



City of
OAKLAND
California

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News from: **Oakland Police Department**



FOR IMMEDIATE RELEASE

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City of Oakland to Partner With Nextdoor

Oakland, CA — On April 24, 2014, Oakland Police Chief Sean Whent, Mayor Jean Quan, Lieutenant Christopher Bolton and OPD's five Area captains joined Nirav Tolia, Co-Founder and CEO of Nextdoor, Nextdoor employees, and neighborhood representatives to announce a partnership between the Oakland Police Department and Nextdoor (nextdoor.com). Nextdoor, the free and private social network for neighborhoods, helps residents build stronger, safer communities.

Chief Sean Whent stated, "Partnering with Nextdoor will enable OPD to share information with residents and improve neighborhood safety. OPD will now be able to work together with residents on Nextdoor to improve safety and contribute to virtual neighborhood watch efforts."

"Oakland is an innovative and resourceful city," said Mayor Jean Quan. "Joining Nextdoor is another way to further our efforts to make Oakland an even better place to live. Giving residents more avenues to easily and effectively connect with the Police Department and with each other about the things that matter most to their communities will create a safer, stronger Oakland."

"The City of Oakland understands the important role that technology can play in strengthening community relations and fighting crime," said Nirav Tolia, Co-Founder and CEO of Nextdoor. "We're honored to partner with them in this effort."

Nextdoor has already proven to be an essential and well-adopted tool for Oakland residents. **More than 140 neighborhoods, representing 84% of the City's neighborhoods, have started Nextdoor websites. The Police Department has set a goal to have 90% of the City's neighborhoods on Nextdoor by the end of June.**

Using Nextdoor, Oakland residents can create or join private neighborhood websites where they can share information about neighborhood public safety issues, community events and activities, local services, and even lost pets.

The Police Department will be able to post information, such as important news, crime alerts and updates, and emergency notifications to Nextdoor websites within Oakland. All five Area captains and their teams have been trained to use Nextdoor.

Visit the Oakland Police website (www.oaklandpolice.com) and to view a video showing how you can set up the mobile app on your smartphone and become a member in four easy steps.

About Nextdoor

Nextdoor is free to residents and the Police Department. Each Oakland neighborhood has its own private Nextdoor neighborhood website, accessible only to residents of that neighborhood. Neighborhoods establish and self-manage their own Nextdoor websites and the Police Department will not be able to access residents' websites, contact information, or content.

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.

To join your neighborhood's Nextdoor website, visit nextdoor.com/oakland and enter your address. If you have questions about Nextdoor, please visit help.nextdoor.com.

AS A SAFETY REMINDER:

- Always be aware of your surroundings. Don't be distracted by cell phones and electronic devices;
- Stay in well lit and populated areas;
- Be especially alert when entering and exiting your vehicle;
- Remember to lock your car door after entering your vehicle; and
- If someone or something looks suspicious call the police.

Nixle Tip Watch allows ANONYMOUS tipsters to send OPD a tip three ways:

1. Text TIP OAKLANDPD to 888777 from your cell phone followed by your tip
2. Call our toll-free tip hotline at 855-TIPS-247 (855-847-7247)
3. Submit a tip by web form - see the option at the bottom of OPD's Nixle messages or visit <http://nixle.us/tip/oakland-police-department-ca/> to complete and send.

Anonymous Tipping allows residents to proactively connect with the Oakland Police Department by submitting anonymous tips via web form and text message. Additionally, with the issuance of a tipping passcode to tipsters, we can initiate a two-way, anonymous communication to help gather more information.

For more information, please contact the Media Relations Office at 510-238-7230 or opdmedia@oaklandnet.com.

Visit Nixle.com to receive Oakland Police Department alerts, advisories and community messages, or follow OPD on Twitter, @oaklandpoliceca.

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