# Responding to the public...
# in 5 easy steps

## 1. Thank them.

Example: "Thank you for taking the time to email us your thoughts."

Example: "Thank you for your note. The City Council shares your concerns about X."

## 2. Explain if and why the message was routed to you for a response.

Example: "The City Council received your note and asked me to provide you some information about what the City is doing to address X."

Example: "I just read the email you sent to X and she asked me to respond on her behalf because one of my responsibilities is X."

## 3. Be specific and acknowledge any concerns they have.

Example: "I'm very sorry to hear what you encountered when X. I can assure you that X."

Example: "I understand your frustrations with X. Here's what we're doing: X"

## 4. Provide resources and information about their topic (websites, upcoming public meetings, etc.)

Example: "For more information about X visit www.cityofsanrafael.org/X.

Example: "On Monday, the City Council will be discussing X. You are welcome to attend the meeting or watch online at www.cityofsanrafael.org/meetings."

Example: "If you have any additional questions, please contact me and we can discuss this further."

## 5. Let them know what you will do with their message.

Example: "Your comments will be provided to the City Council for their consideration during their deliberations of X."

Example: "We track new ideas and initiatives for our ongoing goals and objectives process. Thank you for submitting this topic."

Example: "Thanks again for writing. I will talk to X about your concerns."

Example: "I will pass along your concerns to X. To stay up-to-date on this and other city news sign-up for the City Manager's newsletter at www.cityofsanrafael.org/snapshot.