



# NEWS RELEASE

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## **The City of Sheboygan is Partnering with Nextdoor, the Private Social Network for Neighborhoods**

Sheboygan Mayor Mike Vandersteen announced today a partnership with Nextdoor ([www.nextdoor.com](http://www.nextdoor.com)), the private social network for neighborhoods, to improve citywide and neighbor-to-neighbor communications.

With Nextdoor, Sheboygan residents can join private neighborhood websites to share information including neighborhood public safety issues, community events and activities, local services, and even lost pets. The City will be able to post information, such as important news, services, programs, public events, and emergency notifications to Nextdoor websites within the city.

Nextdoor has already proven to be an essential and well-adopted tool for Sheboygan residents. 27 Sheboygan neighborhoods have started Nextdoor websites. The City is encouraging more residents to take advantage of Nextdoor, where they can ask questions, get to know one another, and exchange local advice and recommendations. "The Nextdoor program was brought to my attention by Ric Olson a leader of a neighborhood group and a board member of Sheboygan Neighborhood Pride. After evaluation by City Planning, Police Department and Mayor's Office we decided to proceed and begin a partnership with Nextdoor" Mayor Vandersteen noted.

The Nextdoor staff then worked with the City to map neighborhoods that conform to the neighborhoods used by the Police Department and the Neighborhood Associations that are recognized by the City and neighborhood groups that are considering City recognition. This was followed by emails and post cards to ask individuals to be leaders in the formation of their Nextdoor neighborhood. These early signups allowed Sheboygan to reach this point where we could invite the entire community to consider joining the Sheboygan Nextdoor Network.

Nextdoor is free for residents and the City. Each Sheboygan neighborhood has its own private Nextdoor neighborhood website, accessible only to residents who verify that they live in the neighborhood. There are three ways to register, a post card can be requested that will be mailed with a confirmation code, Nextdoor can place a call to a landline associated with your address, or the resident can provide a credit card account number which allows for verification of a resident address and the confirmation code will be emailed to the resident. Vandersteen said "I used the credit card method which worked fine and I could get started right away with Nextdoor." Neighborhoods establish and self-manage their own Nextdoor websites and the City will not be able to access residents' websites, contact information, or content. Information shared on Nextdoor is password protected and cannot be accessed by search engines.

Those interested in joining their neighborhood's Nextdoor website can visit [www.nextdoor.com](http://www.nextdoor.com) and enter their address. If residents have questions about their Nextdoor website, please visit [help.nextdoor.com](http://help.nextdoor.com). General questions regarding Nextdoor can also be directed to Nancy Maring in the Department of Planning and Development, (920)459-3379 or by email [nancy.maring@sheboyganwi.gov](mailto:nancy.maring@sheboyganwi.gov).

Mayor Vandersteen commented, "Today, we are excited to officially partner with Nextdoor, I hope that all residents will consider this program. We have a successful community policing program and a growing neighborhood association program. These efforts have produced a 18% drop in measured crime statistics last year. The Nextdoor Neighborhood Network will support these efforts, and provide residents with more avenues to easily and effectively connect with city departments, and each other, about the things that matter most to Sheboygan residents

