

The Rise of Generative Artificial Intelligence: NACo's AI Exploratory Committee

Developing Data Analytics Capabilities Conference – University of Georgia | March 19, 2025



Stronger Counties. Stronger America.

Our Mission

Strengthen America's Counties

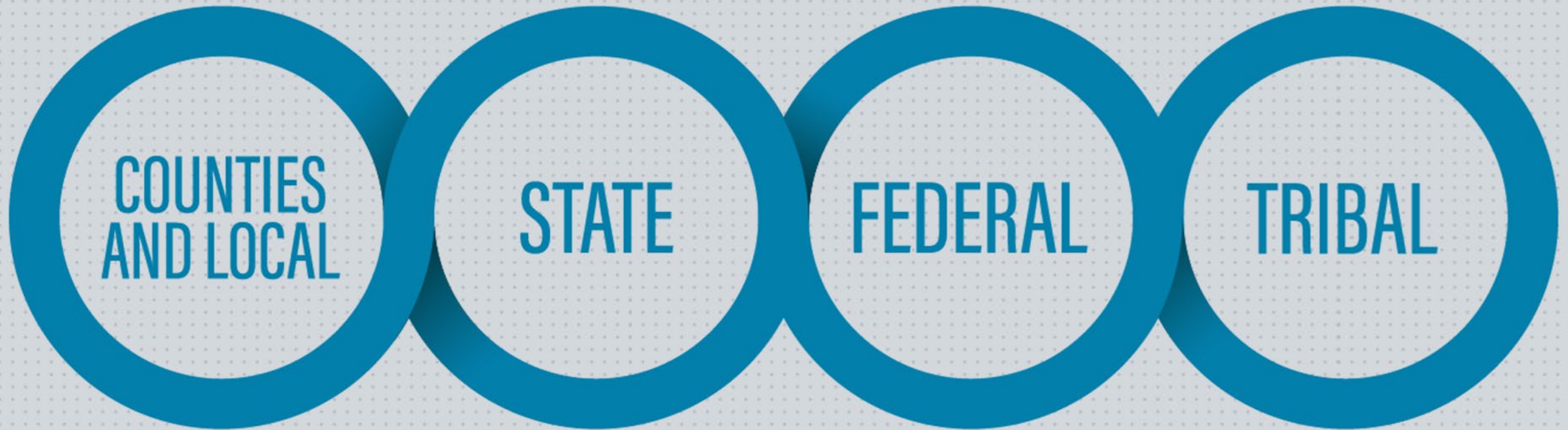
Our Vision

Healthy, safe and vibrant counties across America

Across America, there are:

- 3,069 counties, parishes and boroughs across the country
- 3.6 million county employees
- 319 million county residents
- 40,000 county elected officials

Role of NACo and America's Counties in our Intergovernmental System



Overview

County governments have vast opportunity, benefits, and challenges to address with generative artificial intelligence. We will cover three areas today:

1. Role and background of NACo's AI Exploratory Committee
2. Overview of NACo's AI County Compass
3. Insights from Counties on GenAI



NACO'S ARTIFICIAL INTELLIGENCE EXPLORATORY COMMITTEE



Executive Summary

Insights from the in-person CIO Forum round table discussions on February 9th and the 2024 Generative Artificial Intelligence (GenAI) Membership Survey created by the National Association of Counties (NACo).

By the Numbers:

96 Survey Responses

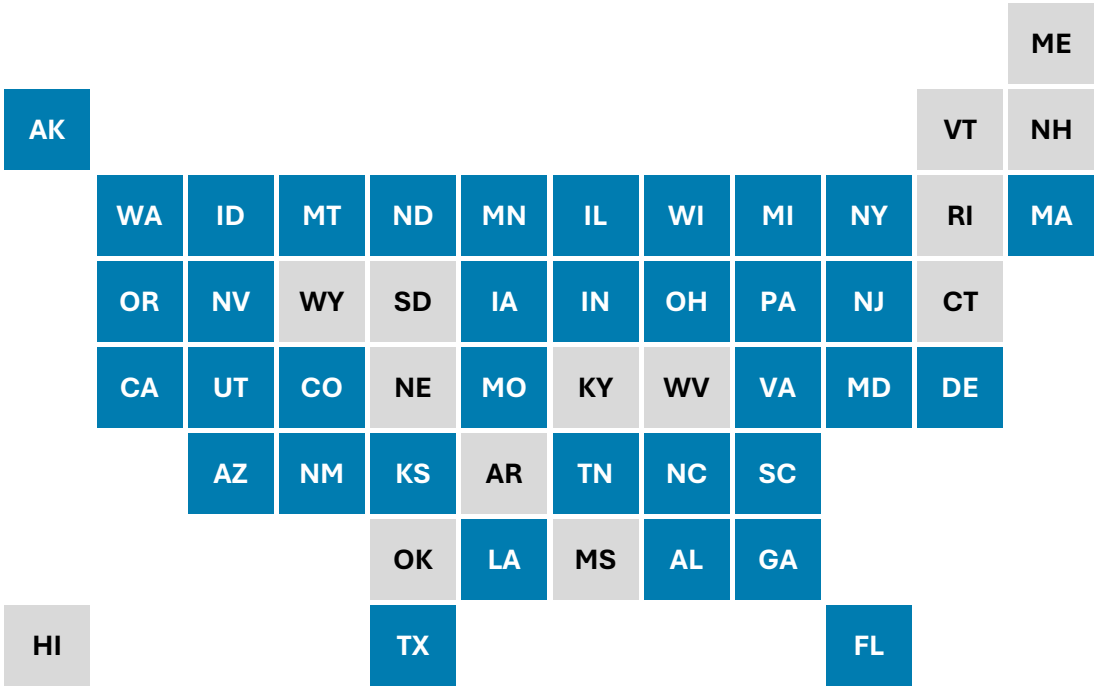
37 States Represented

126 Counties Represented

In this report

As it relates to GenAI signature issues and emerging opportunities at the county level:

- What is the level of general knowledge and familiarity with GenAI and how are county representatives using it?
- What areas of operation are most open to GenAI usage?
- What have counties identified as potential benefits and challenges to implementing GenAI?
- What are the top ways counties see GenAI as a tool to address workforce issues?
- What are the top steps counties are taking around GenAI?

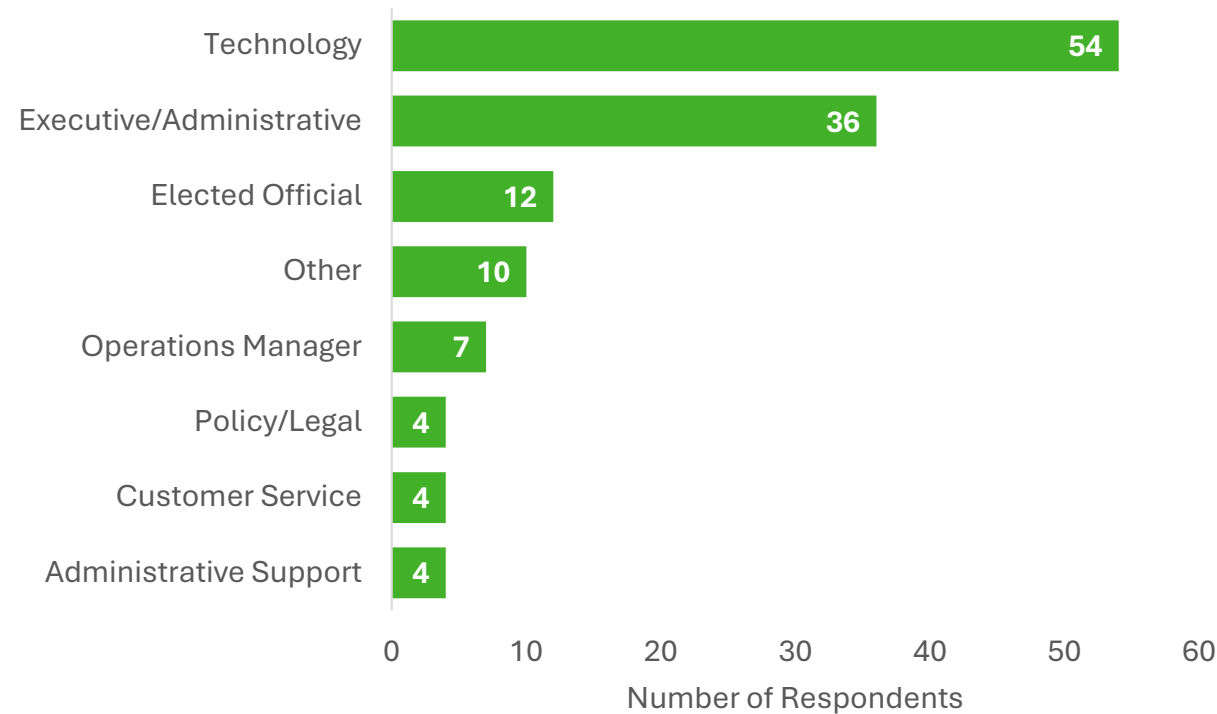


States Represented in Survey Responses (shown in blue)
States in gray are not represented in the data

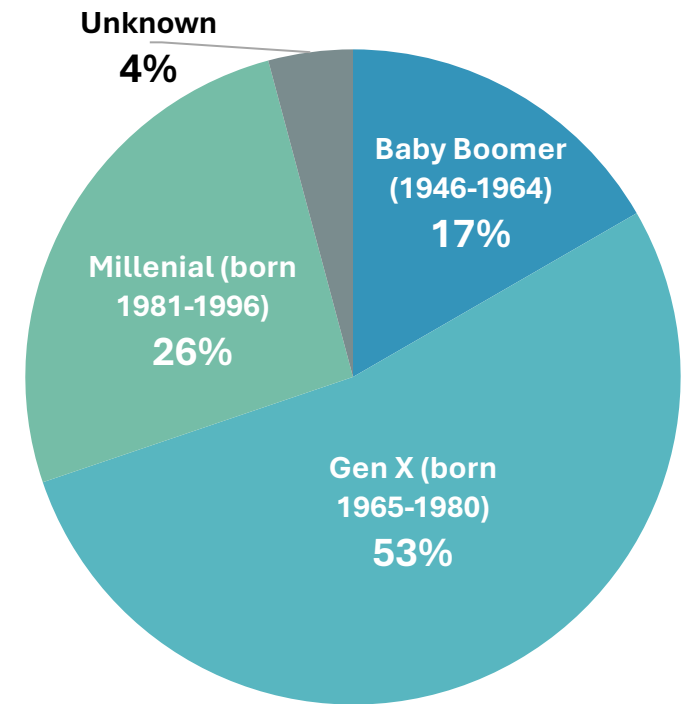
Data Representation | Overview

In January and February of 2024, NACo surveyed its membership on the topic of Artificial Intelligence (AI). The goal was to identify the current knowledge, use cases, and areas of concerns surrounding the utilization of GenAI for county operations and services. Data shows that most respondents served in Technology and/or Executive/Administrative roles and identified as Gen X (ages 43-59).

Distribution of Respondents' Roles Within County



Generational Breakdown

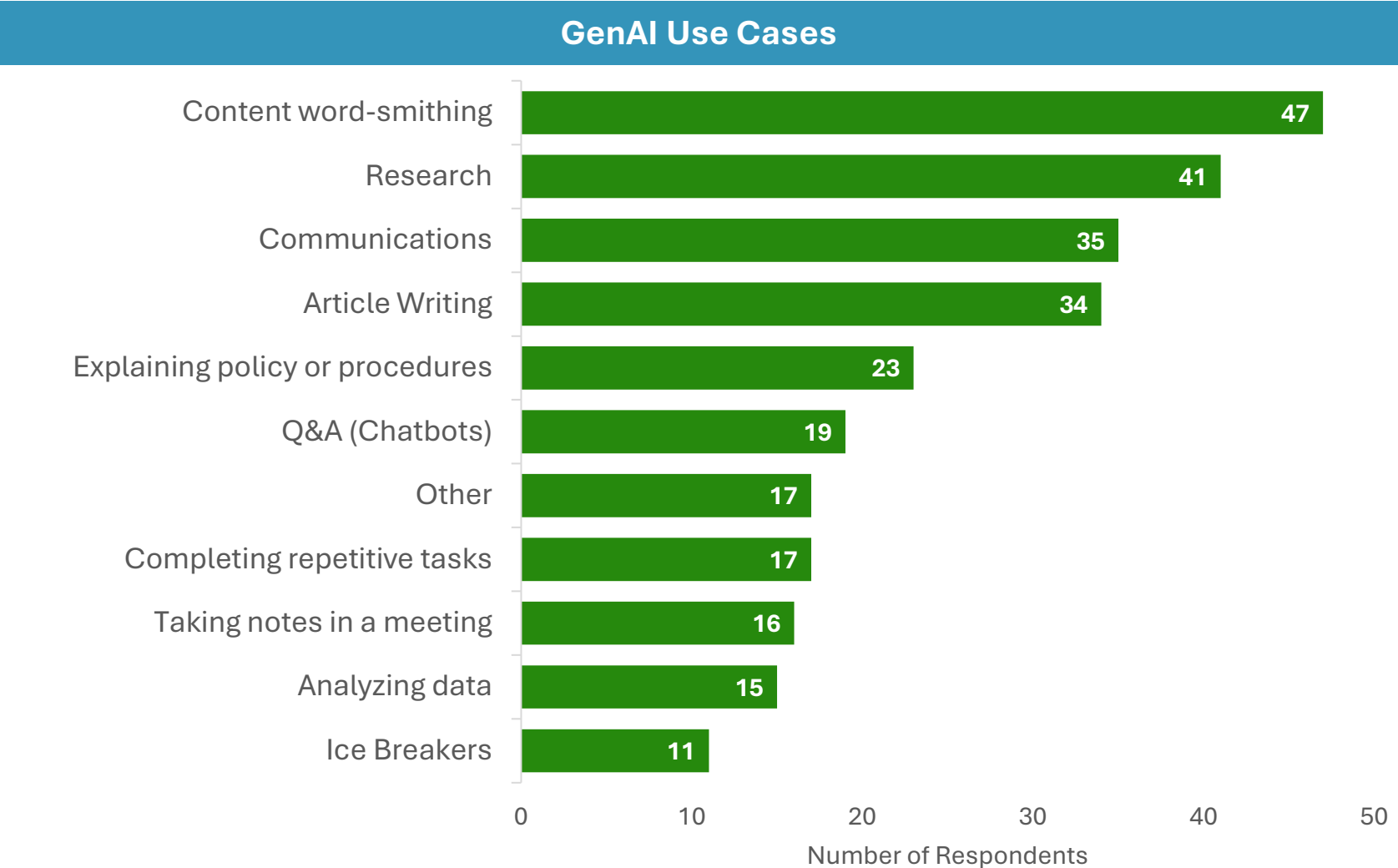


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GenAI Usage| Overview

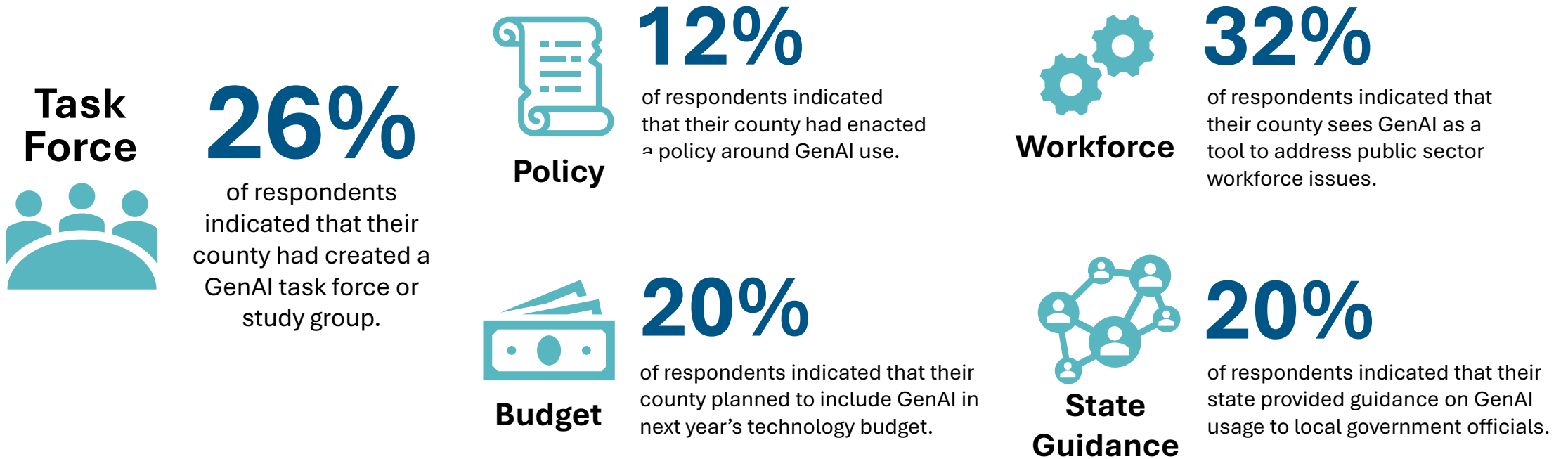
This chart highlights the top use cases for GenAI as identified by respondents. Data shows that the top use cases were related to writing, research, and communications.



GenAI Implementation | Current Landscape

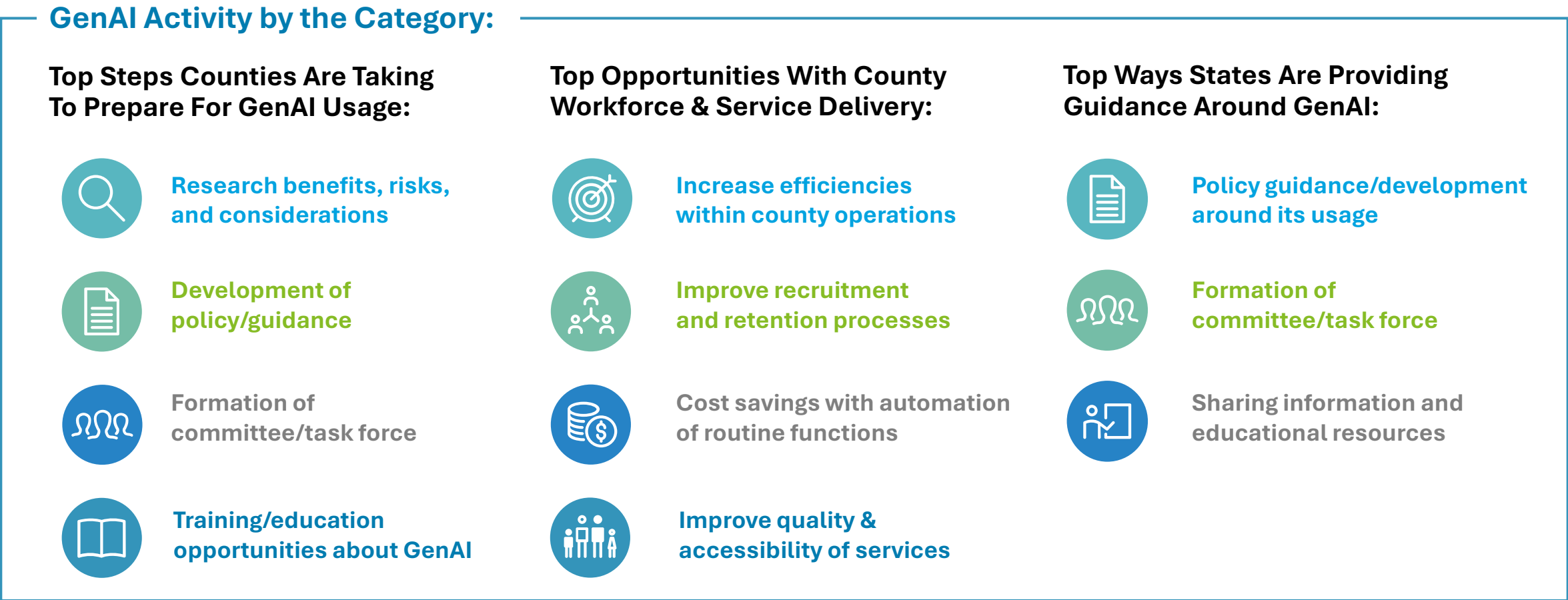
County respondents reported differing levels in which they have started to incorporate GenAI into their county operations, policy, and programs. Data shows that while most counties and states have taken little action in planning for the implementation of GenAI, some level of activity appears to be taking place currently at both levels.

GenAI Activity by the Numbers:



GenAI Implementation | Current Landscape

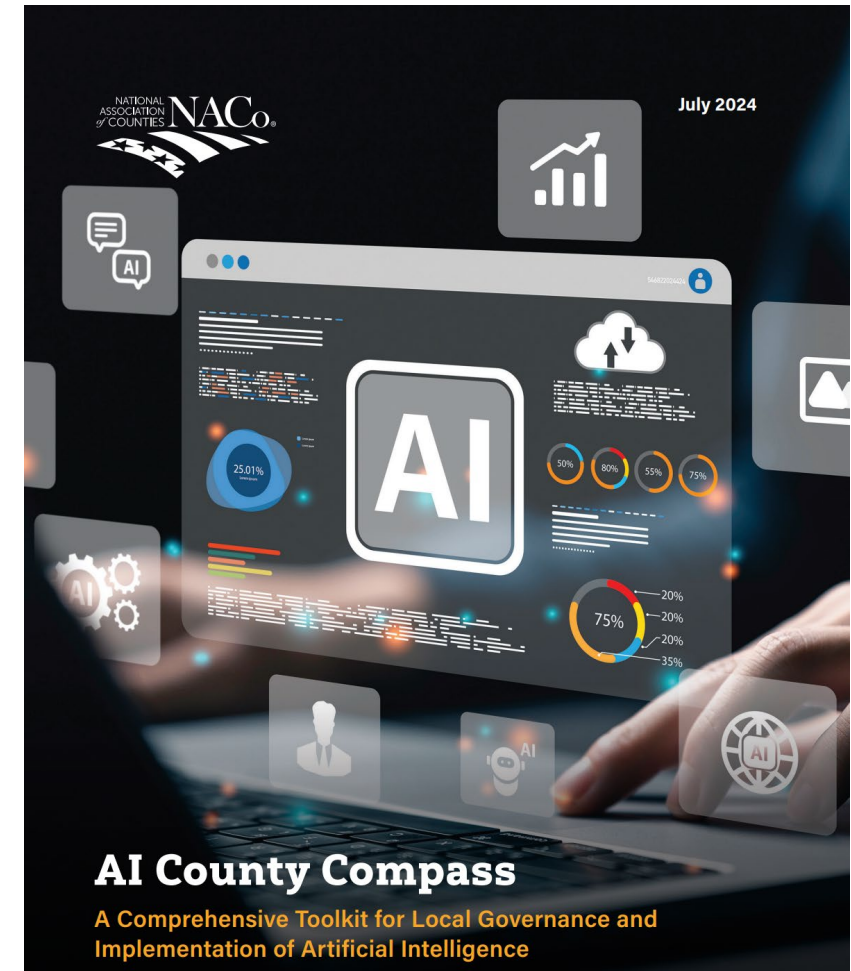
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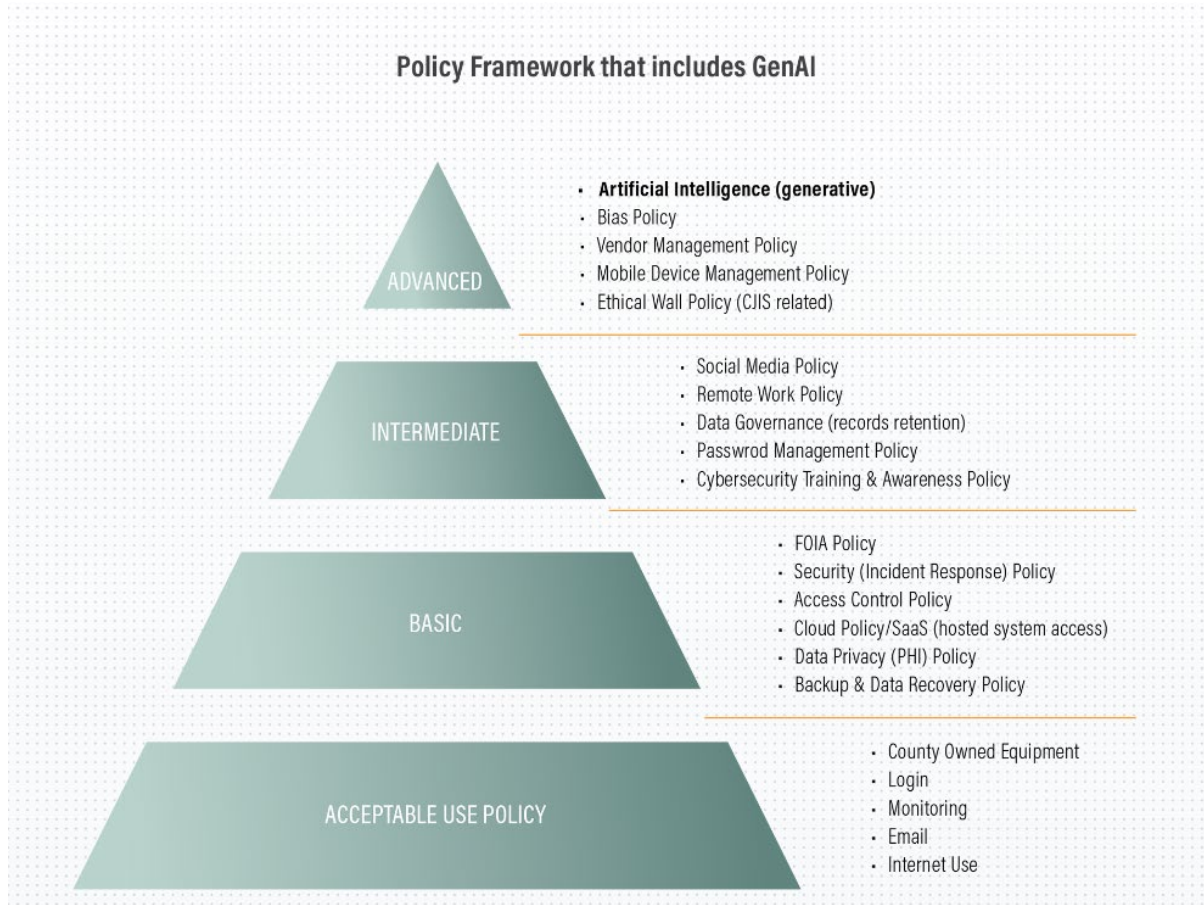
NACo's AI County Compass

A Comprehensive Toolkit for Local
Governance and Implementation of
Artificial Intelligence

1. Policy
2. Ethics
3. Applications
4. Workforce



Promote Policy Models



Build on existing policies and procedures, following IT policies internally and procurement and vendor selection criteria externally.

Craft a policy model that balances guidelines and guardrails, while acknowledging end-user utilization is inevitable

Messaging challenges becomes clarifying that IT policy does not equal “the culture of No”

Promote Policy Models

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.

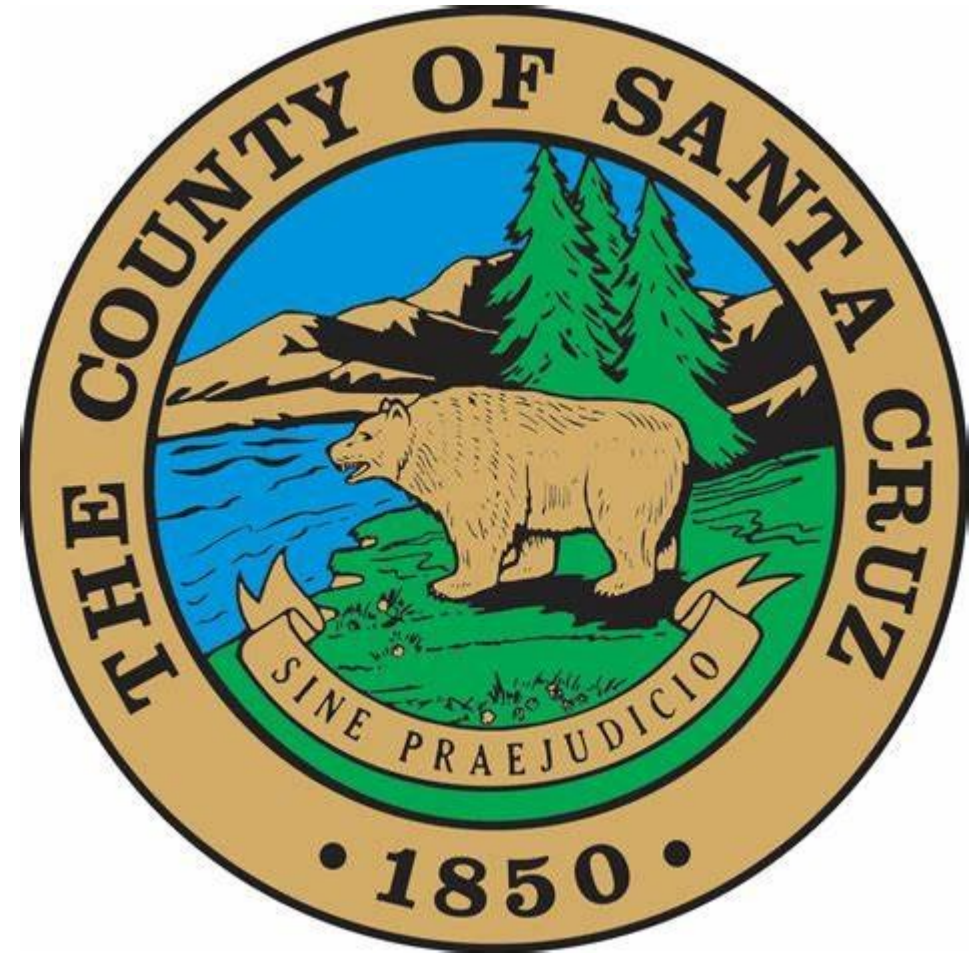
Informed Consent – Members of the public should be informed when they are interacting with an AI and have an “opt out” alternative.

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.



Promote Policy Models

Utah County

Employee Policy for the Acceptable Use of Artificial Intelligence (AI)

Adopted 10th day of April 2024

1. Introduction

This Policy provides definitions and guidelines for responsible and ethical use of Artificial Intelligence (AI) tools by Utah County employees.

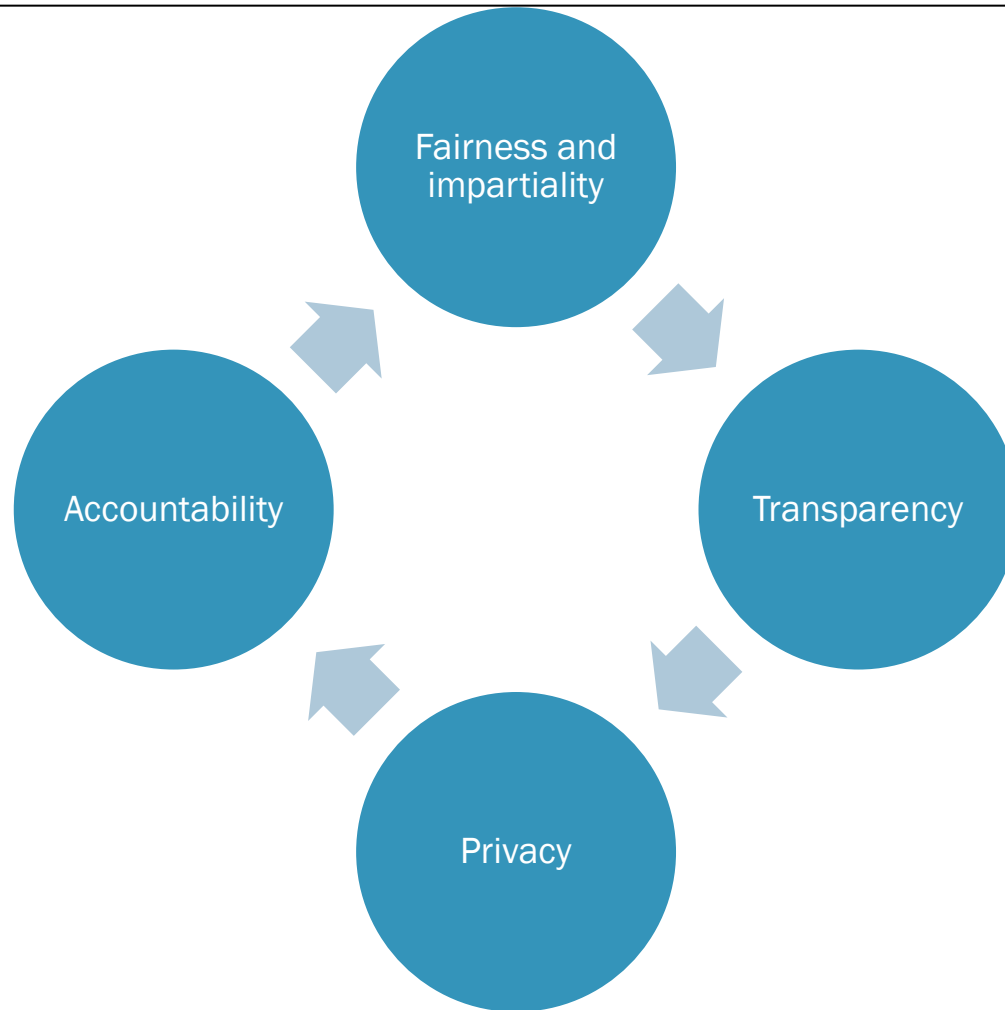
2. Purpose

The purpose of this policy is to address risks and responsibilities associated with utilizing AI in a government organization. It aims to establish guidelines that protect both employees and members of the public whose records and Personal Identifying Information are under County control.



Establish an Ethical Framework

- Outline principles and concepts
- Identify risk areas
- Utilize robust pilots to predict and analyze outcomes
- Emphasize transparency in public-facing use



Enable Responsible Applications

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

Enable Responsible Applications

2024 Bureau of Technology Strategic Plan



Artificial Intelligence Report: Policies, Principles & Guidelines



Preparing the Workforce

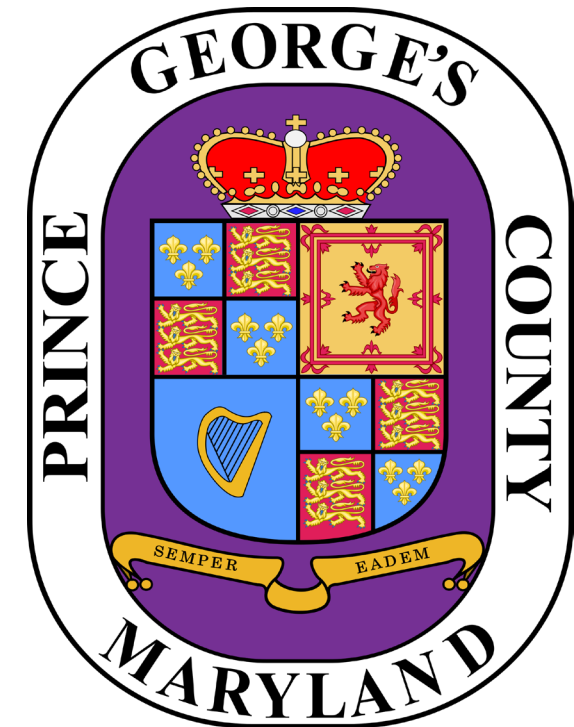
Focus on skills development and training

Consider skills acquisition options

Develop a multi-year workforce strategy

Inform and seek feedback from workforce

Preparing the Workforce



Preparing the Workforce



NACo's AI County Compass

NACo's AI Exploratory Committee homepage includes access to NACo AI County Compass, as well as sample county policies and other tools for county governments

Scan to learn more



Case #1: LA County and Homelessness

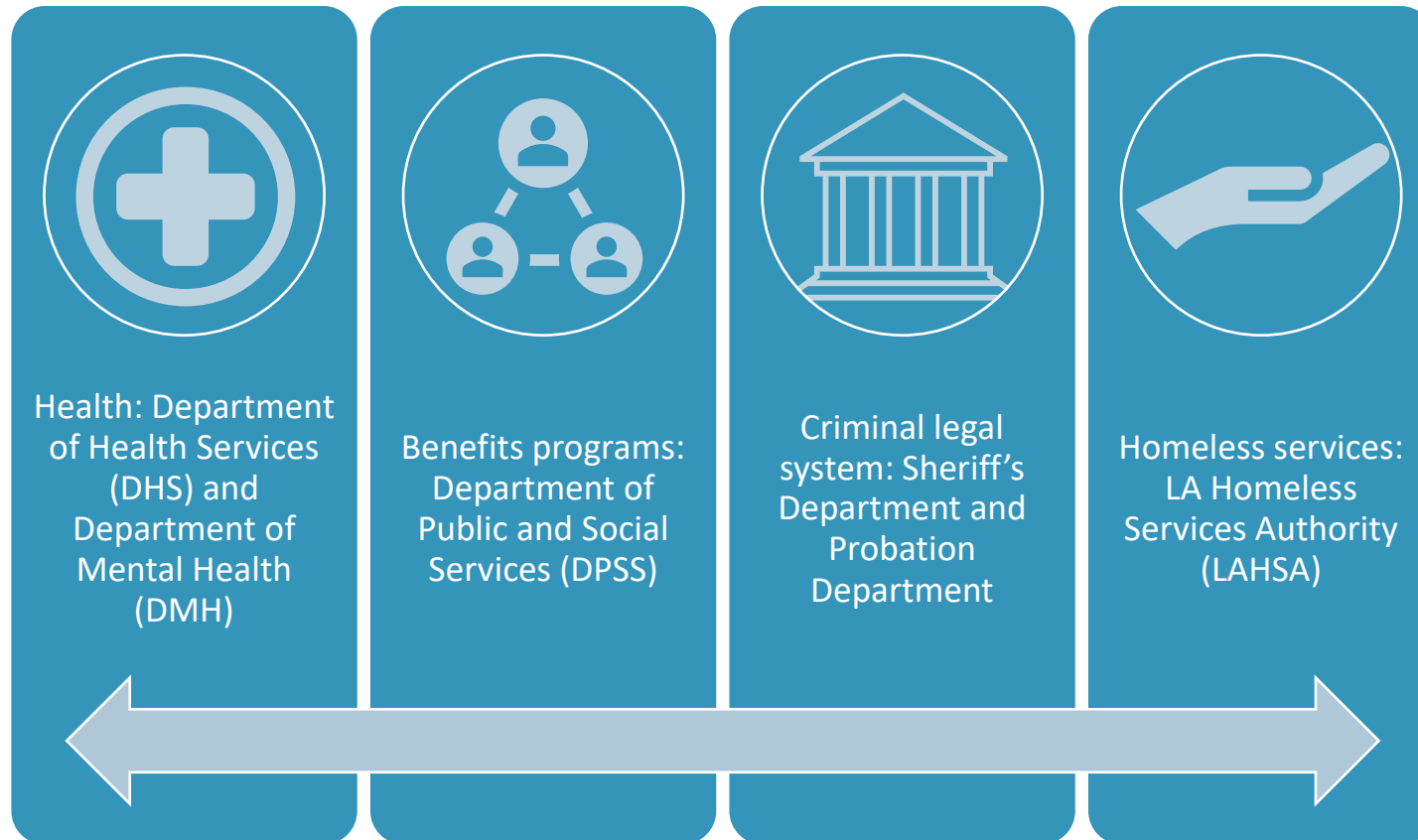
Problem: Unhoused population rises year over year, and county believes early intervention could prevent some from becoming unhoused

Method: Utilize predictive analytics on a series of county-held, de-identified data sources to determine risk factor for becoming unhoused

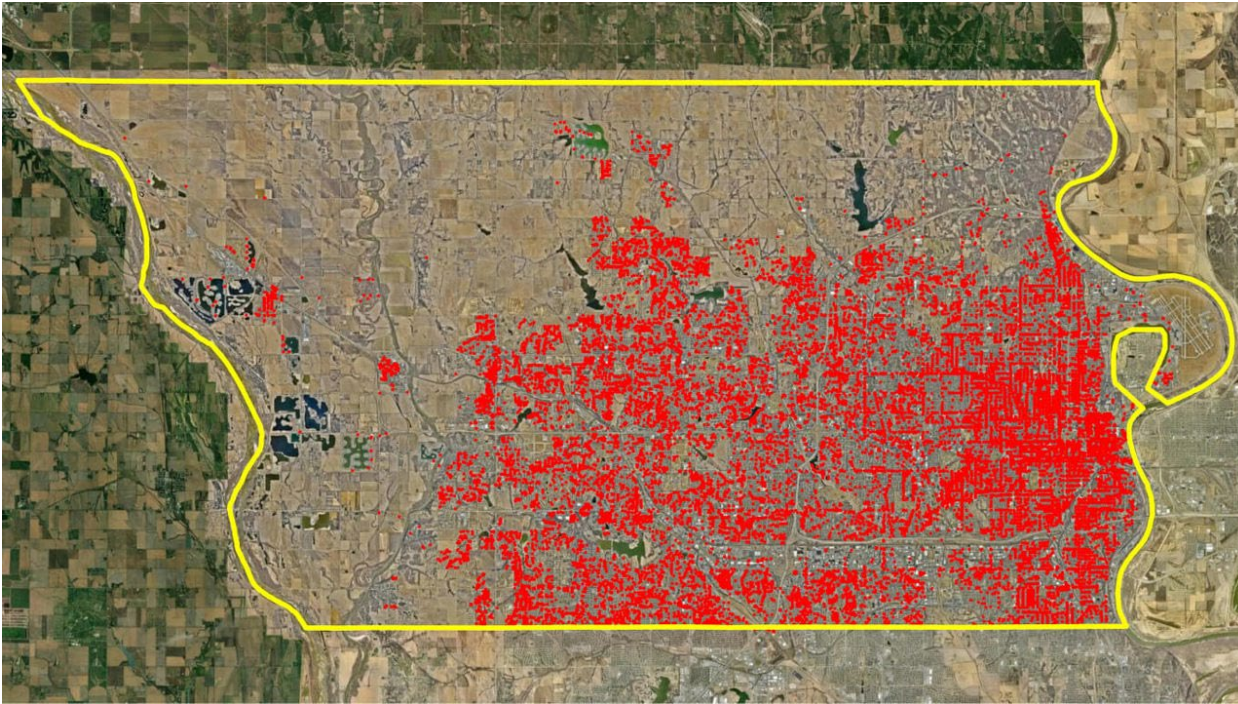
Results: High-risk individuals identified and entered into program for service



Case #1: LA County and Homelessness



Case #2: Douglas County and ADA Curb Ramps

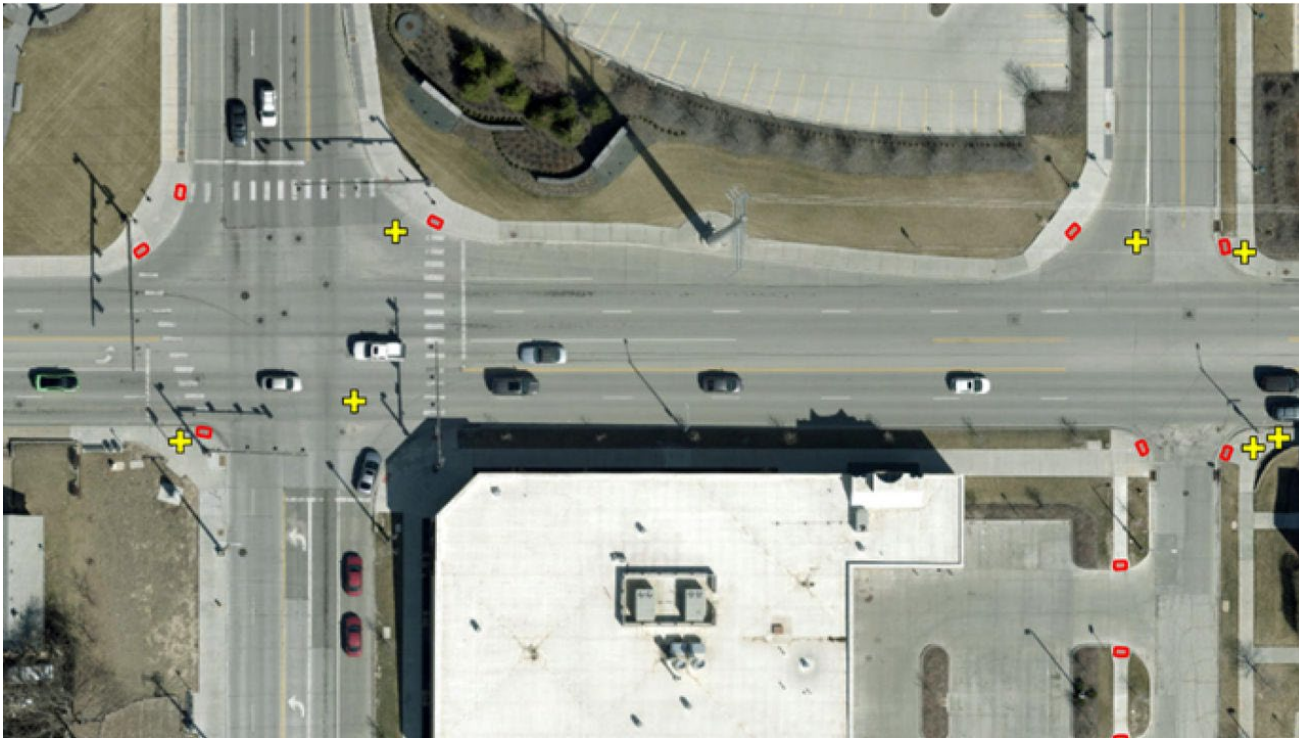


Method: Deep learning model to assess aerial imagery and extract curb ramp features for analysis

Case #2: Douglas County and ADA Curb Ramps



Results: Number of curb ramps identified doubled (from 16,775 to 34,183)



Looking Forward: Key Focus Areas for Counties

Counties are beginning to see a broad application of GenAI to tools and resources, and focus areas for counties include:

- Vendor services procurement guidelines and vetting end user agreements
- Establishment of transparency policies in internal and external use
- “Red-teaming” new use case pilots prior to deployment
- Establishing AI use visibility amongst staff
- Creating new data governance and classification standards; i.e “bucketing” data
- Augmented analytics – moving unstructured data into practice

Looking Forward: Applications For Counties

Applications vary and include:

- Simple/mundane text and image analysis (routine, cross-department tasks, on an enterprise solution if approved by county)
- Novel text and image content production for varied use cases (graphical displays, presentation images)
- Public-facing service optimization, i.e. automated chatbot
- Expediting website tasks, i.e. transition to enhanced website accessibility standards
- Capacity—building for rural/small counties

Question & Answer



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