



ADMINISTRATIVE PROCEDURE

SECTION: 600 – Information Technology	PROCEDURE #: 607-A
TITLE: Artificial Intelligence Best Practice	IMPLEMENTS POLICY #: 607
SPONSORING DEPT/DIV: Department of Information Technology Services (ITS)	
ADOPTED: 9/26/2023	REVIEWED:

PURPOSE: The purpose of this document is to provide guidelines and methodologies in support of policy 607 (Artificial Intelligence (AI) Acceptable Use Policy) on the use of generative AI systems. It is the policy of the County that these systems shall be created, followed, managed, and maintained in a manner consistent with current industry best practices and regulatory requirements. The procedures in this document apply to all County workforce members who have access to AI systems for County work purposes and to all computer systems and/or County workforce members with access to County data making use of generative AI software.

AUTHORITY: This Policy will be administered by the County Administrative Office in accordance with Section 34 of the Washington County Charter and the authority delegated to the County Administrator in Washington County Code Section 2.04.100.

DEFINITIONS:

Generative AI/GenAI/AI - Artificial intelligence technology that derives new versions of text, audio, or visual imagery from large bodies of data in response to user prompts. GenAI can be used in stand-alone applications, such as ChatGPT, Copilot, and Gemini, or incorporated into other applications, such as Microsoft Bing or Microsoft Office Suite. A generative artificial intelligence (AI) system pairs machine learning (ML) with one or more large language models (LLM) to produce content based on prompts which refers to some kind of input, such as a question, or a photo, or search query, etc. from users. Generative AI systems can produce a range of multimodal content, from written narratives to visual media such as video, to sound. Accordingly, generative AI systems are software that generate content.

Generative AI system, GenAI or AI solution - Any data system, software, hardware, application, tool, or utility that operates in whole or in part using AI.

County workforce members - includes employees, contractors, consultants, temporary staff, volunteers, and interns conducting business for the County.

PROCEDURE:

1. Application approval. Workforce members shall not click-to-agree to download, install, or run any application or program that has not already been purchased by Washington County and is an approved application or program to run on county owned equipment.
 - a. All County workforce members will consult with ITS if uncertain whether a particular application or program is qualified to run on Washington County equipment.
 - b. Workforce members will follow the Cloud Services Review Request process to obtain department head or designee and CIO approval prior to using a GenAI Application/ Model for County business.
 - c. Terms and Conditions (T&C) Assessment and Monitoring: ITS will work with Cloud Solution Sponsors ¹to review, negotiate, and finalize all T&Cs associated with implementation, use, and end-user access of the product(s). These T&Cs may be supported through a formal contract or Click to Agree.
2. Reduce bias and harm. AI systems can reflect the cultural, economic, and social biases of the source materials used for training, and the algorithms used to parse and process that content can be a source of bias as well. Employees should carefully review any content generated by AI to ensure that unintended or undesirable instances of bias, or even potentially offensive or harmful material, is changed or removed.
3. Professional standards. All records, messages, and communications hosted by County GenAI Application/Model Providers should be appropriate, professional, and courteous.
4. Departments will follow the County's design standards where applicable.
5. Sunset Procedure. If a GenAI system operated by the County or on its behalf ceases to provide a positive utility to the County's workforce members or community, then the use of that GenAI system must be halted unless express exception is provided by the County Administrator. If the abrupt cessation of the use of that algorithmic system would significantly disrupt the delivery of County services, usage of the GenAI system must be gradually phased out over time.
6. Survival Clause. When negotiating a contractual agreement with a GenAI Cloud Service Provider, the Cloud Service Sponsor must ensure that County data in the cloud will be maintained and stored in perpetuity in accordance with Oregon Public Records Law, Intellectual Property, applicable regulatory information security compliance

¹ A department or division representative who sponsors a cloud-hosted solution.

requirements as defined in County policies relating to Acquisition, Acceptable Use and Data Retention.

IMPLEMENTATION: Elected officials and department directors are expected to be knowledgeable of, and shall be responsible for, implementing this policy within their respective departments. Observance of this Procedure is mandatory for all County workforce members and violation may result in disciplinary action up to and including termination.

Principles

The following guiding principles should be considered when using Generative AI to conduct business and create content.

1. Integrity, Trust, and Transparency

- a. We embrace the possibilities of technology and community. We acknowledge that we do not have all the answers, nor can we foresee all consequences. But when we act transparently, we build trust, and we gain the ability to learn collectively.
- b. We also acknowledge that experimentation might have costs and impacts in of itself including the usage of power, greenhouse gas emissions. Being purposeful and accountable to these impacts is important.

2. Equity and Inclusion

- a. When raised, the use and development of AI should support the development of work that repairs damage done to racial and ethnic minorities, people of all genders and sexual orientations, people of all ages, people with disabilities, and others. Our work should uplift these communities and connect them more effectively with the resources they need to thrive.
- b. Everything we do, regardless of the tools, reflects on the County and ourselves. We are stewards of the public, and we will use tools respectfully and responsibly.
- c. In alignment with the above guidelines, use or development of AI should follow any policies and procedures set forth by the county Office of Equity, Inclusion and Community Engagement (OEICE) where applicable.

3. Accountability and Risk Management

- a. We understand that there is value to be had in the use of technology, particularly new generative AI, but there are also risks, some of which will not be apparent or fully understood upfront.
- b. We embrace a culture of responsible experimentation, where we maintain control and understanding of the use of new tools while we develop new uses that drive efficiency, civic dialogue, or other outcomes in service of our residents.

4. Mission Driven for Public Purpose

- a. The best known of these new tools are developed for commercial purposes. While they can be adapted for mission-driven work by public professionals, it is

important to maintain service to the public at the center of our work.

5. Privacy and Security

- a. Every technology tool that we use has an impact on the security of our overall environment, privacy, and digital rights of our workforce and the communities we serve.

6. Process Optimization for the County's Valued Employees

- a. The use GenAI should support the work of our workforce to deliver better, safer, more efficient, and equitable services and products to the communities we serve.
- b. We rely on and trust in our public sector professionals to do the right thing given the right tools and guidance. You will need to exercise your judgment to make sure we get the benefits from the tools while avoiding the negative impacts for the County and its communities.

BEST PRACTICES

DOCUMENT DRAFTING

A. ITS Approval If a County workforce member wishes to create an account with a generative AI service or otherwise use generative AI systems to perform functions related to County business, the employee must submit a ServiceIT Request for cloud service review, specify the AI service and describe how it will be used, and obtain departmental approval.

B. Fact Checking and Editorial Review

Fact Check and review all content generated by AI, especially if it will be used in public communication or decision making.

Why: While Generative AI can rapidly produce clear prose, the information and content might be inaccurate, outdated, or entirely fictional. All users are responsible for verifying the accuracy of any quotes, references or other information acquired through the use of GenAI before using that information in any final, published, or production documents. If staff members are uncertain about the accuracy of the obtained information, they should consult with their supervisor or seek advice from a subject matter expert. If the accuracy cannot be verified the information in question should not be used.

What to look for:

- Inaccurate information including links and references to events or facts.
- Bias in the positions or information. We want to make sure that vulnerable populations are not harmed by these technologies. Think about how racial and ethnic minorities, women, non-binary, people with disabilities or others could be portrayed or impacted by the content.

C. Public records. Users of AI should be aware of when the use of a generative AI system may result in the creation of a public record and must comply with Oregon state’s Public Records Act.

D. Disclosure of Use

Users of AI should disclose that AI was used to validate or generate document content.

Why: Even when AI is used minimally, disclosure builds trust through transparency, and it might help others catch errors. It is suggested that AI users document how models were used, what prompts were provided, etc. This could be helpful to you and your colleagues to better understand how you can use these technologies better and more safely.

Sample credit line: “This description was generated by ChatGPT 3.5 and edited by John Smith.”

Sample credit line: “This text was summarized using Generative AI.”

E. Intellectual Property

Content produced by generative AI systems may include copyrighted material. AI systems may be “trained” using data (text, images, etc.) that has been sourced from the internet without regard for copyright or licensing terms. It is extremely difficult to determine what content was used to train an AI system, and difficult to verify whether AI-generated content is wholly original or only a slight stylization of existing copyrighted material. Nevertheless, County employees are required to perform due diligence to ensure that no copyrighted material is published by the County without proper attribution or without obtaining proper rights.

Why: Usage of copyrighted material without due authorization and/or attribution can lead to litigation

Suggestions: Using your web search engine of choice, and for any content created by GenAI that you might be concerned about, perform reverse image searches and text block searches inside quotes to ensure the search engine is looking for exact text not partial or paraphrased text. Carefully review the results to compare against your content and where there might be copyright infringement. Rewrite or apply attribution accordingly to best fit the situation.

F. Sensitive or Private Information

Do not share sensitive or private information through AI prompts.

Why: data including prompts used in generative AI might be used by the companies that power these systems. Any information that includes personally identifying information about our residents, other public servants, etc. could inadvertently be shared with others. Basically, if you wouldn't share with other people or want to put the prompt in a public place, avoid sharing the information in the prompt. If you have an application that requires sensitive information to be used with a generative AI, contact ITS for an appropriate approved solution for generating content or request an application review for guidance and help securing the application in question.

Drafting Content in Plain Language

Generative AI can help you write clearer and simpler language. You can use the prompt to indicate the reading level or audience for a text.

Example: use ChatGPT or Gemini to write a version of the Declaration of Independence of the United States for a person in elementary school.

Example: use tools such as AISEO, Wordtune or others to modify a sentence. These tools are similar to a thesaurus but for sentences and often allow you to optimize for the length of the sentence, or the audience.

Do's:

1. Specify in the prompt if you have a specific audience in mind.
2. Try different prompts or request different versions of the same sentence until you find what works best.
3. You can pass the output of the text by a readability app that can identify challenging sentences, as well as the reading level for the text.
4. Expect that output may change significantly with every iteration and will need to be reviewed even if prior prompts have yielded consistent results.
5. Check for language that could alienate your audience. Review the text to ensure that the language is inclusive and respectful. The models might use language or patterns that appear regularly, but that might exclude some people.

Don'ts:

1. Do not include confidential information in the prompt.

Drafting Content In Other Languages

AI can help you draft communications in another language. It is not well documented the extent to which ChatGPT and other models can use other languages, but users report over 50 languages being available for ChatGPT, including some native American languages.

Example: use ChatGPT to translate these guidelines into Spanish and French, just ask “translate [your text] into Spanish and French.”

Example: You can ask generative AI in what language some text is written in, just ask “what language is [original language] written in?”

Do's:

1. Try different languages. ChatGPT, Gemini and other models were trained using text from many languages. ChatGPT told me it didn't speak Quechua in Quechua!
2. You can also ask generative AI to perform similar tasks as the ones in this document in other languages, such as summarizing text, etc.
3. Use the prompt to get regional diction. Regional dialects impact what language is understood. Do not assume that AI generated language will be easily understood by all speakers of that language.

Don'ts:

1. Do not include confidential information in the prompt.
2. Do not use content generated in a language you do not understand before consulting someone with proficiency in the language. You still need to check for accuracy, bias, etc.

Summarizing Text

Generative AI does a great job of summarizing longer pieces of text into summaries. If you have a few pages that you want to condense into a few bullet points, or you have been struggling with converting a long set of notes into a paragraph, these tools could be very helpful.

Example: Copy notes taken from a meeting to generate a short summary of the meeting.

Example: Summarize citizen comments in response to an engagement

Example: write a paragraph summary of a 5-page report.

Example: use Fathom, Wudpecker, or the transcript tools in Google Hangouts to transcribe audio into text. You can then summarize the text further using generative AI. This summarization is included in some of these tools.

Don'ts:

1. Do not include confidential information in the prompt: make sure you have deleted confidential information from your notes or other inputs.
2. If you plan on making a decision based on the summary, you should read the entire document(s) to make sure you did not mischaracterize the original document.
3. Be aware that the resulting summary might have biases as it will tend to present language that is more frequent in the data used to train the model. You can use changes to the prompt to enhance the results by suggesting that the result incorporates perspectives from marginalized groups. Even better, you can engage with some individuals in these communities to better understand their perspectives on the text generated.

Images, Audio, and Video

Generative AI can produce images, audio, and videos based on prompts. This can support the creation of appealing or insightful communication resources.

Example: Make an image in a specific art style of residents using public library resources in order to create appealing assets for a digital equity campaign.

Example: Create a training video that walks residents through the process on how to schedule a bulky item pick up, by providing the script of the video.

Do's:

- a. Images, audio, and video communication can be a powerful tool to communicate with others and get across a message. Generative AI can empower you to use these tools beyond your artistic skills.
- b. Use generative AI as a tool to create drafts or mockups that allow you to communicate more effectively with graphic designers, videographers, and other creative workers.
- c. Contact your department or agency's public information officer about the image, audio, or video before publishing or using it. They have expertise on best practices in accessibility, branding, etc.
- d. Engaging with community members or community organizations that represent groups that might be referenced or impacted by this content. Getting their perspective, in a respectful way, can help you identify when content might be hurtful, discriminatory, or misinterpreted.

Don'ts:

1. Do not include confidential information in the prompt: make sure you have deleted confidential information from your notes or other inputs. Some confidential

- information could include people's faces, people's voices, their identifications, license plates, etc. Particularly, those who have not provided their consent.
2. Make sure the outputs of the generative AI will not be offensive or harmful towards people, particularly vulnerable residents that are susceptible to harm including ethnic and racial groups, diverse gender individuals, and others.

Coding/Programming

Generative AI can be great at producing snippets or even help you build more complex components of code by providing exact code based on a natural language prompt or by providing guidance on programming language usage through natural language queries. Generative AI can also be used to refactor existing code to simplify code base that has undergone iterative changes over time or to convert between various programming languages.

Example: write code in Python that extracts tables in a PDF into a Pandas data frame. This can make it possible to reduce the cost, timeline, and risk involved with software and web development.

Example: Convert legacy COBOL code for an aging software platform into Java or Python in order to extend the life and utility of the software or generate a macro for an Excel workbook.

Do's:

1. Explore new languages and libraries - but you should understand the code and read the documentation of the relevant components before using it.
2. You might have to adjust parameters, and your environment to make the suggestions from the AI model work. Generative AI can help you get started, but often you will have to edit before the code works.

Don'ts:

1. Do not include confidential information in the prompt. As in development best practices: do not include passwords, confidential keys, or other proprietary information in your code or in the prompts.
2. You should understand what the code is doing before using it in production.
3. You should understand the use of new libraries and dependencies and become familiar with vulnerabilities and other security considerations of using a language or a library.

Do not expect GenAI tools to generate perfect code. Code should continue to be personally and peer reviewed if you would normally do so.