

## Somer Smith

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**From:** noreply@konveio.email  
**Sent:** Friday, September 29, 2023 2:23 PM  
**To:** General Plan  
**Subject:** [Konveio Inquiry] A 'Next Door' like website for City of San Mateo residents.

Elizabeth Barton [REDACTED] sent a message using the contact form at <https://strivesanmateo.konveio.com/contact>.

For years, Next Door (ND) was an incredible tool for neighbors to communicate with their neighborhood and other neighborhoods.

Unfortunately ND is declining, due to the lack of residency verification, unauthorized ads, and a lack of support for technical issues.

A City run site would help in a virtual town hall kind of way.

In today's digital age, social media platforms have become an Integral part of our lives, connecting us to the global community. However, there is a growing need for hyper- local social networks that foster stronger connections within our immediate communities.

Building a city-specific social media platform, akin to, Nextdoor, can be an innovative solution to bring residents closer together, enhance community engagement, and address local concerns.

A possibility, but would be to integrate it with city services to facilitate faster responses to community concerns, such as reporting potholes, Graffiti, or safety issues. It could also encourage local businesses and organizations to create profiles and engage with the community through the platform.

As for sustainability and funding, we can explore revenue models such as a partnership with local businesses, advertising, or premium features.

To ensure the platforms, long-term sustainability we could seek Grants, sponsorships, or public-private partnerships to support initial development and ongoing maintenance.

In conclusion, creating a city-specific social media platform like Nextdoor could be a powerful tool to strengthen community bonds, and enhance community outreach, and enhance communications while addressing local issues.

With careful planning, active engagement, and a commitment to user privacy and security. The city of San Mateo can create a thriving digital community that fosters a sense of belonging and collaboration among its residents.

Plus, it would be an excellent way for Neighborhood Watch and CERT membership to grow, and to be used in time of disaster.

Thanks for all you do!

I enjoyed the meeting last night. 9-28-23

Elizabeth Barton,  
City of San Mateo Neighborhood Watch Board member.

