Hi there,
Would you like to help the City of San Jose create a more user-friendly [tool, website or city service]? We'd love your help!
Can you join us for a [insert time e.g 20 min, 30 min] interview over the phone or in-person about your experience with our [tool, website, city service name]?
If you're interested in helping out, please sign up here [insert link to a Google form for people to sign-up].
Your stories and feedback, both positive and negative, will help us figure out how to better serve residents (like you).
Sincerely, [your name and email signature] If you'd like to stop receiving these emails, please reply with the text "opt-out".