WHEREAS, Nextdoor Inc. is a technology company and private social network for neighborhoods; and

WHEREAS, Nextdoor, founded in 2010, with a user base of 113,000 neighborhoods across America and 188 neighborhoods in the City of Oakland California, is the foremost neighborhood social networking platform used in the United States of America; and

WHEREAS, in 2015 the CEO and the Nextdoor team were approached by Oakland Advocacy Groups about members engaging in racial profiling; and

WHEREAS, the CEO, the co-founders and the Nextdoor team responded to the concerns by collaborating with Advocacy Groups, Elected Officials and the City of Oakland to curb the presence of racial profiling on the platform and educate members about the harm caused by racial profiling within neighborhoods; and

WHEREAS, Nextdoor coordinated with Neighbors for Racial Justice, Elected Officials, the City of Oakland and 100 Black Men to modify their policies, member guidelines and posting process in an effort to curtail racial profiling; and

WHEREAS, these modifications to member guidelines and unparalleled product changes have led to a 75% reduction of racial profiling on the Nextdoor platform and a 50% abandon rate by members making inappropriate or unwarranted crime and safety posts; and

WHEREAS, the improvements that developed from this unprecedented collaborative work are now active in all U.S. neighborhoods that use Nextdoor; and

WHEREAS, Nextdoor will continue to modify the platform to minimize racial profiling; and

WHEREAS, the accomplishments that Nextdoor, Neighbors for Racial Justice, 100 Black Men, Elected Officials, and the City of Oakland have achieved has been recognized by national media outlets such as CBS This Morning, NPR Radio, Fast Company, Wired Magazine, and Fortune Magazine; and

WHEREAS, the City of Oakland applauds Nextdoor for its courage and leadership in denouncing racial profiling and implementing changes to their product to address the concern; and

WHEREAS, the City of Oakland honors Nextdoor Inc. for its commitment to making communities in Oakland neighborly and safe, and whose dedication and service celebrates Oakland’s cultural diversity and spirit of community; now, therefore, be it

RESOLVED, that the City of Oakland honors Nextdoor Inc. for its tireless efforts and continued service to the City of Oakland.

Annie Campbell Washington
City of Oakland Vice Mayor and Councilmember, District 4