

# Empower Counties: Unleashing the Potential of AI



County Commissioners Association of Ohio

Summer Symposium

August 21, 2024

Rita Reynolds, NACo CIO

# Empower Counties: Unleashing the Potential of AI Agenda



Setting the Stage



Opportunities & Challenges



What Are All Those Tools



NACo County AI  
Compass & Toolkit



# Unleashing the Potential of AI

- Setting the Stage:



Just as there are different types of cars

# Unleashing the Potential of AI

- Setting the Stage:



And there are  
different  
types of  
boats

# Unleashing the Potential of AI

- Setting the Stage:



And there are  
different  
types of  
Motorcycles

# Unleashing the Potential of AI

- Setting the Stage:



And there are  
different  
types of  
Airplanes

# Unleashing the Potential of AI

- Setting the Stage:



And there are  
different  
types of Bikes

# Unleashing the Potential of AI

- Setting the Stage:

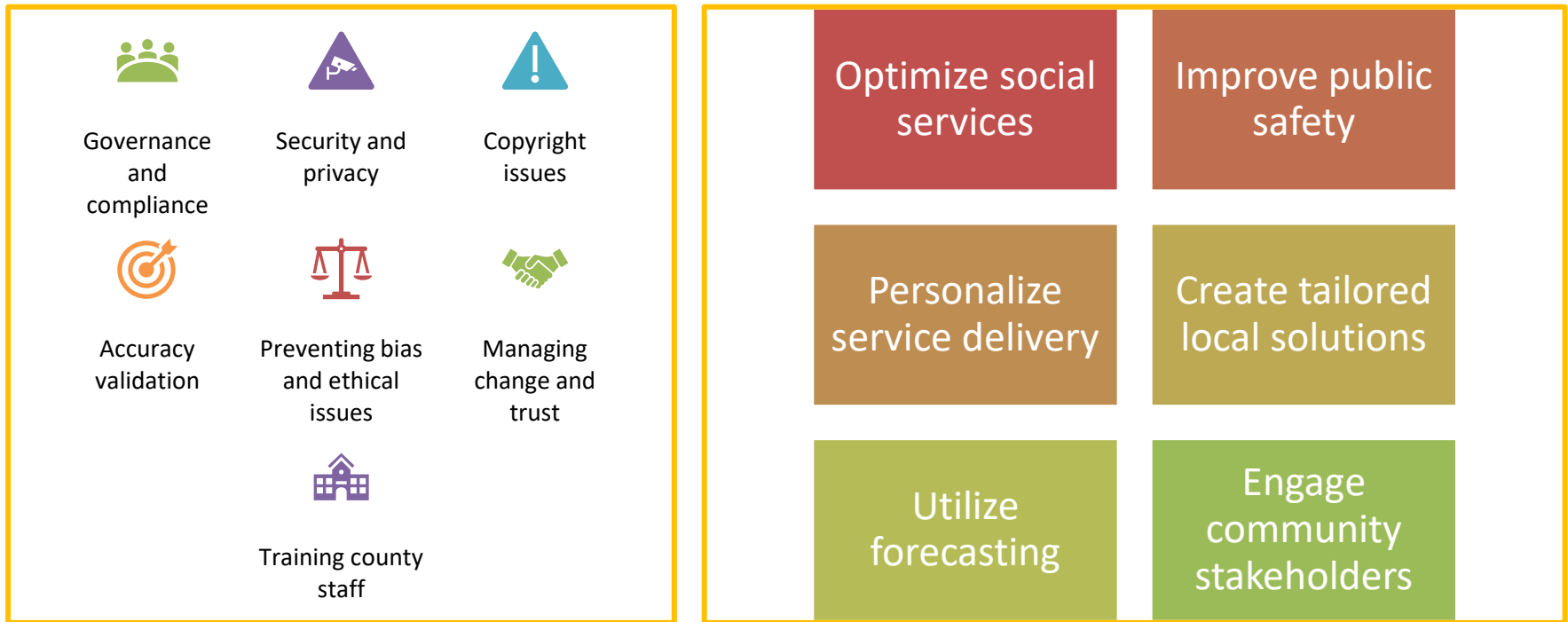


And there are  
different  
types of  
Shoes

They all provide  
transportation. But in a  
different way!



# Challenges & Opportunities of Generative AI



To Be Responsible with GenAI,  
One Must Understand AI & GenAI

# What Is AI

## What is GenAI

- AI is like a digital assistant, automating processes that organize data for employees to make informed decisions. Examples include smart devices such as lights in the courthouse or self-driving cars that collect data.
- GenAI, such as ChatGPT, generates creative content, when you ask it questions, otherwise known as prompts.

# What are all those tools?



Text



Video



Photo



Music

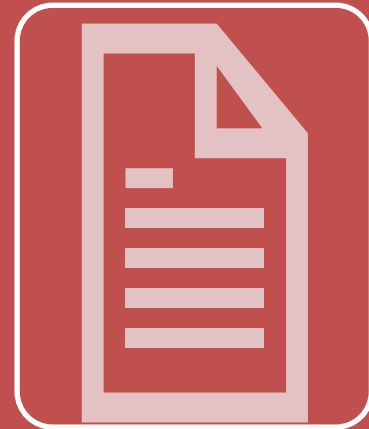


Transcription

# What are all those tools?

## Text

- ChatGPT
- Microsoft Co-Pilot
- Google Gemini
- IBM WatsonX
- Grammarly – AI powered writing assistant



# What are all those tools?

Prompt or Question

## • Chat GPT

The screenshot shows a ChatGPT chat window. On the left is a sidebar with a list of previous conversations, including 'Ohio County Symposium Pr...', 'Sponsorship Benefit Ideas', 'Car Types Slide Request', and others. The main chat area shows a prompt: 'Give me a press release for the Ohio State Association of Counties Summer Symposium for elected officials'. Below the prompt, the AI-generated response is displayed, starting with 'FOR IMMEDIATE RELEASE' and 'August [Date], 2024'. The response includes a title 'Ohio State Association of Counties Announces Annual Summer Symposium for Elected Officials' and a paragraph of text. It also features a section titled 'Key Highlights of the Symposium:' with three bullet points: 'Expert Panels and Workshops', 'Networking Opportunities', and 'Keynote Speakers'. A text input field at the bottom contains 'Message ChatGPT'.

Give me a press release for the Ohio State Association of Counties Summer Symposium for elected officials

for elected officials:

Result seconds later

FOR IMMEDIATE RELEASE  
August [Date], 2024

**Ohio State Association of Counties Announces Annual Summer Symposium for Elected Officials**

Columbus, OH – The Ohio State Association of Counties (OSAC) is pleased to announce its annual Summer Symposium for Elected Officials, set to take place on [Dates] at [Venue Name] in [City, Ohio]. This esteemed event will bring together county commissioners, executives, auditors, treasurers, and other elected officials from across Ohio to discuss critical issues, share best practices, and collaborate on innovative solutions for the challenges facing county governments today.

**Key Highlights of the Symposium:**

- **Expert Panels and Workshops:** Attendees will have the opportunity to participate in a series of expert-led panels and interactive workshops covering a wide range of topics, including economic development, public safety, healthcare, infrastructure, and technology in government.
- **Networking Opportunities:** The symposium will provide ample opportunities for elected officials to network with their peers, exchange ideas, and build relationships that can lead to collaborative efforts across county lines.
- **Keynote Speakers:** This year's symposium will feature keynote addresses from prominent leaders in government, academia, and the private sector, who will offer insights into the latest

Message ChatGPT

Prompt or Question

Give me a press release for the Ohio State Association of Counties Summer Symposium for elected officials



Certainly! Here's a draft press release for the Ohio State Association of Counties Summer Symposium for elected officials:

- **Chat GPT**

**FOR IMMEDIATE RELEASE**

*August [Date], 2024*

**Ohio State Association of Counties Announces Annual Summer Symposium for Elected Officials**

**Columbus, OH** – The Ohio State Association of Counties (OSAC) is pleased to announce its annual Summer Symposium for Elected Officials, set to take place on [Dates] at [Venue Name] in [City, Ohio]. This esteemed event will bring together county commissioners, executives, auditors, treasurers, and other elected officials from across Ohio to discuss critical issues, share best practices, and collaborate on innovative solutions for the challenges facing county governments today.

**Key Highlights of the Symposium:**

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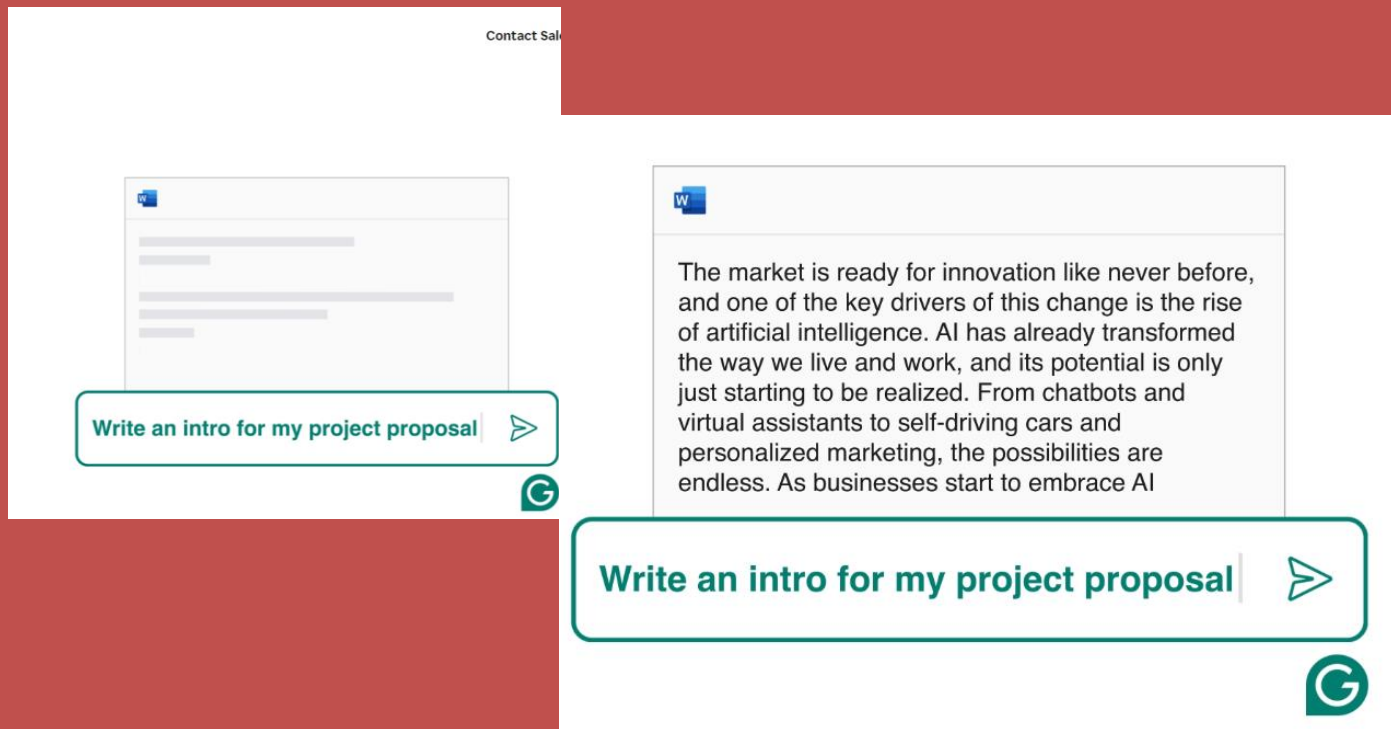
Result seconds later



# What are all those tools?

## Text

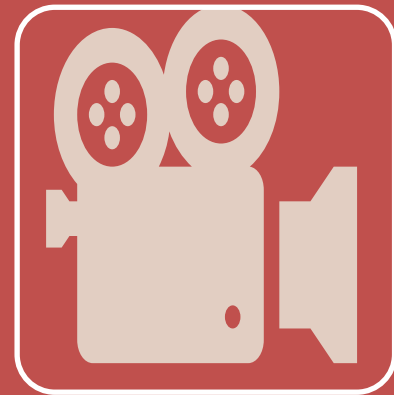
- Grammarly – AI powered writing assistant



# What are all those tools?

## Video

- Pictory.ai
- Rytr
- HubSpot
- Vimeo (existing product)
- Too many to list





# What are all those tools?

## Video

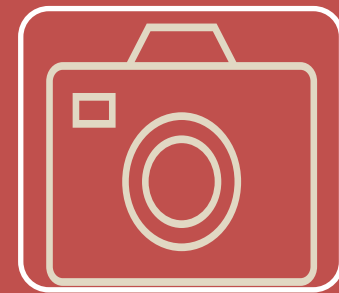
- Pictory.ai



# What are all those tools?

## Photo

- Dall-E
- Microsoft Designer (Dall-E3)
- Imagen 2 (Gemini)
- Adobe Firefly
- Midjourney
- OpenArt and too many to list

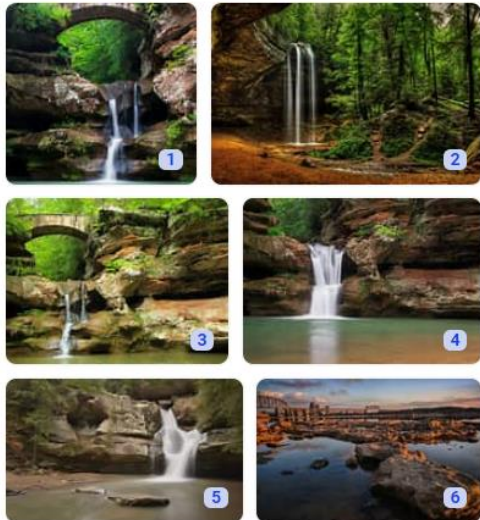


# What are all those tools?

## Photo

- Dall-E
- Microsoft Designer (Dall-E3)

AI-generated content may be incorrect



**You**

image of ohio state park



**Copilot**

Here's a beautiful image of Hocking Hills State Park, one of Ohio's most popular state parks:

!Hocking Hills State Park

Hocking Hills is known for its stunning rock formations, waterfalls, and lush forests. It's a great spot for hiking, photography, and enjoying nature. Have you ever been to any of Ohio's state parks?

# What are all those tools?

## Music

- Suno
- Mubert AI
- AIVA
- Too many to list



# What are all those tools?

## Music

- Suno



### Hocking Hills Melody

folk acoustic

[Verse]

Hocking Hills so green and wide  
Where the sun and shadows glide  
Ohio County gathering here  
Feels like magic we hold dear

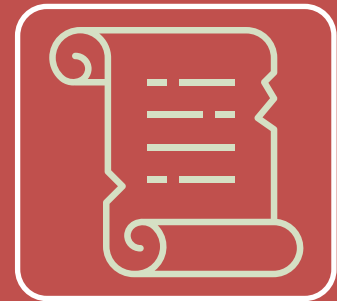
[Verse 2]



# What are all those tools?

## Transcription

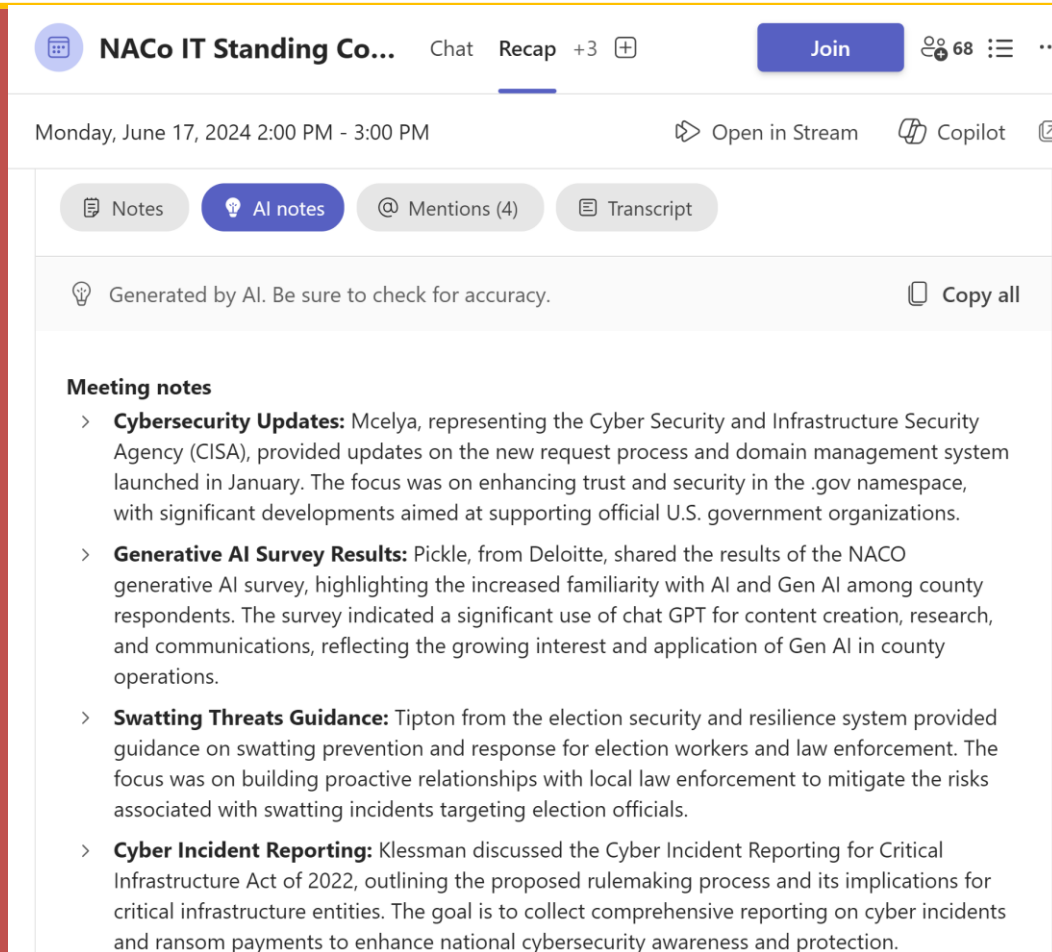
- Co-Pilot
- Otter.AI
- Rev
- Sonix
- Read.AI



# What are all those tools?

## Transcription

- CoPilot



The screenshot shows a Microsoft Teams meeting interface for "NACo IT Standing Co...". The meeting title bar includes "Chat", "Recap +3", and a "Join" button. The meeting time is "Monday, June 17, 2024 2:00 PM - 3:00 PM". There are options to "Open in Stream" and "Copilot". Below the meeting title, there are tabs for "Notes", "AI notes", "Mentions (4)", and "Transcript". The "AI notes" tab is selected, showing a message: "Generated by AI. Be sure to check for accuracy." with a "Copy all" button. The main content area displays "Meeting notes" with four bullet points:

- > **Cybersecurity Updates:** Mcelya, representing the Cyber Security and Infrastructure Security Agency (CISA), provided updates on the new request process and domain management system launched in January. The focus was on enhancing trust and security in the .gov namespace, with significant developments aimed at supporting official U.S. government organizations.
- > **Generative AI Survey Results:** Pickle, from Deloitte, shared the results of the NACO generative AI survey, highlighting the increased familiarity with AI and Gen AI among county respondents. The survey indicated a significant use of chat GPT for content creation, research, and communications, reflecting the growing interest and application of Gen AI in county operations.
- > **Swatting Threats Guidance:** Tipton from the election security and resilience system provided guidance on swatting prevention and response for election workers and law enforcement. The focus was on building proactive relationships with local law enforcement to mitigate the risks associated with swatting incidents targeting election officials.
- > **Cyber Incident Reporting:** Klessman discussed the Cyber Incident Reporting for Critical Infrastructure Act of 2022, outlining the proposed rulemaking process and its implications for critical infrastructure entities. The goal is to collect comprehensive reporting on cyber incidents and ransom payments to enhance national cybersecurity awareness and protection.

# NACo AI County Compass

A Comprehensive Toolkit  
for Local Governance and  
Implementation of  
Artificial Intelligence







Promote Policy Models

- Policy Framework:
  - **Establish policy framework for GenAI**
  - Review key legal considerations
  - **Review and assess existing procurement policies**



# Santa Cruz County Calif.

- **Policy In Action:**

The AI policy provisions adopted by the Board on Sept. 19 include:

**Data Privacy and Security** – Staff must comply with all data privacy and security standards, including protecting personally identifiable information and protected health information.

**Informed Consent** – Members of the public should be informed when they are interacting with an AI tool and have an “opt out” alternative.

**Responsible Use** – AI tools and systems shall only be used in an ethical manner.

**Avoiding Bias** – AI practices should be monitored for bias and regularly reviewed to ensure fairness and accuracy.

**Decision Making** – AI tools should not be used to make impactful decisions.

**Accountability** – Employees are solely responsible for ensuring the quality, accuracy, and regulatory compliance of all AI-generated content utilized in the scope of employment.

# Review & Assess Existing Procurement Policies

## • Policy In Action:

### AI software and procurement questions to ask

- Are you using GenAI in your solution?
- Is it a closed environment, where the customer data is not used to train the model that then becomes available to other customers?
- Where do you get the data that your model is trained on?
- How long do you retain the data and does your model consume new client provided data to further train the model?
- Have you done a security assessment of your model and run any GenAI solution through a code review?
- Do you have ongoing security monitoring in place to detect viruses or anomalies?
- How often do you reassess the model for data accuracy and model methodology?
- What is the computing cost as well as other underlying costs, including access and egress, and is it monthly, yearly or transactional?
- A complete template with additional questions is available through the NACo Tech Xchange Unlimited Subscription.



*NACo Tech Xchange*



Establish an  
Ethical  
Framework

- 
- Ethical Framework:
    - Fairness and impartiality
    - Transparency
    - Privacy
    - Accountability

# Establish an Ethical Framework (Transparency)

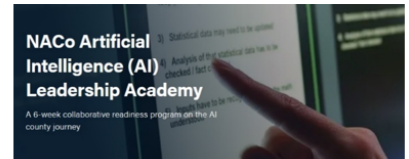
## • Ethics In Action:

### NACo AI Leadership Academy Empowering County Government Leaders for the Future

**Duration:** 6 Weeks Oct 30 – Dec 20

**Format:** Completely Online

**About the Program:** The NACo AI Leadership Academy is an innovative program designed to equip frontline county government leaders with the knowledge and tools to understand and utilize AI, enhancing operational efficiency, organizational effectiveness, and value for their constituents.



**Curriculum Highlights:** Developed by the Professional Development Academy in partnership with NACo, this program offers lessons from highly effective government leaders, proven industry executives, researchers, professors from top universities, and subject matter experts. An online Leadership Coach will guide participants through pressing issues such as understanding the power of AI, mitigating its risks, and navigating the complexities of change brought by AI.

#### Program Features

- Expert Moderation: Keeps participants on track.
- World-Class Faculty: Includes prominent leaders from public, private, and academic sectors.
- Practical, Actionable Insights: Immediate application to real-world challenges.

#### Six Practical Modules

1. Introduction to AI: Explore AI's history, technologies, societal impact, and an AI playbook for leaders.
2. The Promise & Peril of AI: Understand AI's unique opportunities and challenges in the digital transformation era.
3. Your AI Roadmap: Navigate AI's potential and pitfalls, set expectations, and measure stakeholder impact.
4. Leading People & AI: Lead digital transformation by focusing on people, not just technology.
5. AI Optimization, Meaning & Purpose: Ground AI optimization in ethical awareness, regulatory compliance, customer safety, and workforce impact.
6. What's Next - Three Horizons: Plan, operationalize, and leverage projects, programs, and progress over three horizons.

**Enhance Your Leadership:** Demystify AI with practical cases, frameworks, and tools. Increase your confidence to lead with AI for good governance.

**Learn More and Enroll Today:** [NACo AI Leadership Academy](#)

Click [here](#) to learn about NACo's Enterprise Cybersecurity Leadership Academy - <https://www.naco.org/page/naco-enterprise-cybersecurity-leadership-academy>


Click [here](#) to learn about the NACo High Performance Leadership Academy - <https://www.naco.org/page/high-performance-leadership-academy>



Transform your leadership and your county with NACo's AI Leadership Academy.



Enable  
Responsible  
Applications

- 
- **Applications Framework:**
    - **Review and evaluate use cases**
    - Familiarize with federal resources
    - **Practice robust data governance**
    - Regularly assess resources
    - Update cybersecurity measures
    - Design procedures for data training
    - Determine software, hardware, and procurement standards

# Applications In Action:

## Review and Evaluate Use Cases (AI Coalition)

### System lifecycle stage

1.2 Indicate the dates of planned releases for the system.

Date	Lifecycle stage
	Planning & analysis
	Design
	Development
	Testing
	Implementation & deployment
	Maintenance
	Retired

### System description

1.3 Briefly explain, in plain language, what you're building. This will give reviewers the necessary context to understand the system and the environment in which it operates.

#### System description

### 1.3

#### System description

##### Guidance

Your response here should help potential reviewers understand what, exactly, you're building. Describe what kind of AI capabilities the system has.

Use simple language and be specific, avoiding vague concepts as much as possible.

Write for an audience that has a basic understanding of AI systems but no understanding of this specific system.

##### Prompts

- What are you building?
- What does it do?
- How does it work?

# Applications In Action:

## System lifecycle stage

**1.2** *Indicate the dates of planned releases for the system.*

Date	Lifecycle stage
	Planning & analysis
	Design
	Development
	Testing
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	Retired

## System description

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System description

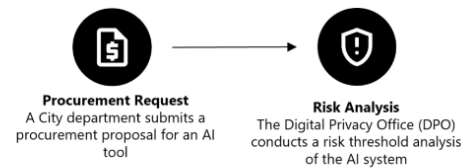


# Applications In Action:

Review and Evaluate Use Cases  
([Microsoft Tool](#))

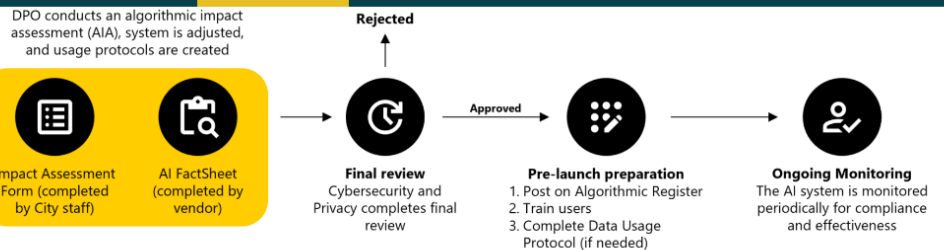
## AI Review Framework

When a City department wishes to procure an AI tool, the DPO follows the review process below to assess the benefits and risks of the AI system.

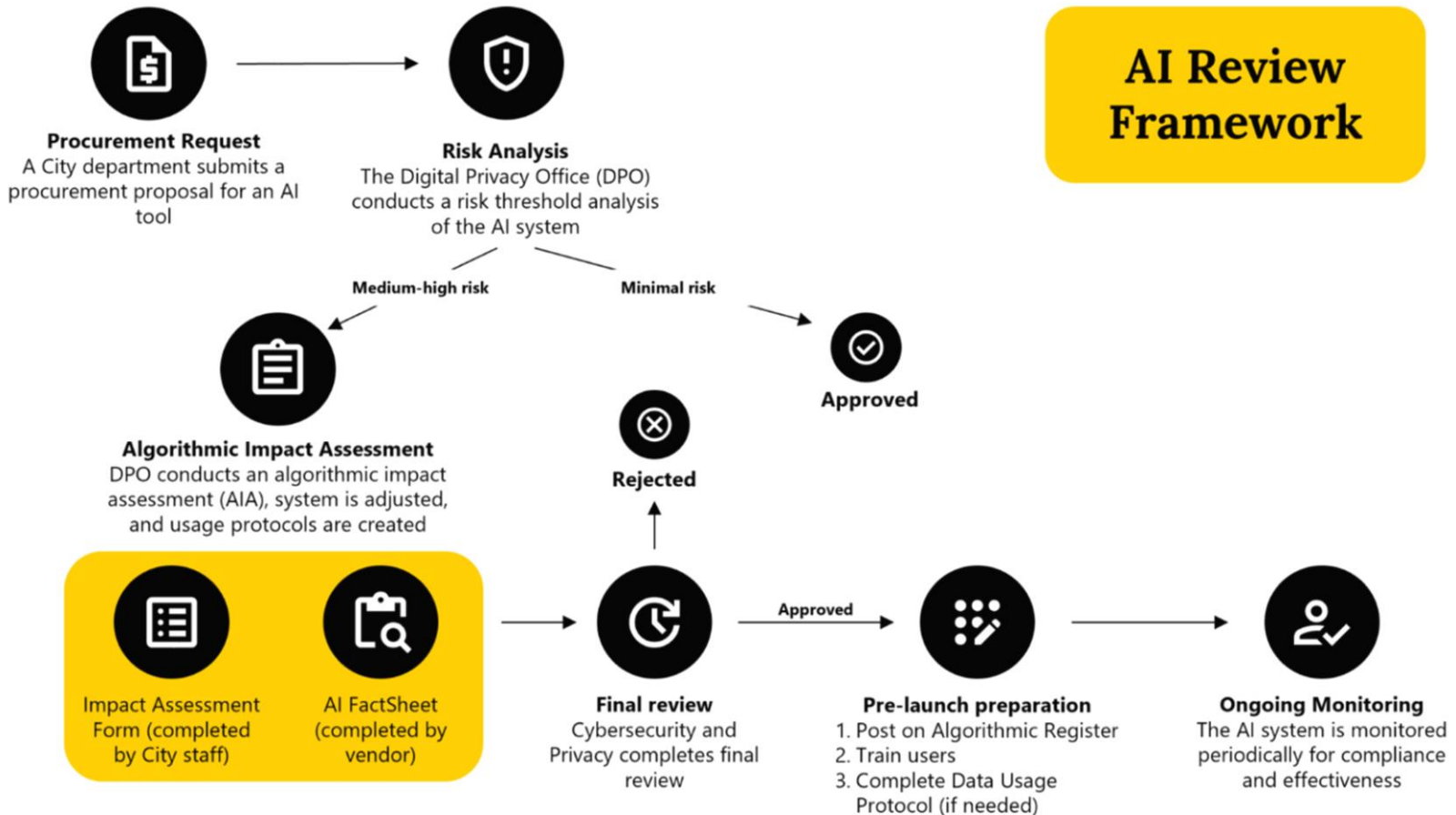


AI Review Framework

BUSINESSES    JOBS    YOUR GOVERNMENT    NEWS & STORIES    Search...    🔍



# Applications In Action:

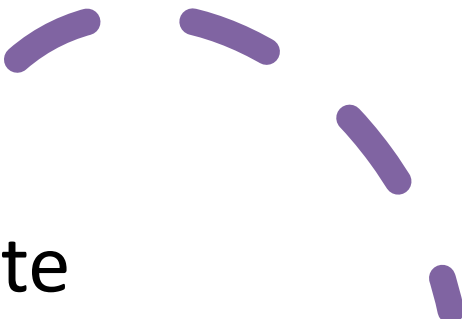




Practice Robust  
Data  
Governance  
[EU guidance](#)

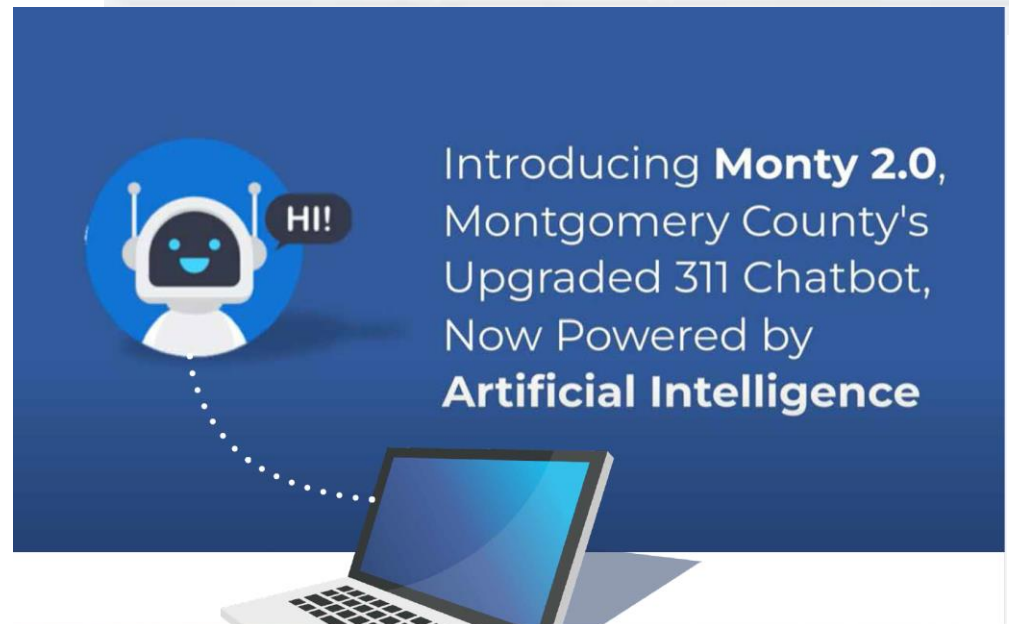
## Applications In Action:

This includes:

- Is Data Accurate
  - Is Data Relevant
  - Is Data public or confidential
  - Is Data Biased or Discriminatory
- 

# Applications In Action:

Practice Robust  
Data  
Governance



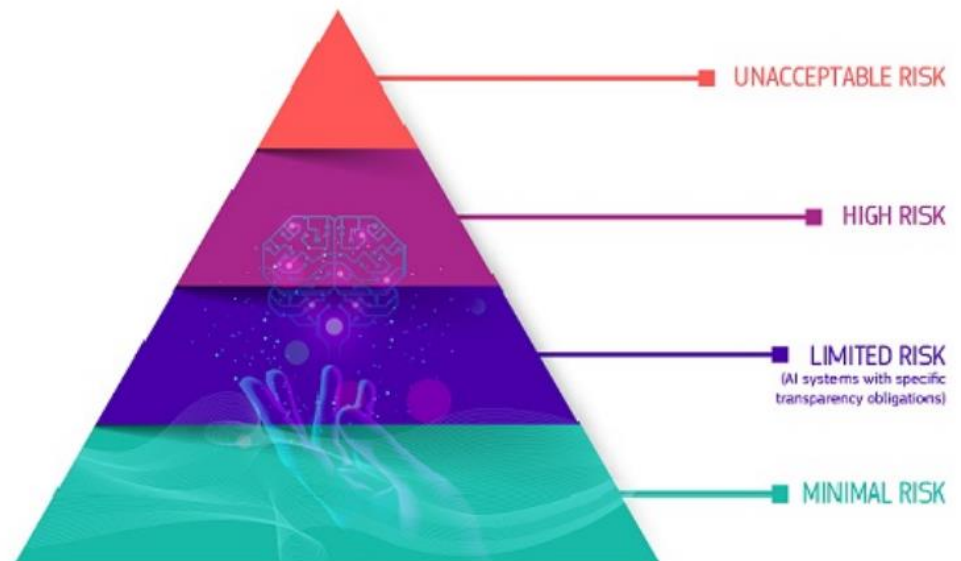
Examples: [Chatbots](#)

# Applications In Action:

Evaluate Use  
Cases &  
Practice Robust  
Data  
Governance  
[EU guidance](#)

## A risk-based approach

The Regulatory Framework defines 4 levels of risk for AI systems:




Examples: Low Risk – Press Release  
High Risk – Mental Health Evaluations




## Preparing the Workforce

- Workforce Preparation:
  - **Focus on skills development and training**
  - **Consider skills acquisition options**
  - Develop a multi-year workforce strategy
  - Inform and seek feedback from workforce



Focus on skills  
development  
and training

- Workforce In Action:
  - Stormwinds [Free StormWind Webinar IT Training \(wistia.com\)](#).
  - Microsoft 2 [Generative AI for Beginners \(microsoft.github.io\)](#)
  - LinkedIn [Career Essentials in Generative AI by Microsoft and LinkedIn | LinkedIn Learning](#)



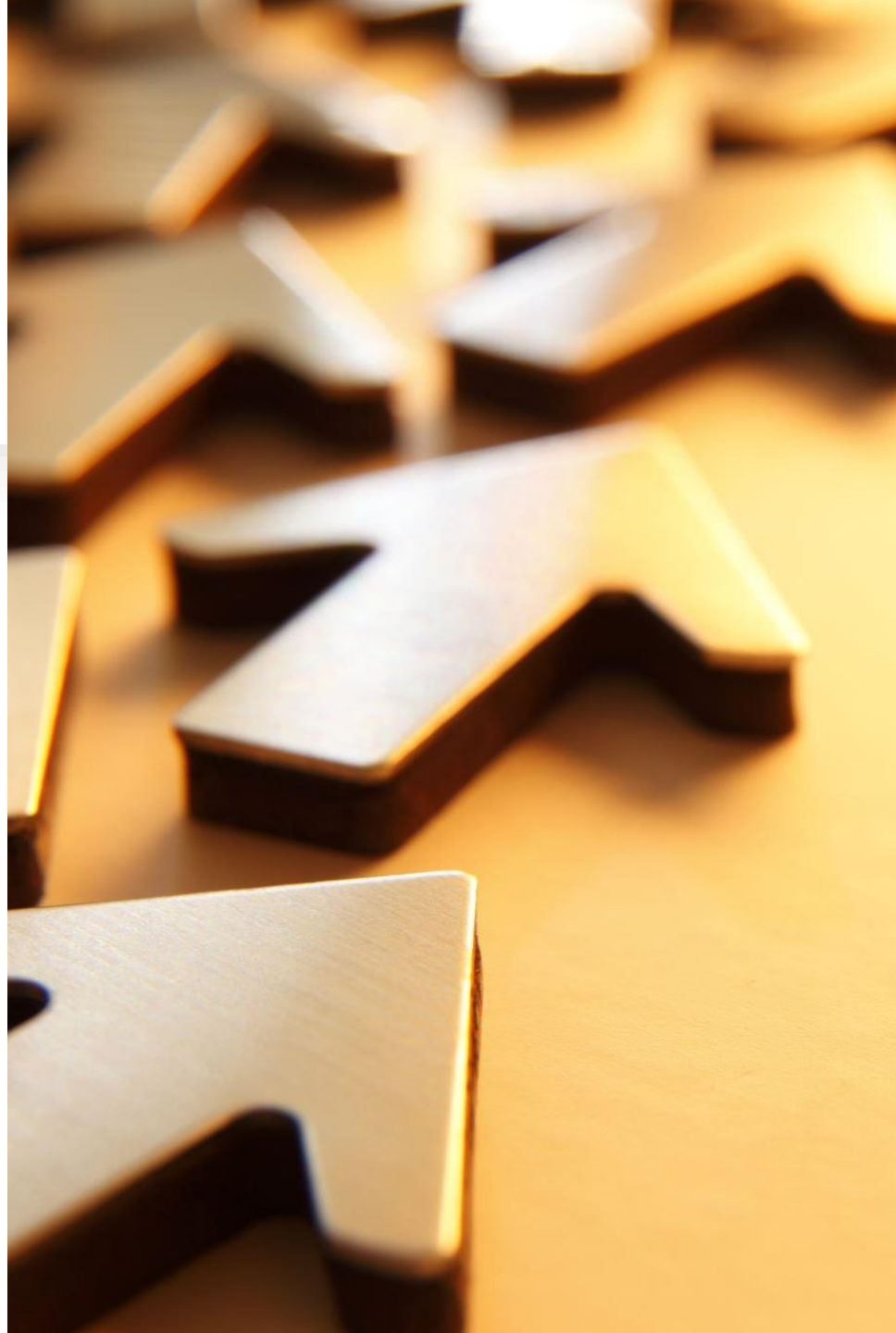
Consider skills  
acquisition  
options

- **Workforce In Action:**
  - Redo Job Descriptions using GenAI
  - Create quick and creative Recruitment Ads
  - Update Onboarding Documents



# Path Forward

- Roadmap:
  - Review this publication
  - Familiarize with NACo AI Membership Survey
  - Survey county departments
  - Sign up for NACo AI webinar series
  - Develop GenAI policies, guidelines, and standards
  - Make educational resources available
  - Assess AI projects and proposals



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A Comprehensive Toolkit  
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