

For Immediate Release:
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Councilmember Rose Herrera Collaborates with Nextdoor to Launch First District Homepage

Nextdoor and San José share the goal of creating strong community

Event: Join Councilmember Rose Herrera for a media availability announcing the launch of a District Homepage on tech-startup Nextdoor's online community.

This media availability will take place at San José City Hall Rotunda. Councilmember Herrera will deliver welcome remarks at the start of the event, followed by comments by Mayor Chuck Reed, Kip Harkness - City Manager's Office, and Nextdoor CEO, Nirav Tolia.

When: **Tuesday, August 7, 2012 - 12:30 p.m.**

Where: San Jose City Hall Rotunda
200 East Santa Clara Street
San Jose, CA 95113

Who: Mayor Chuck Reed
Councilmember Rose Herrera, District 8
Kip Harkness, Strong Neighborhoods Initiative Transition Team – City Manager's Office

Background: Councilmember Rose Herrera led the way to bring Nextdoor to the City of San José. Nextdoor and San Jose share the goal of creating strong community. On Nextdoor, neighbors create private websites for their neighborhoods where they can ask questions, get to know one another and exchange local advice and recommendations. This is a great example of a successful collaboration between local government and a tech start-up in the heart of Silicon Valley. This relationship shows how governments can get creative without spending taxpayer dollars. San José will be the largest city to roll out Nextdoor. District 8 will be debuting their Nextdoor page for the first time at this media availability. Councilmember Herrera plans to use Nextdoor to communicate with residents about such things as:

1. Neighborhood initiatives
2. Volunteer opportunities
3. National Night Out and other community events
4. Emergency preparedness
5. Crime and safety

Over 42% of San José neighborhoods have already begun using Nextdoor. To date, 144 Nextdoor sites have been created and are in use.

Reporters are also invited to "ride along" with Councilmember Herrera and Mr. Tolia to two National Night Out (NNO) evening events in Evergreen where Nextdoor groups have launched and used the online tools to plan their National Night Out celebrations.

NATIONAL NIGHT OUT/NEXTDOOR LAUNCH SCHEDULE AUGUST 7, 2012:

6:15 – 6:45 p.m. – Evergreen Nextdoor Neighborhood

Location: Montecito @ Verona Rd.

Attendees: 50+

Activities: block party, ping pong, pot luck

7:00 – 7:30 pm. - Meadowlands HOA – Metzger Ranch

Location: San Felipe Rd. @ Meadowlands Lane (Metzger Ranch House)

Attendees: 50+

Activities: Mogo BBQ Truck, family games

Visuals: Reporters will see the Nextdoor CEO, Nirav Tolia demonstrate the online capabilities of the free and private social network for neighborhoods – and have the opportunity to experience the technology hands-on.

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