

BUILDING BRIDGES:

CONNECTING THE **nextdoor**
COMMUNITY WITH ITS WILD NEIGHBORS



Claire Clarke

Urban Wildlife Coordinator, Southern Region

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Raquel Martinez

Urban Wildlife Coordinator, Western Region



WHAT IS **nextdoor** ?

OUR PURPOSE

*To cultivate a kinder world
where everyone has a
neighborhood they can rely on*

nextdoor

**Nextdoor is the
neighborhood network**

11

Countries

1 in 3

U.S. Households

>80M

Verified Neighbors
(VNs)

42M

Weekly Active
Neighbors (WAU)

Metrics as of 3/31/2023.



**Nextdoor is the
neighborhood network**

11

Countries

1 in 3

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Verified Neighbors
(VNs)

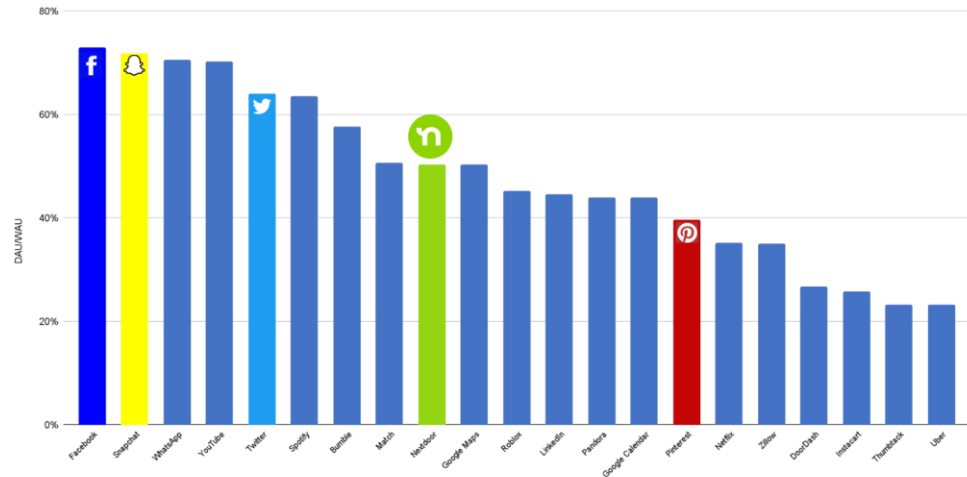
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Weekly Active
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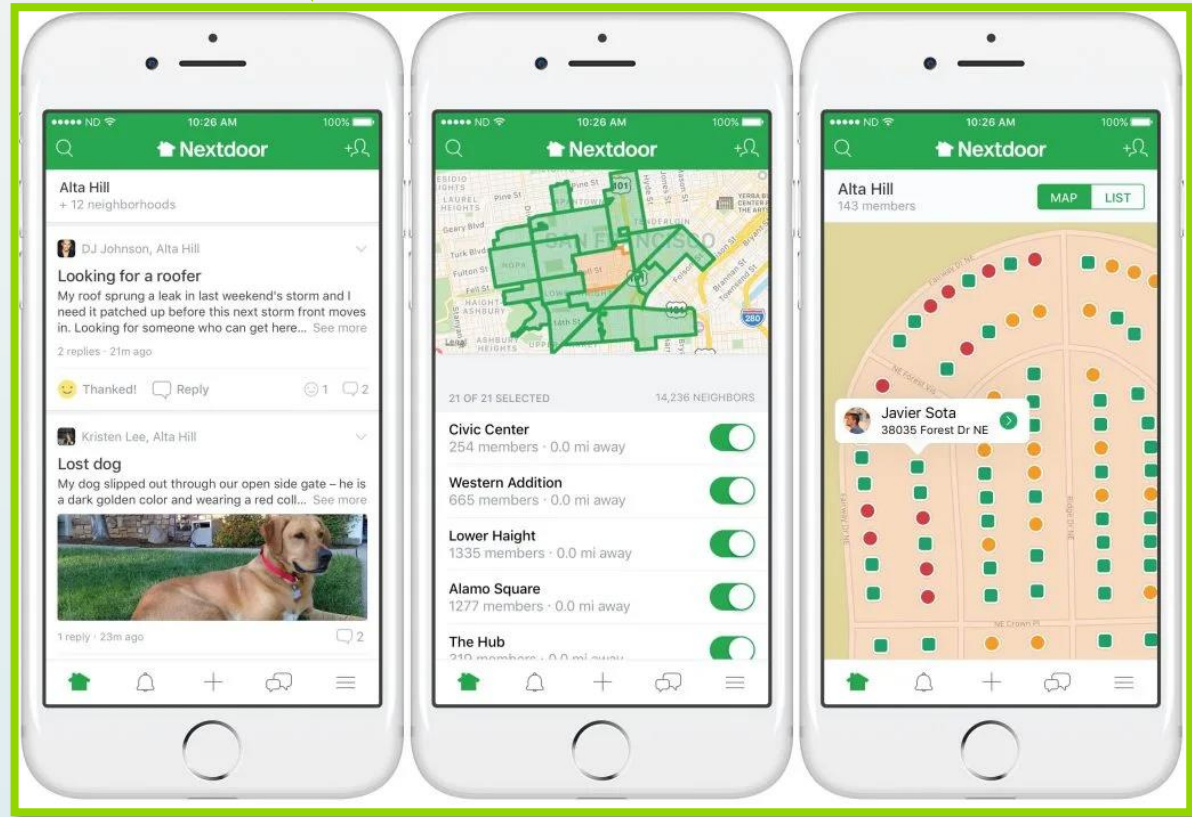
Metrics as of 3/31/2023.



Nextdoor is one of the most frequently used consumer products




Source: Sensor Tower from 2/19/2022–2/20/2023. DAU/WAU ratio based on DAU and WAU averages over the 12-month time period. Nextdoor DAU/WAU based on internal data from 2/19/2022–2/19/2023. DAU defined as a Nextdoor user who starts a session or opens a content email on a given day. WAU defined as a Nextdoor user who opens our application, logs on to our website, or engages with an email with monetizable content at least once during a defined 7-day period.




FIRST IMPRESSIONS from an Agency perspective...




Found Cat

This cat has been hanging around my house in [redacted] for the past couple days.






4 Aug · 45 neighborhoods in Lost & Found



 Thank
  Reply
 

1 Thank · 12 Replies

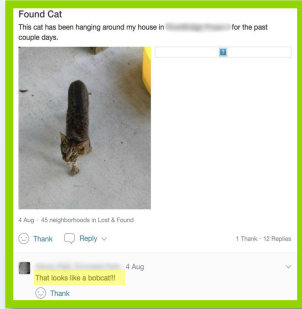


4 Aug

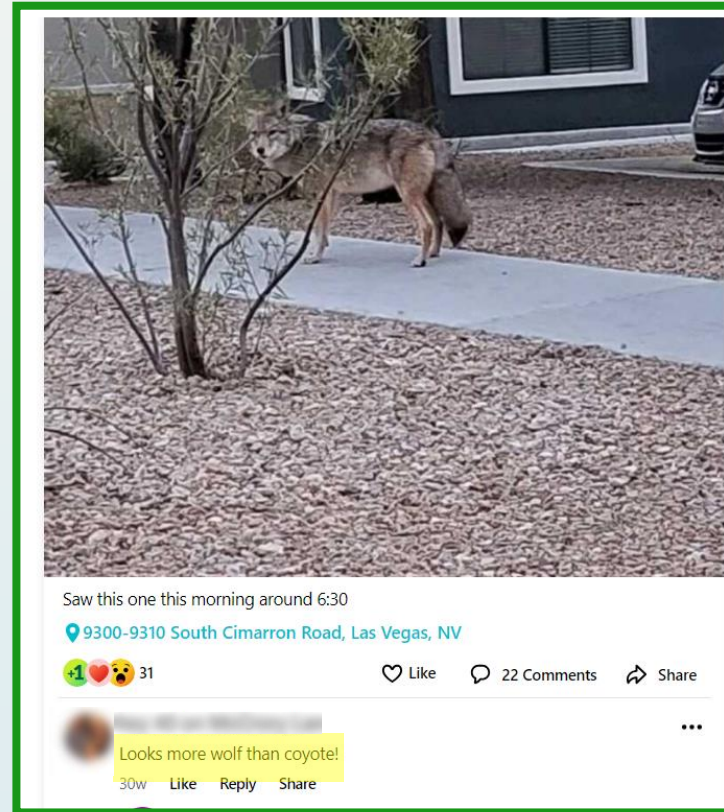
That looks like a bobcat!!!

 Thank
 

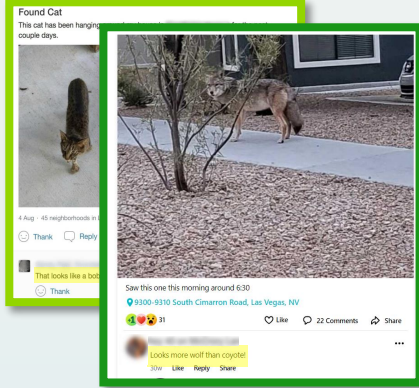
FIRST IMPRESSIONS from an Agency perspective...



MISIDENTIFICATIONS



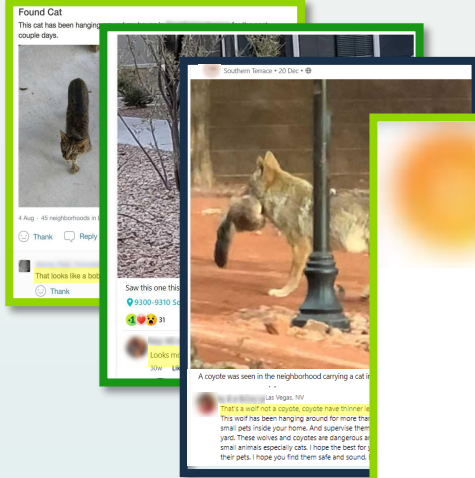
FIRST IMPRESSIONS from an Agency perspective...



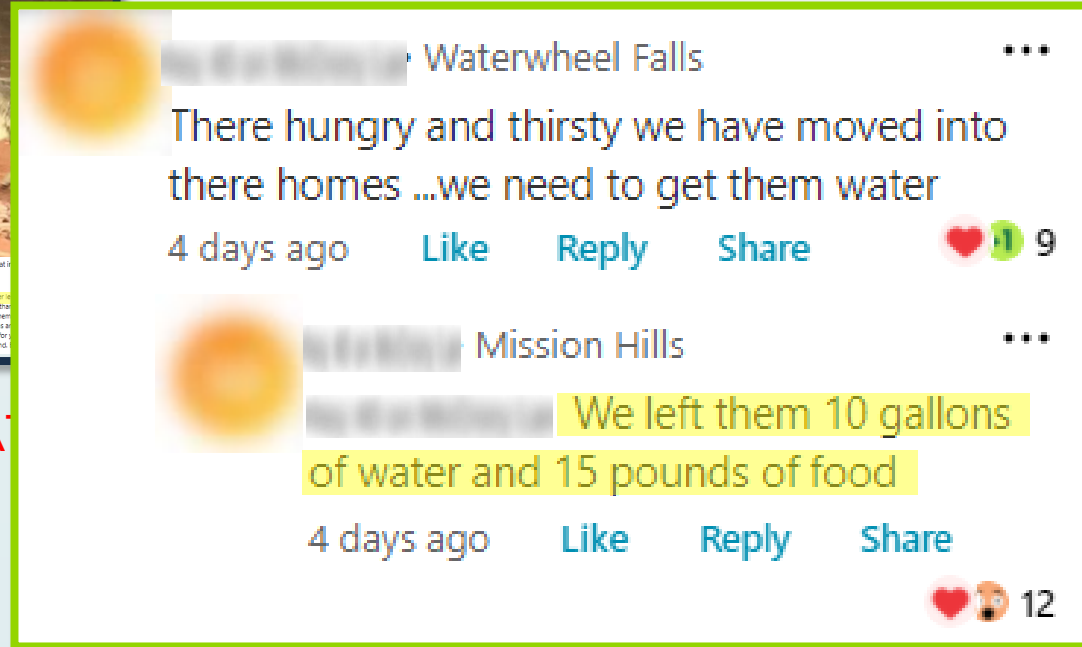
MISIDENTIFICATIONS



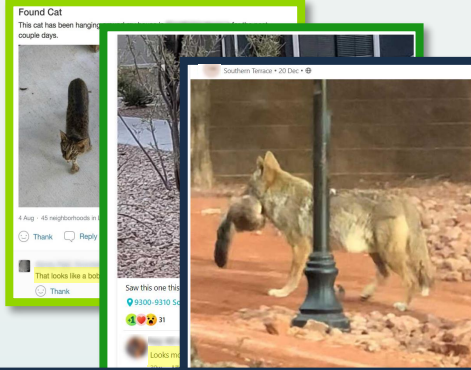
FIRST IMPRESSIONS from an Agency perspective...



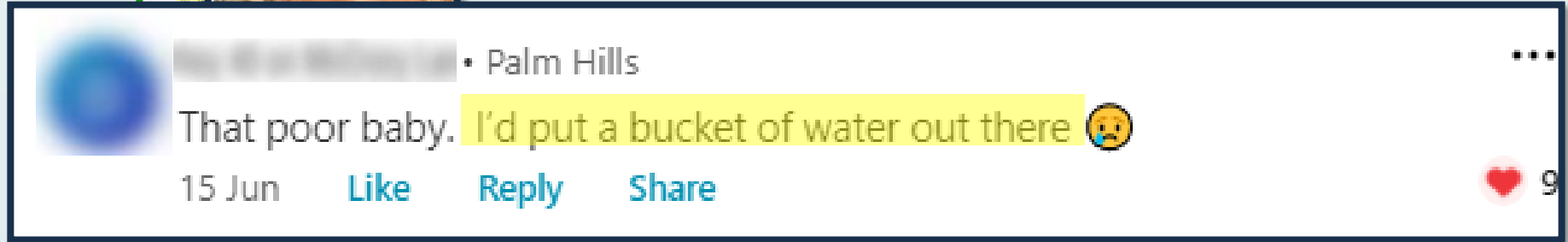
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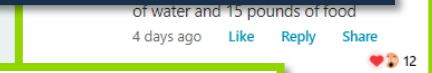
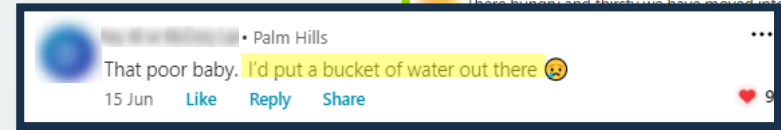
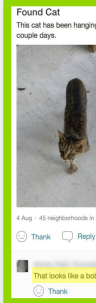
FIRST IMPRESSIONS from an Agency perspective...



HARMFUL HELPING



FIRST IMPRESSIONS from an Agency perspective...



North Las Vegas, NV

the city is doing noting about it.

I'm order to keep the population down this is a must.

Once there is no pets for them to eat they will start to attack small children.

Relocating them is a great idea but the resources don't exist.

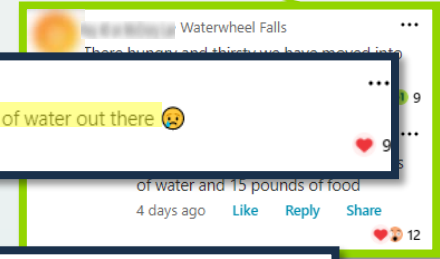
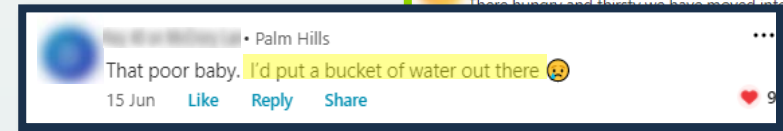
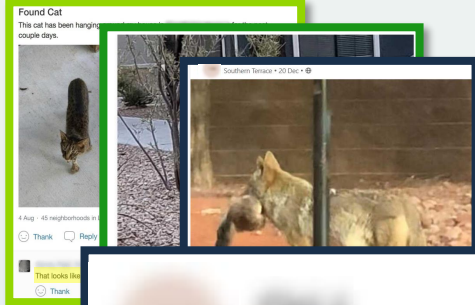
It's sad but it's necessary.

• HELPING

MIS



FIRST IMPRESSIONS from an Agency perspective...



M

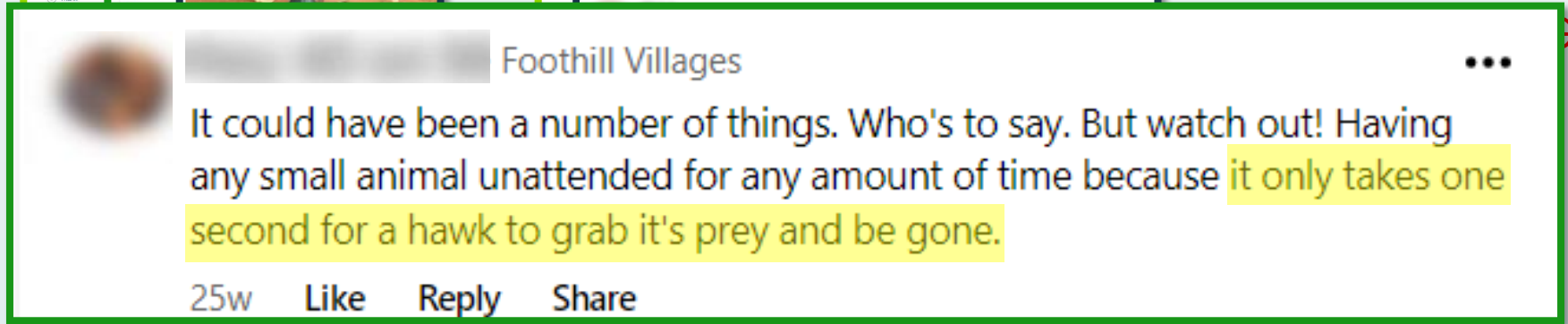
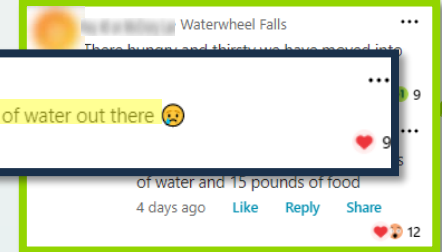
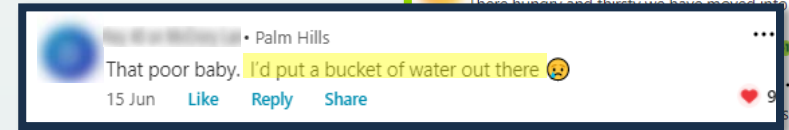
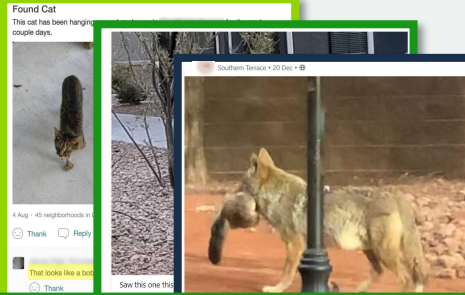
Wellington West • 25 May • 🌐

Outside with my dog in my apartments. Out of nowhere a coyote walks by 50 feet away or so. I tried to stay still but it caught me making my last step. Luckily. It kept walking. And I was close to my door and was able to run. But honestly if it had decided to run toward us we might have not made it. Any recommendations on how to protect ourselves??

PING

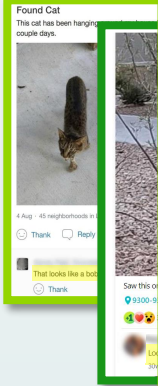
FEAR

FIRST IMPRESSIONS from an Agency perspective...



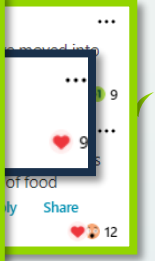
FEAR

First Impressions from an Agency Perspective...



Hawks and Eagles cruising down the main drag, looking for snacks ...

Today I had another "up close and personal" experience with an alpha predator. I believe this was a large hawk, not the eagle(s) I have seen in the past. I was on the "main drag," and a very large bird calmly sailed overhead at a very low altitude -- maybe 10 to 15 feet -- as if it owned the place. While it was probably looking for squirrels and rabbits, smaller pets may be in danger. This is not the first time. A few weeks ago I saw a hawk or eagle fly a few feet overhead, and it was carrying away a squirrel for a meal. Last year some boys at the pool told me that their dog had been attacked and bloodied by an eagle. So there could be some danger to our pets. According to experts online, large hawks have attacked dogs up to 60 pounds. Golden eagles are more dangerous to pets than bald eagles, because bald eagles prefer to scavenge and eat fish, but there are reports of dogs being killed by hawks and eagles.



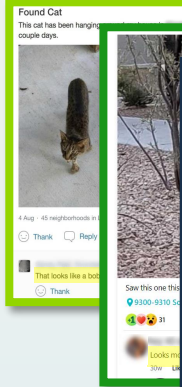
MISID

LPING

FEAR



FIRST IMPRESSIONS from an Agency perspective...



Possible Rabid Coyote

I just wanted to warn everyone that I was headed towards [redacted] yesterday about 1:00pm, just past [redacted]. There was a good sized coyote meandering in the road, shaking his head sided to side. His ears were down and he just didn't look right.

New 16h ago · [redacted]



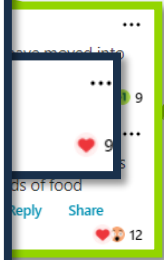
Thank



Reply



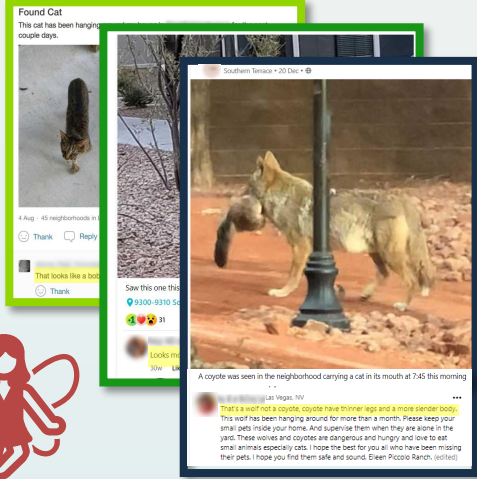
5 Thanks · 4 Replies



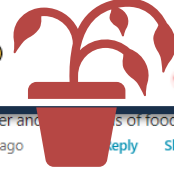
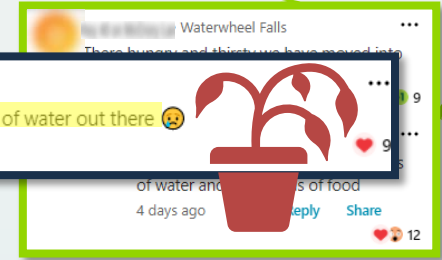
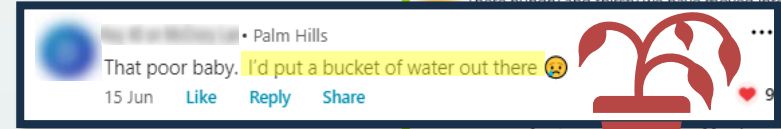
ELPING

MISIDE

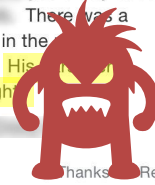
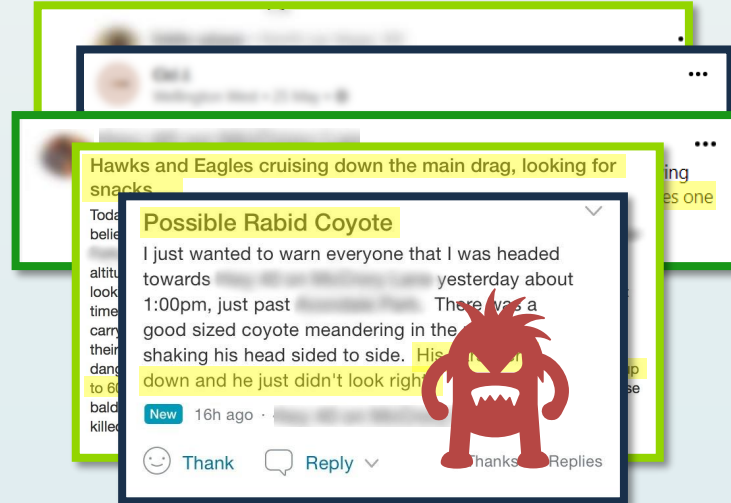
FIRST IMPRESSIONS from an Agency perspective...



MISIDENTIFICATIONS

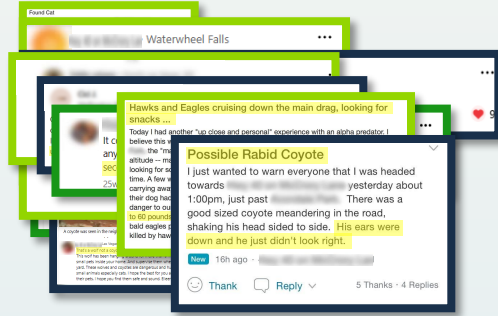


HARMFUL HELPING



FEAR

FIRST IMPRESSIONS from an Agency perspective...



MISIDENTIFICATIONS



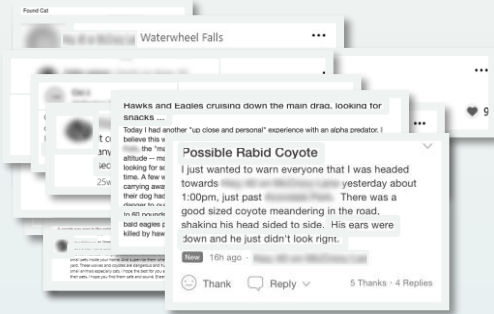
HARMFUL HELPING



FEAR



FIRST IMPRESSIONS from an Agency perspective...



MISIDENTIFICATIONS

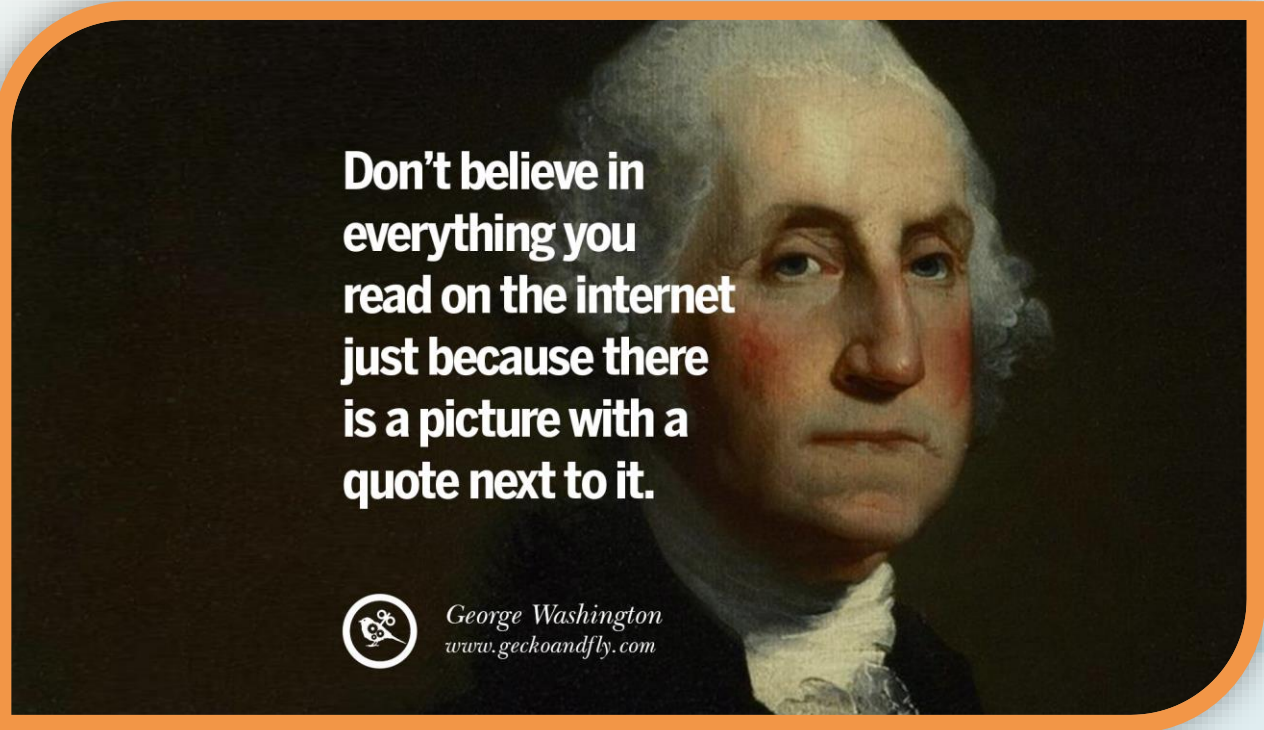
HARMFUL HELPING

FEAR

Don't believe in
everything you
read on the internet
just because there
is a picture with a
quote next to it.



George Washington
www.geckoandfly.com



SHIFTING PERSPECTIVE

MISIDENTIFICATIONS



HARMFUL HELPING

FEAR



SHIFTING PERSPECTIVE

MISIDENTIFICATIONS

HARMFUL HELPING



FEAR



SHIFTING PERSPECTIVE

MISIDENTIFICATIONS

HARMFUL HELPING

FEAR



HUMAN-WILDLIFE CONFLICT & **nextdoor**

- **Specialized and targeted approach to human-wildlife conflict communication.**
- **Combat misinformation.**
- **Gain grassroots supporters and neighborhood ambassadors.**



Black bears were fully extirpated from Nevada by the early 1900's:

Late 1800's: Mining boom leads to large landscape-scale habitat loss

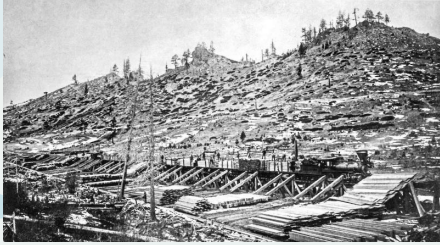


Spoooner Summit in 1877

Source: Western Nevada Historic Photo Collection

Illicit hunting and extensive predator removal for domestic livestock protection

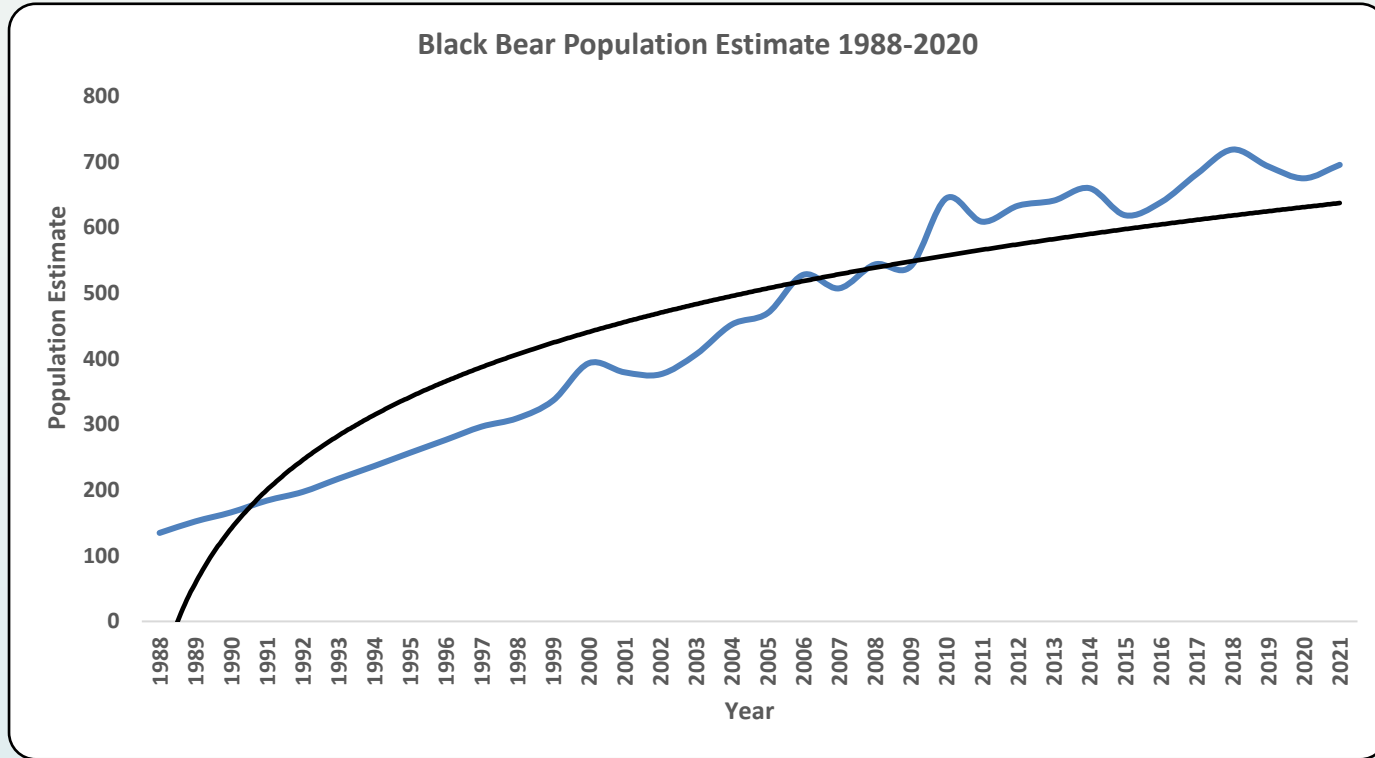




"Nevada has no bear, except for an occasional one that strays in along the Sierras adjacent to Lake Tahoe in California. Therefore, we have no management responsibilities"

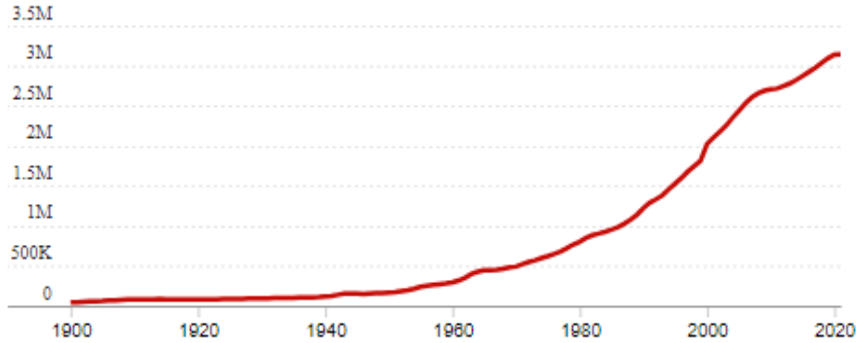
– *Glen K. Griffith*
NDOW Director - 1979





NDOW (Lackey 2022): Nevada black bear population estimate 1988-2020

Population in Nevada



Data from www2.census.gov via Data Commons



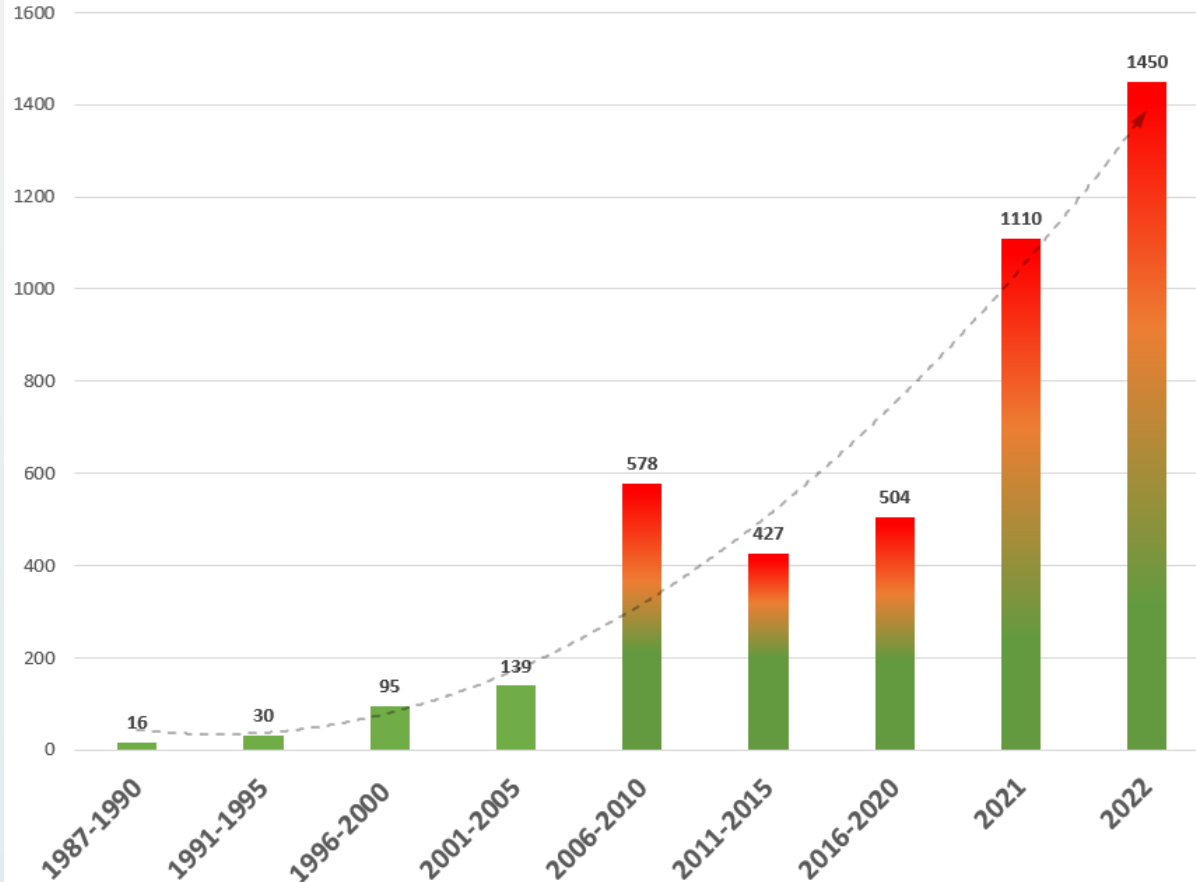
**Tahoe Basin now sees an estimated
15 million annual visitors.**

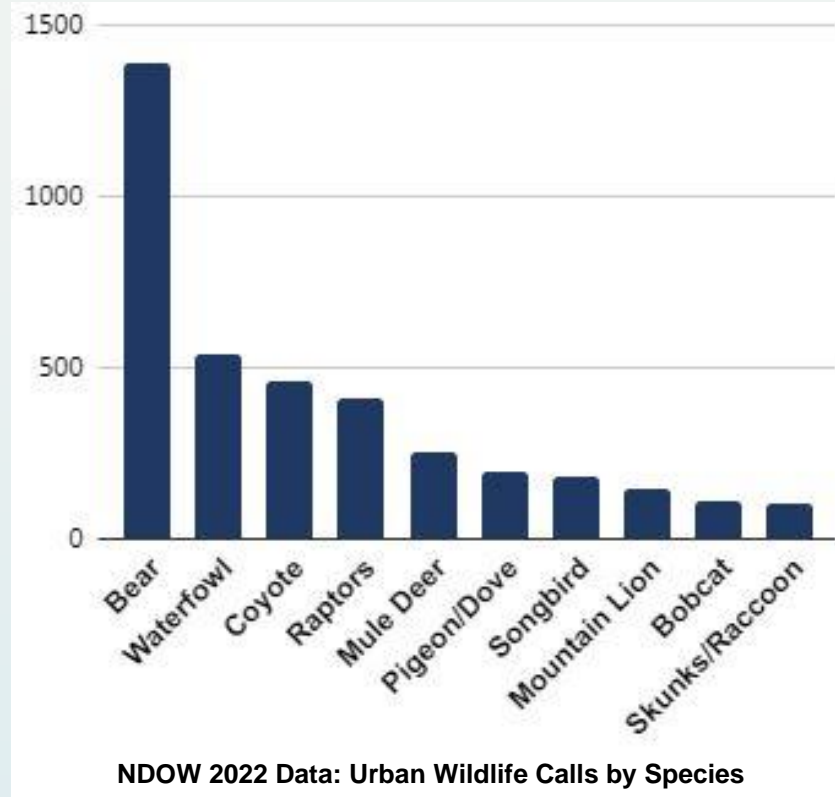
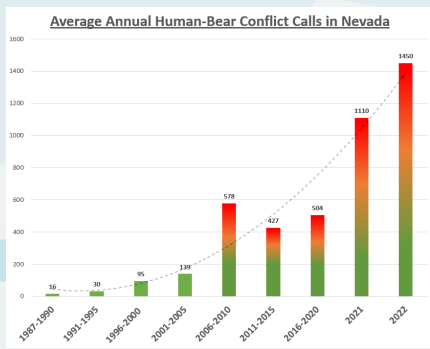






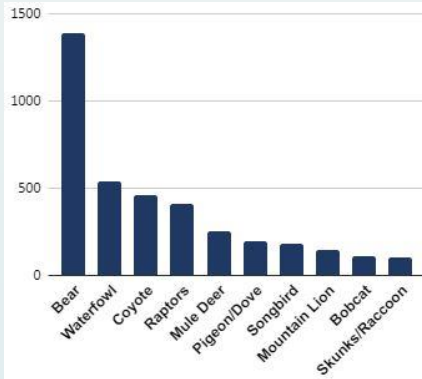
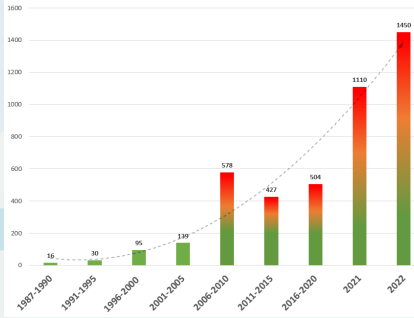
Average Annual Human-Bear Conflict Calls in Nevada







Average Annual Human-Bear Conflict Calls in Nevada

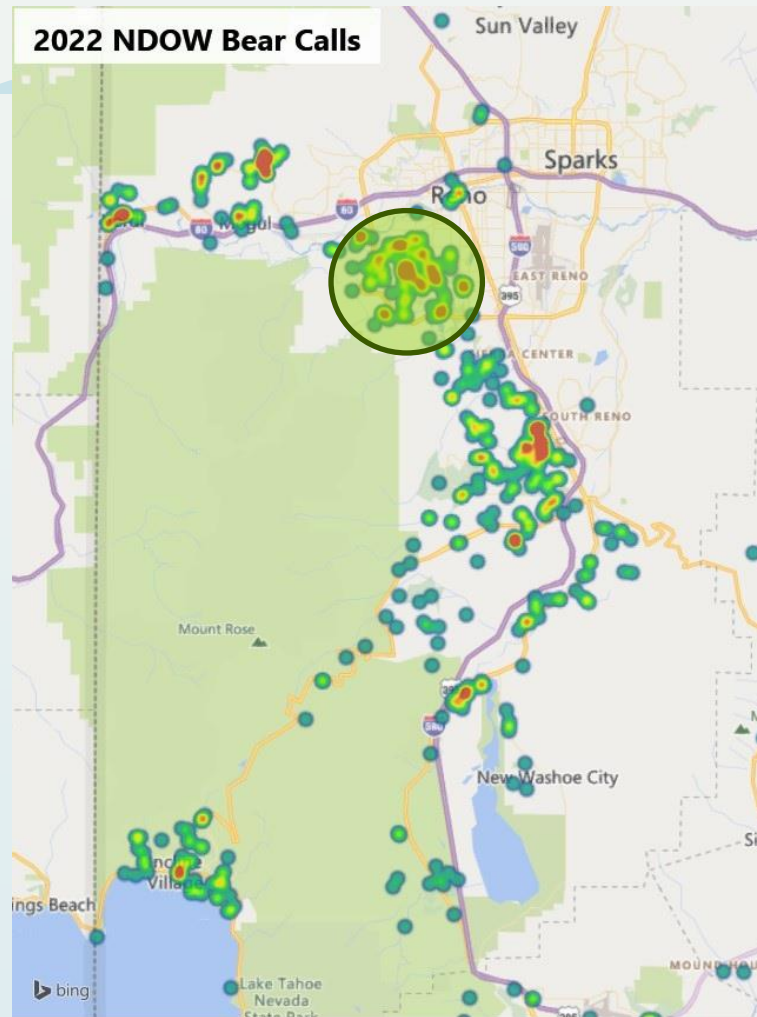


NDOW 2022 Data: Urban Wildlife Calls by Species

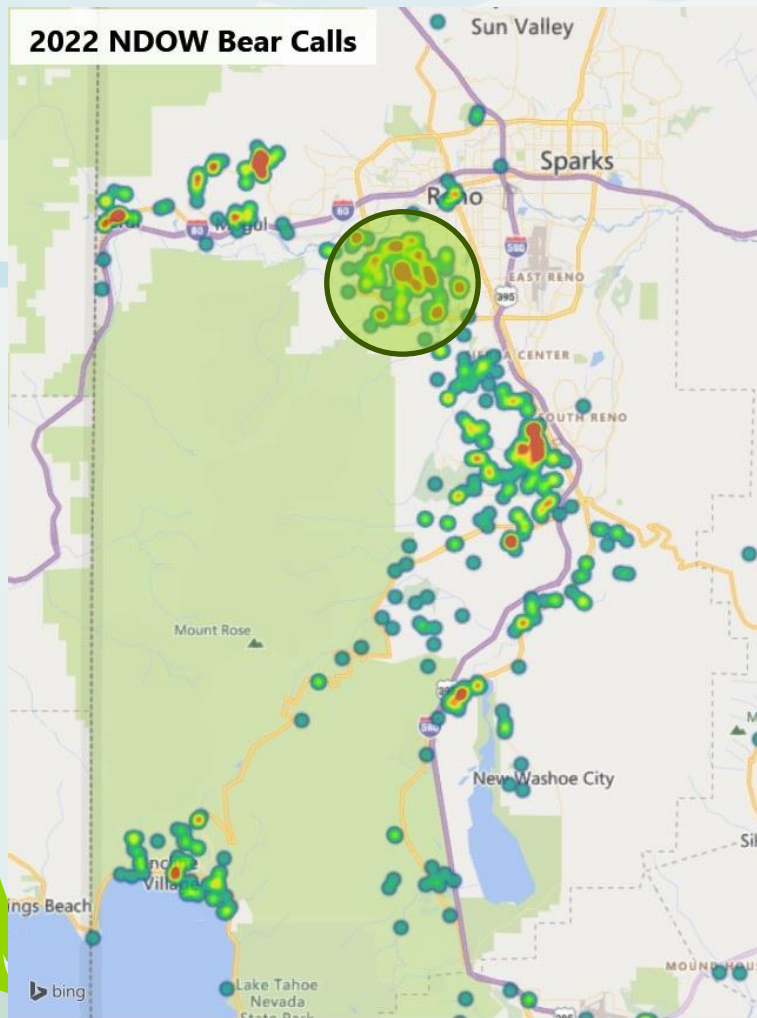
Current Range of Black Bears in Nevada



2022 NDOW Bear Calls



2022 NDOW Bear Calls



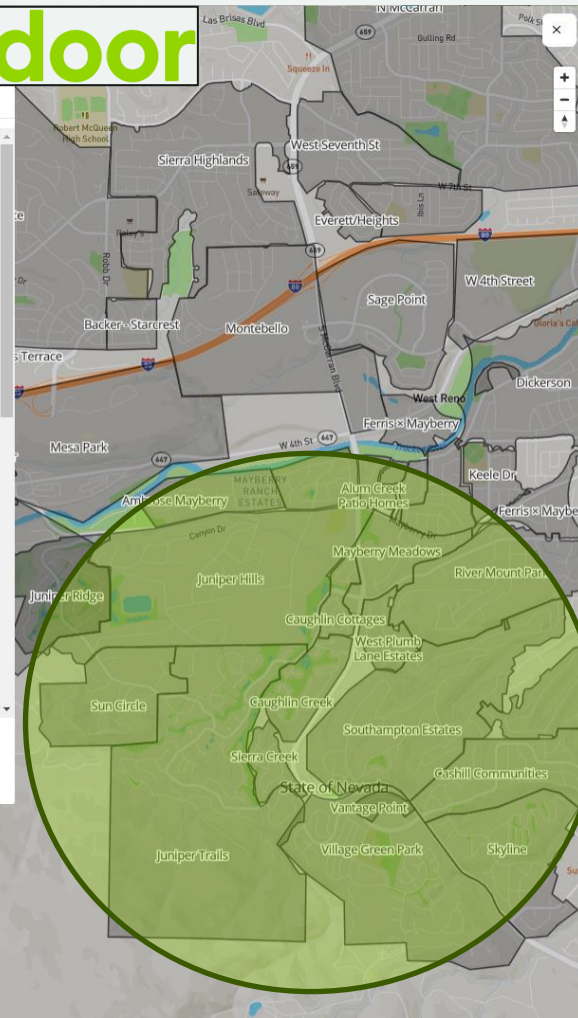
nextdoor

Select all ☐

- ☐ Sage Creek
- ☐ 215 & Gibson
- ☐ 30th
- ☐ 3215 Lawman Avenue Washin
- ☐ 400 Mona Lane
- ☐ Above Antelope Valley
- ☐ Acacia Park
- ☐ Academy Manor
- ☐ Acerno Villas
- ☐ Adelina
- ☐ Adhara Falls/Cove
- ☐ Adobe Ranch
- ☐ Adobe Ranch
- ☐ Agave Crest
- ☐ Airborne Park
- ☐ Airport / Heybourne
- ☐ Airport Vicinity
- ☐ Aitken
- ☐ Al Seeliger
- ☐ Alameda
- ☐ Alameda Heights
- ☐ Alexander
- ☐ Alexander Villas
- ☐ Alexis Heights

[See more areas](#)

[Search by address](#)





State of Nevada ✓

NV Department of Wildlife - Urban Wildlife Coordinator Raquel Martinez •
Edited 18 Nov



Attention Holcomb Ranch, Sierra Manor, and Lakeside Residents. :
There have been incidents of small livestock attacks and damages in your area by
See more...



Living With Bears - Nevada Wildlife
ndow.org



Posted to Subscribers of State of Nevada in 6 neighborhoods



4

• 378 Impressions



Like



2 Comments



Share




State of Nevada

NV Department of Wildlife - Urban Wildlife Coordinator Raquel Martinez •
 Edited 18 Nov

Attention Holcomb Ranch, Sierra Manor, and Lakeside Residents :
 There have been incidents of small livestock attacks and damages in your area by
 See more...




Living With Bears - Nevada Wildlife
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 4 · 378 Impressions
  Like
  2 Comments
  Share


State of Nevada

NV Department of Wildlife - Urban Wildlife Coordinator Raquel Martinez •
 Edited 31 Oct

Attention Somerset Residents: We want to alert you that bear cubs have been
 entering garages via dog doors in your neighborhood.
 See more...




Living With Bears - Nevada Wildlife
 ndow.org

Posted to Subscribers of State of Nevada in 2 neighborhoods

 1 · 24 · 1,866 Impressions
  Like
  27 Comments
  Share



State of Nevada

NV Department of Wildlife - Urban Wildlife Coordinator Raquel Martinez •
Edited 31 Oct

Attention Somerset Residents: We want to alert you that bear cubs have been entering garages via dog doors in your neighborhood.

See more...

Living With Bears - Nevada Wildlife

ndow.org

Posted

4

Posted to Subscribers of State of Nevada in 2 neighborhoods

24

- 1,866 Impressions

Like

27 Comments

Share

State of Nevada

NV Department of Wildlife - Urban Wildlife Coordinator Raquel Martinez •
30 Nov

Attention Virginia City Residents: Waste Management now offers Bear-Resistant Containers in your area!

See more...

Living With Bears - Nevada Wildlife

ndow.org


Posted to Subscribers of State of Nevada in 2 neighborhoods

65 Impressions

Like

Comment

Share



State of Nevada

NV Department of Wildlife - Urban Wildlife Coordinator Raquel Martinez • 30 Nov

Attention! There


See more


Attention entering

See more

Attention Virginia City Residents: Waste Management now offers Bear-Resistant Containers in your area!

See more...









Living With Bears - Nevada Wildlife

ndow.org

Posted to 1

Posted to Subscribers of State of Nevada in 2 neighborhoods




65 Impressions




State of Nevada


NV Department of Wildlife - Urban Wildlife Coordinator Raquel Martinez • Edited 5 Jan

Attention West Carson Residents:

In recent weeks, we have received several reports of mountain lion sightings and encounters in your area. Particularly in the edge communities near Ash Canyon, Kings

See more...









Living With Mountain Lions - Nevada Wildlife

ndow.org

Posted to Subscribers of State of Nevada in 3 neighborhoods


4
463 Impressions


Like

Comment

Share



Attention There
See more

Attention entering
See more

Attention Contain
See more

State of Nevada
NV Department of Wildlife • Urban Wildlife Coordinator Raquel Martinez •
Edited 5 Jan

Attention West Carson Residents:
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See more...

Living With Mountain Lions - Nevada Wildlife
ndow.org

Posted to Subscribers of State of Nevada in 3 neighborhoods
4 • 463 Impressions



Genoa Ln

Thank you for the reminders. Yes, we must all work together to help keep our bears wild. ❤️

1y Like Reply Share

J

South West Carson City

We got bear proof cans from Waste Management after being hit once a week. Only \$6 a month and we haven't had an issue since.

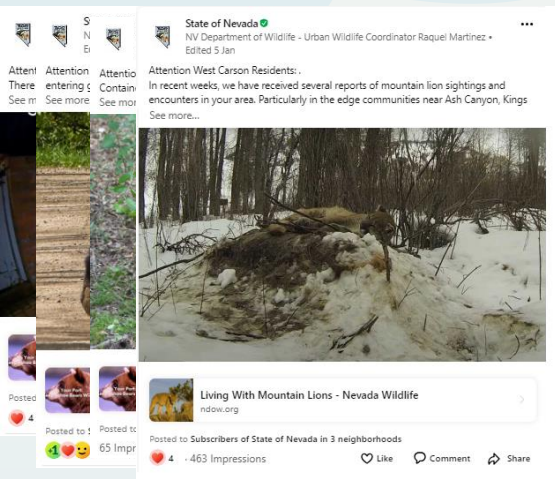
25w Like Reply Share

1

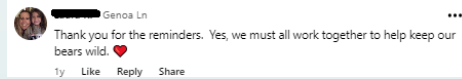
L

Attention Somersett neighbors, our street was filled with trash cans Sunday evening when pick up wasn't until Monday morning. We were shocked to see sooooo many of our wonderful neighbors putting these amazing bears at risk. What is the rush and the need to put cans out the night before? Please do better neighbors and wait until Monday AM to put your trash out. I suspect we would all feel awful if a bear had to be euthanized because it likes our pizza, in n out, pasta and fruit remnants. Let's encourage them to eat their natural diet, away from our homes.

37w Thank Reply Share



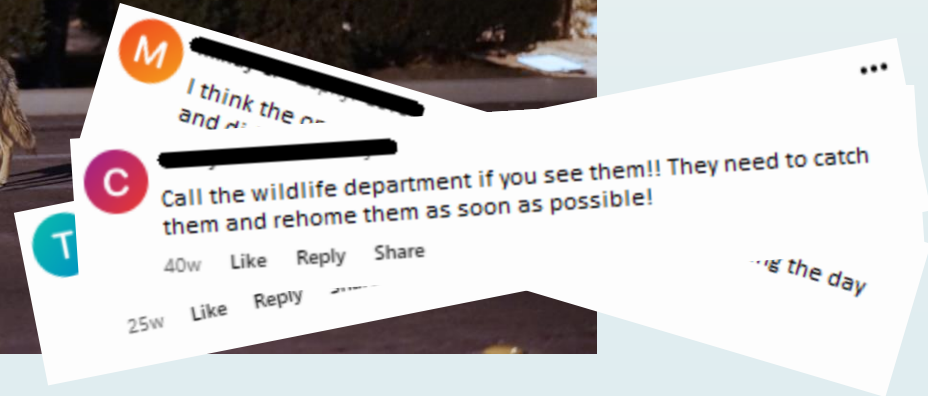
- **Target human-wildlife conflict hotspot.**
- **Talk to the public on smaller, more personal, and direct platform.**
- **Reach a broader audience.**
- **Gain support.**
- **Create supporters and neighborhood ambassadors.**
- **Reduce human wildlife conflict**



COMBAT MISINFORMATION & HIGH CALL VOLUMES:



Inbox 144



nextdoor

Select all ☐

Eagle Canyon ☒

Sage Creek ☐

215 & Gibson ☐

30th ☐

3215 Lawman Avenue Washin ☐

400 Mona Lane ☐

Above Antelope Valley ☐

Acacia Park ☐

Academy Manor ☐

Acerno Villas ☐

Adelina ☐

Adhara Falls/Cove ☐

Adobe Ranch ☐

Adobe Ranch ☐

Agave Crest ☐

Airborne Park ☐

Airport / Heybourne ☐

Airport Vicinity ☐

Aitken ☐

Al Seeliger ☐

Alameda ☐

Alameda Heights ☐

Alexander ☐

Alexander Villas ☐

See more areas

[Search by address](#)

1 neighborhood selected (2k neighbors)

Save Audience





State of Nevada
NV Department of Wildlife - Wildlife Education Coordinator Lauren
MacLeod • 31 Mar 22

Living with Coyotes. Hello Neighbors!
We've been made aware of recent coyote activity in your neighborhood. While this may seem intimidating, they play an important role in nature and can help both humans and other animals. Here are some tips to help you prevent conflict with coyotes in your neighborhood:

See more...



- **Reach target audience quickly**

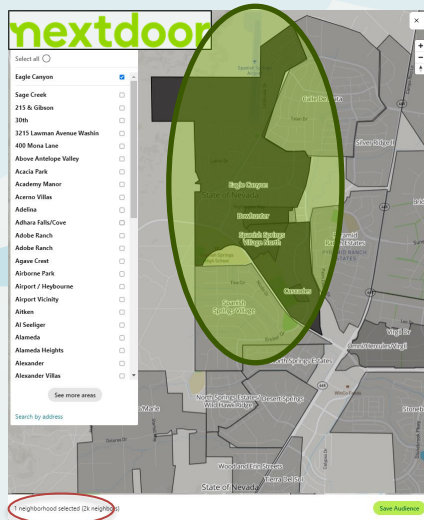
- **Address their specific conflict/concerns**

- **Provide resources and education**

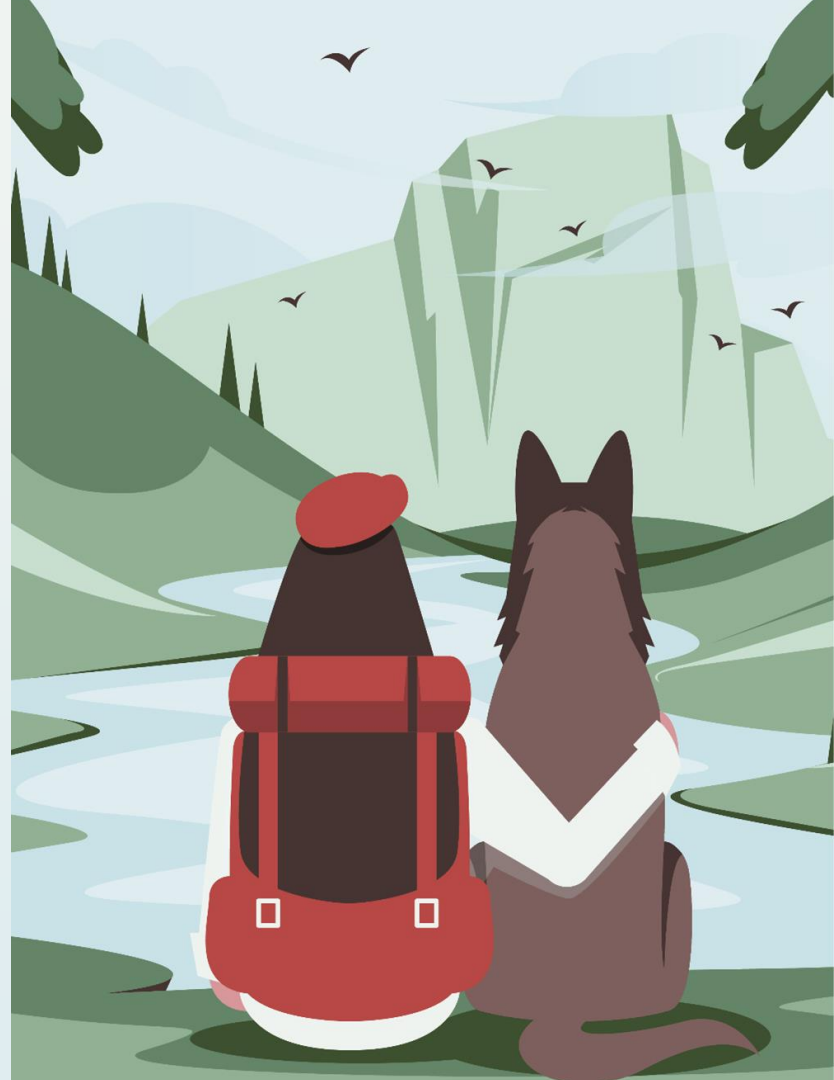
- **Reduce call volumes and/or create more informed callers**



Posted to Subscribers of State of Nevada in 3 neighborhoods
👍❤️😄 7 · 1,289 Impressions Like 5 Comments Share

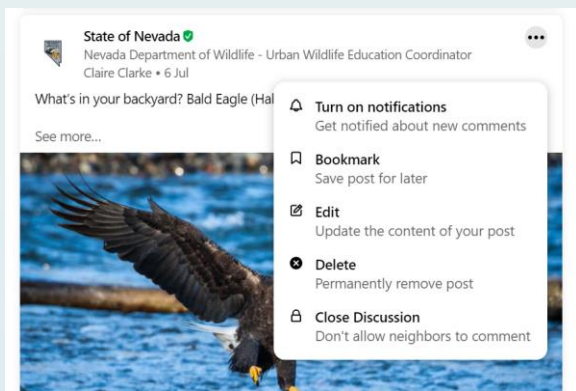


ENGAGEMENT & CONNECTIONS



When do we engage?

- In short, not that often...
- Choice to disable comments at time of posting
- Users can report comments
- Nextdoor will shut down comments if there are lots of flagged comments



nextdoor

Hello Nevada Department of Wildlife - Urban Wildlife Education Coordinator Claire Clarke,

One of your community members has reported a comment replying to your post as being in violation of Nextdoor's [Community Guidelines](#).

The comment is shown below and was reported as being "Uncivil or unkind". You can remove the [reported comment](#) yourself by following [these steps](#).

Reported comment:

"Ellie maybe a "no soliciting" sign? Works for Mormon missionaries!"

Posted on Jul 21, 2023

If you believe that the comment adheres to our guidelines and was mistakenly reported, no further action is required on your part, and you can ignore this message.

For more information on reported messages, please visit our [Help Center](#).

Thank you,
The Nextdoor Team

What's in Your Backyard?



State of Nevada ✓

Nevada Department of Wildlife - Urban Wildlife Education Coordinator
Claire Clarke • 29 Jun

What's in your backyard? Great Basin Gopher Snake (*Pituophis catenifer deserticola*)

-Who are they? -

Also known as a bull snake, the Great Basin gopher snake is a non-venomous snake with a cream to yellow base color and dark blotches along the back and sides. They often have a dark band between their eyes that extends past the sides of their eyes. They can grow to lengths of nearly five feet long.

-Where can I find them? -

The Great Basin gopher snake can be found throughout Nevada in both wild areas and neighborhoods. They are most active during the day and can be seen cruising in search of food, basking in a sunny spot, or resting in the shade. Although snakes have a bad reputation, this is a neighbor you may want to have around, as they can provide rodent control for the area. This species of snake is a constrictor, and will squeeze its prey after catching it. Favorite foods include small mammals and the occasional reptile or bird.

-What makes them unique? -

This snake is truly a master of disguise. Although it lacks venom, it mimics several behaviors of its venomous counterparts. When feeling threatened, it will flatten its head, giving it a distinctive triangular shape similar to that of a rattlesnake. Additionally, it will coil back into a striking pose and rapidly shake its tail in the brush, imitating the noise and behavior of a rattlesnake. These clever impersonations are often enough to intimidate predators like coyotes, hawks, or foxes, keeping them at bay.

To learn more about Nevada's wildlife, check out our species pages:

<https://www.ndow.org/species-information/>



Species Information - Nevada Wildlife
ndow.org

Posted to Subscribers of State of Nevada



112 · 23,157 Impressions

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68 Comments



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- Who, where, what?
- iNaturalist data to make it relevant to the season
- Great project for our AmeriCorps interns

Started on 3/30



Stonebridge



Claire thank you for all the great information you post on Nextdoor . It's very educational and fascinating.

Respectfully,



Juniper Trails



Thank you for your continuing educational messages! Great job.

13w

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Reply

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The Edge At Reno



Thank you for these posts, I enjoy seeing them.

9w

Like

Reply

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Washoe City



This is so interesting and informative- I hope I get to see one of these snakes

7w

Like

Reply

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Sunset Greens



I love to read these articles and all the comments. Educational and fascinating.Thanks to all.

12w

Like

Reply

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Sierra Sage



So wonderful!!!! Now that I know about them, I will be looking for them! Hope I get to see one!



Mojave



Thank you again for keeping us educated on the wildlife in Nevada.

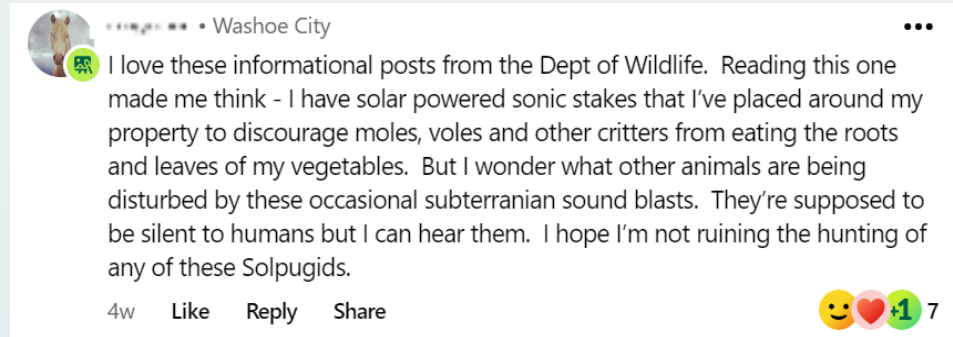
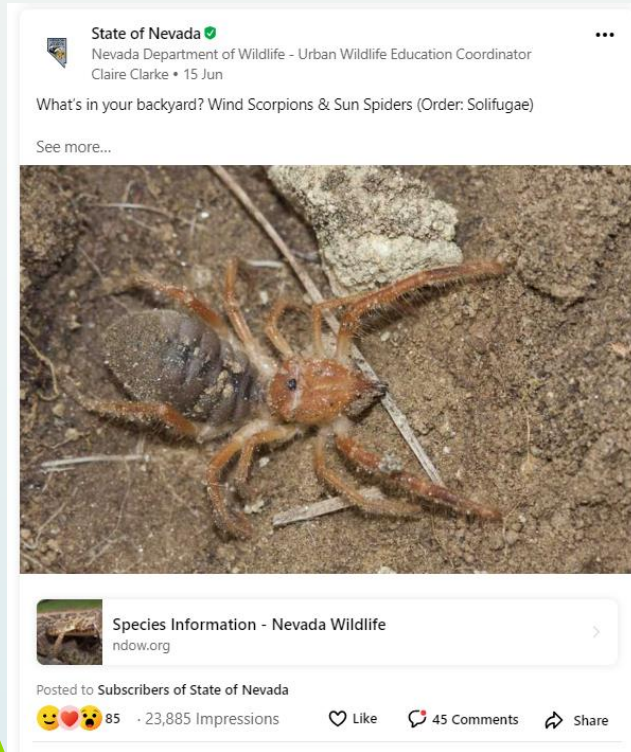
8w

Like

Reply

Share

What's in Your Backyard?



THANK YOU

ANY QUESTIONS?



Learn more about
Living with Wildlife
in Nevada!



Is this a coyote?

It might just be the angle but it looks bigger than a coyote to me. It ate all the cushions off my patio furniture

Posted in **General** to **Anyone**