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Dear Oakland Residents, Council Members, and City Administration,

Thank you for giving us the opportunity to present at the May 10th Life Enrichment Committee Meeting about our progress addressing racial profiling on Nextdoor.

We founded Nextdoor with the belief that when neighbors start talking, good things happen.

Four years and 98,000 neighborhoods later, we continue to be amazed by the enthusiasm and passion that neighbors have for making their neighborhoods stronger and safer.

When we learned that some members were using Nextdoor to racially profile their fellow neighbors, we were truly saddened. **Simply stated: we consider profiling of any kind to be unacceptable.**

For the past few months, we have been working tirelessly to understand and address the community's concerns about racial profiling on Nextdoor. This is a tough and challenging issue that we are deeply committed to improving.

Prior to the Life Enrichment Committee (LEC) meeting on 1/26/16, we met with Vice Mayor Annie Campbell Washington and the Neighbors for Racial Justice (N4RJ) and rolled out several tests designed to address racial profiling on Nextdoor. However, we did not present the full scope of those changes at the January 26th LEC meeting because they were not fully vetted. As a result, we were not prepared to share the work in progress.

However, prior to the January 26th LEC meeting, we had released several product and policy changes and we would like to outline those improvements now:

- Revised our "Nextdoor Guidelines on Neighborly Behavior" to explicitly prohibit racial profiling. Every member was emailed about this update. If a member posts a message that is flagged as racial profiling and violates the guidelines, the content

will be removed and the member may be suspended from Nextdoor. (launched: 11/06/15)

- Released a racial profiling flag with feedback from the member who flagged the post. When a post is flagged as "racial profiling," it is immediately escalated to the Neighborhood Lead and Nextdoor Support Team so that offensive content can be removed. (11/20/15)
- Released a mandatory warning screen that instructs members to "focus on behavior, not appearance" when initially posting in the Crime & Safety section. (11/20/15)
- Released an explicit warning that racial profiling is prohibited in the Urgent Alerts post box. (11/20/15)
- Released a help article explaining why racial profiling is so harmful and details what police define as suspicious behavior. (11/20/15)
- Launched a new, basic crime and safety form for members to use when reporting criminal or suspicious activity to neighbors. (1/20/16)

Since the January LEC meeting, we have evolved our approach and have closely collaborated with N4RJ, Vice Mayor Annie Campbell Washington, Council Member Desley Brooks, City Administration, and 100 Black Men to understand the issue and design meaningful changes to our platform.

Our primary focus has been improving the crime and safety form and creating an algorithm that would detect incomplete posts that include discriminatory language. Across the Bay Area, we are currently testing the algorithm and two new versions of the crime and safety forms. Below are more details about these changes:

1. Created and released a new algorithm to detect an incomplete post that includes racial and crime terms, but may not include a full description of an individual. When posts are detected the member receives a warning. (3/21/16)

2. Released a "structured" crime and safety form with a "describe a person" prompt that (4/12/16):
 - focuses members on describing criminal behavior that has occurred against a person and/or a property instead of simply describing individuals
 - requires members to provide a complete and helpful description (multiple descriptors are required when race is included) in those cases when individuals are known to have been involved in a crime
 - utilizes an algorithm that detects racially insensitive terms prior to posting
3. Released a "conversational" crime and safety form that directs members through the posting process that (4/26/16):
 - requires members specify whether they are "reporting a crime," a "suspicious activity," or "other"
 - educates members to think before posting about any suspicious activity
 - guides members through a step-by-step form that requires complete descriptions of individuals and criminal activity
 - utilizes an algorithm that detects racially insensitive terms prior to posting

After a test period and further adjustments based on feedback and usage, we plan to release these features to all neighborhoods across the country.

We want to thank everyone who has helped us over the last several months, especially N4RJ, Vice Mayor Campbell Washington, Council Member Desley Brooks, and 100 Black Men. They have been instrumental in helping us design meaningful improvements to address this important neighborhood issue.

Respectfully,
The Nextdoor Team

Timeline of events since January, 2016 LEC meeting

- Nextdoor presented at LEC meeting (1/26/16)

- Meeting with Vice Mayor Annie Campbell Washington (2/4/16)
- Meeting with Vice Mayor Annie Campbell Washington (2/11/16)
- Meeting with Frank Tucker of 100 Black Men (2/11/16)
- Meeting with Council Member Brooks (2/11/16)
- Meeting with N4RJ (2/12/16)
- Meeting with Karen Boyd and City Staff (2/19/16)
- Group meeting with N4RJ (2/29/16)
- Released timeline for product improvements (3/07/16)
- N4RJ provided feedback on the forms (3/07/16)
- Meeting with N4RJ and product team to discuss feedback (3/15/16)
- Meeting with Frank Tucker/100 Black Men to provide feedback (3/16/16)
- Released algorithm to detect incomplete crime and safety posts that contain a racial term (3/22/16)
- Meeting with Council Member Brooks to discuss changes to the platform (3/21/16)
- Meeting with stakeholders: Led by Vice Mayor Annie Campbell Washington; Attendees included N4RJ, Council Member Brooks, Frank Tucker 100 Black Men, City of Oakland Staff, Interim Director of Department of Race and Equity, and Nextdoor Co-Founders (3/23/16)
 - Presented short-term quick fix changes
 - Shared revised design mock-ups of "structured" form and "conversational" form
 - Shared product release timeline for quick fix and the two forms
 - Shared an update on Oakland Leads training plan
 - Presented overall list of changes made in connection with racial profiling issue
- Released "structured" crime and safety form. Began testing and extracting learnings (4/12/16)
- Meeting with Council Member Guillen (4/21/16)

- Released “conversational” crime and safety form. Began testing and comparing “structured” and “conversational” forms to extract learnings and effectiveness (4/26/16)
- Nextdoor to host the first of six Oakland Leads training (expected 5/09/16)
- Nextdoor to present at LEC meeting (expected 5/10/16)
- Nirav Tolia, Nextdoor Co-Founder and CEO to present at 100 Black Men chapter meeting (expected 5/19/16)