



THE CITY OF SAN DIEGO
PUBLIC UTILITIES

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MEDIA CONTACT:

Robyn Bullard
Senior Public Information Officer
BullardR@sandiego.gov
(858) 614-5715

Danielle Styskal
Danielle@nextdoor.com
Communications Associate, Nextdoor
(415) 399-7992

**“San Diegans Waste No Water” Campaign Joins The Conversation on Nextdoor,
the Private Social Network for Neighborhoods**

*Expanded Social Media Effort Enables Water Conservation Campaign
to Share Important Information with Residents Online*

SAN DIEGO—The City of San Diego’s Public Utilities Department announced today its expanded social media presence with Nextdoor (www.nextdoor.com), the free and private social network for neighborhoods, to share important water conservation tips with San Diego residents.

Joining Nextdoor enables the Department’s San Diegans Waste No Water campaign to communicate online with San Diego neighborhoods, in addition to already utilizing Facebook and Twitter. The City and its customers will be able to work together to increase conservation awareness in San Diego by sharing conservation tips, details on mandatory water use restrictions, updates on the state’s drought situation and information about various annual events. However, for customers’ privacy the Department will not be able to access residents’ websites, contact information, or content.

“San Diego has consistently sought out innovative ways to spread the message about water conservation to its customers,” said City spokeswoman Robyn Bullard. “With Nextdoor, we can empower residents to learn about the ways we can come together to make water conservation a permanent way of life, utilizing this historic drought as an opportunity to engage more and more San Diegans.”

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Nextdoor has proven to be an essential and well-adopted tool both locally in San Diego as well as nationally, with one in four neighborhoods using Nextdoor across the country. More than 347 San Diego neighborhoods already use Nextdoor.

Nextdoor is free for residents and the City. Each participating San Diego neighborhood has its own private Nextdoor neighborhood website, accessible only to residents of that neighborhood. Neighborhoods establish and self-manage their own Nextdoor website. All members must verify that they live within the neighborhood before joining Nextdoor. Information shared on Nextdoor is password-protected and cannot be accessed by Google or other search engines.

Those interested in joining their neighborhood's Nextdoor website can visit www.nextdoor.com and enter their address. If residents have questions about their Nextdoor website, please visit help.nextdoor.com.

The City of San Diego's Water Conservation Program reduces water demand through promoting or providing incentives for the installation of hardware that provides permanent water savings, and by providing services and information to help San Diegans make better decisions about water use. For more information about Water Conservation, visit www.wastenowater.org.

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