

# Salt Lake County

## Interim Guidelines for Using Generative AI [draft]

### Purpose

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With the rapid technological advancements, public sector organizations are increasingly exploring the potential of Generative Artificial Intelligence (AI) and Large Language Model (LLM) to enhance their operations and services. Generative AI holds promise for revolutionizing areas such as data analysis, decision-making processes, and citizen engagement. However, harnessing this powerful technology requires a thoughtful and well-defined use standards and guidelines to address ethical concerns, ensure accountability, and safeguard the public interest.

This guideline aims to provide interim good practices for the responsible and beneficial use of Generative AI such as ChatGPT, Google BARD or Bing Chat within Salt Lake County, enabling us to leverage its capabilities while upholding principles of fairness, transparency, and public trust.

### Definitions

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**Artificial intelligence (AI):** involves creating intelligent machines that can learn, reason, and perform tasks that typically require human intelligence. It encompasses technologies like machine learning and natural language processing.

**Machine Learning:** This is a type of AI that allows computers to learn without being explicitly programmed. Machine learning algorithms are trained on large datasets of data, and they learn to identify patterns and make predictions based on this data.

**Natural Language Processing:** This is a type of AI that allows computers to understand and process human language. Natural language processing algorithms are used in a variety of applications, such as speech recognition, machine translation, and text analysis.

**Large Language Model (LLM):** A large language model (LLM) is a type of AI that is trained on a massive dataset of text and code. This allows LLMs to understand and generate human language in a way that is more sophisticated than traditional language models.

**AI Applications:** There are several commercially available AI driven applications for various uses. Here are some of the available applications:

- Content creation (ChatGPT, Google BARD, Bing Chat, Copy.ai, Jasper, Surfer)
- Text enhancement (Grammarly, Wordtune, Hemingway)
- Image generation (neural.love, Stable Diffusion, DALL·E 2, Illustroke)
- Note-taking (Mem)

- Video creation (Fliki, Synthesia, Lumen5)
- Audio creation (Sounddraw)
- Logo Creation (Looka)
- Transcription (Otter)
- Slide decks and presentations (Beautiful.ai)
- Research (genei)
- Automation (Zapier's OpenAI integration)

## General Use AI Guidelines

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These general guidelines should be applied when using commercially available AI tools and application.

- **Understanding AI:** Employees should have a basic understanding of how generative AI works and its potential uses and limitations. The more you understand about the technology, the better you will be able to apply it.
- **Compliance with Data Privacy:** Always make sure that any data you provide to the AI is compliant with the County's data [classification and protection standards](#).
- **Avoid Confidential Information:** Never use sensitive or confidential information as input to generative AI applications unless the application is certified for such use and follows all relevant security and privacy protocols.
- **Interpretation:** AI generates results based on the data provided and the model's training. Hence, always interpret the generated results within this context. Don't consider the AI's output as absolute or irrefutable.
- **Accountability:** Despite the autonomy of AI, users are ultimately responsible for the actions taken based on AI's output. Carefully review the AI-generated content before using it.
- **Bias Awareness:** Be aware that AI can sometimes reflect or even amplify societal biases present in its training data. Always evaluate generated content for potential bias or unfairness.
- **Copyright and Ethics:** Respect copyright and ethical considerations. The use of AI doesn't absolve users from their responsibilities regarding plagiarism or ethical considerations.
- **Training and Learning:** Keep learning and updating your skills to use AI tools more effectively. Be open to learning AI specific trainings to understand the proper and efficient use of AI tools.

- **Security:** Always ensure you're using AI applications in a secure manner. Do not share access to these tools with unauthorized individuals.

## General AI Use Examples

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These are some of the examples of using AI in the work environment.

- **Drafting Content:** SLCo employees often need to create a wide range of written content, from emails to policy drafts. Generative AI tools can help generate drafts or suggest language, saving time and effort.
- **Policy Explanation:** SLCo employees often need to interpret policies and rules to the public or their fellow employees. AI tools can help simplify and explain these policies in more understandable terms.
- **Research Assistance:** AI tools can help summarize large amounts of information, making it easier for County employees to condense the information in a concise manner.
- **Training and Simulation:** AI tools can be used to simulate conversations in training scenarios, helping employees practice customer service, negotiation, or other interactive skills.
- **Translation and Language Assistance:** While not its primary function, AI models like ChatGPT can assist in translating content or understanding non-native English inquiries, breaking down language barriers in public service.
- **Accessibility:** For those with impairments, AI tools could be a valuable tool for interpreting and creating content in more accessible formats, such as transcribing speech to text.
- **Image Generation:** AI tools can help with image generation based on the specified criteria for various presentations and reports.
- **Technical Assistance:** AI tools can assist with technical skills such as suggest code snippets, debug code, or explain complex programming concepts, acting as a helpful assistant for both experienced developers and beginners.
- **Tech Tutoring:** AI tools such as ChatGPT can be used as a tool for learning new technologies, programming languages, or software tools, providing explanations and examples on demand.

The use of any AI model should be done in line with ethical considerations and respecting data privacy rules. AI is a tool that can augment human abilities but should not replace human judgement and responsibility.

## County-Specific AI Applications & Tools Guidelines

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If a County agency is planning to develop an AI tool using County data, please consider the following guidelines:

- **Define Clear Goals:** Clearly articulate the objectives and purpose of using AI in your agency's context. Identify specific use cases and areas where the system can be helpful, such as citizen engagement, providing information, or handling common inquiries.
- **Train the Model:** Fine-tune the AI model on relevant data specific to your program/agency needs. This can include transcripts of frequently asked questions, citizen feedback, or any other relevant information that can help the model understand the local context and terminology better.
- **Monitor and Iterate:** Continuously monitor the performance of the AI model and collect feedback from users. Regularly update and refine the model to improve accuracy, responsiveness, and relevance. Consider user satisfaction surveys or other feedback mechanisms to gather insights. Look for false positives, invalid responses, and unintended responses.
- **Provide Clear Disclaimers:** Make it explicit that an AI-powered system is being used. Clearly communicate its limitations and set appropriate expectations with users. Remind users that certain inquiries may require human intervention and provide alternative channels for complex or sensitive issues.
- **Address Bias and Fairness:** Be mindful of potential biases in the data used to train the AI models. Review and address any biases to ensure fairness and equitable treatment for all citizens. Regularly evaluate the system's outputs to identify and rectify any instances of biased or discriminatory responses.
- **Safeguard Privacy and Security:** Take appropriate measures to protect citizen data and privacy when using an AI system. Adhere to data protection regulations and consider anonymizing or de-identifying data where necessary. Implement robust security measures to prevent unauthorized access to the system.
- **Provide Human Oversight:** Have trained employees who can review and moderate the AI system's responses. They can intervene, when necessary, ensure accuracy, and prevent the system from generating inappropriate or harmful content. Human oversight also helps improve the system through iterative feedback loops.
- **Promote Transparency:** Be transparent about the use of AI. Inform your customers about the system's purpose, capabilities, and limitations. Provide channels for users to provide feedback and voice concerns. Transparency helps build trust and enables citizens to make informed decisions.

- **Plan for Scalability:** As the usage of the AI grows, ensure that the system can handle increased demand and scale accordingly. Monitor the system's performance and resource utilization to make necessary adjustments and upgrades as required.
- **Regularly Assess Impact:** Evaluate the impact of the AI on citizen engagement, service delivery, and overall satisfaction. Assess the system's effectiveness, efficiency, and usability to identify areas for improvement and measure the return on investment.

Remember, while AI can be a valuable tool, it should augment human services and not replace them entirely. The involvement of trained personnel, human oversight, and clear communication channels are crucial for successful implementation in your agency.

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