



**CENTRALINA**  
REGIONAL COUNCIL

# Regional AI Working Group

February 15, 2024

# Centralina Regional Council

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Our Communities. Our Region. Our Future.



# Working Group Purpose

- Discuss generative AI issues, applications and concerns
- Identify opportunities to build local knowledge
- Develop template for a Generative AI Usage Policy and preparation guide

# Today's Session

## Discussion Agenda

- Generative AI Basics
  - Definitions
  - Applications
  - Risks & Benefits
- Usage Policies
  - Case Study Insights
- Regional Awareness & Application
- Next Steps

Getting Started

# Introductions

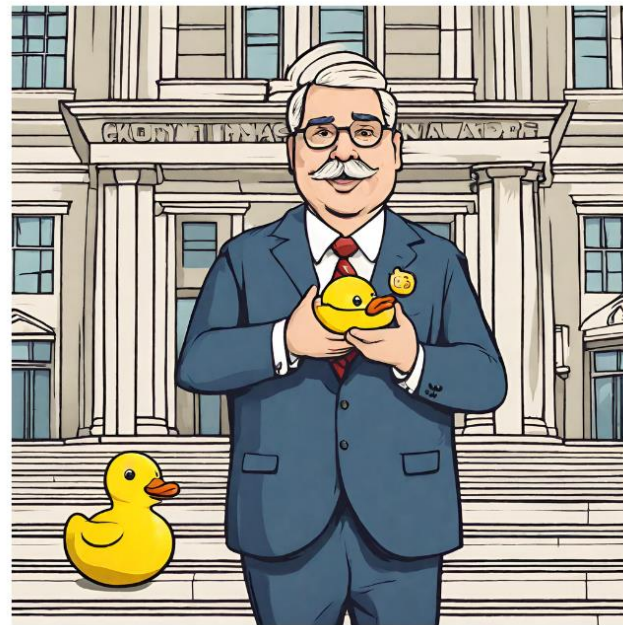


*AI generated image: Canva.com  
Prompt: virtual meeting participants with cats*

# What is Generative AI?

Generative artificial intelligence (AI) describes algorithms that can be used to **create new content**.

<https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-generative-ai>



*AI generated image: Canva.com  
Prompt: cartoon style mayor at city hall  
holding a rubber ducky*

# How is it used?

## Written Content Creation & Adaptation

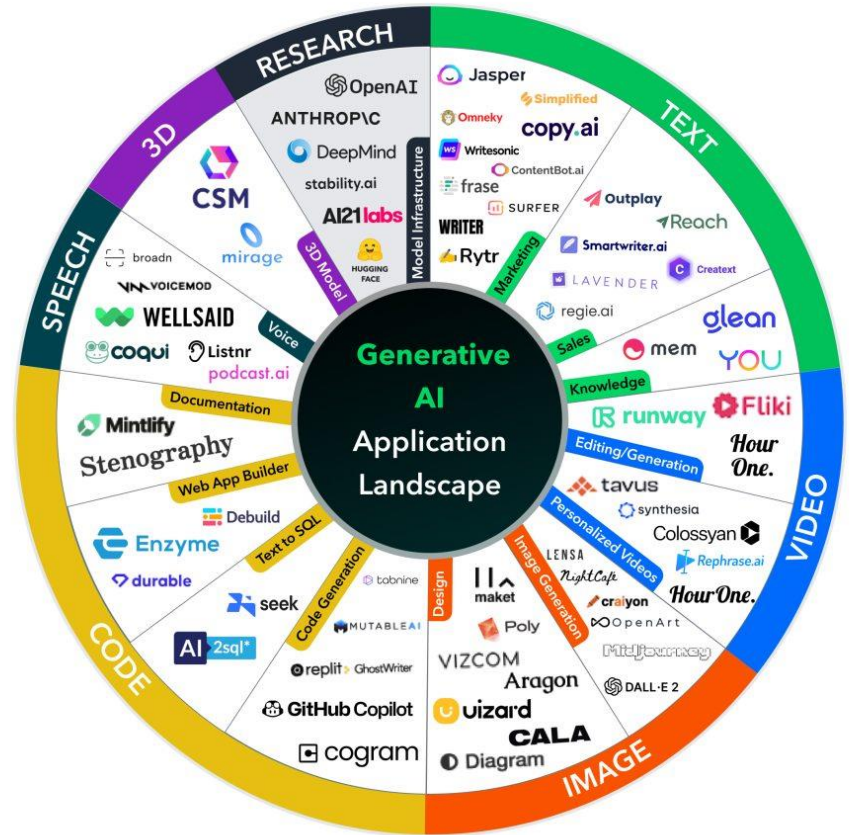
- **Drafting** – written text in a desired style, length
- **Tone Manipulation**, i.e. to soften language or professionalize text
- **Summarization** - offering shortened versions
- **Simplification** - Breaking down titles, creating outlines and extracting key content

## • Developing Visual and Audio Content

- Photo & video
- Audio
- 3D
- Illustration
- **Research**
- **Software & Coding**
- **Language, speech, translation**

*...and evolving applications*

# Evolving Gen AI Tools



Source: <https://www.rapidops.com/blog/generative-ai-tools/> @rapidops



## Discussion

**Are you currently using generative AI in your local government?**



*AI generated image: Canva.com  
Prompt: Picasso style four birds having a conversation*

# Generative AI Benefits

- **Enhance Productivity and Augmentation**
  - Drafting
  - Communication and marketing
  - Research
- **Reduction of Costs**
  - Workflow automation
- **Enhanced Customer Service and Engagement**
  - Chat bots
  - Analyzing input
  - Employee engagement
- **Data Informed Decision Making**
  - Large volume data analysis

# Risk Factors

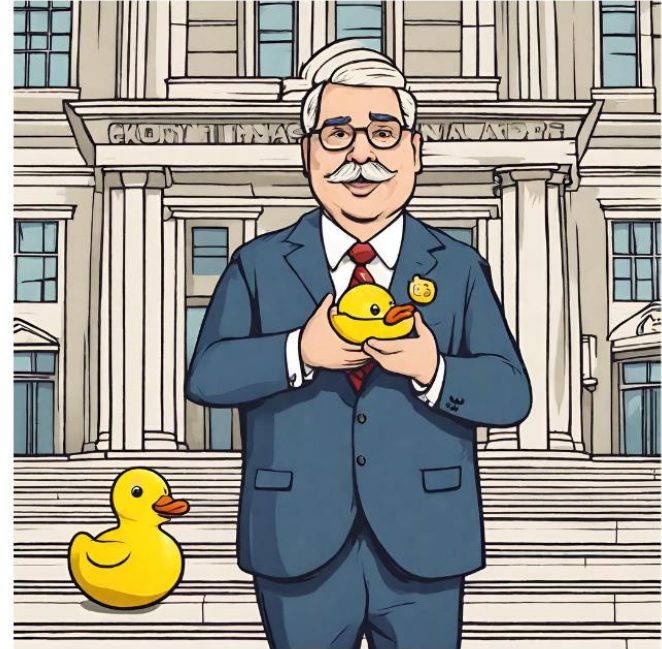
- **Transparency**
  - What’s in the algorithm?
  - How is gen AI being used?
- **Accuracy**
  - Limitations of certain tools
  - “junk in, junk out”
- **Intellectual Property & Copyright**
  - Hard to determine original sources in the model
- **Cybersecurity & Fraud**
  - Deep fakes
- **Confidential Data & PII**
  - Can’t use confidential information or PII in prompts
- **Public Information**
  - Prompts /queries and outputs
- **Individual/personal accounts**

# Risk Factors

- **Bias** – if input data has bias, then output data is at risk of replicating that bias

*Example ->*

*draw an impact of a “cartoon style mayor at city hall holding a rubber ducky”*



## Discussion

**Are you hearing caution  
or concern about  
generative AI use?**



*AI generated image: Canva.com  
Prompt: a lion and a lamb having a  
conversation pencil drawing*

## Discussion

**How do you current govern AI usage in your local government?**



*AI generated image: Canva.com  
Prompt: frog as judge*

# Mitigating Risk: Usage Policies

- AI Usage Policies can provide a framework for local governments to manage risk
- Policies can address:
  - Responsible and ethical usage of generative AI
  - Protection of sensitive data
  - Adaptation to advancing AI technology
  - Transparency to constituents and municipal staff

# Case Studies

Emerging Practice

- **City of Boston**
  - “Interim Guidelines for Using Generative AI”
- **City of San Jose**
  - “Generative AI Guidelines”
- **City of Seattle**
  - “Generative Artificial Intelligence Policy”
- **City of Tempe**
  - “Ethical Artificial Intelligence Policy”
- **New York City**
  - “Artificial Intelligence Action Plan”



# Processes to Develop

- External Collaboration
  - Creation of Advisory Councils
  - Consultation with Industry Experts
  - Collaboration with other Governmental Agencies
- Internal Collaboration
  - Formation of Internal Steering Communities
  - Utilization of Existing Publications and Platforms

# Common Elements

In Generative AI Use Policies



AI Definitions



Policy Statement



AI Guiding Principles



Supervisory Controls



Citation & Records Management

# Policy Statement / Purpose

- The initial policy statement or purpose provides the organization's stance towards the usage of AI platforms. These statements may:
  - Acknowledge the potential impacts of AI technology
  - Consider the threats and responsibilities of AI usage
  - Encourage ethical and responsible use of AI

**Generative AI is a tool. We are responsible for the outcomes of our tools. For example, if autocorrect unintentionally changes a word - changing the meaning of something we wrote, we are still responsible for the text. Technology enables our work, it does not excuse our judgment nor our accountability.**

*Source: City of Boston, City of Boston Interim Guidelines for Using Generative AI, 2023*

# AI Guiding Principles

Municipality	Seattle	San Jose	NYC	Boston	Tempe
Innovation	X			X	
Transparency / Accountability	X	X	X	X	X
Validity / Reliability	X				
Equity / Biases	X	X	X		X
Privacy / Security	X	X		X	X
Explainability	X				X
Empowerment		X	X	X	
External Collaboration <sup>3</sup>			X		X



# Supervisory Controls

- What supervisory checks are in place at each level to ensure the responsible and ethical use of AI content?
  - Individual
  - Departmental
  - Organizational



*AI generated image: Copilot.Microsoft.com  
Prompt: individual, departmental, and  
organizational levels*

# AI Citations

- AI Generated content has potential to provide misleading information and imagery or utilize potentially copyrighted material.
- To ensure transparency and maintain public trust, several AI policies require or encourage employees to:
  - Embed citations on all AI generated imagery or videos
  - Cite AI generated text in publications
  - Track employee usage of AI platforms

# Records Management



Any information and/or content that is generated using AI technology may be subject to the Public Records Act.



Municipal employees must exert caution when handling sensitive information and utilizing generative AI.

# Policy Template & Guidebook

Proposal for Discussion

## Upcoming Working Group Sessions:

- Policy template outline
- Recommendations for policy development process (internal, external)
- Policy Content
  - Working Group Discussions
  - Sample Language



# Thank You

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