



Nextdoor as a tool to engage and delight your residents

Nextdoor for Public Agencies

Your presenter, Joseph Porcelli



**Senior City Strategist
and Professional Neighbor**



FEMA



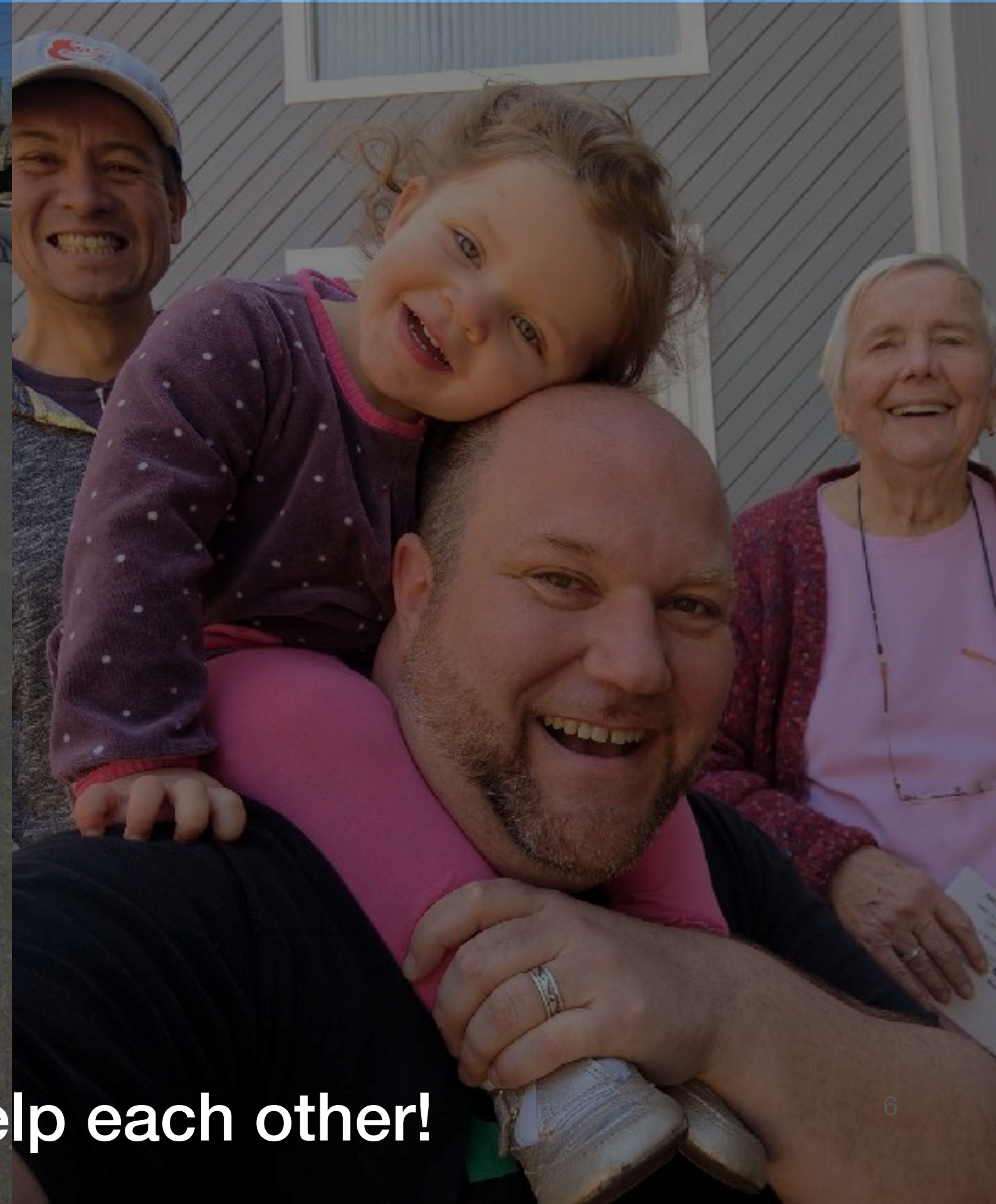
What you will learn today

- The Digital Neighborhood Engagement Formula
- What is Nextdoor?
- What is Nextdoor for Public Agencies?
- Resources for partners
- How to get started

The digital neighborhood engagement formula



Connection + Communication + Information Sharing + Collaborative Action = Celebration



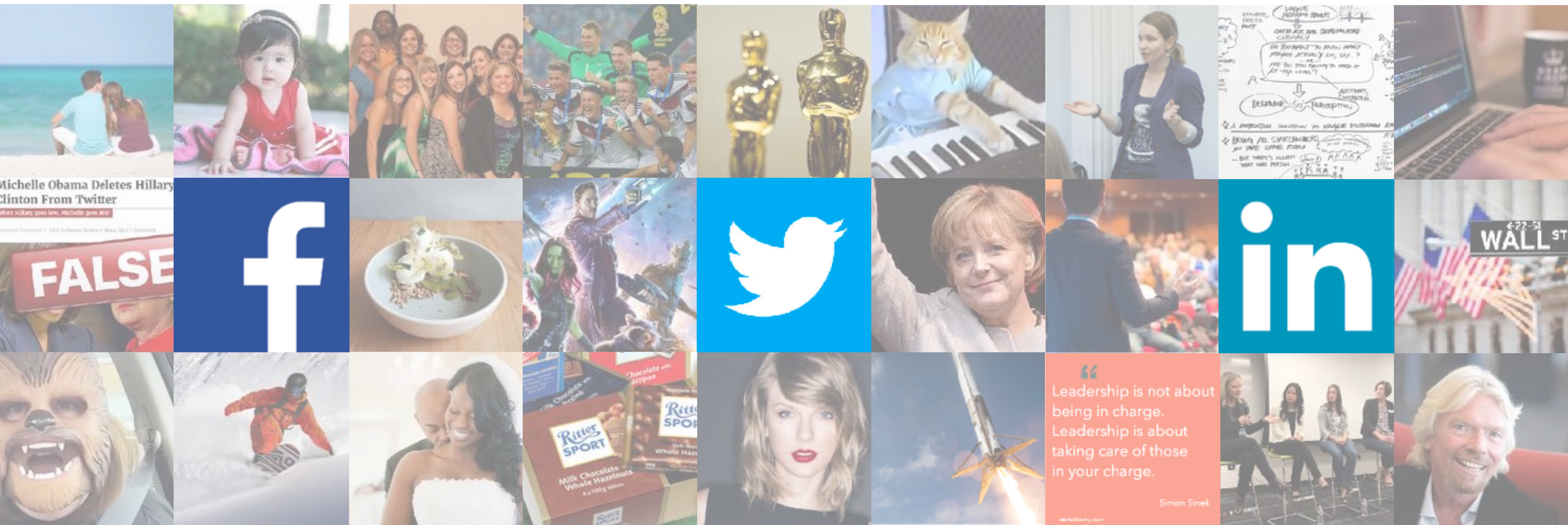
Once we are connected, we can help each other!



“29% of Americans know only a few
of their neighbors and **28% know
none of their neighbors by name**”

Pew Research Center, June 2010

There are social networks for many important parts of our lives



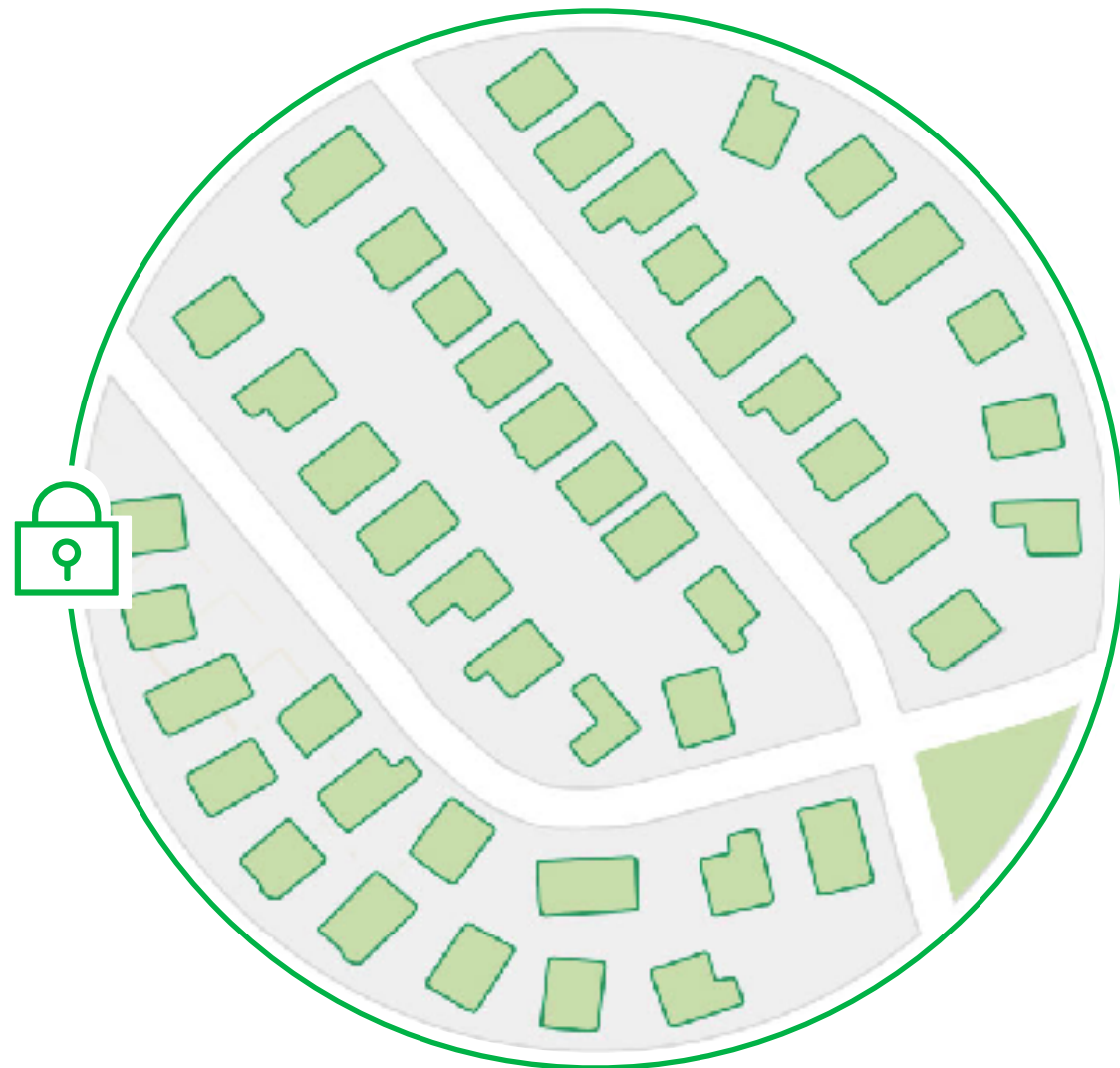


Nextdoor is the private social network for neighborhoods



Nextdoor empowers neighbors who might not otherwise connect or communicate with each other and government.

Built from the ground-up for the neighborhood



Private

Real names and address verification; no public access



Local

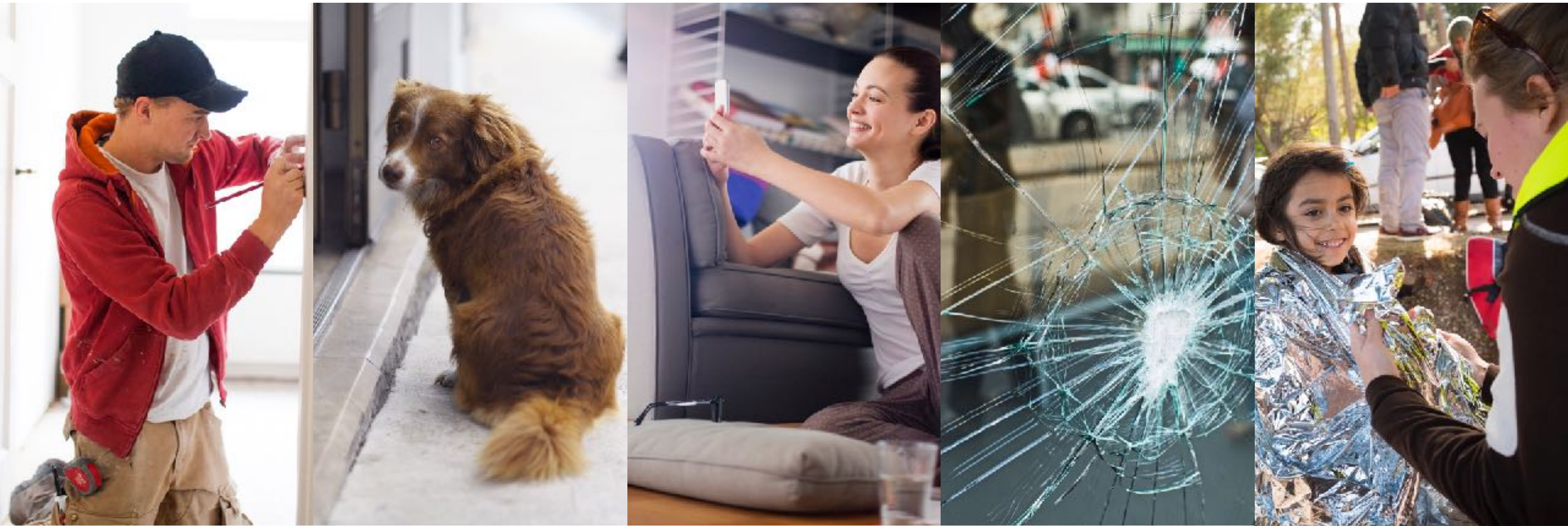
Discrete neighborhood boundaries; map-based UI



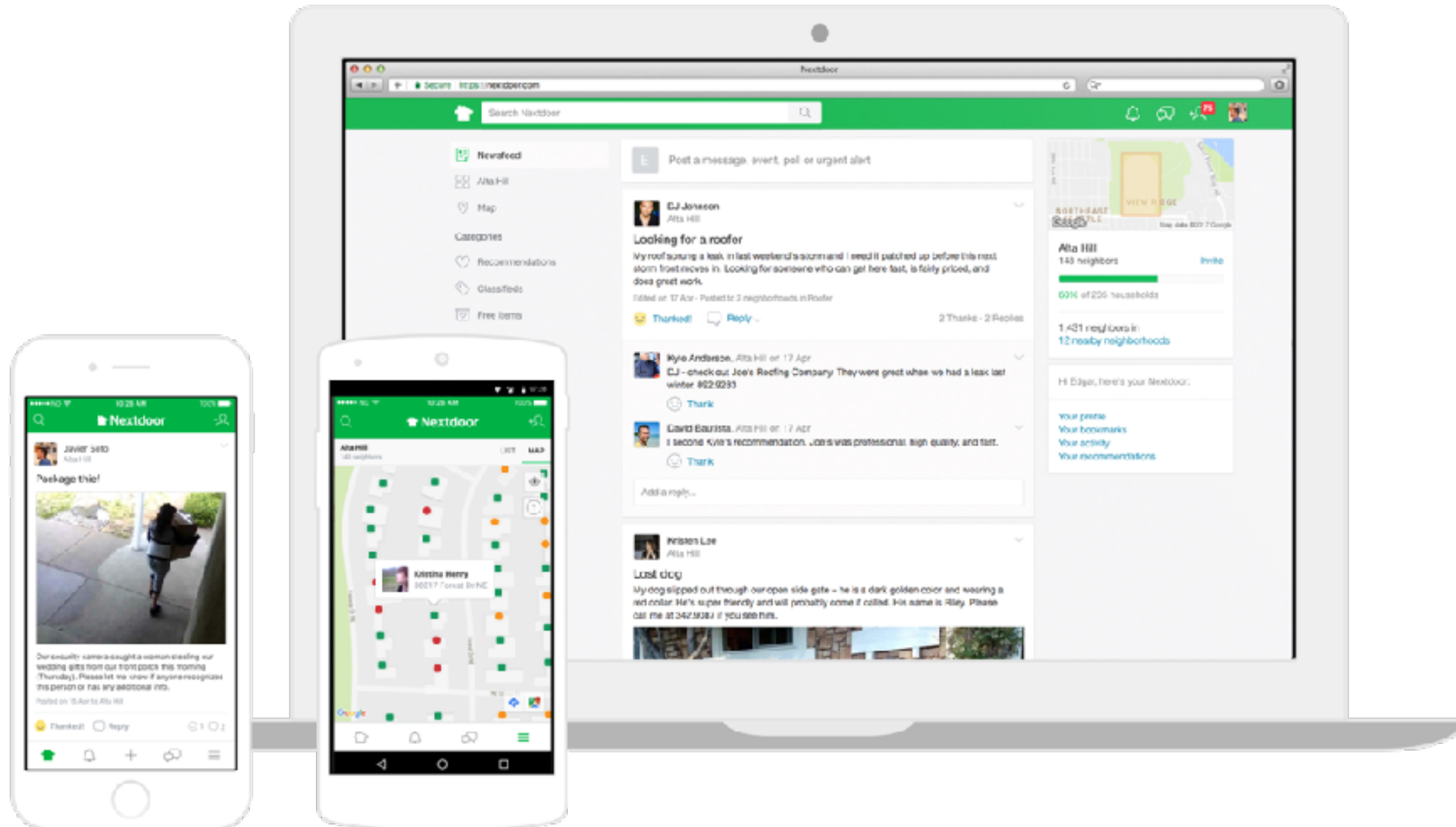
Useful

Recommendations, classifieds, events, crime/safety, and more

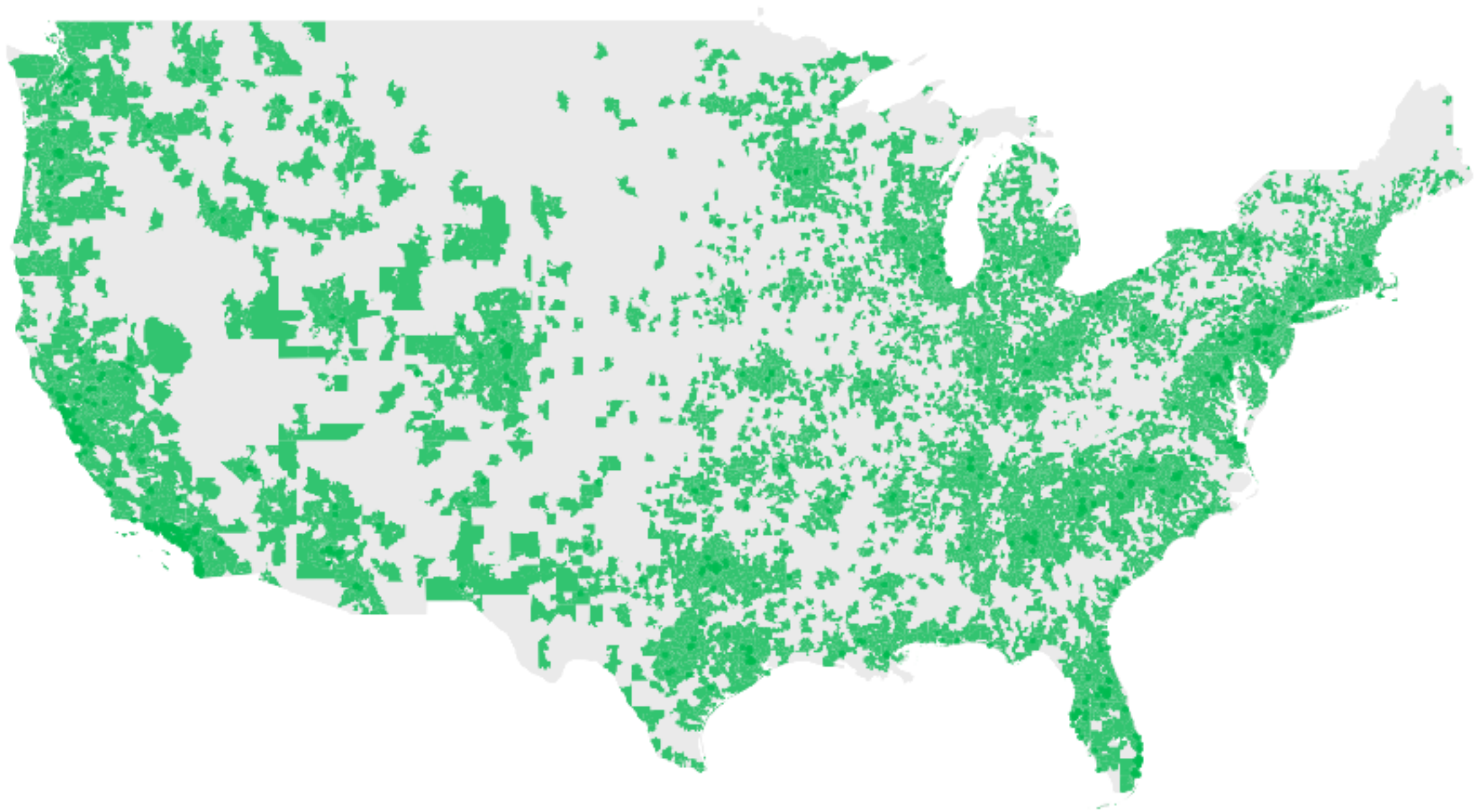
Your residents already rely on Nextdoor



Neighbors connect through mobile, web, and email



Nextdoor is relied upon by over 85% of US neighborhoods



170,000+
NEIGHBORHOODS

50
STATES

85%
US COVERAGE

“Who wants to help clean up the neighborhood?”

Atlanta, GA



“Basement flooded - I could use some assistance”

Columbus, OH





A critical lifeline in times of need

Members reach out to help each other



Cynthia F.
Houston Heights East

Rescue needed

A rescue is desperately needed at 6007 Wister Court. 4 feet of waster in the house and rising. Occupants headed to the roof with animals. Have been calling for help but can't get through. If you can help, please head to the above address. Thank you!



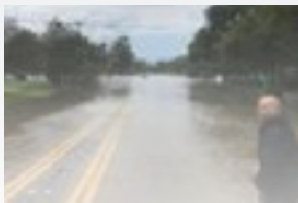
11 Thanks · 35 Replies



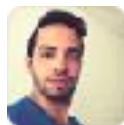
Chris M., Houston Heights East
Headed that way, but not sure if we can cross at 11th Street.



Chris M., Houston Heights East
There is a boat here I will give this boat your address.



Sandra S., Houston Heights...
I have someone on stand by. Please advise.



Michael D.
Yorktown/Concord Colony

Road Closures!

Ok folks, this is the thread where I will do my best to post road closures as best I can... Keep in mind, we do own a wrecker service IF needed or IF you need advice call 832-771-6998.



175 Thanks · 429 Replies



Olivia D., Villages of Bear Creek
They just said on the news they are releasing water from the dam and we are going to flood even more. Per ABC 13



Nichole C., Yorktown/Concord Colony
They are saying if you live in the white area on the map you do not need to leave. Otherwise yes, pack your bags and leave in the morning when there is daylight and it is safe.



Tim S.
Southbridge Crossing

Hurricane Help

If you have an EMERGENCY, please contact me and I'll do my best to help you and your family. I'm a former Army Medic and have a 4x4 Jeep to reach you during this storm. I'm in South Ridge Crossing and I'll be out in the rain helping our neighbors.



388 Thanks · 111 Replies



Mel M., Greater Southdown
Just saw the coastguard make a rescue a couple of streets over - I hope everyone is ok.



Thelma W., Avalon Terrace
AWWWSOME, Tim. Thank you for your service, and your caring heart for your community, but please be safe and don't take any unnecessary risks. everyone be safe!!! pray we all come out on the other side of this. whole!!!

During Harvey, 136 agencies communicated over 1,200 messages



Public Information Officer
Harris County Sheriff's Office

Addicks & Barkers Reservoirs

See maps and get info on Addicks and Barkers Reservoirs from the Harris County Flood District on ReadyHarris' site: <http://readyharris.org/News-Information/Harris-County-Alerts/Post/26633>.



148 Thanks



Public Information Manager
Harris County Community Services

Road Access

To Check for road accessibility, visit Houston Transtar Traffic Map: <http://traffic.houstontranstar.org/layer...>
Visit <https://drivetexas.org>



234 Thanks - 58 Replies



Public Information Officer
Houston Office of Emergency Management

Urgent Alert

FLASH FLOOD EMERGENCY issued for Houston. DO NOT TRAVEL. Dangerous Conditions Occurring. -City of Houston



756 Thanks



Public Information
Houston Solid Waste Management

Garbage Collection ONLY

The ONLY regularly scheduled solid waste service is garbage collection. All other scheduled services are suspended until further notice.



276 Thanks



Officer D. P. Von Quintus
Houston Police

Boats

If you have a boat and want to help come to W Lake Houston and Rustic Woods for staging.



12 Thanks · 41 Replies



Social Media Officer Douglas
Houston Police

A Warning from HPD

Flood Plain Management inspectors have returned from the field with some disturbing news. Supposedly there are individuals ...



837 Thanks

Almost 3,000 public agencies use our free government interface



Verified residents

Confidence you are connecting with actual residents



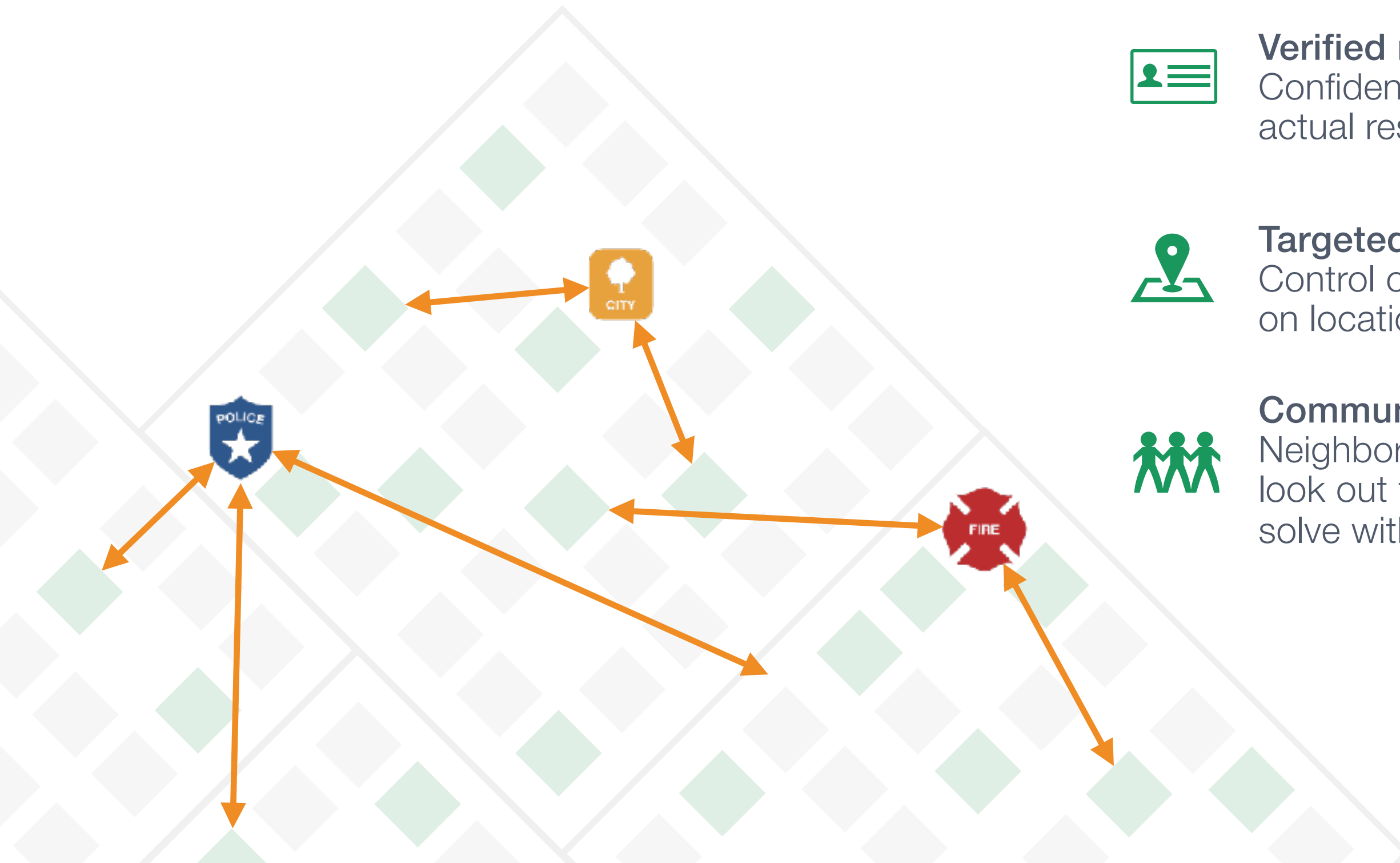
Targeted communications

Control over audience reach based on location



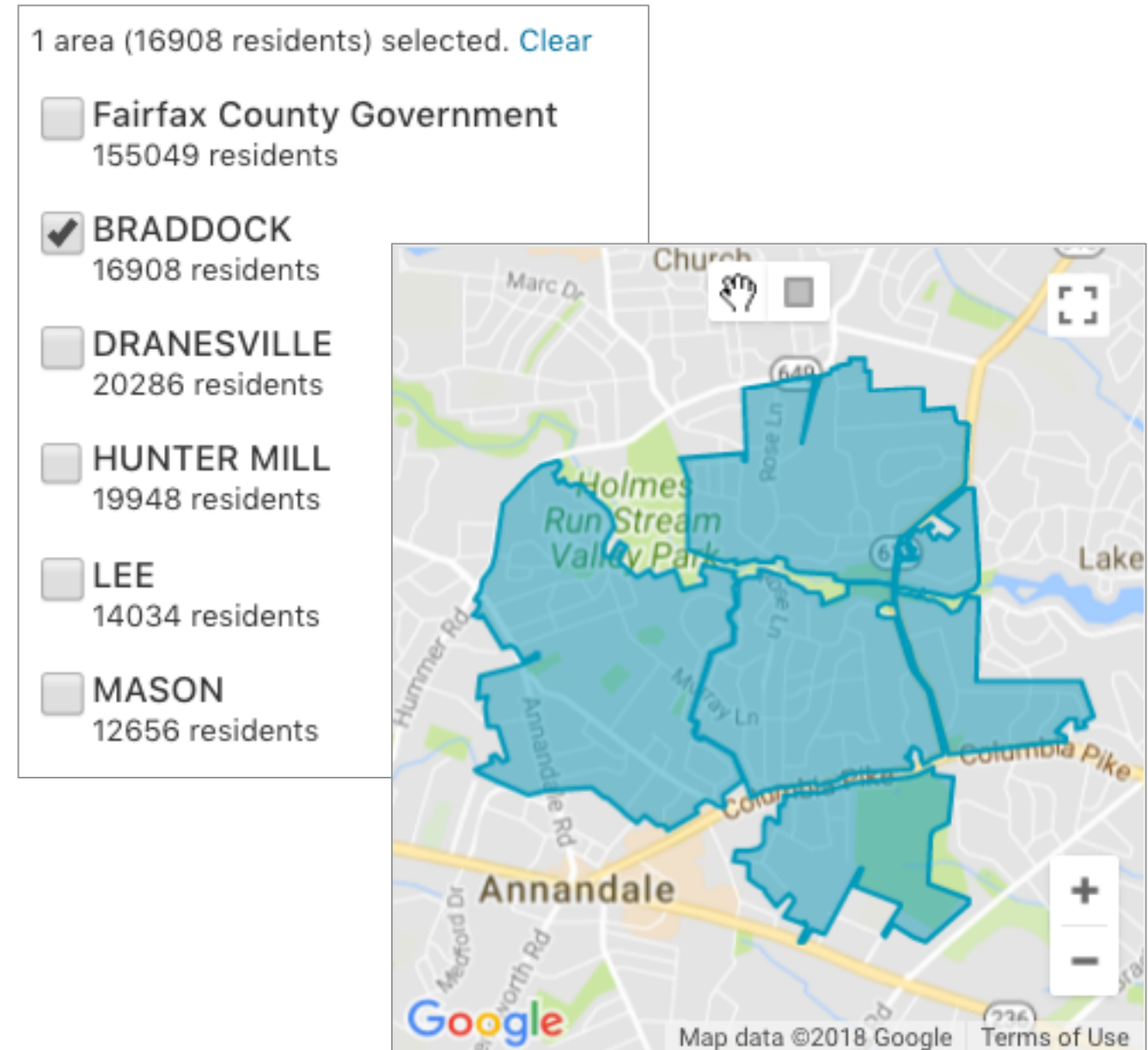
Community based

Neighbors who know each other, look out for each other, and problem solve with government



How Nextdoor for Public Agencies works

- It is an opt-out platform, all members automatically receive your messages
- Communications are initiated by the agency
- Agencies can geo-target into service areas or neighborhoods
- Members can mute discussions or unsubscribe from an agency
- Residents see agency posts on their Nextdoor website or mobile app, as well as through email
- Residents can thank and reply to agency posts, or send agency users private messages.



How Nextdoor for Public Agencies works (continued)

- Agencies cannot see information about residents or what they are discussing in their neighborhoods.
- Residents can thank and reply to agency posts, or send agency users private messages.
- Discussions can be closed and private messages may be turned off by each user.



You can have multiple users representing multiple departments

- Police, Fire, and Emergency Management get their own accounts.
- All other agencies share one account.
- Staff identify which department they represent in the Title field
- Staff posting rights can be limited by a service area

	Philadelphia City Planning Commission Ariel Diliberto Philadelphia City Planning Commission, City of Philadelphia	Manage
	Animal Care and Control Team of Philly Audra Houghton Animal Care and Control Team of Philly, City of Philadelphia	Manage
	Chief of Staff, Mayor's Office of Education Deana Gamble Chief of Staff, Mayor's Office of Education, City of Philadelphia	Manage
	Director Jack Drummond Director, City of Philadelphia	Manage
	PR Specialist for DHCD, PRA, PHDC, and the Philadelphia Land Bank Jamila Davis PR Specialist for DHCD, PRA, PHDC, and the Philadelphia Land Bank, City of Philadelphia	Manage
	Mayor Jim Kenney Mayor, City of Philadelphia	Manage
	Content Director Josh Kruger Content Director, City of Philadelphia	Manage
	Office of Sustainability LeAnne Harvey Office of Sustainability, City of Philadelphia	Manage
	Mayor's Office of Education Sarah Reyes Mayor's Office of Education, City of Philadelphia	Manage
	Digital Director Stephanie Waters Digital Director, City of Philadelphia ADMIN	

Key ingredients to delight Nextdoor members

- Communications aim to increase customer satisfaction, safety and trust
- Communications come from, looks like and sound like human beings (not institutions)
- Communications are proactive, thoughtful, and locally relevant
- Communicators engage, listen, ask and answer questions
- Communicators communicate regularly

General, members appreciate messages about...

- Info about quality of life and safety
- Service interruptions and changes
- Construction
- Upcoming community meeting and workshops
- Helpful programs and resources
- Weather and emergency updates (coordinated with public safety agencies)
- Opportunities to give input



Dir Communications & Community Outreach Shannah Hayley, City of Pl...



Water and Chlorine Maintenance in Plano | Follow Up

**** Edited at 12:50pm 3/16/18 to add meeting information at end of this post. ****

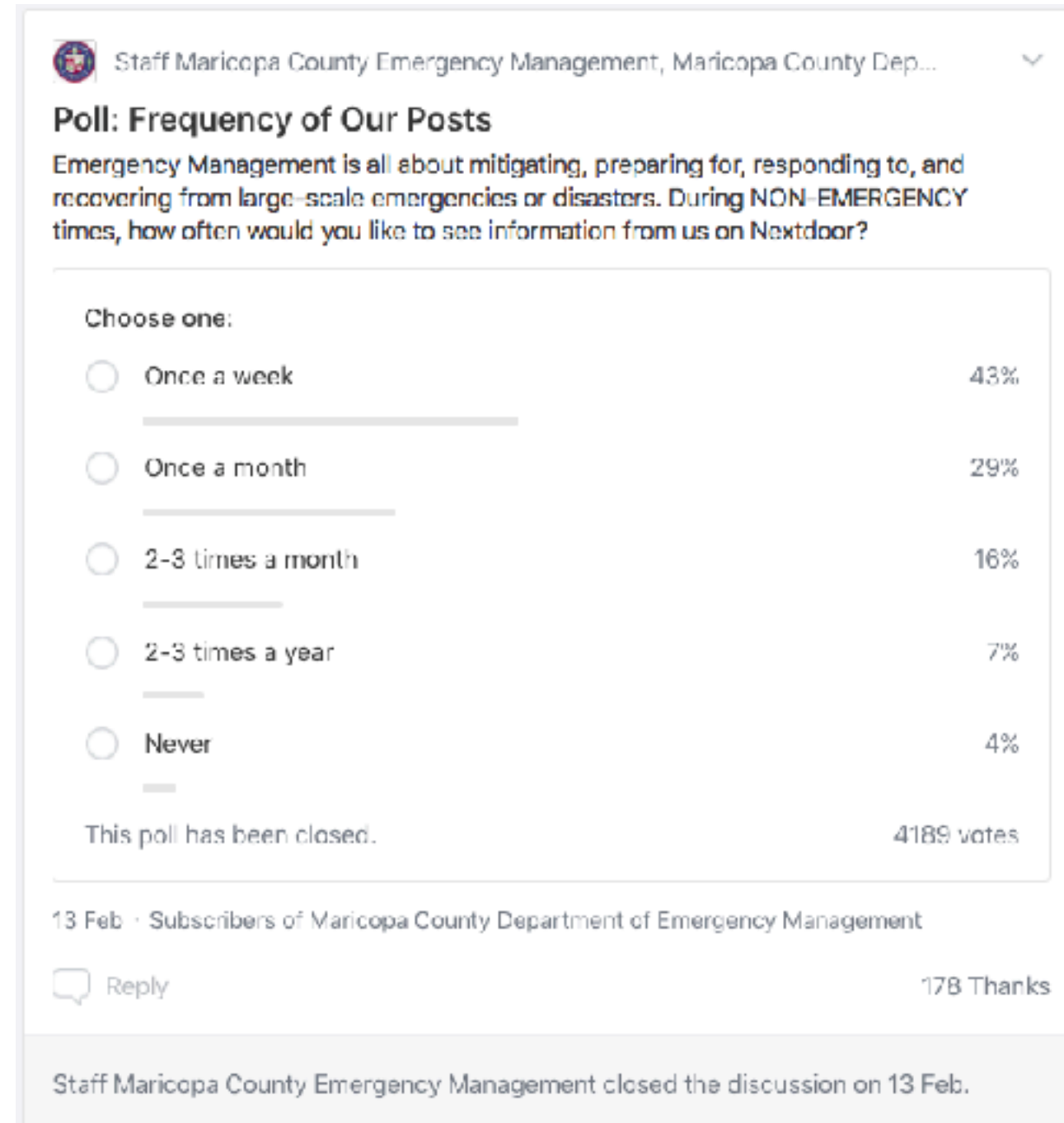
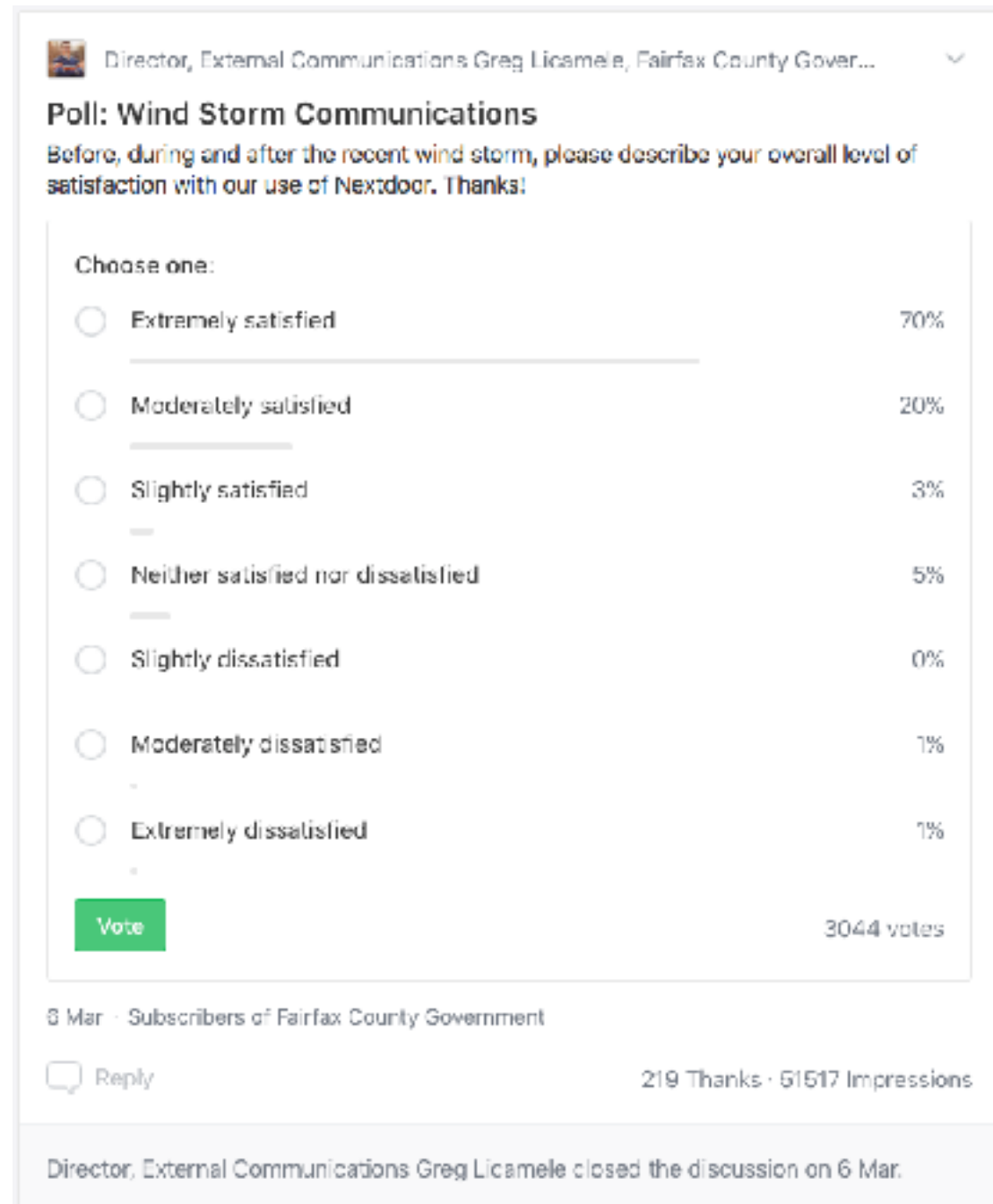
Over the last few days, many of our Plano residents expressed concerns about the safety and quality of our drinking water, which we get from our regional supplier, North Texas Municipal Water District. The District started a 28-day chlorine maintenance program on February 26. It will end March 26.

On February 19, we issued a press release advising the community that the annual maintenance would begin soon and that residents may notice a slight change in the smell and taste of their water. In the release, we emphasized Plano's tap water would remain safe for use and consumption.

As many of you have shared here in Nextdoor, activist Erin Brockovich's recent posts on social media called out Plano for the chlorine maintenance practice. Remember, the maintenance practice is not Plano's practice. It is the North Texas Municipal Water District's (NTMWD) practice. The NTMWD serves as Plano's water supplier, along with 12 other member cities and 34 customer cities in 10 North Texas counties. The chlorine maintenance program is not new. It was a regional decision approved by the district's member cities years ago. It is a common practice across the country.

We want to assure our residents Plano's water is safe.

And you don't have to guess, you can ask for input



You can also gather input and make them think

 Public Affairs Daryl Levine, District of Columbia Fire and Emergency Me... 

Poll: Did you receive the District of Columbia Wireless Emergency Alert at 10:08 am?

We need to hear from you to help measure the effectiveness of the recent regional Wireless Emergency Alert test. Please take our survey by 4/13 to give your feedback: www.mwcog.org/wea. #NCRWEA

Choose one:

☐ Yes, I did! It was loud, as it should be in order to be communicated with during an emergency.	77%
☐ Nope, didn't see or hear anything.	22%
☐ Umm, what alert? Tell me more about this WEA thing.	1%

 2088 votes

1d ago · Subscribers of District of Columbia Fire and Emergency Medical Services Department (FEMS)

 [Reply](#) 64 Thanks · 173 Replies · 13872 Impressions

 Assistant Director, News Affairs Larry Merritt, Chicago Fire Department ... 

Poll: Which option best describes the last time you tested your smoke detectors?

Please pick one option.

Choose one:

☐ Last month	38%
☐ A few months ago	28%
☐ Last year	13%
☐ Years ago	4%
☐ I have never tested my smoke detectors	10%
☐ I do not have smoke detectors	1%
☐ Other (add a comment in the "reply" section below)	6%

 789 votes

1d ago · Subscribers of Chicago Fire Department

 [Reply](#) 30 Thanks · 82 Replies · 19836 Impressions

And you can also assess satisfaction

 Public Information Officer Det. Sgt. Dean Politopoulos, Yonkers Police D... 

Poll: Since we've been using Nextdoor, which option best describes the usefulness of the information we've shared?
Pick one option below. Feel free to add comments as replies.

Choose one:

☐ Very Useful	73%
☐ Somewhat Useful	25%
☐ Not Useful	2%
☐ Other (add comments in the 'reply' section below)	0%





 191 votes

1 Feb · Subscribers of Yonkers Police Department

 [Reply](#) 13 Thanks · 11 Replies

Warn them about things that could frighten or disrupt them

 Director, External Communications Greg Licamele, Fairfax County Gover...

Regional Test of Wireless Emergency Alerts System April 5
Your mobile phone will buzz loudly on Thursday, April 5, between 10 and 11 a.m. as the National Capital Region tests the Wireless Emergency Alerts system (WEA).

This type of alert triggers a loud noise and a text message on cellphones and [See more...](#)

- **Wireless Emergency Alerts Test**
- **Thursday, April 5, 2018**
- **Between 10-11 a.m.**
- **Your Mobile Phone Will Buzz (Loudly)**



It's only a test, no cause for alarm. #NCRWEA



Regional Test of Wireless Emergency Alerts System April 5 - Fairfax County G...
Your mobile phone will buzz loudly on Thursday, April 5, 2018, between 10 and 11 a.m. as the FAIRFAXCOUNTY.GOV

5d ago · Subscribers of Fairfax County Government

 [Reply](#) 128 Thanks · 14 Replies · 55365 Impressions

 Senior Marketing Coordinator Stephen Tanner, City of Plano **AGENCY**

Spring Creek Parkway Closure due to Special Event on March 24
Starting on Saturday, March 24 from 10 AM to Sunday, March 25 to 1 AM, Spring Creek Parkway will be closed between Jupiter Road and Parker Road for the Toyota Texas Music Revolution. Please seek alternative routes around the area next Saturday.



16 Mar · Subscribers of City of Plano in 16 neighborhoods

 [Thank](#)  [Reply](#) 5 Thanks · 1363 Impressions

Let them know about free resources



Public Engagement Officer Carlos Valenzuela, City of San Antonio Gove...

FREE MICROCHIPS FOR YOUR AREA!!!

The City of San Antonio Animal Care Services will be holding a FREE microchip clinic (until supplies last) in your area on Friday, March 2nd. The clinic will be held from 2pm to 5pm at Woodlawn Lake near the boathouse located at 1103 Cincinnati. FREE microchips for City residents! Please be sure to bring your ID.

[See more...](#)



28 Feb · Subscribers of City of San Antonio Government & Public Affairs in 4 areas

 Thank

 Reply

52 Thanks · 8101 Impressions

Public Engagement Officer Carlos Valenzuela closed the discussion on 28 Feb.



Public Information Officer Brian Worthy, Fairfax County Government

Get Up to 5 Free LED Lightbulbs at Libraries in April & May

We're giving away up to five free LED lightbulbs to help you save money and protect the planet.

Get a free LED—and if you bring up to four of your incandescent or compact

[See more...](#)





Get Up to Five, Free LED Lightbulbs at Libraries in April and May ...

To save you money and protect the planet, we're giving away up to five, free LED

[FAIRFAXCOUNTY.GOV](#)

14 Mar · Subscribers of Fairfax County Government

 Thank

 Reply

179 Thanks · 85 Replies · 86991 Impressions

How to manage member expectations: Be proactive

At the bottom of each post:

- Remind residents that you cannot see posts they share with each other in their Nextdoor neighborhood networks and that they must call your constituents service line or 311 if they require services

Quarterly (staggered every other month):

- Do a dedicated post to remind residents they cannot see your posts and that they must request service requests through your constituent services line or 311
- Look at top inquiries and request for services and do a post about how to work with the town/city/county to resolve those issues

As needed:

- If you know there is an issue or area of concern, be proactive and communicate with those neighbors
- Post meeting recaps and share information with people who did not attend

Account management best practices

- Encourage your staff to think and communicate like an organizer - What is happening, what is the department doing, how can you and your neighbors help?
- Ensure staff are posting regularly and following posting best practices
- Ensure communications should be conversational and in plain language (no gov speak or acronyms)
- Do not close discussions by default, allow conversation to happen
- Have multiple people serves as admins and once a quarter do an audit of users, those who are not posting or have moved on, deactivate

General posting best practices

Frequency of use:

- If a post is about safety, quality of life, or about a disruption or construction or geo-target into a neighborhood or group of neighborhoods, post as needed
- For others types of communications, once a week is generally good

Subject line:

- Keep to 50 characters or less, include what happened and where

Message body:

- Keep it short – get to the point or call to action quickly, break up paragraphs into sentences

Attachments:

- Add as image when available, link to videos
- Use only as supplement to text in body of message
- Only post PDF's, most people cannot open Microsoft Word on the mobile phones or at home

Metrics and impressions

- Download metrics for neighborhoods and service areas (additional metrics in .csv file)
- You can also download polls results by neighborhoods and services areas
- See post impressions (“Impressions” is a sum of unique views of the post in the newsfeed, unique opens of the email notifications that are sent to members, unique clicks on the daily digest that many members receive

Name	Total Members	New Members
Edgebrook	3915	19
Sauganash	2268	27
Ashburn	1849	34
Lincoln Square	1820	38

82 Replies · 19836 Impressions

Best practices

- At all costs: avoid posting a message with the subject line that says “Press release”, with the body of the message that says “See attached” and then attach a word document
- Don’t forget to spell and grammar check (write in Word and copy paste to Nextdoor)
- Remember to attach an image - images drive engagement. Use Snagit for example to take screen captures of PDF’s

Recovered Stolen vehicle maps

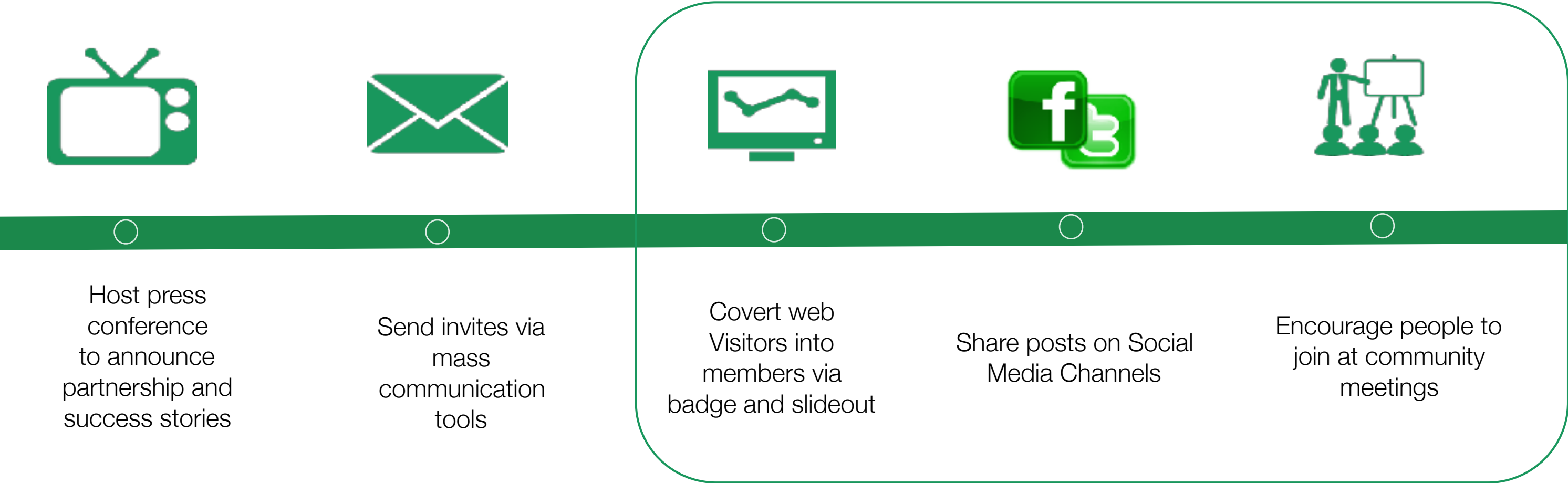
I almost forgot! I wanted to show you guys the seriousness of stolen vehicles and where they are recovered. We had this map made, to show you where they are finding stolen vehicles. Some are stolen in our community, others from other cities, but most importantly, these thieves are walking amongst us! Please stay aware!

[See more...](#)

 [HOBK RCVD VEHS - 03 18 18 - 03 24 18 MAP.pdf](#)

How to increase membership

With the implementation of Nextdoor's membership growth best practices, your agency can quickly and efficiently increase the number of households it can engage and serve.



Resources for agency partners

- Agency user online community - <http://agencyforum.nextdoor.com>
- Agency help center - <http://agencysupport.nextdoor.com>
- Agency email support - agencysupport@nextdoor.com



How to get started with Nextdoor for Public Agencies:
www.nextdoor.com/agency



Thank you!

Joseph Porcelli • 857-222-4420 • Joseph@nextdoor.com • [@JosephPorcelli](https://www.instagram.com/JosephPorcelli)