



Generative Artificial Intelligence Policy

Purpose

The City is committed to encouraging the use of emerging technologies that promote progress and innovation, increase organizational performance and quality service delivery, and serve the public good while upholding ethical standards.

This policy establishes guidelines for the responsible use of artificial intelligence (AI) technologies by the City of Rolling Hills Estates. It aims to ensure that AI systems are deployed in a manner that is ethical, transparent, and accountable while safeguarding privacy and enhancing public trust. This document applies to all use of Generative AI by a City staff member, volunteer, or other person while performing a role for the City (collectively “users”). It does not apply to users of Generative AI for personal purposes or business purposes unassociated with the City.

This policy is adaptive and may evolve with advancements in technology, changes in laws, and industry best practices.

What is Generative Artificial Intelligence?

Generative Artificial Intelligence (AI) is a new branch of AI technology that can be used as a tool to generate content and images and assess data at the request of a user. Generative AI models leverage large volumes of data along with machine learning (ML) techniques to produce content based on user inputs known as prompts. These tools are evolving rapidly and are still the subject of active research, improving our understanding of how they work and their societal impacts. Generative AI tools are sophisticated models that predict what language, text, image, or video that satisfies the prompt should be based upon patterns and datasets.

Benefits and Concerns of Using Generative AI in Local Government

The use of AI should support the work of our workforce to deliver better, safer, more efficient, and equitable services and products to our residents.

Benefits (not exhaustive):

- **Efficiency:** AI reduces time spent on routine tasks like creating documents (memos, emails, job descriptions, reports) and assists with rapid knowledge acquisition. It is crucial to ensure that AI-generated content is accurate and relevant to avoid misinformation and maintain quality.
- **Data Analysis:** AI can analyze large amounts of information to identify patterns, answer questions, make recommendations, and summarize findings.
- **Content Development:** AI assists can inspire new ideas and aid in developing new content such as policies, procedures, website content, and social media posts, including

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rewording and improving grammar. Ensuring that AI-generated content is original and appropriately produced is key to maintaining trust and authenticity.

- **Improved Quality:** AI can enhance the quality of content, such as images and videos. It is important to review AI outputs for appropriateness and bias to ensure they align with organizational values and standards.
- **Improved Decision-Making:** AI helps in discovering and exploring scenarios, evaluating options, and analyzing relevant data to improve decision-making. It is essential to validate AI-generated data and consider the impact to avoid adverse outcomes.
- **Improved Customer Experience:** AI can help deliver more efficient and equitable outputs to enhance residents' experiences; for example, AI-powered chatbots provide 24-hour access to information and services for the community. Regularly reviewing AI outputs for quality and relevance helps maintain high standards and customer satisfaction.
- **Language Translation:** AI can translate text into different languages, enhancing communication with diverse populations and expanding equitable access.

Concerns (not exhaustive)

By realizing concerns associated with AI, the City can responsibly incorporate AI technology while upholding its values, meeting legal requirements, and safeguarding privacy and security.

- **Human Element:** Reliance on AI might reduce the use of human empathy, personal contact, discretion, and judgment, which are crucial in public service. Human interaction and intervention are crucial components of AI use.
- **Ethics and Authenticity:** Questions arise about the authenticity and originality of AI-generated content. AI may not use vocabulary or tone consistent with the city's values, requiring thorough review before finalizing documents.
- **Quality and Accuracy:** AI may produce output with inappropriate, generic, or irrelevant language, bias, and tone. Translations might not meet quality standards, and the information produced may be inaccurate.
- **Privacy and Confidentiality:** AI could reveal personally identifiable or sensitive information, disclose confidential information, or release draft information to the public. There is a risk of information breaches if sensitive data is exchanged with AI. It is imperative that information provided by the user does not include confidential or identifiable data and that AI platform terms and conditions are fully understood before use.
- **Legal and Ethical Considerations:** All input and output content may be subject to public record laws and copyright laws. AI tools must comply with data protection laws, and personal or sensitive data should not be entered into AI platforms. AI should not be used to discriminate against individuals based on protected characteristics, and intellectual property rights must be respected.

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- **Bias, Misinformation, and Misuse:** AI models may produce biased content if trained on biased data. There is also potential for misuse, such as creating fake content and fake sources. It is important to verify facts and use legitimate sources.

Principles

The City recognizes the potential benefits of using AI to enhance efficiency and productivity. By adhering to our policy and decision-making principles, we can use AI responsibly and ethically, aligning with our values and benefiting employees, officials, volunteers, customers, and the community. It's essential to follow guiding principles to ensure responsible and effective use, safeguarding privacy, maintaining accuracy, promoting transparency, and upholding equity and accountability.

- **Accountability:** Users are responsible for AI-generated content, verifying its accuracy and relevance. Clear lines of responsibility should be established, ensuring that there is always a human accountable for the outcomes. All generative AI tools used for work purposes require an account that is explicitly for City use.
- **Ethical Use:** Systems must be used in a manner that upholds ethical standards consistent with the City's values, including fairness, non-discrimination, and respect for human rights.
- **Transparency:** Users should be open about how AI systems are used, including the data collected and the decision-making processes they influence. Employees who use Generative AI will be cited within the generated product when a substantial portion of the content used in the final version comes from Generative AI and should not be represented solely as an employee or agency work product. A webpage on the City's official website will be established to explain AI protocols, ensuring transparency and accessibility for all stakeholders.
- **Accuracy:** Maintain trust by reviewing and fact-checking AI outputs against reliable sources. Users should refer to trustworthy sources such as official City documents to generate accurate information and facts should be accompanied by links or citations to sources, when necessary.
- **Privacy and Security:** Only information ready for public disclosure may be used within AI tools, and any unexpected personal information must be removed before publishing. Personal data should be anonymized or non-identifiable, and individuals' privacy must be safeguarded at all times. Explore the AI system's ability to opt out of data collection/copyright content if possible.
- **Fairness and Respect:** Avoid using AI in ways that could perpetuate bias or discrimination. Implement reviews and measures to detect and mitigate bias to ensure fair treatment of all citizens.
- **Innovation and Risk Management:** Embrace responsible experimentation with AI, maintaining control and understanding of new tools to drive efficiency and civic engagement.

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Human oversight is essential to ensure AI outputs are accurate, unbiased, and aligned with the City's values. Regular reviews and oversight help mitigate risks related to privacy, security, and ethical concerns.

Training

The City will offer occasional training in generative AI and specific tools. Employees can additionally work with their supervisor to request training.

Contact and Oversight Information

This policy will be maintained by the City Manager, or designee, in coordination with the City's IT division. Responsibilities include creating and maintaining the generative AI risk and impact criteria, making recommendations for policy updates, communicating updates, and serving as a point of contact for challenges and issues with the technology.

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APPENDIX A

Definitions:

User: Individuals who use Generative AI for City work purposes

Bias: Systematic errors in AI systems that can lead to unfair outcomes, often due to biased data or flawed algorithms.

City: the city government of Rolling Hills Estates, California

Generative AI: a machine that automatically creates content such as text, audio, or image

Artificial Intelligence (AI): Simulation of human intelligence processing tasks by machines

Machine Learning: a type of AI in which computers use data to “learn” tasks through algorithms

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APPENDIX B

Simple Do's/Don'ts Guide

DO

Fact Check all content generated

Edit and review all content generated

Disclose AI content using recommended citation language listed in Appendix C

Be specific in prompts and consider trying different prompts to seek the best output

Ensure inclusive and respectful language

Be thorough in your research of materials that do not rely on AI

Ensure that outputs are not offensive or harmful and respect human rights

Consider that all AI generated product may be subject to the Public Records Request

Continue learning and training on generative AI technologies

DO NOT

Share sensitive or private information within prompts

Rely solely on generative AI for accurate outputs

Use to create sensitive communications

Accept biases that can appear in some language models

Use personal accounts when generating work product

Assume accuracy of product

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APPENDIX C

Sample Uses (not exhaustive)

1. Letters
2. Emails
3. Notes
4. Minutes
5. Project documentation
6. Speaker Remarks
7. Presentation slides
8. Social media posts
9. RFPs and similar
10. Web content
11. Reports and Memorandums
12. Procedures and Policies
13. Job descriptions
14. Press releases
15. Research
16. Summaries
17. Idea generation
18. Analyzing scenarios and/or data

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APPENDIX D

Citations

Citations should be included when a substantial portion of the content used in the final version comes from Generative AI and should not represent it solely as an employee or agency work product.

- Any statements used as fact must cite a credible source rather than the Generative AI results.
- Citations can be presented as a footnote, endnote, header, or footer. Citations for AI-generated content should include the following:
 - o Name of Generative AI system used (e.g., ChatGPT, Co-Pilot, Google Gemini, Dall-E).
 - o Confirmation that the information was fact-checked, and a citation of the fact source, if necessary.
 - o For example: “This document was drafted with support from ChatGPT. The content was edited and fact-checked by City staff. Sources for facts and figures are provided as they appear

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Resources:

AI Principles from Google:

<https://ai.google/principles/>

AI Principles from Microsoft:

<https://www.microsoft.com/en-us/ai/responsible-ai?activetab=pivot1%3aprimar6>

City of Boston Interim Guidelines for Using Generative AI

<https://www.boston.gov/sites/default/files/file/2023/05/Guidelines-for-Using-Generative-AI-2023.pdf>

City of San Jose Generative AI Guidelines

<https://www.sanjoseca.gov/home/showpublisheddocument/100095/638314083307070000>

City of Los Altos Hills Generative Artificial Intelligence Acceptable Use Policy

<https://www.losaltoshills.ca.gov/DocumentCenter/View/6629/Adopted-AI-Use-Policy-021524?bidId=>

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