



SAN FRANCISCO FIRE DEPARTMENT
Public Information Office

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Press Release

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**The San Francisco Fire Department Launches a Partnership with
Nextdoor, the Private Social Network for Neighborhoods**

San Francisco, CA - November 13, 2014 - This partnership with Nextdoor (www.nextdoor.com) enables the San Francisco Fire Department (SFFD) to easily communicate with residents online to help neighborhoods improve fire and emergency safety, with the help of residents.

"Having the ability to easily communicate with residents is extremely vital to not only maintaining, but increasing safety for our residents," said Chief Hayes-White. "With Nextdoor, we can help empower neighbors to learn more about the ways we can come together to prevent and minimize the dangers caused by fires, medical emergencies, and earthquakes through messages and through our training programs such as NERT."

Nextdoor has proven to be an essential and well-adopted tool both locally in San Francisco as well as nationally, with one-in-four neighborhoods using Nextdoor across the country. With Nextdoor, San Francisco residents create private neighborhood websites to share information, including neighborhood public safety issues, community events and activities, local services, and even lost pets.

The SFFD is now able to share helpful information with Nextdoor members, such as important emergency notifications, fire precautions, medical emergency tips, details for events and educational programs, and updates on activity affecting the local area to Nextdoor websites within San Francisco. The SFFD will not be able to access residents' websites, contact information, or content.

Nextdoor is free for residents and the SFFD. So far, 180 San Francisco neighborhoods have launched their own private Nextdoor neighborhood websites, accessible only to residents of that neighborhood. Neighborhoods establish and manage their own Nextdoor websites, and 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.

The SFFD just launched yesterday morning and quickly received a response from a resident stating "I certainly hope that with timely information shared from you, and increased citizen engagement from us, we can all do our part to be prepared in this city that we call home!"

Those interested in joining their neighborhood's Nextdoor website can visit www.nextdoor.com and enter their address. For more information about the SFFD partnership with Nextdoor, contact Mindy Talmadge at fireadministration@sfgov.org.

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