

# City Council Proclamation

## *Honoring Nextdoor Inc.'s Commitment to Curbing Racial Profiling on its Social Networking Platform*

**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*

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City of Oakland Vice Mayor and Councilmember, District 4