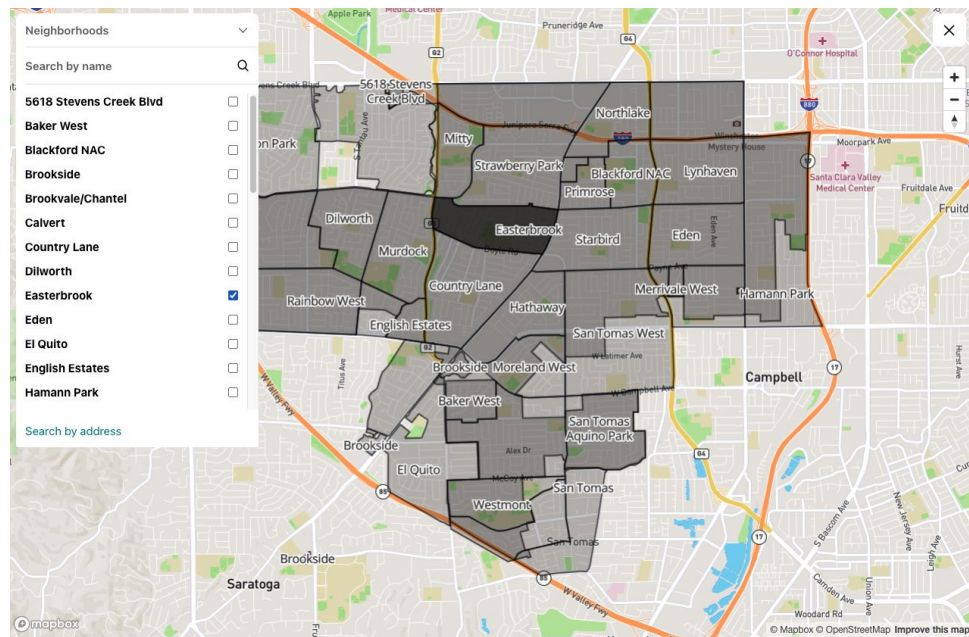
See real-world results

Keep your community informed and educated and measure sentiment with interactive polls.



Key differentiators

- Nextdoor ensures neighbors are real people - all users must sign up with their real name and address
- The audience is built-in, though members may opt-out
- Communications can be sent to all neighbors or geo-targeted to neighbors in specific custom service areas or neighborhoods
- Staff can send updates, polls, and emergency alerts
- Staff can be assigned to a specific custom service area
- Communications are initiated by staff, not residents
- Posts and comments are archived and available for download from the metrics tab
- Metrics include engagement by post, staff, and posting areas over time



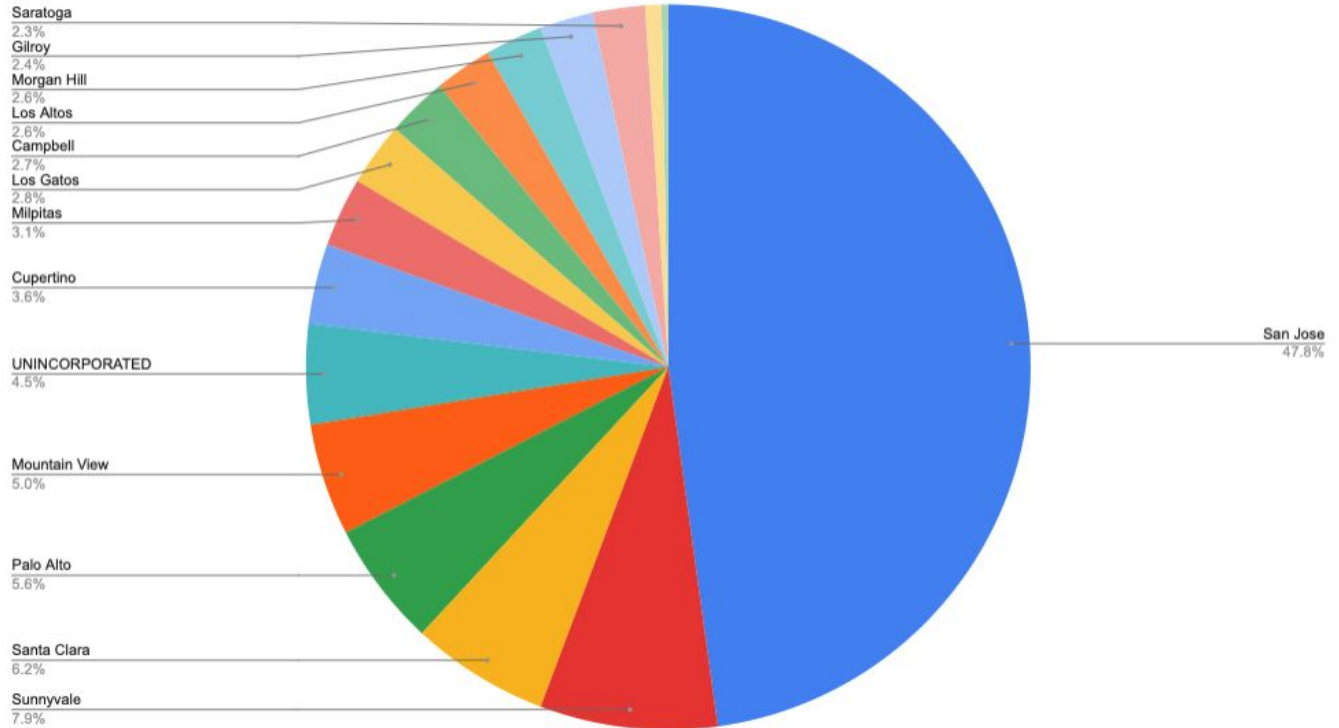
1 neighborhood selected (942 neighbors)

Save Audience

Nextdoor in Santa Clara County

- ~700,000 residents use Nextdoor as neighbors
- 15 Cities and the County are actively using a Nextdoor for Public Agencies page to communicate with their residents

Total Members vs. Area





How elected officials and staff can use Nextdoor

Policies & guidelines for Public Agencies

- 1. Be helpful to neighbors***
- 2. Earn trust every day***
- 3. Do not discriminate***
- 4. Do not campaign***

[Community Guidelines for Public Agencies](#)

[Nextdoor for Public Agencies Elected Officials Policy](#)

[Communications Policy for Public Safety Matters](#)

Policy summary for elected officials & staff

- Join as a neighbor with your personal email at your home address
 - Do not use your official title in your name, however, you may include that you are an elected official in your profile in the *about yourself* section
 - Post about neighborly things (buy/sell/giveaway stuff, ask for recommendations, ask for help finding your lost dog, etc)
 - Do not conduct official city/county business or campaign from your personal account
 - Direct neighbors to the appropriate city/county department or your work email to answer questions regarding city/county business
- At the discretion of the City/County Nextdoor for Public Agencies Page Administrator, elected officials and their staff may be invited to join the City/County Nextdoor page or the City/County Communications team may post updates for them.
 - Share updates that help neighbors stay informed, participate in local issues, be aware of safety risks, and prepare for emergencies to build stronger, more resilient neighborhoods
 - The City/County page cannot be used for campaigning, campaign fundraising, announcing campaign events, position statements or any business other than City/County business

Sample posts from Public Agencies



San José City Council ✓
Vice Mayor Chappie Jones • 18 hr ago

Costco Meet the Developer. Thank you for those of you who joined our Meet-the-Developer community meeting on December 16th regarding Costco's proposal at Westgate West. To watch a recording of the December meeting, please click here: <https://www.youtube.com/watch?v=U22UoYfNGig>. My office will be hosting a second meet-the-developer community meeting TOMORROW, January 5th, at 5:30 pm.

Find the details for the meeting below:
Zoom Link: <https://sanjoseca.zoom.us/j/92271608647?pwd=YnhDWZDZxVXVxaS9MaURzQ0tLbCtXZz09>
Meeting ID: 922 7160 8647
Passcode: 506014



Posted to **Subscribers of San José City Council** in 1 area



City of Santa Clara ✓
Communications Coordinator David Knight • 1 day ago

Participate in Public Meetings from Home

WAYS TO PROVIDE PUBLIC COMMENTS:

Through eComment:
[SantaClara.legistar.com/calendar](https://santaclara.legistar.com/calendar)

Submit by email:
PublicComment@santaclaraca.gov

Through Zoom:
Meeting ID: 997-0675-9306
From computer: <https://santaclaraca.zoom.us/j/99706759306>
To speak, click "raise hand"
From phone: 1(888) 900-6833
To speak, press '9'

MANY WAYS TO WATCH FROM HOME:

- Santa Clara City Television
- Comcast cable channel 19
- AT&T U-verse channel 99
- [YouTube.com/cityofsantaclara](https://www.youtube.com/c/cityofsantaclara)
- [Facebook.com/cityofsantaclara](https://www.facebook.com/cityofsantaclara)
- [SantaClaraCA.gov](https://www.santaclaraca.gov)

City of Santa Clara
The Center of Future Progress

Call and Notice of a Special Meeting Council Study Session | Wed., Jan 5 at 5:30 p.m. Call and Notice of a Special Meeting Council Study Session happening Wednesday, January 5, beginning at 5:30 p.m.

Ways to participate & provide public comment:
Zoom: santaclaraca.zoom.us/j/99706759306
Meeting ID: 997-0675-9306 or
- 1(669) 900-6833
- eComment santaclara.legistar.com/Calendar.aspx
- PublicComment@santaclaraca.gov
- View agenda at santaclara.legistar.com/Calendar.aspx
- View meetings on [SantaClaraCA.gov](https://www.santaclaraca.gov), Comcast cable channel 15, AT&T U-verse channel 99 or City YouTube or Facebook.



City of Saratoga ✓
Public Information Officer Lauren Pettipiece • 14 Dec

Housing Element Study Session Tonight. Don't forget! The City Council and Planning Commission will hold a Study Session on the Housing Element Update tonight, December 14, at 6 p.m.

The Planning Commission hosted a series of 4 community meetings where they gathered community input on potential housing opportunity sites and policies to be included in the Housing Element. They used this feedback to formulate their recommendation for the Housing Element Update, which they will share with the City Council at this Study Session. The meeting agenda is available online at www.saratoga.ca.us/agenda

You can join the meeting using Zoom or by calling in:
Webinar URL: <https://us02web.zoom.us/j/89907610275>
Webinar ID: 899 0761 0275
Call In: 1.408.638.0968 or 1.669.900.6833

Members of the public can also send written comments to the Council before the meeting by commenting online at www.saratoga.ca.us/comment

For more information on the Housing Element Update, visit www.saratoga.ca.us/housing

Posted to **Subscribers of City of Saratoga**

Thank You!