

AI FOR MUNICIPAL LEADERS

Tools, Strategies and the Future

Hello.
How can I help you today?

Ryan Cohn

Partner & EVP, Sachs Media

Personalized AI,
Everywhere You Write



Ask anything. What are you stuck on?

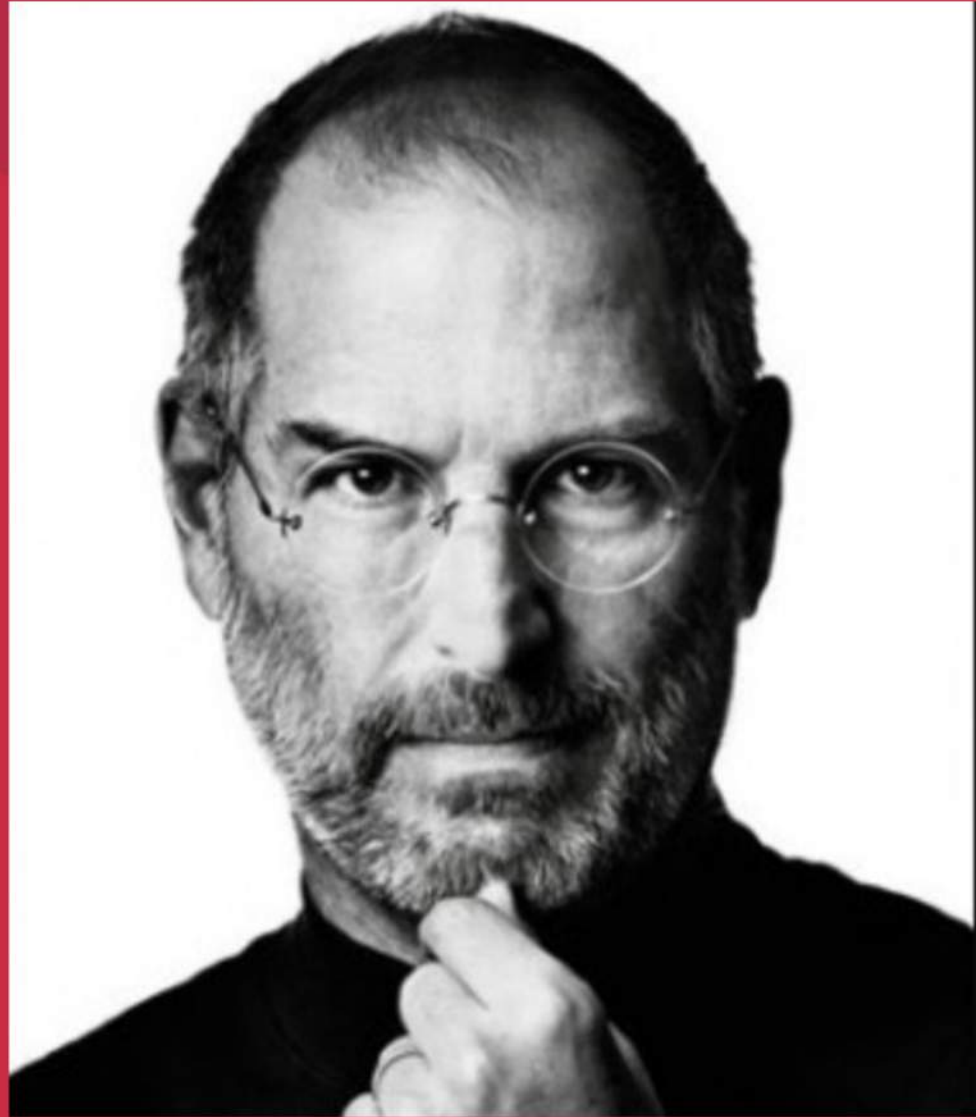
Phind Model ▾

Message ChatGPT

WHAT IS AI?

HOW DOES IT HELP YOU?





What a computer is to me is the most remarkable tool that we have ever come up with. It's the equivalent of a bicycle for our minds.

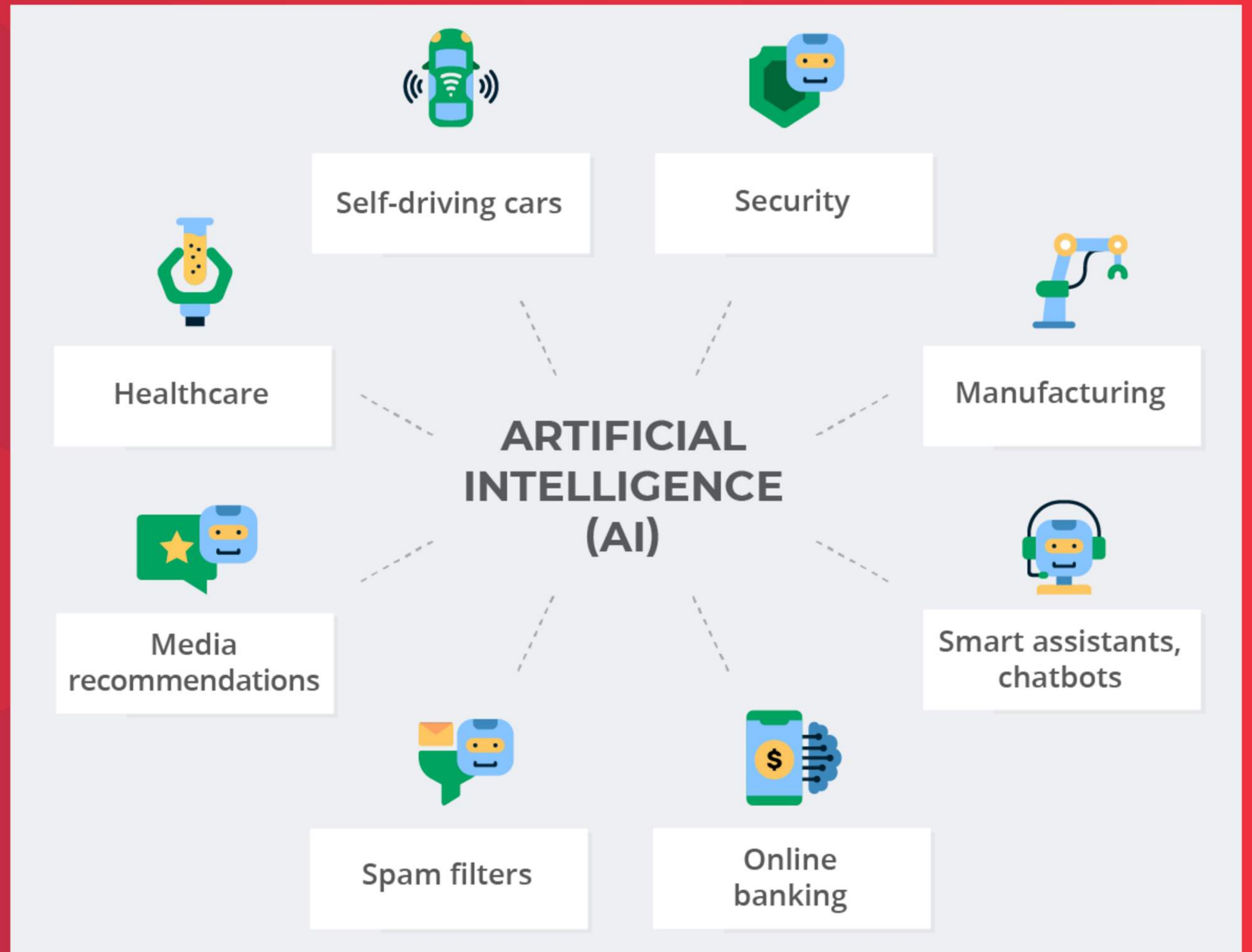
(Steve Jobs)

IF A COMPUTER IS A BICYCLE, AI IS A ROCKET

Propelling us to new heights, far beyond what is achievable on our own



REAL-LIFE EXAMPLES OF AI USE



LET'S TALK GENERATIVE AI

Any AI model that creates novel data, information, or documents

Expert System AI

Programmers teach AI exactly how to solve specific problems by providing precise instructions and steps.

Artificial Intelligence

The theory and methods to build machines that think and act like humans.

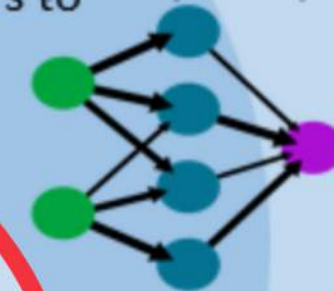


Machine Learning

The ability for computers to learn from experience or data without human programming.

Deep Learning

Mimics the human brain using artificial neural networks such as **transformers** to allow computers to perform complex tasks.



Generative AI

Generates new text, audio, images, video or code based on content it has been **pre-trained** on.

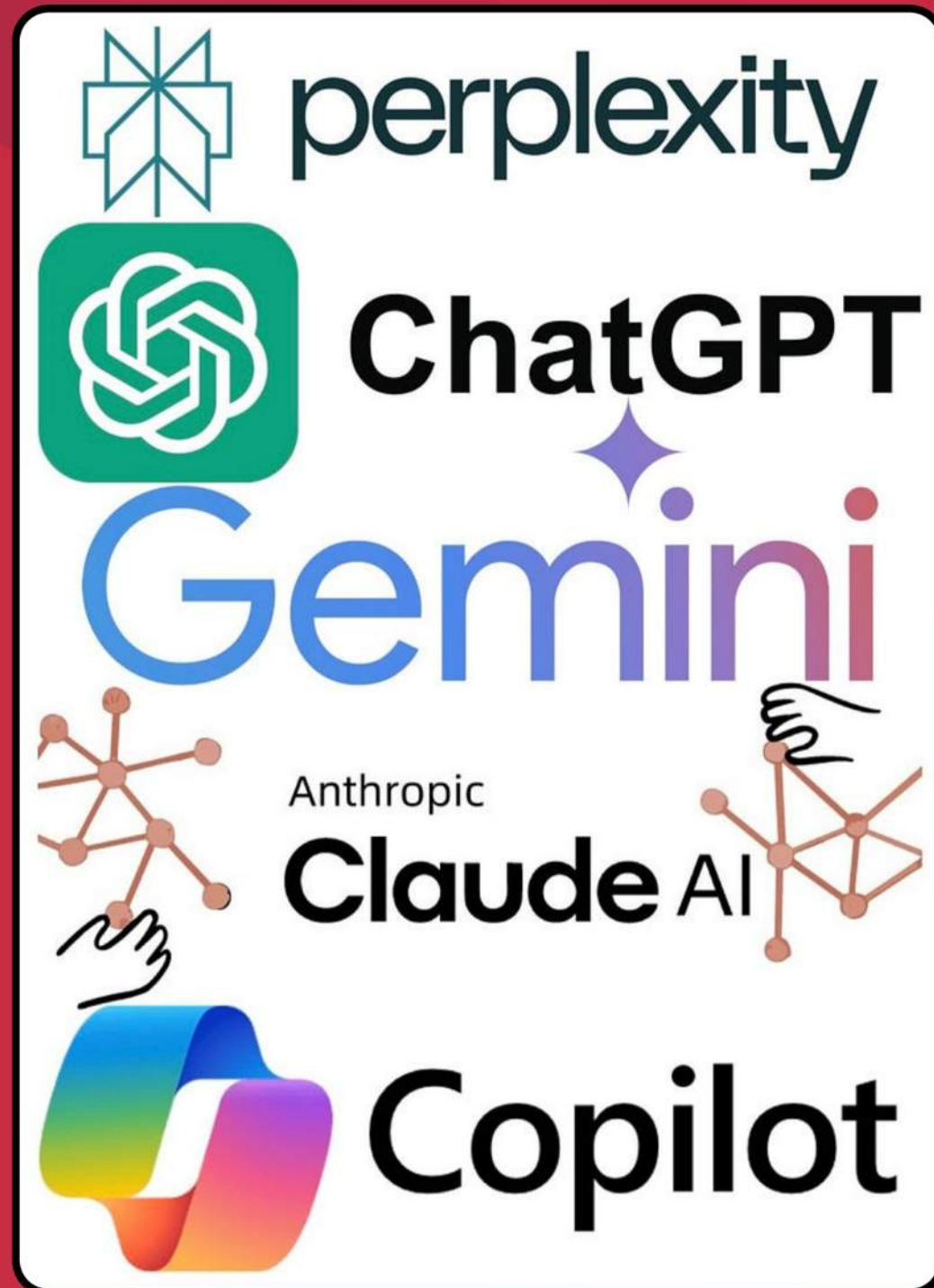


ChatGPT

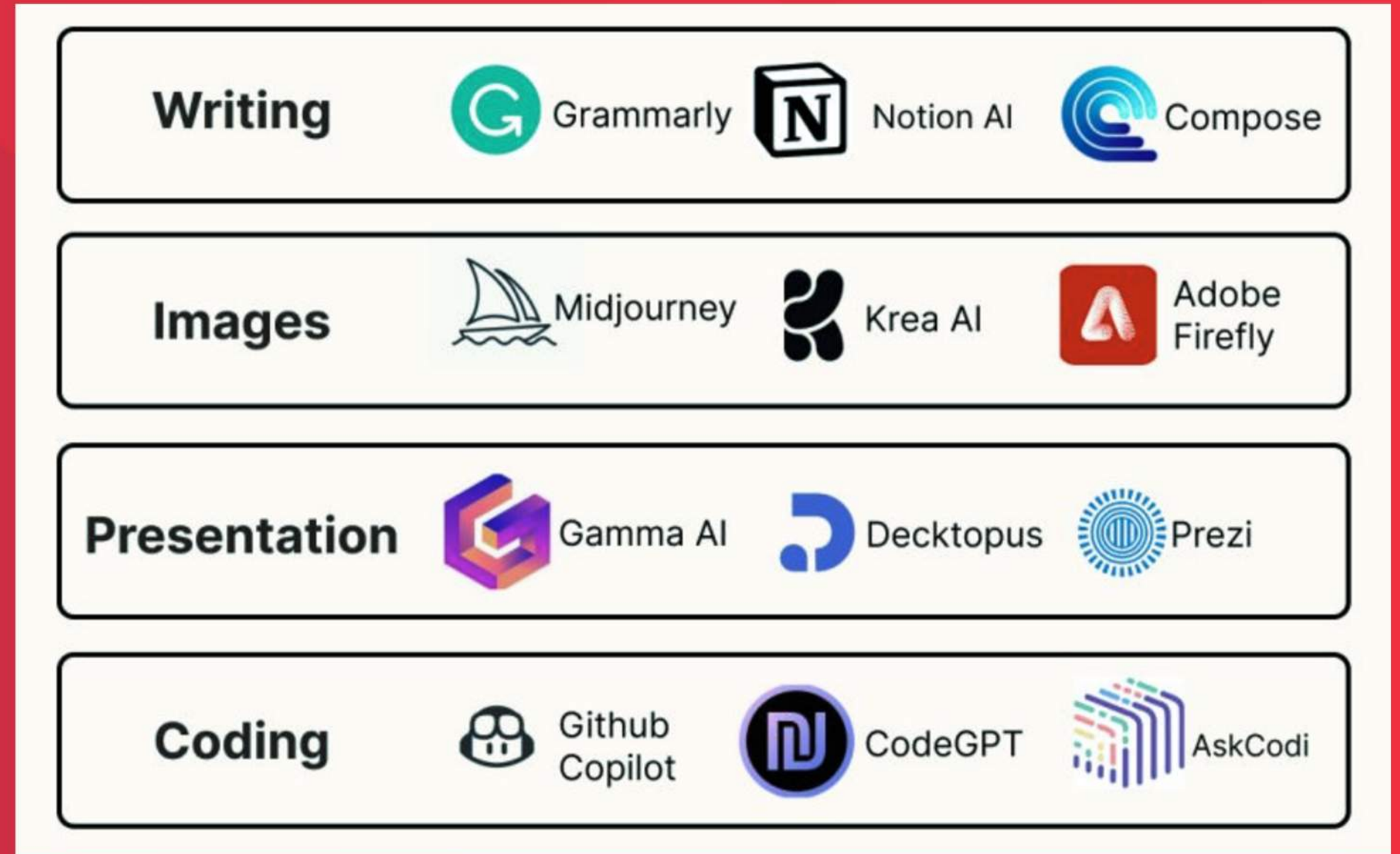
Midjourney

Bard

General Use LLMs



Special Purpose AI Tools





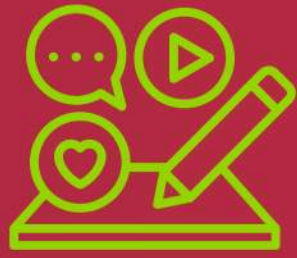
AI CAN

simulate creativity



AI CANNOT

add subjective experiences
needed for rich storytelling
and engagement



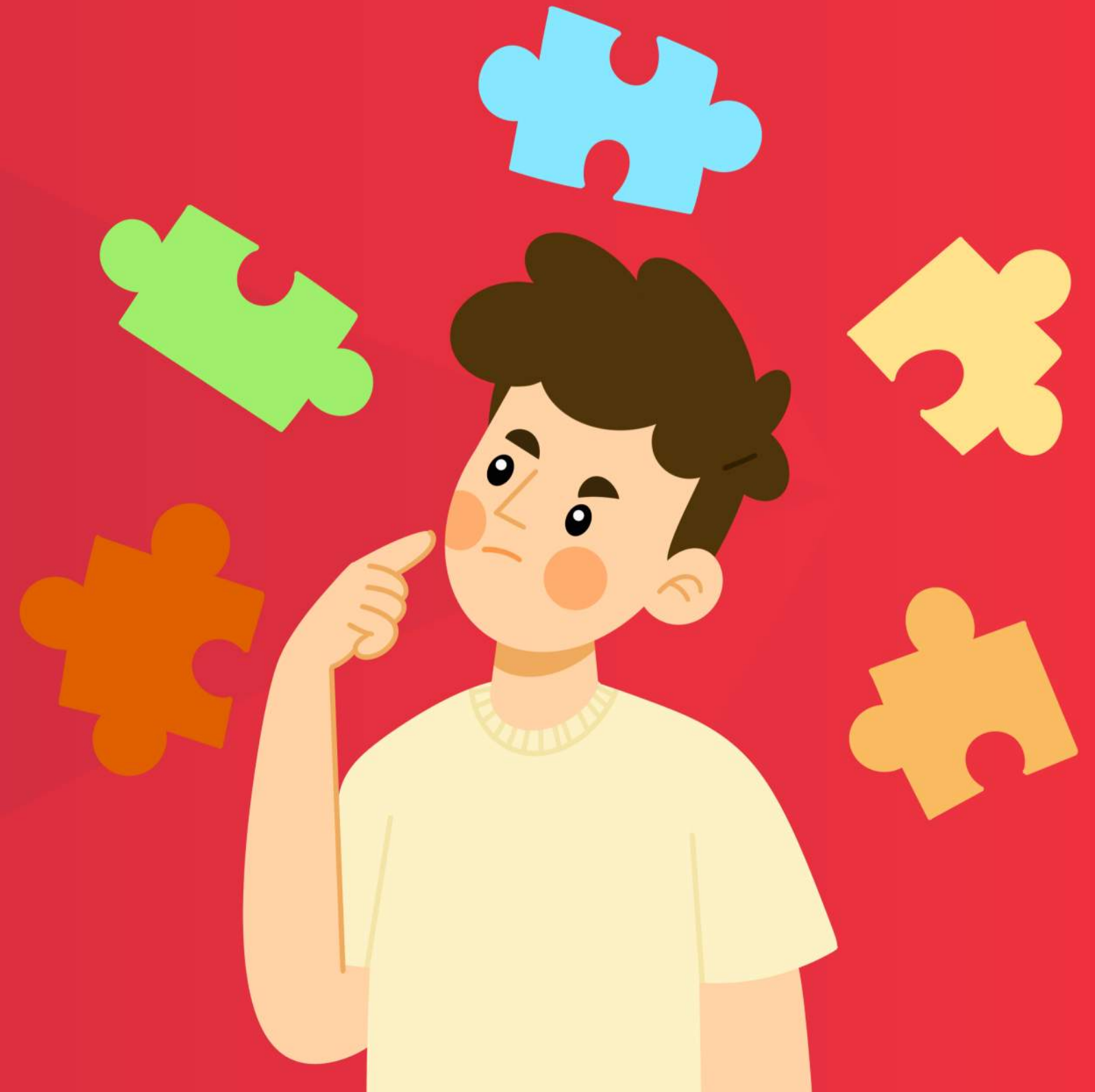
What won't be replaced (yet)

Critical thinking

Complex problem-solving

Emotional intelligence

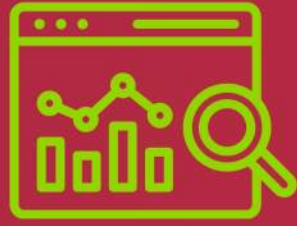
Personal experiences



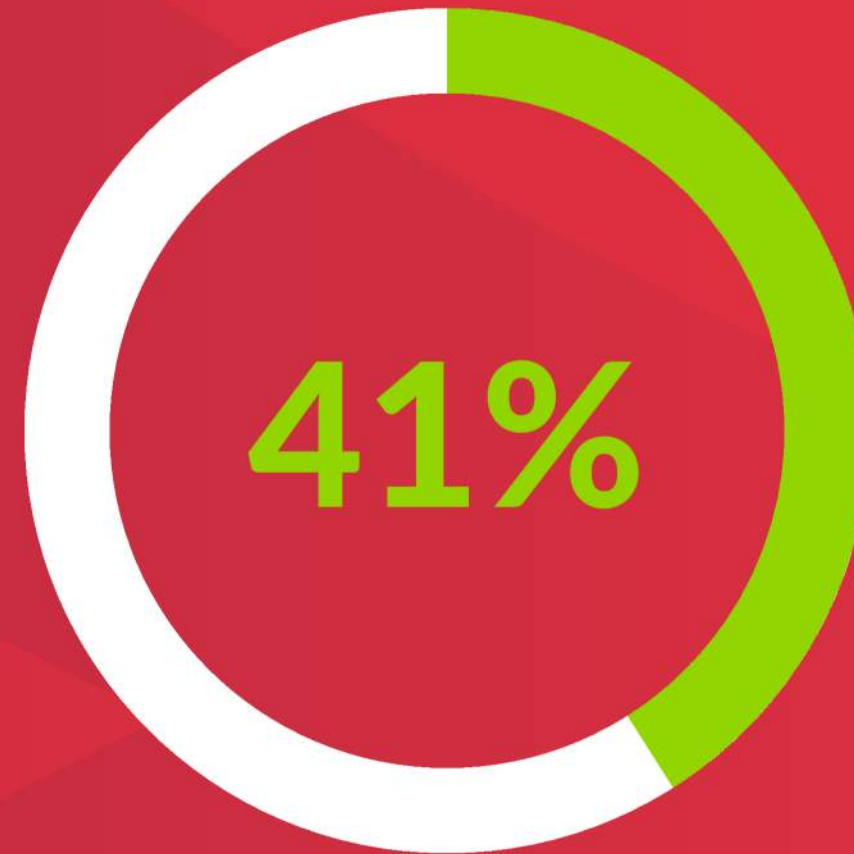
WHAT DO FLORIDA VOTERS THINK ABOUT AI?

SACHS MEDIA SURVEY RESULTS





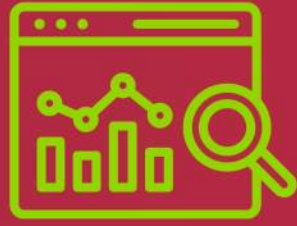
SURVEY: ALMOST HALF HAVE USED AI



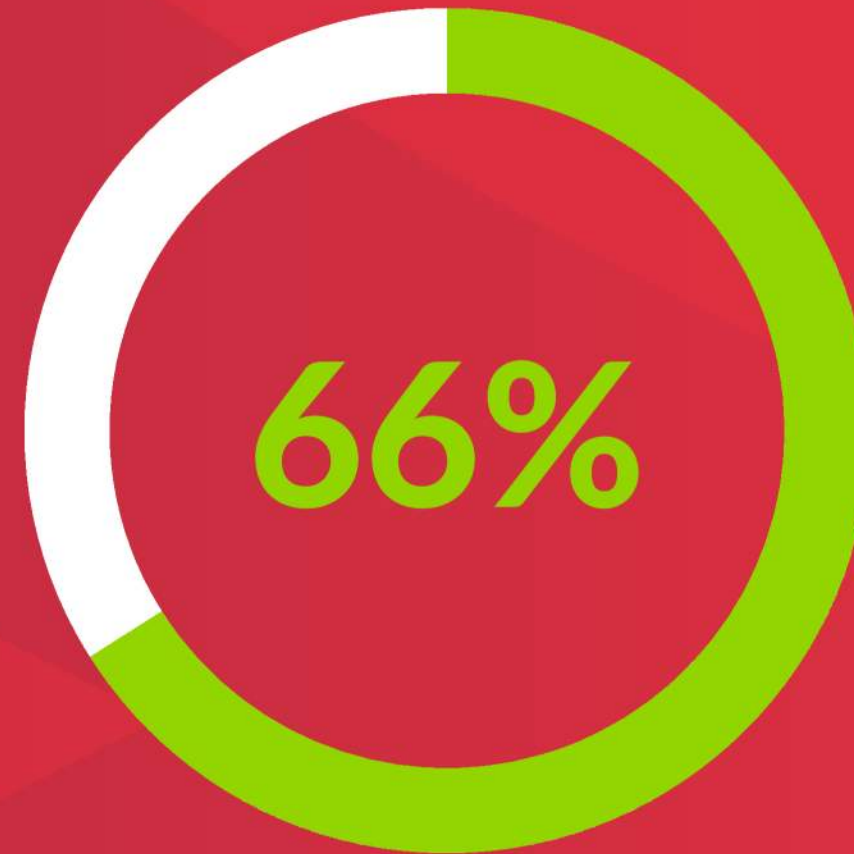
**OF FLORIDIANS HAVE USED
A GENERATIVE AI TOOL**



including 65% of those
under the age of 45



SURVEY: AI COULD HAVE POSITIVE IMPACT

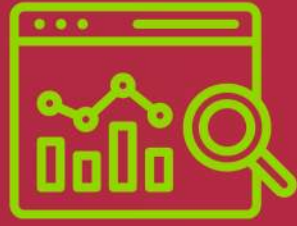


**THINK AI COULD HAVE A POSITIVE
IMPACT ON LOCAL GOVERNMENT**

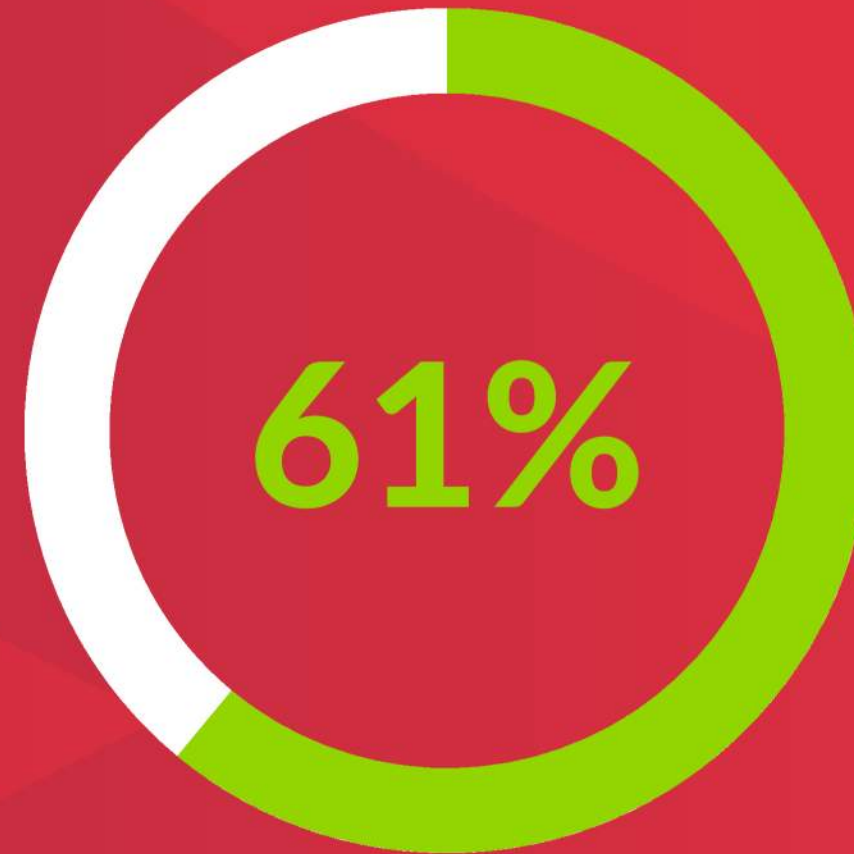


TOP 3 WAYS:

1. Transportation & Infrastructure
2. Education & Workforce Development
3. Communications & Constituent Services



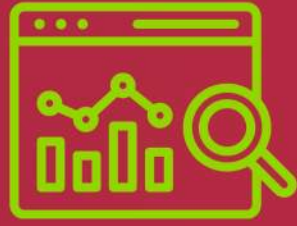
SURVEY: AI COULD BENEFIT LOCAL GOVS



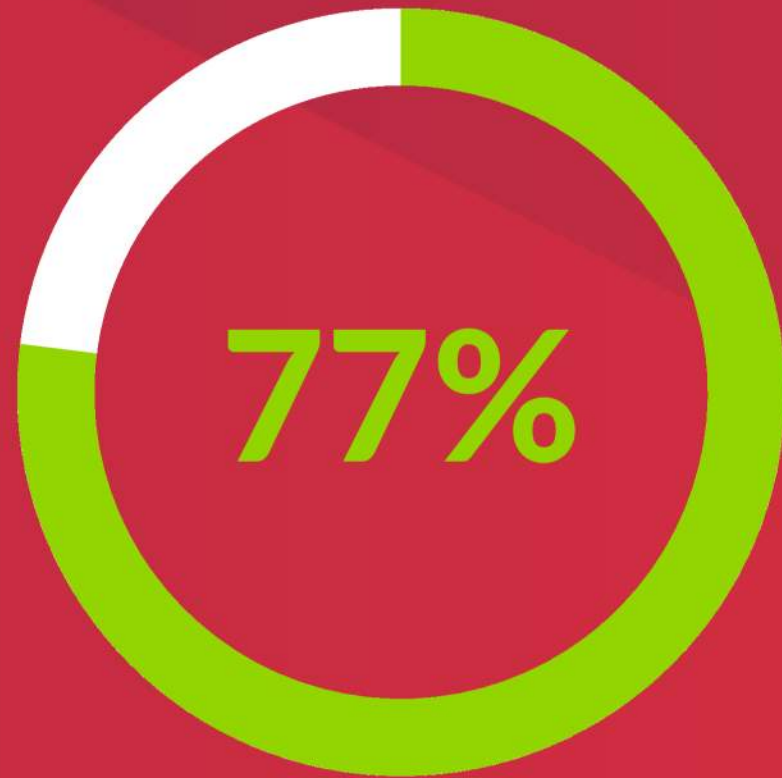
BELIEVE AI COULD BENEFIT LOCAL GOVERNMENTS IN ONE OR MORE WAYS

TOP 3 WAYS:

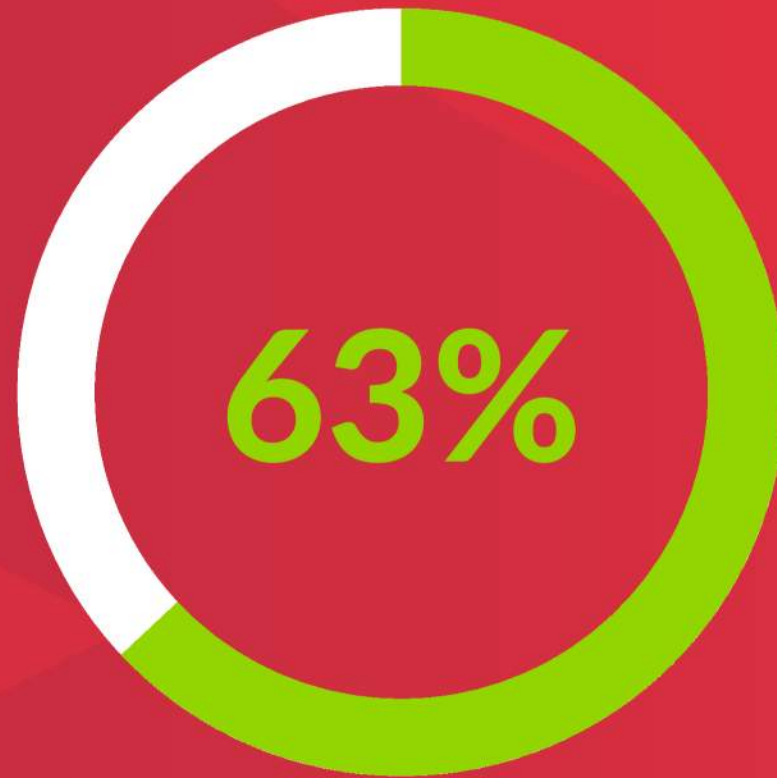
1. Improving efficiency in government operations
2. Providing better services to citizens
3. Improving clarity of communications with constituents



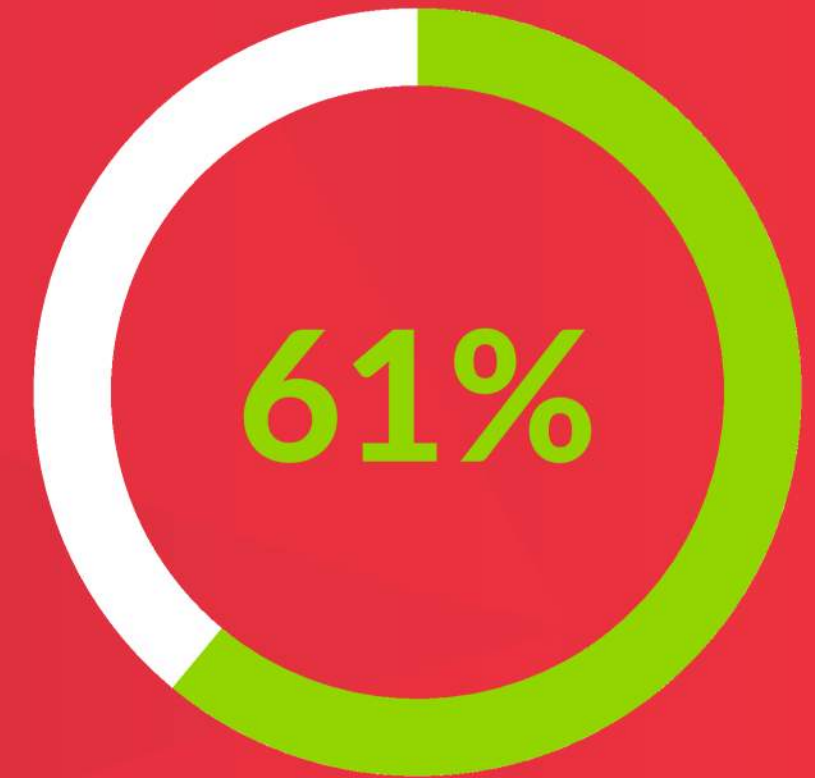
SURVEY: ELECTEDS SHOULD LEAD ON AI



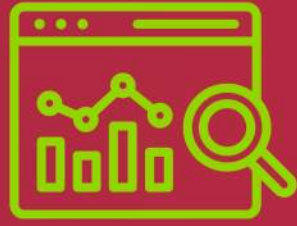
THINK IT'S VERY IMPORTANT FOR ELECTED OFFICIALS TO EDUCATE THEMSELVES AND THE PUBLIC ON THE CAPABILITIES AND LIMITATIONS OF AI



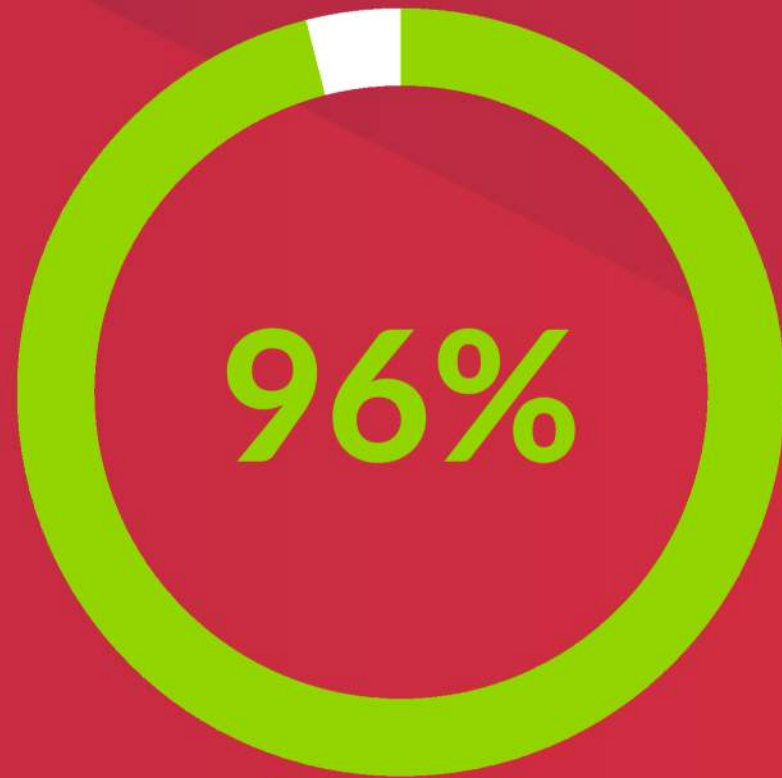
THINK IT'S IMPORTANT FOR LOCAL GOVERNMENTS TO INVEST IN AI TECHNOLOGIES OVER THE NEXT FIVE YEARS



THINK ELECTED OFFICIALS SHOULD TAKE A LEADERSHIP ROLE IN PROMOTING INNOVATION AND RESPONSIBLE AI USE IN THEIR COMMUNITIES



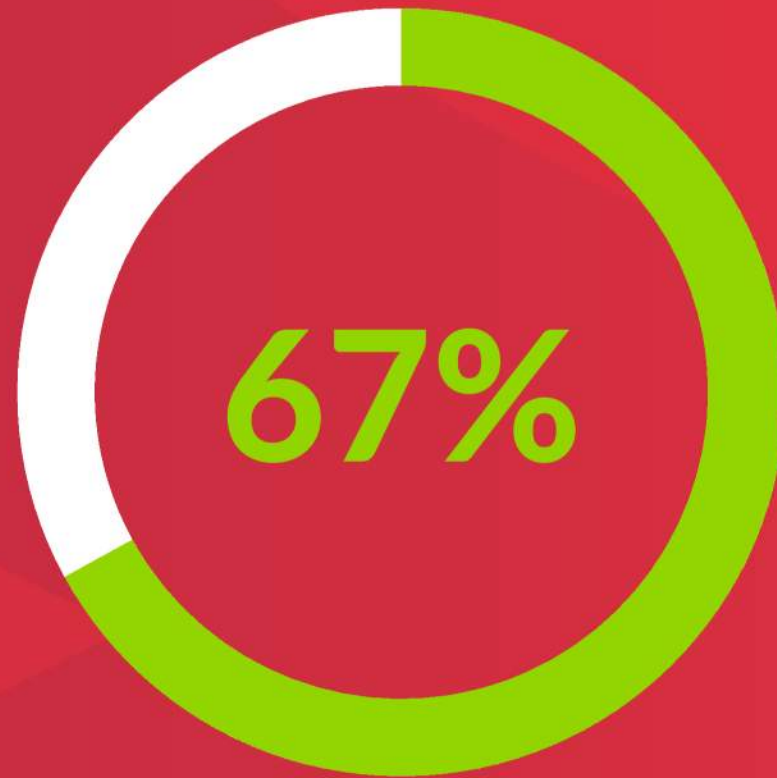
SURVEY: DISTRUST & SKEPTICISM



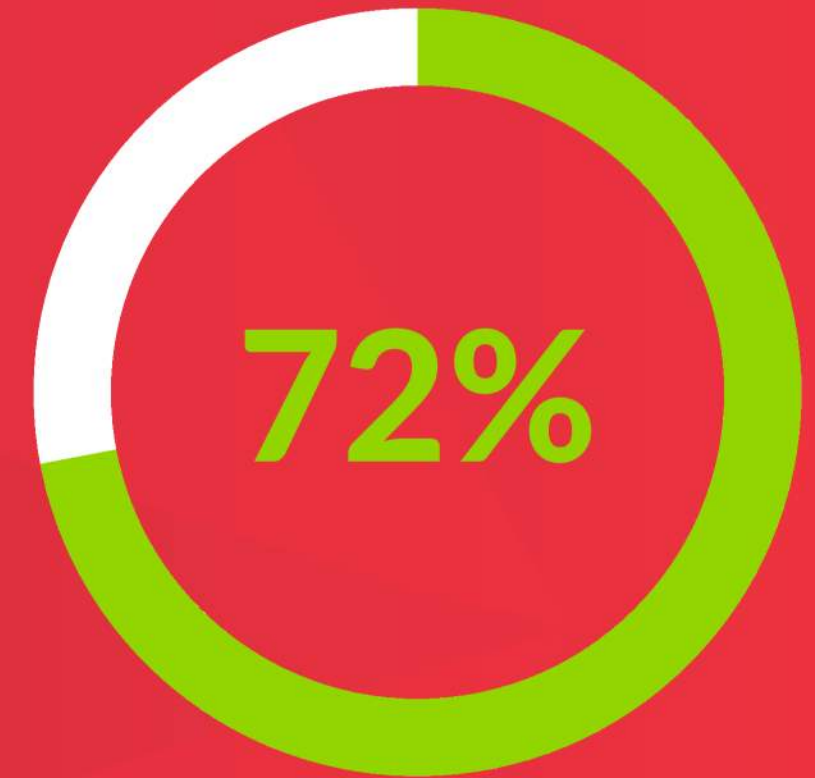
HAVE AT LEAST ONE CONCERN ABOUT THE POTENTIAL USE OF AI IN LOCAL GOVERNMENT

TOP 3 WAYS:

1. Potential bias in AI systems
2. Privacy and data concerns
3. Reduction in sincere connection with constituents



THINK WE WILL REACH A POINT WHERE HUMANS LOSE CONTROL OF AI

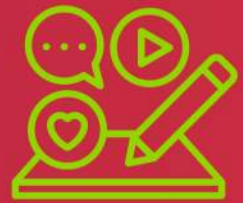


THINK AI MISINFORMATION WILL AFFECT 2024 ELECTION RESULTS

INCLUDING 45% WHO SAY IT WILL BE ENOUGH TO CHANGE THE OUTCOME OF SOME RACES

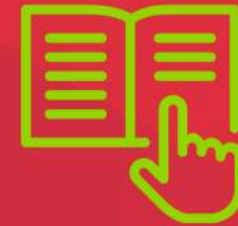


GENERATIVE AI USE CASES



Crafting Messages that Resonate

Talking Points, Statements and Speeches



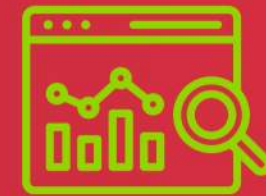
Making Reports Easier to Digest

Summaries and Key Takeaways



Quality Control

Editing and Enhancing Text



Researching Complex Topics

Learn Anything Quickly



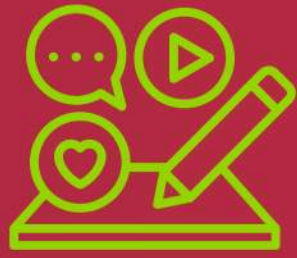
Transcribing Meetings

Next Steps and Action Items



More Personalized Communication

Adapting Messages for Different Audiences



Crafting Messages that Resonate

Talking Points, Public Statements & Speeches

I am an elected official in Walla Walla, Washington, and I need to create talking points for an upcoming public statement. The statement is about the city's new initiative to expand affordable housing. Here are the key facts:

1. The city plans to build 500 new affordable housing units over the next three years.
2. This initiative is in response to the growing demand for affordable housing, which has increased by 20% over the last five years.
3. The project is funded by a combination of city budget allocations and state grants, totaling \$50 million.
4. We are collaborating with local nonprofit organizations to ensure that the units are accessible to low-income families.
5. The initiative also includes a provision for sustainable building practices to minimize environmental impact.

Please help me craft compelling talking points that emphasize the importance of this initiative for at-risk residents, the positive impact it will have on the community, and our commitment to sustainability and inclusivity. The tone should be hopeful and forward-looking, with a focus on the benefits for families in need.



1. Addressing a Critical Need:

"In response to the growing demand for affordable housing in Walla Walla, which has surged by 20% over the last five years, we are taking decisive action. Our city is committed to ensuring that every resident has access to safe, affordable housing—a fundamental necessity for a thriving community."

2. Expanding Opportunities for Families:

"Over the next three years, we will build 500 new affordable housing units. These homes are not just buildings; they represent opportunities for families to put down roots, children to grow in stable environments, and individuals to live with dignity. This initiative is a lifeline for at-risk residents who need it most."

3. A Collaborative Effort for the Greater Good:

"This project is made possible through a combination of city budget allocations and state grants, totaling \$50 million. But it's not  about funding—it's about partnership. We are working closely with local nonprofit organizations to ensure these units are accessible to low-income families, reflecting our commitment to inclusivity and community support."

4. Sustainability as a Core Value:

"Our approach to this project is guided by sustainability. We are incorporating sustainable building practices to minimize environmental impact, ensuring that our progress today doesn't compromise the future of Walla Walla. We are building a better future not only for our residents but also for our environment."

5. A Hopeful Future for All:

"This initiative is more than a housing project; it's a commitment to the people of Walla Walla. It's about creating a community where everyone has the opportunity to thrive, where no one is left behind, and where our collective future is bright, inclusive, and sustainable."



Quality Control

Editing and Enhancing Text with Grammarly

The screenshot shows a document editor interface. The main text area contains three numbered sections:

- 5. City Manager review**

A draft copy of the newsletter is given to Greg, Sharon, and the City Manager for review and feedback. The Manager meets with Aja and Greg to discuss his revisions, which often includes removing some articles, changing placement of articles, requesting new content, and correcting typos or grammatical errors. Revisions are made and the issue is re-submitted to the Manager for review -- sometimes multiple times -- before the issue is put to bed.
- 6. Printing and distribution**

Rei prepares the issue for printing and sends it to the printer. Once the printer sets it up for printing, they send a proof back to Public Affairs for the City Manager's final review and approval, or additional changes. Greg arranges for postage, and the printer provides the final printed copies to the Postal Service for distribution to households. About 1,000 copies are delivered for distribution to City Hall, the Library, and other City departments. It takes about 1-2 weeks from the time of final approval to land in residents' mailboxes. When an issue is behind schedule, a rush print order incurs an extra fee.
- 7. Promotion of the new issue**

Public Affairs promotes the new issue when it comes out on the website and social media. They post the entire newsletter on the City's website and encourage followers to read it before it reaches their mailbox. Past issues -- from winter 2014 to present -- are also available.

On the right side, the 'Review suggestions' panel shows:

- Progress bars for Correctness, Clarity, Engagement, and Delivery.
- Suggestion 1: 'Remove the phrase the time of' (with a blue checkmark icon).
- Suggestion 2: 'Rephrase sentence When an issue is behind...' (with a blue checkmark icon).
- Suggestion 3: 'Our best version BETA' (with an information icon).
- Below the suggestions, a paragraph of text is shown with a green box highlighting a portion: 'Public Affairs promotes the new issue on the city's website and social media. They post the entire newsletter on the City's website and encourage followers to read it before it reaches their mailbox. Past issues [] from winter 2014 to the present [] are also available.' A green button 'Use this version' is next to it, along with 'Dismiss' and a menu icon.
- Suggestion 4: 'Use our best version In February 2020, the Public...' (with a blue checkmark icon).
- Bottom suggestion: 'Want to sound more positive?' (with a blue checkmark icon).



Transcribing Meetings

Next Steps with Otter.ai and ChatGPT

Certainly, based on the whiteboard image, here's a transcription of the key points followed by an elaboration in the form of a PR/content strategy plan:

Transcription of Whiteboard:

1. Why Being Florida's Bank Matters?
2. How to showcase the caliber of associates who work at the bank?
3. How will we win social?

Additional Points:

- Longevity
- Increase customer events/consultations

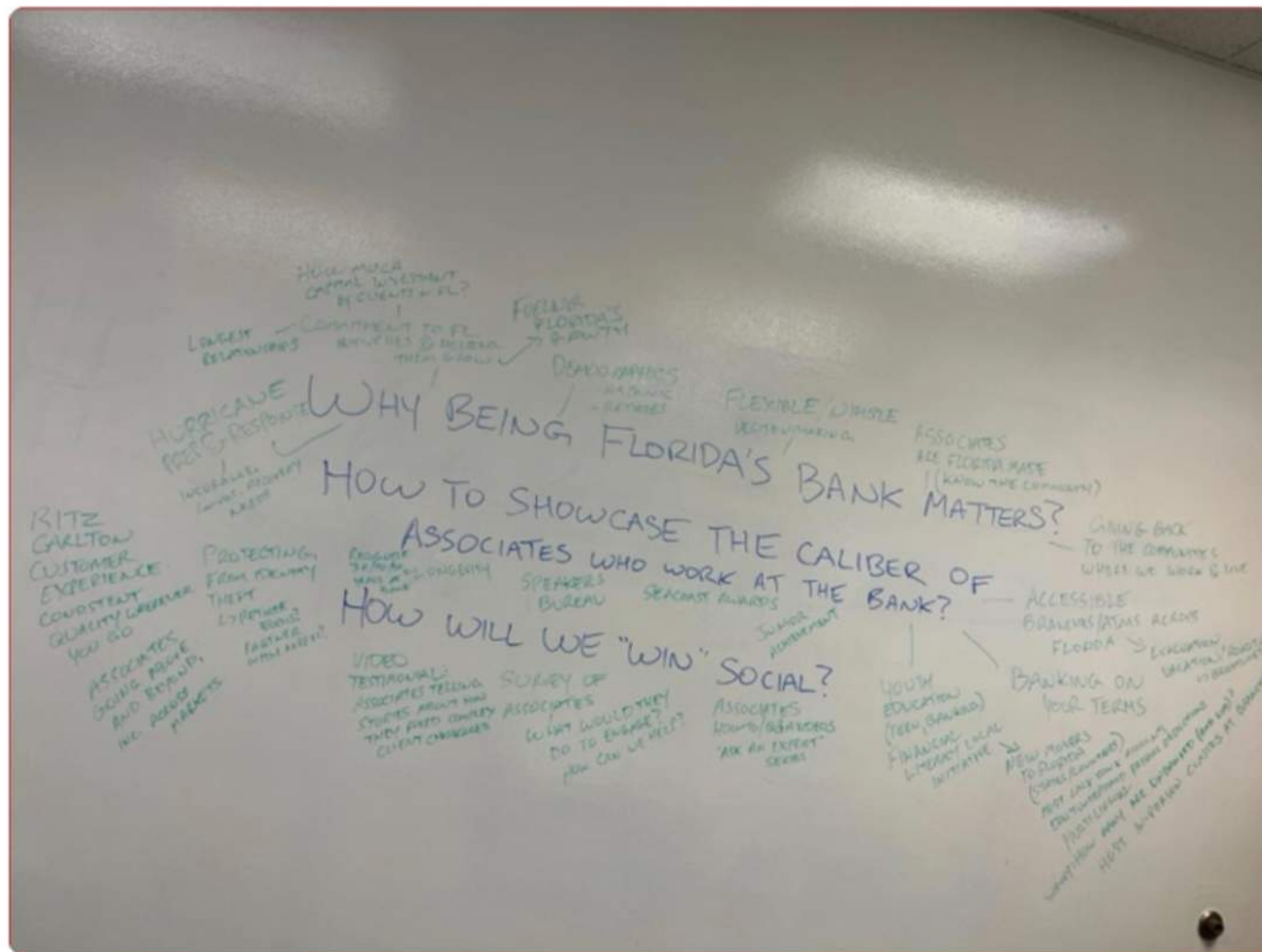
PR/Content Strategy Plan:

1. Positioning [REDACTED] Bank:

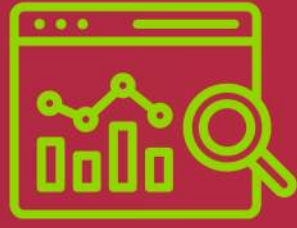
- Develop a campaign around "Why Being Florida's Bank Matters." This could involve sharing historical data about the bank, its roots in Florida, and its commitment to the community.
- Collaborate with local influencers to convey the message of the bank's Florida roots and its significance.

2. Showcasing Bank's Associates:

- Employee Spotlight: Regular features on the bank's associates, sharing their journey, expertise, and commitment.
- Host webinars or podcasts where associates discuss banking topics, giving customers a



Review the information written on this whiteboard about [REDACTED] Bank, then transcribe the info and elaborate further by building out a PR/content strategy plan.



Making Reports Easier to Digest

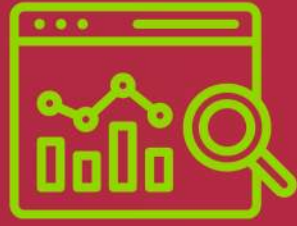
Summaries and Key Takeaways



City ACFR - 2023.pdf

PDF

Write a concise and clear summary of the City of Indianapolis 2023 Annual Financial Report, identifying key trends and important takeaways. Present your findings as a brief memo I can share with my team. The goal of this memo is to keep my team informed about the city's performance and help us anticipate potential challenges or opportunities in municipal government for the upcoming year. Please include all relevant details in your summary and analysis, focusing on: 1. Major achievements or milestones 2. Financial performance highlights 3. New programs or service launches 4. Market trends affecting local government 5. Potential risks or challenges mentioned 6. Strategic initiatives or partnerships 7. Outlook for the next year



Making Reports Easier to Digest

Summaries and Key Takeaways (OpenAI - ChatGPT)



Memo: Summary of City of Indianapolis 2023 Annual Financial Report

To: [Team Name]



From: [Your Name]

Date: [Today's Date]

Subject: Summary of City of Indianapolis 2023 Annual Financial Report

1. Major Achievements and Milestones

- **Economic Development:** Indianapolis continued to experience strong economic growth in 2023, with 54 successful relocation and expansion projects resulting in 3,982 new jobs and 8,797 retained jobs. The average wage for new jobs was \$33.80 per hour, and over \$1 billion was invested in capital projects.
- **Infrastructure and Capital Improvements:** The City made significant capital investments totaling \$2.03 billion in 2023, including \$425 million in construction projects and \$931 million in infrastructure, particularly in streets, curbs, and sidewalks.
- **Public Safety:** Continued investment in public safety initiatives, including the expansion of the Crime Guns Task Force and the funding of 1,743 police officers and 1,220 firefighters.

2. Financial Performance Highlights

- **Revenue and Expenses:** The City generated \$1,481.7 million in revenue while incurring \$1,307.5 million in expenses, resulting in a positive net position of \$660 million, up from \$485.8 million in 2022.
- **Fund Balances:** The City's governmental funds reported combined ending fund balances of \$1,655.6 million, with an unassigned general fund balance of \$146.6 million, maintaining strong fiscal health.
- **Debt and Liabilities:** The City's long-term obligations increased to \$3.34 billion, primarily driven by new tax increment and revenue bonds.

3. New Programs or Service Launches

- **Mental Health and Community Programs:** The City allocated \$2 million to hire a team of mental health professionals for crisis response and expanded investments in violence reduction programs.
- **Environmental Initiatives:** Significant investments were made in sustainability, including a \$125 million plastics recycling facility and a \$35 million solar module manufacturing facility.

4. Market Trends Affecting Local Government

- **Logistics and Manufacturing Growth:** Indianapolis remains a logistics hub, with major investments in industrial parks and headquarters facilities, reflecting a robust demand for logistics and distribution services.
- **Healthcare Sector Expansion:** Continued growth in the healthcare sector, with substantial investments in IU Health's \$4.3 billion expansion and related medical facilities.

5. Potential Risks or Challenges

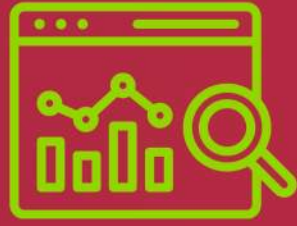
- **Pension and Postemployment Liabilities:** The City faces an unfunded pension liability of \$811.1 million and an unfunded postemployment benefit obligation of \$287.3 million, which could pose long-term financial challenges.
- **Revenue Dependence on Property Taxes:** The City anticipates a \$29 million impact from property tax caps in 2024, highlighting the risk of revenue fluctuations.

6. Strategic Initiatives or Partnerships

- **Inclusive Economic Development:** The City's "Inclusive Incentives" policy continues to advance job opportunities and reduce employment barriers, especially in emerging industries.
- **Partnerships with Local Institutions:** Collaborations with universities and healthcare providers are key to ongoing developments in life sciences and healthcare infrastructure.



7. Outlook for the Next Year



Making Reports Easier to Digest

Summaries and Key Takeaways (Anthropic - Claude)



R Write a concise and clear summary of the City of Indianapolis 2023 Annual Financial Report, identifying key trends and important takeaways. Present your findings as a brief memo I can share with my team. The goal of this memo is to keep my team informed about the city's performance and help us anticipate potential challenges or opportunities in municipal government for the upcoming year. Please include all relevant details in your summary and analysis, focusing on: 1. Major achievements or milestones 2. Financial performance highlights 3. New programs or service launches 4. Market trends affecting local government 5. Potential risks or challenges mentioned 6. Strategic initiatives or partnerships 7. Outlook for the next year

MEMO

To: Team

From: [Your Name]

Subject: Summary of City of Indianapolis 2023 Annual Financial Report

Key Takeaways:

1. Major Achievements:

- Maintained AAA credit rating
- Received Certificate of Achievement for Excellence in Financial Reporting for 2022 report

- Successfully deployed American Rescue Plan Act funds

2. Financial Performance:

- Total net position increased to \$660 million (up from \$485.8 million in 2022)
- General Fund revenues of \$737.9 million, slightly below budget but offset by lower expenditures
- Maintained unassigned General Fund balance of \$146.6 million (18% of expenditures), exceeding 10% policy minimum

3. New Programs:

- Launched Clinician Led Community Response team for mental health crises
- Expanded Crime Guns Task Force

4. Market Trends:

- Strong economic development, with 54 relocation/expansion projects creating 3,982 new jobs
- Continued growth in life sciences and logistics sectors
- Recovery of convention and tourism industry to pre-pandemic levels

5. Potential Risks:

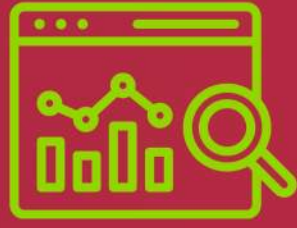
- \$811.1 million unfunded net pension liability (though 67% to be covered by State of Indiana)
- \$287.3 million unfunded postemployment benefit obligation

6. Strategic Initiatives:

- Significant infrastructure investments (\$325.7 million for roads, bridges, and greenways in 2024)
- Convention center expansion and new 800-room headquarters hotel project
- Focus on affordable housing and community violence reduction programs

7. 2024 Outlook:

- 5% increase in General Fund budget to \$755.5 million
- Continued investment in public safety, infrastructure, and economic development
- Monitoring of economic indicators, with slight uptick in unemployment rates as of April 2024



Researching Complex Topics

Learn Anything (Quickly) with Perplexity

What are the most popular intrastate airlines currently operating in Florida

Sources


Southwest Airlines
Unveils Florida One

 southwestairlinesi... · 1

Intrastate airline -
Wikipedia

 en.wikipedia · 2

Silver Airways - Fly
Pensacola

 flypensacola · 3



View 2 more

Answer

Based on the search results and current information, the most popular intrastate airlines currently operating in Florida are:

Silver Airways

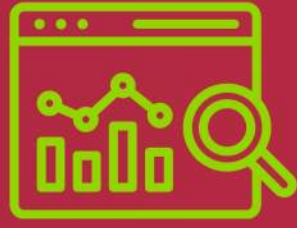
Silver Airways is considered America's leading independent regional airline and operates the most routes within Florida ³. Some key points about Silver Airways:

- It has the largest network of intra-Florida routes
- Operates flights between Florida and the Bahamas
- Has gateways in Fort Lauderdale, Orlando, and Tampa
- Codeshare partner with major airlines like United, JetBlue, American, and Delta

American Airlines and Envoy Air

American Airlines and its regional subsidiary Envoy Air operate several intrastate routes in Florida ⁴:

- American Airlines operates mainline flights between major cities like Miami, Tampa,



More Personalized Communication

Adapting Messages for Different Audiences



ChatGPT

Sure! Here are multiple variations of messaging for community outreach or engagement with a city's residents, tailored for different personas and in various languages.

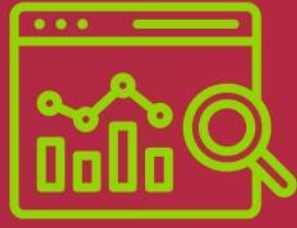
Community Leader

English

- **Formal:** "Dear Residents, We are excited to announce a community meeting to discuss the upcoming development projects in our neighborhood. Your input and participation are highly valued. Please join us at the Community Center on May 25th at 6 PM. Warm regards, [Your Name]"
- **Informal:** "Hi everyone! We're having a community meeting to talk about new projects in our area. We'd love to hear your thoughts! Join us at the Community Center on May 25th at 6 PM. See you there! [Your Name]"

Spanish

- **Formal:** "Estimados Residentes, Nos complace anunciar una reunión comunitaria para discutir los próximos proyectos de desarrollo en nuestro vecindario. Su opinión y participación son muy valoradas. Únase a nosotros en el Centro Comunitario el 25 de mayo a las 6 PM. Saludos cordiales, [Su Nombre]"
- **Informal:** "¡Hola a todos! Tendremos una reunión comunitaria para hablar sobre los nuevos proyectos en nuestra área. ¡Nos encantaría escuchar sus opiniones! Únase a nosotros en el Centro Comunitario el 25 de mayo a las 6 PM. ¡Nos vemos allí! [Su Nombre]"



More Personalized Communication

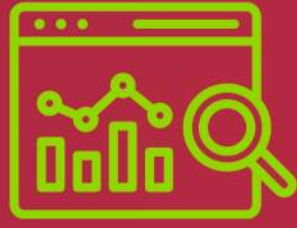
Anticipate Reactions by Roleplaying

Roleplay as a constituent who cares about [topic] and evaluate how clearly this document explains the content.

What are 3 questions they would ask?

What information could I include ahead of time to pre-empt these questions?

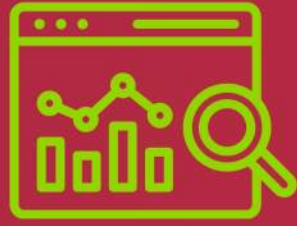




Tips for Writing Prompts

- Start by telling it to adopt a persona: "You are _____"
- Give clear examples and explanations.
- Include details to get more relevant answers.
- Specify the desired length of the output.
- Describe your desired tone, style, or format.

Prompt



Output Missed the Mark? Fix it!



TOO SIMPLE?

"Revise with expert-level writing" OR
"Rewrite to an 11th-grade reading level."

TOO FORMAL?

"Make it more conversational" OR
"Use simple words (no more complicated than necessary)"

WRONG VOICE?

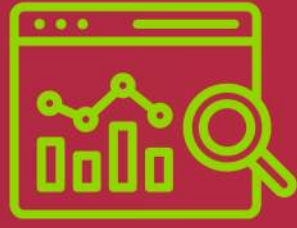
"Replicate the following tone and style:"
(then include a sample of your original writing)

WRONG TONE?

"Did your last response miss miss anything important? If so, fix it."

MISSING SOMETHING?

"Rewrite to be more assertive and direct."



Different Styles for Writing Prompts

Motivational

Narrative

Instructional

Provocative

Expository

Poetic

Inspirational

Persuasive

Satirical

Humorous

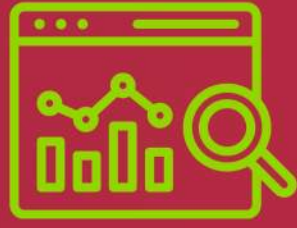
Analytical

X vs. Y

ADOPTING AI IN GOVERNMENT

Potential Impact on Workforce





Navigating Ethical Challenges

Privacy Don't share confidential or sensitive information

Accuracy Fact-check AI-generated content

Bias Monitor for biased outputs

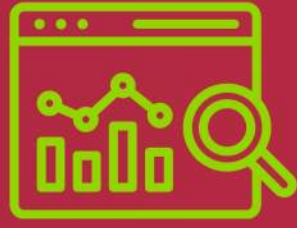
Dependence Balance AI with human oversight and judgment

Copyright Avoid intellectual property issues

FUTURE TRENDS AND INNOVATIONS

WHAT'S NEXT?





Future AI Trends & Innovations

Urban Planning & Infrastructure

- Predictive modeling for development projects
- Smart zoning and land use decisions
- Automated compliance monitoring

Public Safety & Emergency Response

- AI-driven crime prediction and planning
- Real-time disaster management

Smart Infrastructure

- Predictive maintenance for roads and bridges
- Smart water management systems
- Energy grids and energy optimization

Health & Environmental Monitoring

- Health data analytics for disease tracking
- Environmental monitoring for air/water quality
- Waste management and resource allocation

Education & Workforce Development

- Personalized learning platforms
- AI-driven workforce training and chatbots

Transportation & Mobility

- Optimized public transit routes and operations
- Self-driving vehicles and drones for consumer use, freight/logistics and emergency services

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QUESTIONS?

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