

# Local Government **REIMAGINED CONFERENCE**

APRIL 10 - 12, 2024 BOSTON, MASSACHUSETTS

## **Use of Artificial Intelligence in Local Government – Strategy and Tools**

Kaci Fullerton, Program Manager – ICMA Member Services

Hemant Desai, Chief Information Officer – ICMA

Luke Ingram, AI Engineer - ICMA

**ICMA** | conference

# Resources for this Presentation

Use the QR code to access to the Slides, Workbook, & Resources for this workshop.





# Introductions

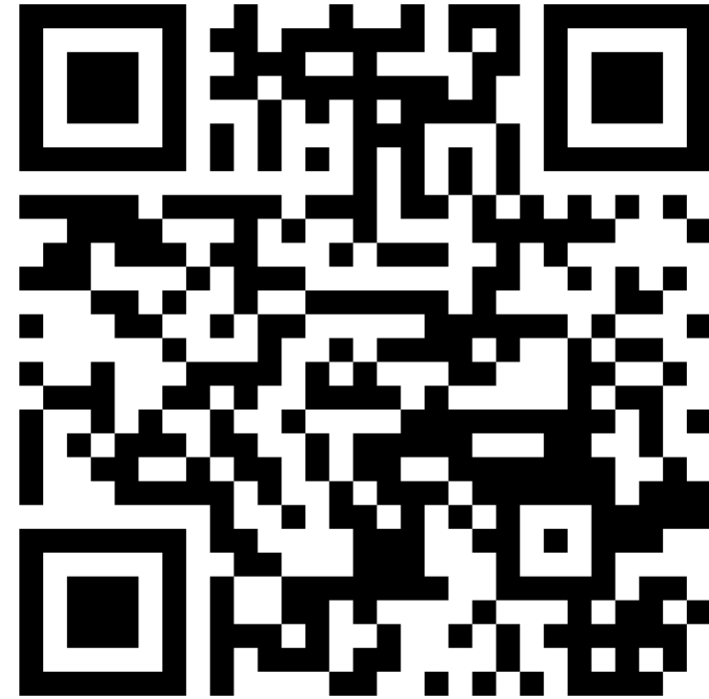
**ICMA** | conference

Local Government  
**REIMAGINED CONFERENCE**

APRIL 12-14, 2023 | BURLINGTON, VERMONT

## Exercise - Baseline

Use QR code or  
Join at **menti.com**  
use code **7852 8995**



# Learning Objectives

- **Foundational knowledge** on the basics of AI and GenAI
- **Practical use** of generally available GenAI tools  
(such as ChatGPT, Google Gemini, and Microsoft Copilot).
- **Risk and Ethical Considerations** in the use of GenAI.
- **AI Strategy**



# A brief overview of AI & Generative AI

**ICMA** | conference

Local Government  
**REIMAGINED CONFERENCE**

APRIL 12-14, 2023 | BURLINGTON, VERMONT

# Artificial Intelligence (AI)

Chess master playing within set rules:

- Systems - Recommend similar
- Visual Recognition - Images
- Sentiment - Themes / language







# Generative AI (GenAI)

Imaginative storyteller inventing fresh stories:

- Creativity - Create new books
- Collaboration - Assist writers
- Composition - Inspired by themes



How do you think it is being applied now?

**ICMA** | conference

Local Government  
**REIMAGINED CONFERENCE**

APRIL 12-14, 2023 | BURLINGTON, VERMONT

# Introduction to freely available tools

**ICMA** | conference

Local Government  
**REIMAGINED CONFERENCE**

APRIL 12-14, 2023 | BURLINGTON, VERMONT



Tool	Overview	Availability
<b>Google Gemini (Bard)</b>	Text and image generator	Publicly-available
<b>Microsoft Copilot</b>	Text and image generator	Publicly-available
<b>OpenAI ChatGPT</b>	Text-based AI chatbot; image generator	Publicly-available
<b>Copilot for Microsoft 365</b>	AI Add-on for Microsoft products	Subscription required
<b>Google Duet AI</b>	AI add-on for Google Apps (in testing)	Subscription required

# Preparing for Exercises

- **Copilot:** <https://copilot.microsoft.com>
- **ChatGPT:** <https://chat.openai.com>
- **Google Gemini:** <https://gemini.google.com>



# Prompting & Refining

**What is a Prompt – Breaking it down**

**Sample Run-Through – Prompt and refine your prompt scenario.**

**Results – Importance of context and refinement.**

# Building a Prompt

I work in a small local government agency in the state of Massachusetts with many of the communities in rural areas. We are applying for a federal and state grants for broadband connectivity. Please provide me with a complete grant application to apply for available grant for our community to begin assessment of areas where there is a gap in broadband access.



# Building a Prompt

Context

Source

I work in a small local government agency in the state of Massachusetts with many of the communities in rural areas. We are applying for a federal and state grants for broadband connectivity. Please provide me with a complete grant application to apply for available grant for our community to begin assessment of areas where there is a gap in broadband access.

Goal

Context



ChatGPT

**Certainly! Here's a template for a grant application for broadband connectivity in rural areas of Massachusetts. This application is structured to cover the essential aspects required for applying for federal and state grants.**

---

## **Grant Application for Broadband Connectivity in Rural Massachusetts Communities**

### **1. Applicant Information:**

- Name of Organization/Agency:
- Address:
- Contact Person:
- Phone Number:
- Email Address:
- Federal Employer Identification Number (FEIN):
- DUNS Number:

**2. Project Title:** "Closing the Broadband Gap: Assessing and Addressing Connectivity Needs in Rural Massachusetts Communities" [...]

# Asking a Follow-up Question

“Please draft a **Project Budget** for this grant project that **details a budget that outlines all costs associated with the project, including equipment, labor, and any other expenses.**”

\*Example numbers are not representative of a real budget.

**Certainly! Below is a detailed project budget for the broadband connectivity grant project:**

## **Project Budget for "Closing the Broadband Gap: Assessing and Addressing Connectivity Needs in Rural Massachusetts Communities"**

- **1. Personnel:**
  - Project Manager: \$50,000
  - Data Analyst: \$40,000
  - Community Outreach Coordinator: \$35,000
  - Administrative Support: \$20,000
  - Total Personnel Costs: \$145,000
- **2. Equipment:**
  - GIS Mapping Software License: \$10,000
  - Laptops for Field Data Collection (4): \$6,000
  - GPS Devices: [...]\*



# Copilot Demo

**ICMA** | conference

Local Government  
**REIMAGINED CONFERENCE**

APRIL 12-14, 2023 | BURLINGTON, VERMONT

# Exercise – Prompt Practice

(10 minutes)

**Prepare a prompt for the following scenario.** Practice either individually or together. Feel free to discuss your prompt or process with your table. We will review the outcomes following the exercise.

**Scenario:** Create an onboarding packet for new council/board members.

## Sample Prompt for Scenario

“Create a detailed onboarding packet for new city council board members to the City of Reno. The packet should introduce these members to the organization.”

Goal

Source

Context



# Exercise - Review and Q&A

(15 minutes)

What worked and what didn't?

# Exercise – Prompt Practice

(10 minutes)

Each table will present their prompt and for the following scenario. You can practice at your table with the prompt. Share your prompts within your group. Choose one prompt to share. Your spokesperson will submit one prompt from your table at the end of the 10 minutes.

**Scenario:** Create a Request for Proposal (RFP) for soliciting bids for a community project.

# Sample Prompt for Scenario

“Create a government Request for Proposal (RFP) for a water treatment facility in Colorado Springs, CO.”

Goal

Context

Source



# Exercise - Review and Q&A

(15 minutes)

What worked and what didn't?

# Discussion Risk and Ethical Considerations in the use of GenAI

**ICMA** | conference

Local Government  
**REIMAGINED CONFERENCE**

APRIL 12-14, 2023 | BURLINGTON, VERMONT

# Risks

- Inaccuracy
- Cybersecurity
- Intellectual-Property Infringement
- Regulatory Compliance
- Personal/Individual Privacy
- Workforce/Labor Displacement
- Equity and fairness



# Ethical Considerations

- Prioritize making Ethical AI policies in your organization.
- Ensure you can explain AI powered decisions in your organization.
- Working with vendors who include explanations on AI driven outcomes

# Resources and guidance on how to develop an AI strategy.

**ICMA** | conference

Local Government  
**REIMAGINED CONFERENCE**

APRIL 12-14, 2023 | BURLINGTON, VERMONT

# AI Strategy

- Survey and focus groups
  - Guidelines on responsible use
  - Awareness and training
- AI Architecture
    - Readiness assessment
    - Data
    - Model



# Key Takeaways and Next Steps

- Understand what the problem is
- Have a conversation with key stakeholders
- Experiment with the tools
- Find your AI Ambassadors – Early adopters
- Formalize guidelines on use, risks, and ethical considerations
- Survey and assess your organization
- Build internal training and support
- Create a platform to share user stories and lessons learned

# Contact

For access to workshop resources or any other questions email

[AIworkshop@icma.org](mailto:AIworkshop@icma.org)

# Survey





**Thank you for attending.  
Questions / Comments?**

**ICMA** | conference

Local Government  
**REIMAGINED CONFERENCE**

APRIL 12-14, 2023 | BURLINGTON, VERMONT