

MARC Internal Generative AI policy and updates

December 2023





- What is AI?
- Where is it already used?
- Legislation and Regulation

In the Lab: GenAI for Local Governments

GenAI for Local Governments

Task Force by Numbers



45+ local govt's



15+ universities



20+ private sector



15+ other agencies

What We've Heard So Far

Local Government's Approach to GenAI Policy

1. **GenAI is a how, not necessarily a what.** GenAI is a technology that can transform *how* we do things. It's not necessarily the end result.
2. **There is a level of education and understanding on how the technology works** that is required to enable governments to develop policy and consider use cases.

Use of GenAI at MARC

- Use the built-in tools on existing platforms once you have reviewed and understand the terms and conditions.
- Don't use the standalone tools just yet – ChatGPT, etc
 - Still evaluating these tools

Disclosing Use of GenAI

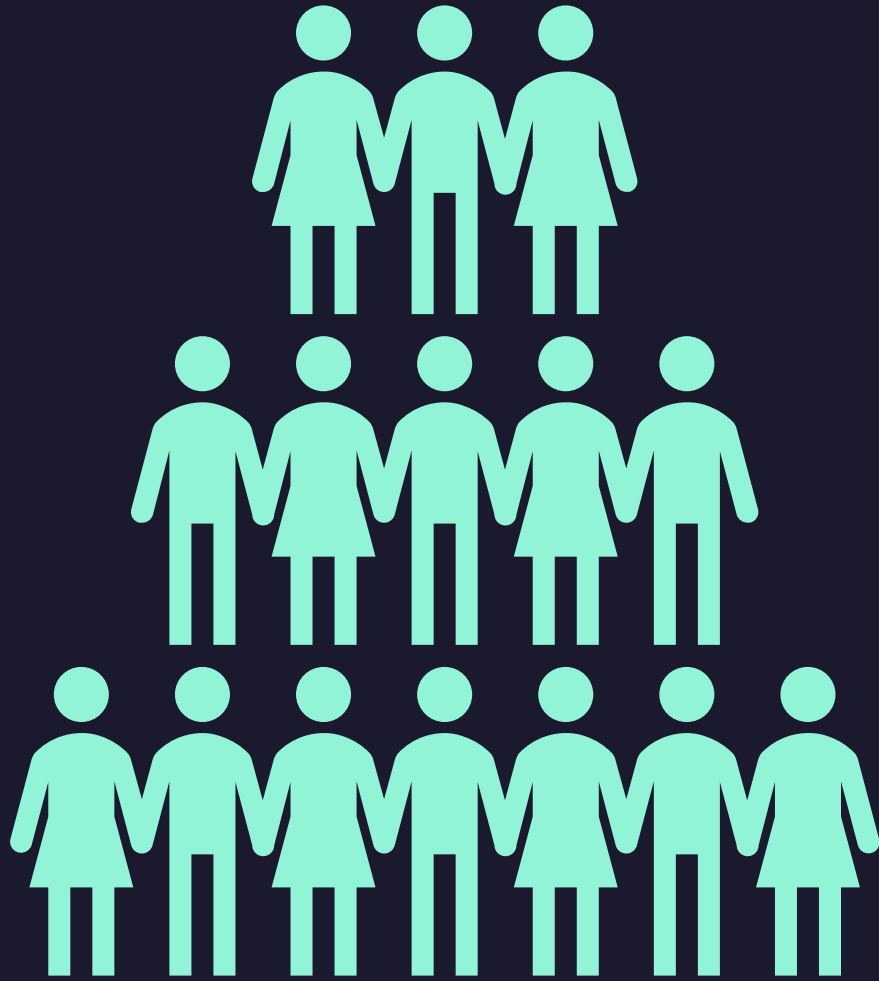
BY MARC STAFF

- Any document or product that has content produced by generative AI must be cited. Current proper citation format based on MLA style depends on the type of content you have generated, but at a minimum should include the exact prompt, the tool and version used, the creator of the tool (for example, CoWrite is created by mySidewalk), the date it was generated, and the web address of the tool (if applicable).

BY VENDORS/CONTRACTORS/CONSULTANTS ON OUR BEHALF

- Any document or product that has any kind of content produced by generative AI on behalf of MARC must be disclosed. This includes (but is not limited to) responses to RFPs, any kind of reports (including progress reports), final reports or documents and artwork/images.





GenAI Use in Collaborative Projects

- Take the lead on bringing the topic up in discussion
- If any organizations in the collaborative have banned its use, discuss whether it is appropriate to use on the project
- If you are using it, you should be prepared to demonstrate how you have used it to the relevant committee or group



Intergovernmental Regulation

Staff should research rules or guidance from funding agencies or organizations before using any AI tools for projects



Ethical Use of AI

- Models are trained on significant amounts of data with potential unknown biases resulting in discriminatory outputs.
- There is a significant environmental footprint to the electricity consumed to run LLMs

AI Principles of Use (OECD)



- **1. Inclusive growth, sustainable development and well-being.** AI should benefit people and the planet.
- **2. Human-centered values and fairness.** AI systems should be designed in a way that respects the rule of law, human rights, democratic values and diversity, and they should include appropriate safeguards – for example, enabling human intervention when necessary – to ensure a fair and just society.
- **3. Transparency and explainability.** There should be transparency and a responsible disclosure around AI systems to ensure that people understand AI-based outcomes and can challenge them.
- **4. Robustness, security and safety.** AI systems must function in a robust, secure and safe way throughout their life cycles and potential risks should be continually assessed and managed.
- **5. Accountability.** Organizations and individuals developing, deploying or operating AI systems should be held accountable for their proper functioning in line with the above principles.

Risk Mitigation



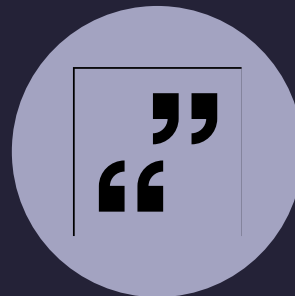
Do not under any circumstances put any private information about yourself, others or the organization into any generative AI tool.



Be wary of copyrighted sources being used to generate the requested content.



Cite generative AI use (the tool, the date used and the prompt used) for transparency whenever it is used. Require disclosure of its use by vendor, contractors or consultants when creating products on our behalf.



Always evaluate the content before using it – consider it a first draft and seek additional sources every time.

Regional Innovation Forum: GenAI and the Public Sector

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Kauffman Foundation
Conference Center



Thank You

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