

Generative AI Interim Guidance

V 1.0

Generative Artificial Intelligence (Gen AI) systems have become increasingly popular and prevalent in all areas of society today. The City recognizes the opportunity for a guided and responsible approach to using Gen AI that acknowledges the benefits to our efficiency while minimizing the risks around AI bias, privacy, and cybersecurity.

At this time, we believe that Gen AI is a completely valid and useful exploratory tool to enhance our productivity and support essential City tasks; however, we encourage employees not to invest heavily in using this technology or use it to support critical processes until the City develops further policies.

How to Use this Document:

This Interim Guidance is our first step in developing a policy intended to minimize risks that may arise from the use of Gen AI technology while we conduct additional research and analysis. Refer to this document quarterly, as guidance will change with the technology, laws, and industry best practices. Key sections include:

- **Guidelines:** Practices intended to encourage responsible and innovative use of Generative AI but minimize risks to the City and to the public.
- **Sample use cases:** Several Gen AI prompts that you might use for your work, along with best practices for each.
- **Principles:** Core codes of conduct that reflect our Long Beach values and responsibilities as public servants.

Guidelines:

1. **Do not submit any sensitive or private information to a Generative AI platform you wouldn't want available to the public.** Everything you enter into a Generative AI system is subject to the California Public Records Act (PRA). The information you provide may be viewable and usable by the Gen AI service provider and may be compromised if they experience a data breach. Sensitive and private information includes but is not limited to the following:

- a. Personally identifiable information (PII), Protected Health Information (PHI), Tax IDs, passport numbers, driver's license numbers, addresses, contact details, financial information, credit card numbers, and more.
 - b. Passwords, passcodes, and other confidential information.
 - c. Sensitive business data:
 - i. Any information that if exposed publicly would tarnish or harm the reputation of the City.
 - ii. Any information that if exposed publicly would open the City to regulatory or legal action.
2. **You should create a Generative AI system account just for City usage** to ensure public records are kept separate from personal records.
3. **Carefully review, verify, and fact check via multiple sources the content generated by Generative AI** to eliminate instances of bias, offensive, inaccurate, or harmful material. Acknowledge that Generative AI systems can reflect cultural, social, and economic biases of source material. You are responsible for verifying that the information is accurate to mitigate biases and misinformation.
4. **Please cite or reference when you use Generative AI within your documents and communications.** Audiences should know when Gen AI was involved with producing content, and we encourage you to lead by example and disclose this information whenever possible. Our goal is to build a positive culture around using Gen AI systems and being transparent with its usage is the first step in challenging any stigmas that may exist. Gen AI is not a shortcut; it is a tool used to enhance our creativity, optimize our efficiency, and strengthen our effectiveness.
 - a. Examples of citations are below in the "[How to Cite](#)" section.
 - b. Your citations should include which Gen AI system was used as well as confirmation that you have fact checked everything.
5. **Please disclose to TID when you use Generative AI** by completing the form below. The intent of disclosing Gen AI usage is so TID may continue learning when Gen AI best fits in our work and potentially implement further systems and policies dedicated to addressing these emergent needs.

- a. This form is anonymous and will take 1 minute to complete. Your responses will help us explore how we can support the responsible and safe use of Generative AI across the City.
 - b. Form: <https://forms.office.com/g/Lx3BthE34H>

6. **Please opt out of data collection whenever possible.** Gen AI retains the data you input and the content it generates as part of its training and self-learning processes. This means every interaction with Gen AI may be saved and utilized to improve its functionality over time. Some Gen AI systems allow you to opt out of data collection which means that they will not keep any of the data you provide, and those data will not be used in the systems' models.
 - a. Instructions on how to opt out can be found in the "[How to Opt Out of Data Collection](#)" section.

7. **City Departments may provide additional rules for their staff around Generative AI.** If your Department, Bureau, or Division does have additional regulations for Generative AI, please disclose this with TID by completing the form below.
 - a. Form: <https://forms.office.com/g/Lx3BthE34H>

8. **We encourage you to participate in the City's established workgroups** to help advance AI usage, guidance, and best practices in the City. If you are interested in joining our AI working group, please complete this form:
 - a. Form: <https://forms.office.com/g/Lx3BthE34H>

Sample Use Cases:

Below are a few sample use cases for Generative AI. These were identified by City staff as ways in which they'd like to utilize Gen AI. Please keep in mind that these are just example input prompts, they do not represent the only ways you can use Gen AI systems. We are still in the experimental phases and there are many use cases we don't know about yet.

Write an internal memo. Generative AI can write short documents that present an argument.

Example input prompt:

Write a memo to the City Manager about the benefits of using generative AI in city government.



Risk Level: Mid Risk

Principle: Empowerment

Do's:

- Try to be specific in the prompt. If you give more context and direction, the answer becomes more relevant.
- Request different versions of the same sentence until you find what works best. Be creative!
- Fact check and proofread the output.
- Cite your use of Gen AI in the memo.

Don'ts:

- Do not include any sensitive or confidential information in the prompt.
- Do not rely on Generative AI to provide error-free answers.

Summarize information. Gen AI can condense long pieces of information into bullet points or notes.

Example input prompt:

Write a one page summary of the following report (insert text here).



Risk Level: Mid Risk

Principle: Exploratory Mindset

Do's:


- Specify to whom the summary is intended for.
- Provide the text in which you'd like summarized.
- Fact check and proofread the output.
- Cite use of Gen AI if a substantial portion of the output is used.

Don'ts:

- Do not include any sensitive or confidential information in the prompt.

Create content for external use. Gen AI can create social media content at the request of the user.

Example input prompt:

Create an Instagram post for our new Generative AI Guidance 

Risk Level: High Risk

Principle: Transparency & Accountability

Do's


- Specify to whom the content is meant for.
- Specify which social media outlet you will use.
- Review and check the output for any cultural, racial, religious, social, and economic biases.
- Cite use of Gen AI in the post. Lead by example!
- Make sure that any content adheres to the City's Social Media Best Practices:
 - [Instagram](#)
 - [X \(Twitter\)](#)
 - [Facebook](#)

Don'ts

- Do not include any sensitive or confidential information in the prompt.
- Do not use the output as the final version without human review.
- Do not accept any outputs that contain offensive or harmful language towards people, particularly vulnerable residents that are susceptible to harm including but not limited to ethnic and racial groups, individuals of various gender expressions, and others.

Language translation. Generative AI can help you draft content in another language.

Example input prompt:

Translate (insert text) into Spanish, Khmer and Tagalog. 

Risk Level: Mid Risk

Principle: Equity & Inclusion

Do's:

- Specify the audience.
- Specify the language and dialect you want the text translated to.
- Do consult with and have someone review the output from the Language Access Team (LanguageAccess@Longbeach.gov)

Don'ts:

- Do not include any sensitive confidential information in the prompt.
- Do not use content in a language you do not understand before consulting someone with proficiency in the language.

Analyze information. Gen AI can conduct predictive analyses with data you provide.

Example input prompt:

Analyze the following survey results (insert data) 

Risk Level: High Risk

Principle: Safety & Security

Do's:

- Provide the survey data for analysis.
- Use AI findings as starting point for deeper investigation.
- Collaborate with data science experts to interpret AI analysis.
- Cite that you used Gen AI for analysis if you used the content produced in your final report or communications.

Don'ts:

- Do not include any sensitive and/or confidential information in the prompt.
- Do not rely solely on AI predictions for critical decisions.
- Do not overlook the need for ongoing human monitoring and interaction.

Principles:

These principles describe general codes of conduct that represent the City's values and are aligned with our responsibilities to the residents we serve. These principles serve to guide City employees in their use of Generative AI technology. **City employees should adhere to these principles and should champion accountability and compliance among their peers.**

The following principles reflect what we heard from City staff in TID's Generative AI survey. They build upon the City's [Code of Conduct and Ethics](#), [Smart City Initiative Guiding Principles](#), and [Data Privacy Guidelines](#).

Empowerment

- The use of Gen AI should support our work to deliver better, safer, more efficient, and equitable services and products to our residents.
- We rely upon and trust in our staff to do the right thing given the right tools and guidance. Staff will need to exercise judgement to make sure we get the benefits from Generative AI tools while avoiding the negative impacts for the City and its constituents.

Exploratory Mindset

- We embrace the possibilities of technology and innovation and commit to responsibly exploring and evaluating creative AI technologies that can advance positive outcomes.
- We acknowledge we are still learning about the full scope of what Generative AI can provide us with, so let's learn together.

Transparency & Accountability

- We acknowledge that we do not have all the answers, nor can we foresee all consequences of adopting this technology. We recognize further research into this technology may reveal issues that require more restrictions on its use.
- We will be transparent when updates to this Guidance are implemented and will hold ourselves accountable to the possible impacts this technology may have.
- The City will practice data integrity and use content produced by Gen AI for stated purposes and purposes that serve the public good.
- Generative AI is a tool. We are responsible for the outcomes of our tools. For example, if autocorrect unintentionally changes a word - changing the meaning of something we wrote, we are still responsible for the text. Technology enables our work; it does not excuse our judgment nor our accountability.

Equity & Inclusion

- We are stewards of the public and we will use Generative AI to support and uplift our communities.
- Everything we do, regardless of the tools, is a reflection of the City and ourselves. We acknowledge that AI systems have the potential to perpetuate inequities, discrimination, harm, and bias to Long Beach residents, and the City will commit to using a racial equity lens to examine the burdens, benefits, and unintended consequences of Gen AI.
- We acknowledge that Generative AI introduces concerns about job security and job displacement, and we recognize that as a workforce we must be resilient in the face of emerging technologies.

Safety & Security

- Every technology that we employ has an impact, both physically and digitally, on the safety and security of our overall environment. We should be mindful of safe data privacy practices for our constituents, and we will consider implementing mechanisms to minimize security risks presented by Generative AI and protect personal data to the greatest extent possible.
- We should be aware that Generative AI applications and models can be compromised with malicious links and prompts, if not kept up to date and combined with sound security practices.

How to Cite:

Citing the use of Generative AI is more than a best practice, it is a powerful way to communicate to your audience how Gen AI is improving your work. **Citing your use of Gen AI is easy and shows that you are an early adopter!**

Generative AI can be cited as a statement within your document, or as a footnote, endnote, or header. Citations for content created by Generative AI should include the following:

- GEN AI SYSTEM: Name of the Generative AI system (ChatGPT, Google Bard, Midjourney, etc.)
- DD/MM/YYYY: Date when content was generated.
- Confirmation that the information was fact checked by you.
- *Optional*: State whether content is unmodified from the Generative AI system.

In text citation example unmodified: *"This document was drafted with support from (GEN AI SYSTEM) on DD/MM/YYYY. The content was fact checked by City staff. This information is unmodified."*

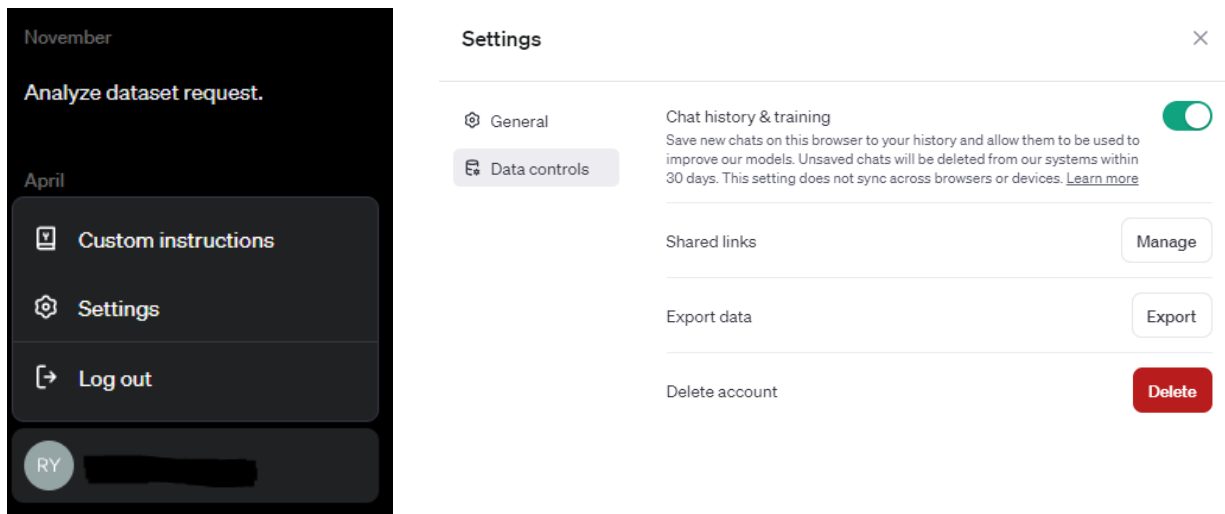
In text citation example modified: *"This email was drafted with support from (GEN AI SYSTEM) on DD/MM/YYYY. The content was edited for brevity and fact checked by City staff."*

Footnote/endnote/header example: (GEN AI SYSTEM, DD/MM/YY. Fact checked by City staff.)

How to Opt Out of Data Collection:

Some Generative AI systems offer the option to opt out of data collection, and we encourage you to do so whenever possible. One Gen AI system that allows users to opt out is ChatGPT. Once a user opts out of data collection, their information does not get used to train the AI system. Then, a user's chat history does not impact future conversations with the AI system and conversations with ChatGPT get deleted after 30 days. Below is a step-by-step guide on how to opt out of ChatGPT's data collection.

1. Select your name on the bottom left of the interface, then select "Settings"
2. In the Settings menu, click "Data controls" and uncheck "Chat history & training"



Assessing Risk in Generative AI Use Cases:

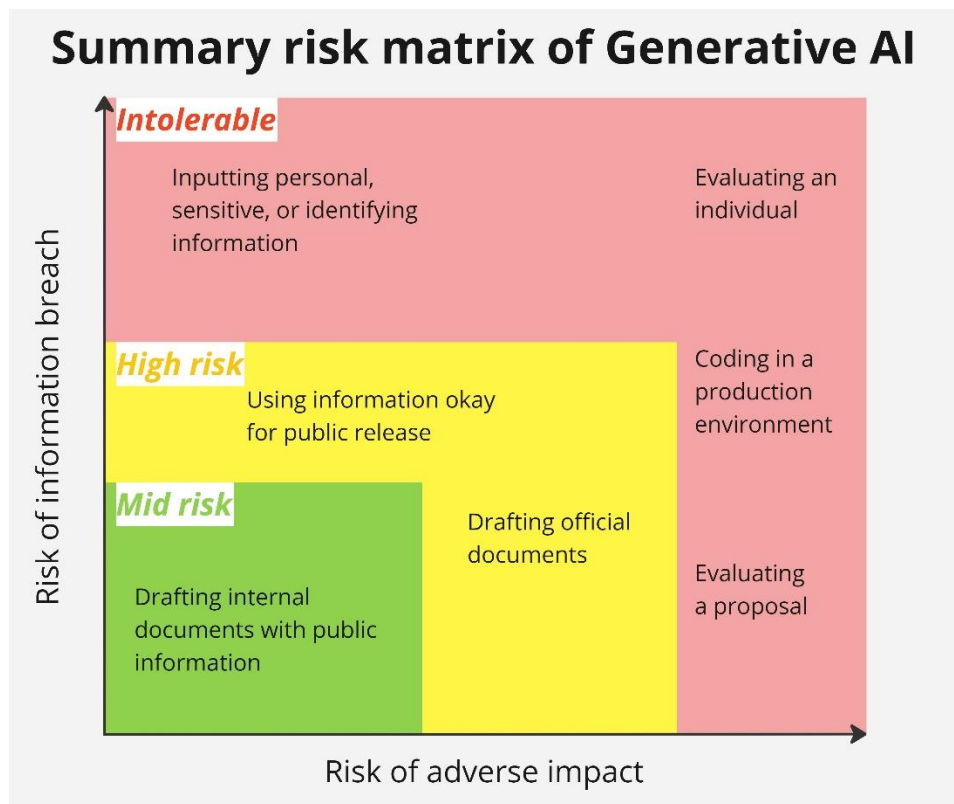
The risk presented by Generative AI tools varies by use case, with the risk spectrum ranging from mid-risk to high-risk to intolerable risk. The following framework was developed by San Jose's Data Privacy Office.

Generative AI risk is determined by two key factors:

1. **Risk of information breach:** the potential harm if the information exchanged with a Generative AI is released to an unintended audience. This can include entering personally identifiable information, sensitive records, or confidential business information into Generative AI. Additionally, any information entered into

Generative AI may be subject to the Public Records Act (PRA). If you wouldn't share the information in a public forum, don't share it with a Generative AI.

2. **Risk of adverse impact:** the potential harm of using the output for a decision, task, or service. This impact can be different for different populations and should be considered from an equity lens, such as adverse impacts to people of a certain race, age, gender identity, or disability status. Not only can AI be biased, but it can also provide false information. In general, if Generative AI is used in relation to City processes that can alter an individual or community's rights, freedoms, or access to services, it should be thoroughly reviewed by multiple users before any document is finalized or action is taken.



History:

Gen AI is a new branch of AI technology that can generate helpful content—such as emails, research summaries, reports, and images — at the request of a user. Popular Generative AI systems include OpenAI's ChatGPT, OpenAI's Dall-E, Google Bard, Midjourney, Microsoft O365 integration with OpenAI CoPilot, Microsoft GitHub CoPilot, and Stable Diffusion. These systems have the potential to support many City business functions and services, however their use also raises important questions, particularly around the sourcing of training data, ensuring proper attribution of generated content, and the handling of

sensitive or public data. Further research into this technology may uncover issues that require more restrictions on its use. Please keep in mind that Generative AI technology is already incorporated into many existing services and products that we use, such as Office 365.

Through a survey distributed to all City of Long Beach staff in October 2023, the Technology and Innovation Department (TID) found that there is interest in using such systems to conduct City business but low levels of actual use. Over 70 percent of respondents described work-related benefits that Gen AI presents, however just 14 percent of staff respondents said that they had used Gen AI in the past for work-related purposes.

Definitions:

- **Generative Artificial Intelligence**, commonly referred to as “Generative AI” or Gen AI is an “automated system” used to generate “content”. Generative AI uses massive datasets to generate content that someone would want given a prompt. Common Generative AI systems include ChatGPT, Google Bard, and others.
- An “**automated system**” is any system, software, or process that uses computation as part of a system to generate outputs, outcomes, make or aid decisions, inform policy implementation, collect data or observations, or otherwise interact with individuals and/or communities.
- “**Content**” includes text, emails, presentations, images, video, audio, architectural documents, diagrams, and other forms of media.
- “**Personally Identifiable Information**” or, “**PII**” for short, is defined as any type of data that can be used to identify someone.
- The **California Public Records Act (PRA)** gives residents the right to access the public records governments maintain. <https://www.ftb.ca.gov/your-rights/california-public-records-act.html>

Resources and Trainings:

- About Generative AI (Harvard University Information Technology): <https://huit.harvard.edu/ai/about>
- What is Generative AI? An AI Explains (World Economic Forum): <https://www.weforum.org/agenda/2023/02/generative-ai-explain-algorithms-work/>

Change Log:

Version	Notes	Date
V1.0	Interim Guidance published	Jan 8, 2024