



## **PRESS RELEASE**

### **Office of the City Manager**

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**For Immediate Release**

January 14, 2013

### ***City of Saratoga Launches Nextdoor.com***

Saratoga, CA. Today, the City has officially launched Saratoga's Nextdoor.com, a private social networking website specifically designed to build stronger and safer communities for neighborhoods by providing an online space for neighbors to introduce themselves and interact. Nextdoor.com is free for users and there is no cost to the City for making the social networking website available in Saratoga. Visit [www.nextdoor.com](http://www.nextdoor.com) to register.

"I wholeheartedly believe that our Saratoga community will benefit if neighbors take the time to interact with each other," said Mayor Jill Hunter. "I am excited at the prospect that Nextdoor.com will help facilitate interaction and community engagement."

Individual Nextdoor neighborhood sites throughout the City have been created to allow neighbors to meet and communicate with one another. Access to each of these sites is limited to verified residents of the specific neighborhood. Nextdoor does not turn over any personally identifiable information to third-party advertisers and communications are securely encrypted.

To ensure privacy of its members, Nextdoor requires that residents register using their real names and addresses so that neighbors can confirm their identity. Existing members may also invite neighbors to join the group. Additionally, the City has the ability to share information with Nextdoor users. However, the City does not have access to the information or messages shared among neighbors through Nextdoor.com.

Nextdoor is based in San Francisco and was founded in 2010. The site was tested citywide in Redwood City for one year before it was released and has since expanded to over 7,000 neighborhoods across the country. Nextdoor is used by members to share information on a broad range of topics, from childcare recommendations to local street construction projects. The site is also used to organize neighborhood barbecue events and issue urgent alerts regarding public safety issues.

Mayor Jill Hunter is available for comments and is reachable at (408) 933-8935.

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