



THE CITY OF SAN DIEGO

# NEWS RELEASE

**FOR IMMEDIATE RELEASE**

**Date: April 16, 2013 (Wednesday)**

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## **THE SAN DIEGO POLICE DEPARTMENT ANNOUNCES A PARTNERSHIP WITH NEXTDOOR.COM**

**(San Diego)** In an effort to help facilitate a virtual neighborhood watch program and help foster neighbor-to-neighbor communications, the San Diego Police Department has partnered with Nextdoor ([www.nextdoor.com](http://www.nextdoor.com)), the private social network for neighborhoods.

Nextdoor is free for the residents and the city. Each San Diego neighborhood has its own private Nextdoor neighborhood website, accessible only to residents of that neighborhood. Residents can use their website to get to know their neighbors, ask questions, and exchange local advice and recommendations. For example, neighbors use Nextdoor to share information about neighborhood watch and safety issues, local events, school activities, upcoming garage sales, lost pets, and much more.

Neighborhoods establish and self-manage their own Nextdoor website. Information shared on Nextdoor is only visible to verified members. The San Diego Police Department will be able to post important information, such as crime updates to Nextdoor sites within the city. The Police Department will not be able to access the resident's websites, contact information, or content.

"In this day and age, it is vital for neighbors to come together and look out for one another. Nextdoor makes it easy for neighbors to establish virtual neighborhood watch and help combat crime." said Officer Edward Zwibel, Community Relations Coordinator. "Nextdoor will help create a stronger and safer community that we call home."

Nextdoor was specifically designed to make neighbors feel comfortable sharing information with one another in order to build stronger communities. All members must verify they live within the neighborhood. 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 groups, neighbor posts are organized and archived for future reference.

The San Diego Police Department has been meeting with some of the approximately 6,000 residents actively using Nextdoor in our City. We are greatly encouraged by the ability of our agency to communicate with watch groups on a wide reaching, user friendly platform such as Nextdoor. Our residents and Nextdoor users are eager to interact with the San Diego Police Department.

On April 17, 2013, at 11:00 a.m., Police Chief William Lansdowne, San Diego Police Department Command Staff, Nextdoor Executives and neighborhood Nextdoor citizen users will host a press conference at Police Headquarters, located at 1401 Broadway Avenue, San Diego CA. 92101. We will meet inside the community room #213 adjacent to the front counter and fountain. All interested media and public are invited to attend and to view a demonstration of Nextdoor.com.

Those interested in joining their neighborhood's Nextdoor website can visit [www.nextdoor.com](http://www.nextdoor.com) and enter their address. If Nextdoor is available in their area, they can immediately sign up. If a Nextdoor website has not yet been established for their area, active and engaged neighbors are invited to apply and bring Nextdoor to their neighborhood. If you have questions about your Nextdoor website you can contact Officer Edward Zwibel or [help.nextdoor.com](http://help.nextdoor.com).

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