

REQUEST FOR COUNCIL ACTION

Date: May 14, 2012
Item No.:

Department Approval

City Manager Approval



Item Description: Receive Status Update on Nextdoor.com

BACKGROUND

On May 1, 2012 the City of Roseville launched a community building website, www.nextdoor.com. Kathy Ramundt, a Roseville resident and participant on the Community Engagement Task Force, brought this to the City's attention. Kathy had already started Nextdoor.com in her neighborhood and had approximately 20 of her neighbors signed up when this site was first discussed. The City joined in Kathy's enthusiasm over the potential of this site and received a demo from Nextdoor.com staff.

The City's launch required that we provide neighborhood constellations to Nextdoor.com so the City and the residents can easily communicate with the neighbors and community directly around them. The City used the Parks Master Plan Constellation map to guide the boundaries of each neighborhood.

Now, as of May 8th, the City has over 417 residents signed up on Nextdoor.com and there have been over 500 posts by Roseville residents. The enthusiasm is growing and the Roseville Review and Star Tribune applauded the City of Roseville, and those leaders who brought this to our attention, for increasing community dialogue amongst residents and the City.

Although in the infancy stage, we are excited about the potential for this site and look forward to hearing how Roseville residents have found it useful.

POLICY OBJECTIVE

To Provide Council with an update on the Nextdoor.com City Program.

BUDGET IMPLICATIONS

None.

STAFF RECOMMENDATION

Receive Status Update on Nextdoor.com

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Attachments: None