



POLICE DEPARTMENT

54 E Moore St.
Walla Walla, WA 99362-0237
(509) 527-4434
FAX (509) 525-5057

****PRESS RELEASE****WALLA WALLA POLICE DEPT****

Walla Walla Police Department Launches Nextdoor, the Private Social Network for Neighborhoods, to facilitate virtual Neighborhood Watch

Nextdoor Enables Residents to Connect Online in Private, Secure Websites to Build Stronger and Safer Communities

June 4, 2015

In an effort to help facilitate a virtual neighborhood watch program and help foster neighbor-to-neighbor communications, the Walla Walla Police Department has partnered with *Nextdoor* (www.nextdoor.com), the private social network for neighborhoods. The Walla Walla Police Department's *Nextdoor* account officially launched last week, May 28th, 2015.

Nextdoor is free for the residents and the City. Each Walla Walla neighborhood has its own private *Nextdoor* neighborhood website, accessible only to residents of that neighborhood. Residents can use their website to get to know their neighbors, ask questions, and exchange local advice and recommendations. For example, neighbors use *Nextdoor* to share information about neighborhood watch and safety issues, local events, school activities, upcoming garage sales, lost pets, and much more.

Neighborhoods establish and self-manage their own *Nextdoor* website. Information shared on *Nextdoor* is only visible to verified members. The Walla Walla Police Department will be able to post important information, such as crime updates to *Nextdoor* sites within the city. The Police Department will not be able to access the resident's websites, contact information, or content.

"In this day and age, it is vital for neighbors to come together and look out for another. *Nextdoor* makes it easy for neighbors to establish a virtual neighborhood watch and help combat crime." said Chief Scott Beiber. "*Nextdoor* will help create a unique and effective line of communication between the Walla Walla Police Department and the community."

Nextdoor was specifically designed to make neighbors feel comfortable sharing information with one another in order to build stronger communities. All members must verify that they live within the neighborhood. Information shared on *Nextdoor* is password protected and cannot be accessed by those outside the neighborhood or found on Google or other search engines. In addition, *Nextdoor* never shares personal information with any third parties. Unlike an email listserv or other online groups, neighbor posts are organized and archived for future reference.



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Walla Walla resident and WWPDP Crime Prevention Coordinator Vicki Ruley states “I have had my neighborhood on *Nextdoor* for over a year. So far we have 21 members and I hope to see it grow! It is a very good thing and I love that I can let my neighborhood know what is happening and make announcements with just a click of the mouse.”

The City of Walla Walla has 22 launched *Nextdoor* neighborhoods and 10 Pilot areas. Those interested in joining their neighborhood’s *Nextdoor* website can visit www.nextdoor.com and enter their address. If *Nextdoor* is available in their area, they can immediately sign up. If a *Nextdoor* website has not yet been established for their area, active and engaged neighbors are invited to apply to bring *Nextdoor* to their neighborhood.

The *Nextdoor.com* program is supported by Walla Walla Area Crime Watch with several *Nextdoor* neighborhoods in the City of College Place and throughout Walla Walla County. For more information about Walla Walla Area Crime Watch check out www.wvacw.com.

If you have questions about your *Nextdoor* website, you can contact Vicki Ruley, Crime Prevention Coordinator, vruley@wallawallawa.gov or 524-4409.

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