

City of Brisbane

Agenda Report

TO: Honorable Mayor and City Council

FROM: Caroline Cheung via Clay Holstine, City Manager

DATE: Meeting of January 17, 2012

SUBJECT: Nextdoor – Private Social Network in Brisbane

PURPOSE:

Introduce the Nextdoor program to the Council and the Community.

RECOMMENDATION:

For Council to review the presentation by Nextdoor Senior City Strategist/Retired City Manager Ed Everett and provide any feedback or recommendations for Nextdoor's launch in Brisbane.

BACKGROUND:

Nextdoor was founded by a team of experienced technology executives whose careers have been focused on building strong online communities. Their goal is to get neighbors connected to one another in order to build stronger and safer neighborhoods (see Attachment 1).

DISCUSSION:

Launch day can be any day the Council chooses. Nextdoor has seen with other cities that as soon as the presentation is made to the Council, residents log on to Nextdoor's website to sign themselves up. With that in mind, staff has been working with Nextdoor representatives determining neighborhood boundaries and names, identifying founding members for each neighborhood, and planning how best to get the word out about Nextdoor so residents can be informed about Nextdoor sign up if they wish.

FISCAL IMPACT/FINANCING ISSUES:

None. Nextdoor is free for neighborhoods and their residents. Their business model is to work with local businesses to provide special offers to members. This will benefit

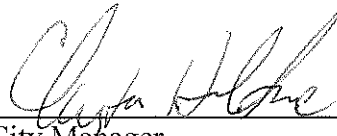
members by giving them access to deals they would not find elsewhere, as well as help generate support for local businesses.

MEASURE OF SUCCESS:

Nextdoor will see many residential sign-ups in the following weeks and be widely used by members to stay informed in their neighborhoods.



Management Analyst



City Manager

ATTACHMENTS:

1 – Nextdoor Company Backgrounder

Nextdoor Company Backgrounder

Overview

1. What is Nextdoor?

Nextdoor is a free online platform that enables neighbors to create private social networks for their neighborhood. Using Nextdoor, neighbors can communicate with each other to build stronger and safer neighborhoods.

Nextdoor was created based on the idea that the neighborhood is one of the most important and useful communities in a person's life. Our mission is to bring back a sense of community to the neighborhood.

2. How does Nextdoor work?

Each neighborhood creates a private Nextdoor website that is accessible only to the residents of that neighborhood. Once neighbors verify their addresses and join their neighborhood website, they can find other neighbors in the resident directory, view a neighborhood map, ask for advice, exchange local recommendations, and share neighborhood information with each other. Neighbors can choose to see and respond to updates via email, or only on the website.

3. What types of things do people do on Nextdoor?

Neighbors can use their Nextdoor website to ask questions, request and share local service recommendations, sell or donate items they no longer need, and help each other in ways that benefit the entire neighborhood.

Here are some examples of how people are using Nextdoor:

- Give an extra armchair to a neighbor
- Get introduced to a great new babysitter
- Organize a neighborhood barbecue
- Alert fellow neighbors to a recent break-in
- Learn more about upcoming construction projects

4. How is Nextdoor different from my neighborhood mailing list?

Nextdoor is designed for the specific communication needs of a neighborhood. For example, 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) it's automatically cataloged so anyone can easily refer back to it at any time.

Unlike mailing lists and groups, Nextdoor makes it easy to stay informed without overwhelming people with too many emails. Members can choose to receive emails about each new post, see everything in a single daily digest, or turn off emails and check the website from new posts from neighbors. In addition, Nextdoor archives and organizes all recommendations for easy use across the neighborhood.

5. How much does Nextdoor cost?

Nextdoor is completely free for neighborhoods and their residents.

Membership

1. How do I join my neighborhood's Nextdoor website?

If your neighborhood has already set up a Nextdoor website, you can join it by asking a neighbor to invite you or by visiting Nextdoor.com and signing up. You will be required to verify your address before you can join any Nextdoor website.

2. My neighborhood isn't on Nextdoor yet. Can I set up my own neighborhood website?

Yes, any motivated neighbor can start a Nextdoor website for their neighborhood. The best person to start a neighborhood website is an active member of their community who can personally invite at least ten neighbors and help get the word out to others. To start the process, simply visit www.nextdoor.com and enter your address.

3. Can neighborhood businesses join Nextdoor?

In some areas, local businesses have joined their neighborhood websites. We do not currently have any special designation for businesses on the website, but business owners are welcomed to join as involved neighbors.

4. Can I join more than one neighborhood at a time?

Yes, you may join any neighborhood where you live or have a residence. However, you must use a distinct email address when signing up for each Nextdoor neighborhood website.

5. Whom should I invite to my Nextdoor website?

Anyone who lives in your neighborhood should be invited. You should not invite anyone outside the neighborhood boundary, as they will not be allowed to join your Nextdoor website.

6. How do I invite my neighbors to Nextdoor?

Having all of your neighbors on Nextdoor helps to connect the neighborhood and improve communications. You can invite neighbors to the website by clicking the "Invite Neighbors" link on the top-right corner of the website. You can send invitations by email or postcard, or print out flyers to hand out to your neighbors. If you choose to send postcard invitations, Nextdoor will pay for the postage and send them on your behalf.

Access and address verification

1. Who has access to my neighborhood on Nextdoor?

Access to your neighborhood's Nextdoor website is password protected and only available to verified residents. As a result, no one outside your neighborhood can view or post to your neighborhood's website.

2. Who can post in my neighborhood's website?

Only verified residents of your neighborhood who are logged in to the Nextdoor website can post. No one else has access to any of the content on the website.

3. Who can read the information posted on my neighborhood's website?

The information you share on Nextdoor is only visible to members who live in your neighborhood and have verified their addresses. The content of your website is not visible to Google or other public search engines.

4. How do I know that all members of the website are residents of my neighborhood?

Nextdoor uses four methods to verify member addresses. Every member must be verified using one of these four methods.

1. Postcards. Nextdoor can send a postcard to a new member's address with a unique code printed on it. The code will allow them to log in and verify their account. This usually takes about 3-5 days.
2. Home phone. If you have a listed phone number registered to your home address, you can request a free phone call to verify your home address. This can be done instantly.
3. Credit card billing address. Nextdoor can instantly verify a new member's home address through a credit card billing address. Banks require a one-time \$0.01 charge to the member's credit card to confirm a person's billing address. We do not store the credit card information and it is never used again.
4. Neighbor invitations. Someone who is already a verified member of the website can vouch for a neighbor by inviting them to their website with an email, flyer or postcard invitation.

5. Why does Nextdoor use address verification?

New members must verify their addresses to ensure that all members are residents of the neighborhood. This helps protect the privacy of everyone on the website so they feel comfortable discussing neighborhood topics and sharing information with neighbors.

6. How is our neighborhood boundary determined?

Some neighborhood boundaries are automatically generated using data from Maponics, one of the leading providers of geographic data. In places where this data is not available, we work with the people starting the website to determine a boundary that works well for the neighborhood.

If the neighborhood name or boundary needs to be modified, please contact us. We will be happy to work with you to create a more appropriate boundary for your neighborhood.

7. How can I control the amount of email I get from Nextdoor?

You control the amount of email that you receive. You can choose to be notified of new updates from neighbors as they happen, see everything in a single daily digest, or opt out of emails and go to the website for new updates. You are always in control of which emails you get.

Personal information

1. Do I have to share my home address with my neighbors?

You may choose to display only your street name on your profile if you'd prefer. To do so, visit your profile and click on the "Edit profile" button. The address setting is located under the map near the bottom of the page.

2. Do I have to share my email address with my neighbors?

The email address attached to your Nextdoor account is not shared with your neighbors, but you may choose to provide an email address on your profile if you'd like. To do so, click the "Edit profile" button, and add your email address under the "Contact information" header.

If you'd prefer not to share your email address, neighbors can still contact you by sending you a private message on Nextdoor.

3. Can neighbors contact me if I do not share my email address on Nextdoor?

Yes. Even if you do not share your email address with others on Nextdoor, your neighbors can send you a private message from the Nextdoor website. Private messages can easily be sent

from the profile page by clicking on the "Send a message" button under the profile photo. You will be notified via email of the new private message and will be able to respond. At no point will the personal email addresses of either member be revealed.

4. How does Nextdoor use my information?

Your information is only available to you and your neighbors on Nextdoor. Nextdoor does not share or sell your information to third parties, including advertisers.

About the company

1. Who created Nextdoor?

The Nextdoor founding team is a group of experienced technology executives whose careers have been focused on building strong online communities.

2. When was the company founded?

The company was founded in the fall of 2010 when we launched our first neighborhood website in Menlo Park, CA.

3. Who invested in Nextdoor?

Benchmark Capital and Shasta Ventures have both invested in Nextdoor. Benchmark's Bill Gurley and Shasta Venture's Jason Pressman serve on the board of directors, along with outside board member Rich Barton, Chairman and Co-Founder of Zillow.

4. How does Nextdoor make money?

Nextdoor is currently focused on delivering the best possible user experience so that neighbors everywhere can come together to build safer and stronger neighborhoods. We are committed to safeguarding users' information, so that no one will be inundated with banner ads, pop-ups, or messages from advertisers that can impede or denigrate the neighborhood feeling of the website.

Our revenue model instead will focus on working with local businesses to provide special offers to members. This will not only benefit members by giving them access to deals they would not find elsewhere, but it also helps generate support for local businesses, in turn strengthening their own neighborhoods.

Nextdoor is currently in a strong cash position, and appreciates the backing of our prominent investors, Benchmark Capital, Shasta Ventures, and select angel investors.