

MEMORANDUM

Date: December 2, 2020
To: Communications & Technology Committee
From: Tom Hennig, General Manager
Subject: Discuss Options for Nextdoor Account

DISCUSSION

Over the last two years we have made various attempts to establish an account with Nextdoor to allow the District to utilize Nextdoor to communicate with the customers we serve. Until recently, our inquiries were not returned. My estimate is that 50% of our customers have a Nextdoor account. It appears the local government access to Nextdoor was closed.

Recently, Nextdoor activated a program named Nextdoor's – Service Provider Program (SSP). SSP is a vital communications tool for entities with a need to post real-time pertinent, urgent, and emergency notifications to customers at a broad or hyper-localized level. This new offering would allow the District to provide messages for construction alerts, missing persons, reminders about rules for underage drivers and any number of RMCSO-specific messages. This is what we need to keep up with technology and to inform a large number of Rancho Murieta customers of District related activity. However, this system comes at a high cost.

The SSP program has been under development for a while. It appears this process was expensive. The cost for the District to establish a Nextdoor account would be \$10,000 per year. This equates to about thirty-five cents a month for all customer account.

At this point I have reached out to Sacramento County, at the suggestion from Nextdoor, to request that Sac County allow RMCSO to piggyback on the County account. If this is permitted, we would have most, or all the features we would have available with our own SSP account. I'm waiting on the response and will continue to work with Matt Hedges to address this request.

In the meantime, the publisher of RanchoMurietaTODAY.com has reached out to me to offer space on their website to expand our social media presence. My preference would be to establish an account with the vendor with the most subscribers within the District. I don't want to maintain more social media accounts than absolutely necessary.

Tap into your customer's neighborhood

Nextdoor for Service Providers - Communicate
with your customers in real-time via the leading
'Hyper-Localized' platform

nextdoor

Nextdoor is built uniquely for neighbors

Built on trust

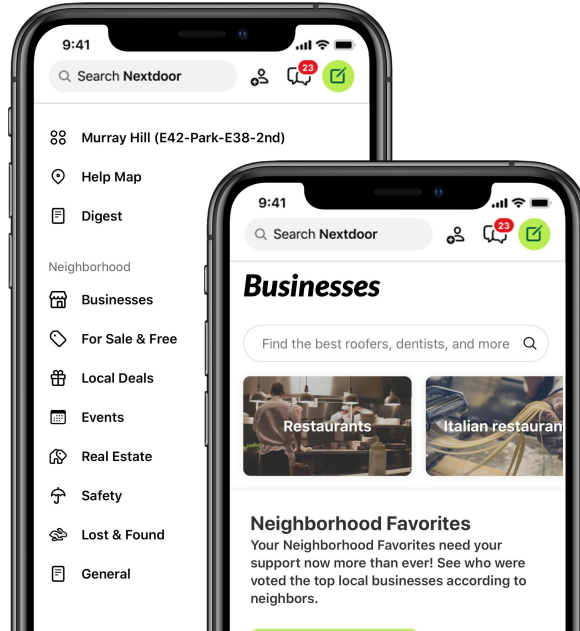
Real people at real addresses, no bots, no public access - content is only seen in direct and surrounding neighborhoods

Built to be useful

Recommendations, For Sale & Free, Events, Local Deals, all from neighbors or local businesses.

Built to be local

Discrete neighborhood boundaries; map-based UI ensures we're showing only relevant, local information



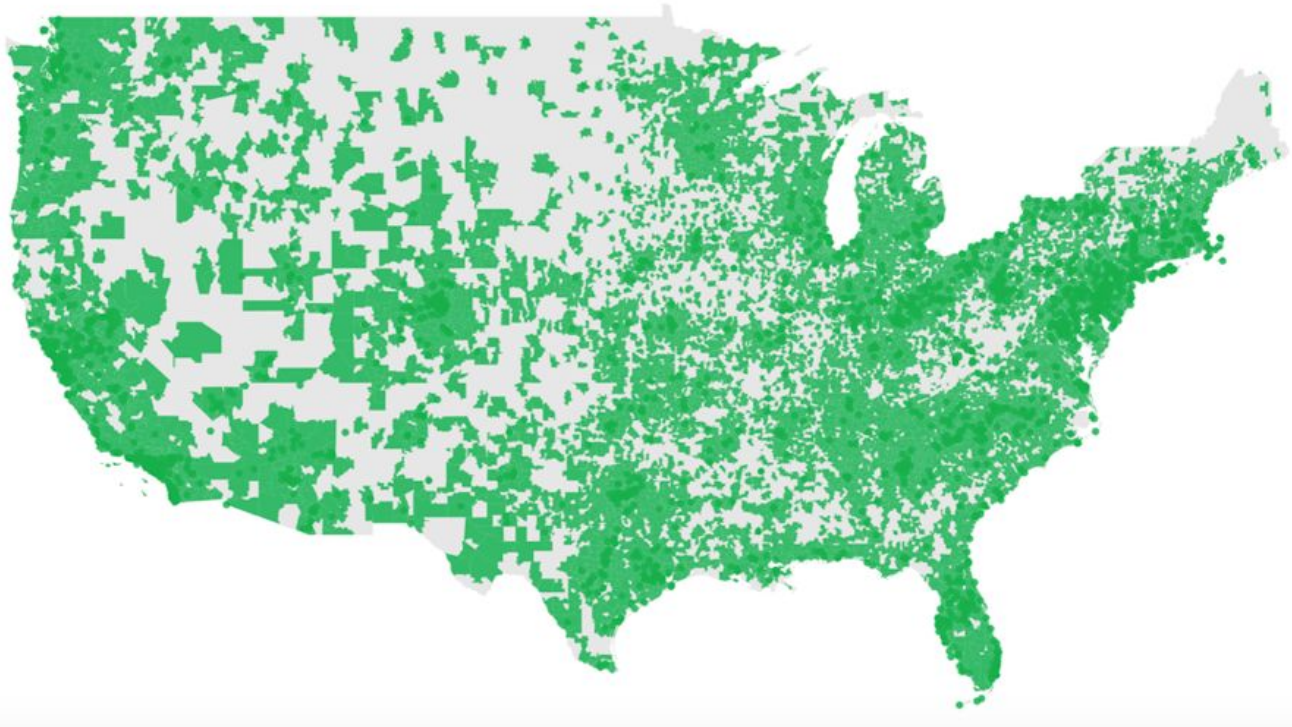
If it's happening nearby you'll hear about it



Our neighborhoods are in most US communities



1 in 4 households in the US is on Nextdoor



Our neighbors



1 in 4

households
in the US



11

countries



62%

female



\$90k

median income



12%

More likely to be
in a key lifestage



29%

are
millennials



70%

are not
reached on
Instagram
or Twitter



74%

are homeowners

Introducing the Service Provider Platform

Communicate to your customer base in real-time via a secure Nextdoor page

- All Nextdoor members are address verified
- Message your customers with time critical pertinent, urgent and emergency service and safety related messages
- Send 'good-to-know' service and safety PSAs
- Share photo, video, PDF, up to 20 attachments
- Read and respond to customer comments and questions (or disable the discussion replies)
- Build custom targeting that aligns with how your service area operates ie service/circuit boundaries, districts, wards, zips, counties etc
- See impression numbers (# of unique viewers)
- Comments can be enabled/disable at any time

nextdoor Search Nextdoor

Home
Messages
Metrics
Invite Residents
Events

Agency
Neighborhoods
Directory
Add Staff Members

Help
Agency User Community
Settings
Help Center

Help - Guidelines - Privacy
About - Jobs - Press - Blog
© 2020 Nextdoor

Edwards Aquifer Authority
617,733 members
38% of 1,056,192 households
2,078 neighborhoods

Details Edit

Edwards Aquifer Authority
900 E Quincey St
San Antonio, TX 78215
Get directions
(210) 222-2204
info@edwardsaquifer.org
edwardsaquifer.org

Edwards Aquifer Authority
Communications Specialist Ann-Margaret Gonzalez • 2 days ago

OUR'S OUR AQUIFER DOING? Definitions: (MSL) Mean Sea Level; (CFS) Cubic Feet per second

TRIGGER	CRITICAL PRIORITY
Based on 24-hour average	CRITICAL
Index Well # 21 Level (MSL)	<=650
San Antonio Spring Flow (CFS)	<=300
Central Springs Flow (CFS)	<=225
Withdrawal Reduction	>=50%

EAA Declares Stage 1 Pumping Restrictions for users in the San Antonio Pool, San Antonio, TX - The Edwards Aquifer Authority (EAA) declared Stage 1 pumping reductions for users within the San Antonio Pool today - Friday October 16, 2020. It was officially confirmed that the See more...

Posted to **Subscribers of Edwards Aquifer Authority**

Like Comment 7 14487 Impressions

Edwards Aquifer Authority
Development Coordinator Breanna Saucedo • 5 days ago

Introducing the Service Provider Platform

Send vital localized messaging to Nextdoor members in targeted service areas

TARGET BY NEIGHBORHOOD

Select the neighborhoods for this post:

Select neighborhoods within 0 miles of:

Search by address

5 neighborhoods (1721 residents) selected.
[Clear](#)

- Blackberry at Shears Crossing
12 residents
- Partridge Pointe
16 residents
- 10 Mile
247 residents
- 10 Mile South Lyon Hotel
151 residents

Map data ©2019 Google Terms of Use

Next

TARGET BY COUNTY, CITY, ZIP, OR CUSTOM AREA

Select the service area for this post:

- 48116
5685 residents
- 48117
527 residents
- 48118
838 residents
- 48130
3555 residents
- 48131
676 residents
- 48134
1408 residents
- 48137
209 residents

Map data ©2019 Google Terms of Use

Next

We will work with your planning or GIS department to map these for your organization

A growing number of SPP Partners

Water Districts



Special Districts



Transit



School Districts



Federal & State



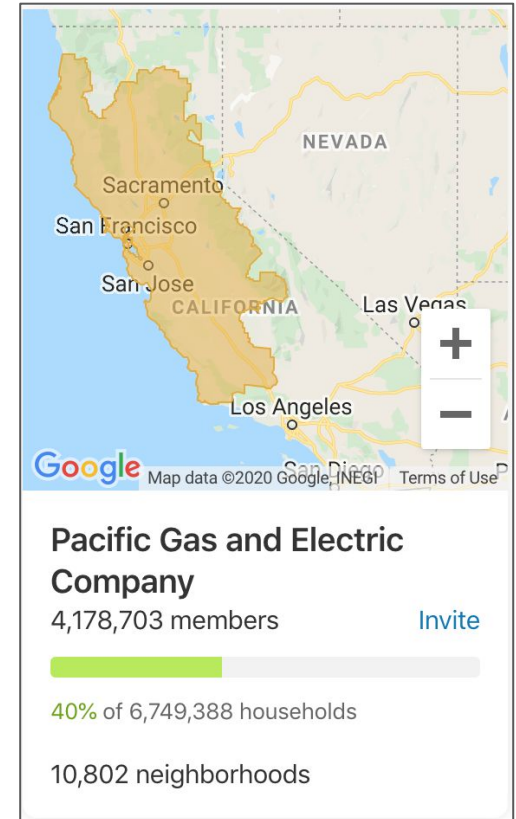
Utility partners see the value in the platform




Case-Study - PG&E and Nextdoor SPP

PG&E can reach 4.2 million Nextdoor members across Northern California, and regularly sends broad/regional messaging and hyper-localized content to select areas.

Nextdoor members are highly engaged with PG&E posts and show their gratitude via Thanks, Like, Agree, and Shares.



PG&E and Nextdoor - Ongoing PSPS messaging

 Pacific Gas and Electric Company
Communications Team • 7 Sep

ADVISORY

TURNING OFF POWER FOR SAFETY


Impact Areas

22 COUNTIES AFFECTED
*portions of some counties

• Alpine	• Nevada
• Amador	• Placer
• Butte	• Plumas
• Calaveras	• Shasta
• El Dorado	• Sierra
• Humboldt	• Siskiyou
• Kern	• Sonoma
• Lake	• Tehama
• Lassen	• Trinity
• Mariposa	• Tuolumne
• Napa	• Yuba

To see if you may be impacted, visit pge.com/pspsupdates

For Public Safety due to Severe Weather, PG&E has Begun Process of Turning Off Power in High Fire-Threat Areas. Public Safety Power Shutoff Will Affect About 172,000 Customers in Parts of 22 Counties in the Sierra Foothills, Sacramento Valley, Northern Sierra and See more...

 PG&E PPS Public Briefing – September 7, 20...
Public Safety Power Shutoff Public Briefing
Monday, September 7, 2020

Posted to **Subscribers of Pacific Gas and Electric Company in 22 areas**


Like Comment **53** · 106918 Impressions

22 areas in Pacific Gas and Electric Company



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Emergency Alert

 Pacific Gas and Electric Company
Communications Team • 8 Sep

ADVISORY **PUBLIC SAFETY POWER SHUTOFF** *Briefing*

For the latest information

pge.com/pspsupdates

- Information for our customers and the media related to the Public Safety Power Shutoff (PSPS)
- Tonight: 6:00 p.m. to 6:30 p.m. (September 8)
- Join the broadcast on YouTube

Emergency Alert. Join PG&E's Public Safety Power Shutoff Briefing on YouTube tonight (9/8) beginning at 6 PM <https://youtu.be/7qwjcsqA9Eg>

Posted to **Subscribers of Pacific Gas and Electric Company in 22 areas**

Like Comment **220** · 98544 Impressions

PG&E and Nextdoor - Before PSPS, During & After

Pacific Gas and Electric Company
Communications Team • 9 Sep

After severe weather has passed, we inspect the system to **make sure power is safe** to turn back on.

Restoring Power as Soon as Possible When Safe to Do So

How We Restore Power

INSPECT	REPAIR	RESTORE
Conduct visual inspections for damaged areas	Repair damaged portions of our system	Restore power when ready to affected areas

visit pge.com/pspsupdates

Power Shutoff Update: Patrols Begin at Daybreak as PG&E Issues Weather 'All Clear'. Public Safety Power Shutoff Update: Patrols Begin at Daybreak as PG&E Issues Weather 'All Clear' Inspections and Restoration Work Beginning Wednesday Morning for Majority of See more...

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Like Comment 47 · 78516 Impressions

Pacific Gas and Electric Company
Communications Team • 10 Sep

THANK YOU FOR YOUR PATIENCE

We know turning off power can be a challenge for customers when severe weather threatens a portion of the electric system.

We are working hard to reduce the impacts of future Public Safety Power Shutoff events without compromising safety

For more information about PSPS and how to prepare, visit: pge.com/

Public Safety Power Shutoff Update: Essentially All Customers Who Can Receive Electric Service are Now Restored. Patrols and Inspections Confirm at Least 52 Instances of Damage or Hazards to Electric Equipment During the Offshore Wind Event PG&E has restored See more...

PGE Emergency Site - Psp Events
pgealerts.alerts.pge.com

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Like Comment 65 · 129155 Impressions

Pacific Gas and Electric Company
Social Media Communications Team • 25 Sep

Resources to Help You Prepare and Be Safe

safetyactioncenter.pge.com SAFETY ACTION CENTER Emergency preparedness tips, guides, tools and videos.	pge.com/addresslookup ADDRESS LOOKUP A tool to search for outage information using a specific location.	pge.com/outages OUTAGE MAPS Information on current and forecasted outage areas.	pge.com/weather 7-DAY PSPS FORECAST A forecast to provide a regional outlook for weather leading to PSPS.
pge.com/disabilityandaging WILDFIRE SAFETY TOOLKIT Information and resources for the disabled and aging populations.	pge.com/pspszipcodealerts ZIP CODE ALERTS Notifications for outage information using a ZIP Code.	pge.com/backuppowers BACKUP GENERATION Tips to safely operate a generator or battery prior to an emergency.	

For the latest PSPS information, visit pge.com/pspsupdates


Public Safety Power Shutoff and Emergency Preparation Resource Library. As September's National Preparedness Month comes to a close, PG&E urges customers to be prepared every month and would like to provide a library of resources to help with preparation ahead of an See more...

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Like Comment 121 · 246562 Impressions

PG&E and Nextdoor - Pertinent, Urgent and PSAs

Pacific Gas and Electric Company
Social Media Communications Team • 11 Aug




August 11 is National Safe Digging Day! Every digging project, no matter how large or small, warrants a free call to 811! Did you know that every few minutes an underground utility line is damaged because someone decided to dig without calling 811? Today is 8/11 Day (Aug. 11), and a great reminder to always call 811 before you dig for any outdoor project to prevent damage to underground utilities. Be sure to stay safe and keep critical utilities connected this summer by always contacting 811 before putting a shovel in the ground. Every digging project, no matter how large or small, warrants a free call to 811!

Posted to **Subscribers of Pacific Gas and Electric Company in 16 areas**

Like Comment 🧡👍 60 · 106402 Impressions

Pacific Gas and Electric Company
Communications Team • 19 Aug



No Rotating Power Outages Needed Wednesday Night in PG&E's Service Area. *** UPDATE – AUGUST 19 – 7:30 PM *** California Grid Operator Confirms State's Energy Supply Expected to Meet Demand Tonight as Heatwave Continues PG&E Thanks All Customers for See more...

Posted to **Subscribers of Pacific Gas and Electric Company in 15 areas**

Like Comment 🧡👍 128 · 122393 Impressions

Pacific Gas and Electric Company
Communications Team • 6 Sep


TO STAY COOL, CONSERVE ENERGY TO HELP KEEP THE POWER ON FOR EVERYONE	WHEN IT'S COOLER OUTSIDE, BRING THE COOL AIR IN	KEEP BLINDS CLOSED ON THE SUNNY SIDE OF YOUR HOME	PUT OFF USING MAJOR APPLIANCE UNTIL LATER AT NIGHT
TURN DOWN WITH A FAN TO REDUCE AIR CONDITIONER USE	SET THE THERMOSTAT TO 78 OR HIGHER, HEALTH PERMITTING	UNPLUG ELECTRONICS WHEN NOT IN USE	CLEAR THE AREA AROUND YOUR AIR CONDITIONER

Customers Urged to Conserve Energy during Labor Day Weekend Heat Wave. Grid Operator Warns that Without Significant Conservation there is Potential for Rotating Outages PG&E urges customers to conserve energy during afternoons and evenings See more...

Posted to **Subscribers of Pacific Gas and Electric Company in 15 areas**

Like Comment 🧡👍 142 · 209071 Impressions

Pacific Gas and Electric Company
Communications Team • 20 Aug




Upcoming Electric Tower Painting Work. As part of its mission to create a safer and more environmentally responsible infrastructure, Pacific Gas and Electric Company (PG&E) is proactively improving its Tower Painting Program. Through this effort, PG&E is ending the use See more...

Electric Tower Maintenance Program
pge.com

Posted to **Subscribers of Pacific Gas and Electric Company in 1 area**

Like Comment 🧡👍 1 · 97 Impressions

Pacific Gas and Electric Company
Communications Team • 23 Aug



Customer Scam Alert for #MorganHill. PG&E will not call you to issue fire evacuation orders. Those orders are issued by appropriate fire agencies. If you have doubts about a call from PG&E, hang up and call PG&E Customer Service, 833-500-SCAM. See more...

Avoid online and email phishing scams with PG&E's...
pge.com

Posted to **Subscribers of Pacific Gas and Electric Company in 1 area**

Like Comment 🧡👍 73 · 61790 Impressions

Thank you

Alex Burton, Head of Partnerships

aburton@nextdoor.com

nextdoor