

# Community Engagement in the Age of AI

Join our panel of leading AI practitioners and community engagement experts to explore how artificial intelligence is revolutionizing our world and services, enabling decision makers to stay better connected to their residents.

[Tickets at EventBrite.com](https://www.eventbrite.com)

**Thursday, March 2nd, 2023**  
**11:30am-1:00pm PST**

**Moderated by Yvonna Cázares**

Founder, CEO, Viridian Management Group  
Former Director of Community Engagement, City of Oakland  
Office of Mayor Libby Schaaf



**Mai-ling Garcia**  
Digital Engagement  
Director  
Bloomberg Center for  
Public Innovation



**Dana Cave**  
Strategic Account Executive  
ThoughtExchange



**Ryan McClain**  
Head of Community  
Engagement  
Hello Lamp Post



**Sean McGregor**  
PhD, Machine Learning  
Founder, Responsible AI  
Collaborative

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**Welcome!**

**Community Engagement in  
the Age of AI**

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# Yvonna Cázares

## Your Host & Moderator

Yvonna Cázares has two decades of experience in the non-profit and public sectors and has partnered with over 300 business, government, and community leaders on social innovation.

Yvonna believes partnership with diverse stakeholders helps them feel positively engaged and educated about points of influence, so that their input is informed and meaningful. Yvonna draws from her experience designing for and with people, engaging the community, and using data to drive decisions, from her time as a faith-based community organizer for PICO CA and a statewide environmental lobbyist.



**Yvonna Cázares**  
**Founder, CEO, Viridian**  
**Former Director of Community**  
**Engagement, City of Oakland**  
**Office of Mayor Libby Schaaf**

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# Agenda

- Welcome 5–7 mins. – Yvonna
- Discussion Panel, 30–40 mins – all
  - How AI helps community engagement –  
Ryan McClain, HelloLampPost  
Mai-Ling Garcia, Bloomberg Center for Public Innovation
  - How community engagement helps AI –  
Dana Cave, ThoughtExchange  
Sean McGregor, AI Incident Database
- Q&A/Panel Discussion, 15–20 mins – All
- Closing Remarks 5 mins. – Yvonna

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# How AI helps community engagement

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## Problem Statement

"We demand adequate signage of projects in-language and with appropriate numbers/emails"

"Please make information easier to speak to impacted community, and IN community."

"We don't want to see the only opportunities for public input at the board meetings"

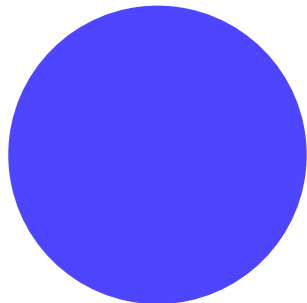
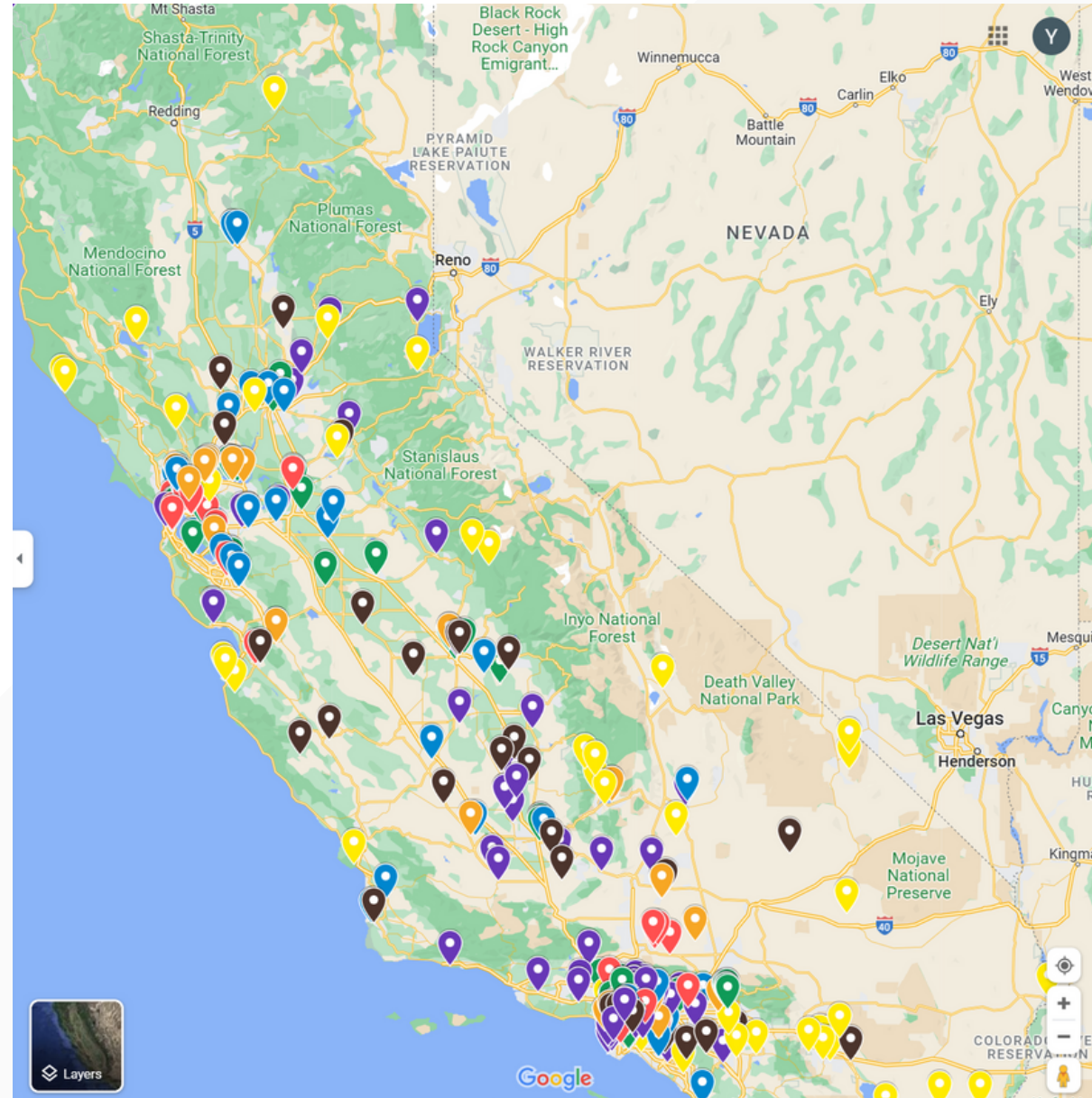
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# Problem Statement

- With the rise of digitization, increased connectedness through multiple platforms, and faster information channels, communities' expectations of engagement and communication have increased, but our public participation methods have not kept up.



# Problem: Staff expertise, staff capacity, time/resources





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**Solution:**

**Leverage power of AI to drive  
engagement at scale, untether staff  
to do important work**

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## Over 60 digital tools reviewed

- Mapping (7)
- Surveys (10)
- Budget Prioritization (4)
- Community Planning (15)
- Idea Generation (8)
- Online Meetings (7)
- AI Powered Tools (5)
- Social Media (8)

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# Hello Lamp Post

Ryan McClain is the Head of Community Engagement at Hello Lamp Post, the interactive engagement platform that connects residents to their town or city - to learn about its stories and be part of its future. Ryan has over 8+ years experience specializing in digital civic engagement for the public sector - helping to transform resident experiences that better connect and engage with governments. Ryan believes in the power of tech for good and the benefits it has on our society.



**Ryan McClain**  
**Head of Community**  
**Engagement**  
**Hello Lamp Post**

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# How do you make AI personal?

-Lisa Fasano, Stephanie Lewis + others



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## How do you make AI personal?

- Break the ice with emojis, gifs, and local images
- Add an opening video from a staff member or Executive
- Add an opening video from a trusted community leader
- Review the training data
- Multilingualism
- Personal conversation design/use conversational AI-powered chatbots
- If possible, integrate with live chat team



# Hello Lamp Post

## What technologies are powering HLP?

HLP's core tech is essentially: a chat composition tool with an AI component and the ability to add API integrations.

### Decision Trees

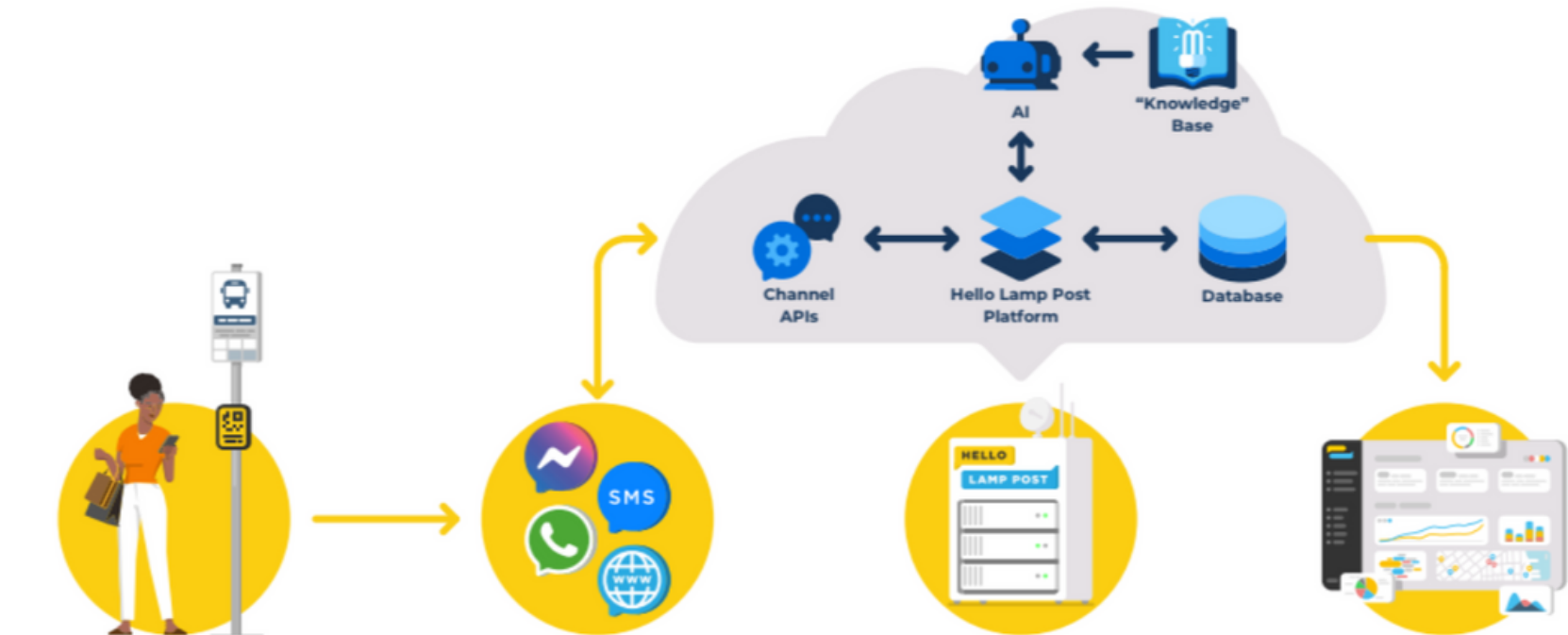
Standard conversations with "personas" (objects, places, organisations) can be thought of as a series of branching messages with options. The next message a user receives is often based on the previous answer they gave. This gives the HLP team a large amount of control to make sure the conversations are kept on topic, and to keep the tone of voice consistent with EA's brand and values.

### Machine Learning

In parallel with this structure, a machine-learning algorithm can detect when users' are asking questions and provide relevant answers. These answers are generated by feeding a "knowledge base" to the system in advance. A "knowledge base" is essentially a collection of facts and information that is carefully curated to be relevant to EA, the topic at hand, and the user.

### Application Programming Interfaces

APIs (in the context of HLP) are additional 3rd-party tools that supply information that can be plugged into conversations in a smart way. For example: a weather API can help an object know what the weather is like where the user is; a tidal API can be used to say whether the tide is currently going in or out.



### QR Codes

QR Codes have become much more recognised by the public since they were used extensively by service providers during the Covid pandemic. HLP uses QR codes as one method for quickly starting a conversation - the user opens the native camera app on their phone and focuses it on the QR. Their app will read the QR to supply a hyperlink (a web address). This link can be used to open a web app or even open their SMS (text message) app with a pre-filled message ready to send.

### Sentiment Analysis

Sentiment analysis is a tool that can turn qualitative data (user responses that are written, rather than selecting multiple choice) into quantitative data (information that can be represented graphically). It checks the language a user has used when talking about a topic to see if they're generally using positive or negative terms. This gives some insight into how a community generally feels about a subject, and how this changes over time. Sentiment analysis is one of the suite of tools available in Engagement Hub - your dashboard for your HLP project.

# Hello Lamp Post

## How do I access collected information?

When HLP gets responses from users, it stores them anonymously and aggregates the results in Engagement Hub - a secure, cloud-based dashboard tool. You can use Engagement Hub through any web browser (Chrome, Edge, Safari) to view graphs, see trends and discover insights about your audience in real-time - helping to inform your future plans. You can also use the Engagement Hub to help decide changes and improvements to the content that is currently live.

Your Customer Success Manager (see: [Procurement & Installation > 5. Going Live](#)) will also meet with you regularly and provide reports. These reports will include insights from the HLP team, which you can use to make improvements to your project.

## Are customer responses stored in line with GDPR regulations?

Data received by HLP is kept anonymous. For example: each user is assigned a unique ID in place of a mobile number, to help track repeat visits. This happens before the information arrives at HLP's database. The mobile number is instead stored by Twilio - an established communications API platform, with international clients including Uber, Airbnb and Twitter. Twilio's GDPR policy can be found [here](#).

Speak to a HLP team member if you would like users to opt-in to share contact data - e.g. for a competition, or for flood alerts. This will also be set up to be GDPR compliant.



# Digital Tools Currently in Use

Responses	Frequency
Online/Websites	3
Teams/Zoom	3
Survey Monkey	3
GIS Tools	2
Social Media	2
Mentimeter	1
AGOL	1
ThoughtExchange	1
WebEx	1
QR Codes	1
Civic Plus	1
Blue Beam/Spell Check	1
POLCO/OpenGov	1
Chatbot	1
Crowdsourcing	1

## Community Engagement in the Age of AI

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# How are cities doing this around the country?

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# Bloomberg Center for Public Innovation

Mai-Ling Garcia, Digital Director for the Bloomberg Center for Public Innovation at Johns Hopkins, leverages more than 15 years of experience working in cities, digital innovation, and public service to lead the Center's digital practice and bring innovative digital solutions to cities across the globe. The former Head of Digital Strategy and Engagement for the City and County of San Francisco and Digital Engagement Officer for the City of Oakland and architect of its first Digital Service Team, Mai-Ling's passion for creating innovative and efficient digital solutions that drive social impact has guided her work throughout her career. Mai-Ling also served as the e-Commerce and Marketing Manager for Back to the Roots, a start-up food organization, and led work to support veterans under the U.S. Department of Labor as a Veteran Employment Specialist.

A native of California, Mai-Ling holds a Bachelor of Arts from the University of California, Berkeley and a Master of Science from the London School of Economics with a focus on cities.



**Mai-ling Garcia**  
**Digital Engagement**  
**Director**  
**Bloomberg Center for**  
**Public Innovation**



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**How to make engagement more efficient or how can community feedback be used with AI tools (what are the benefits? tradeoffs?)**

-Wendy Nowak, PlaceWorks

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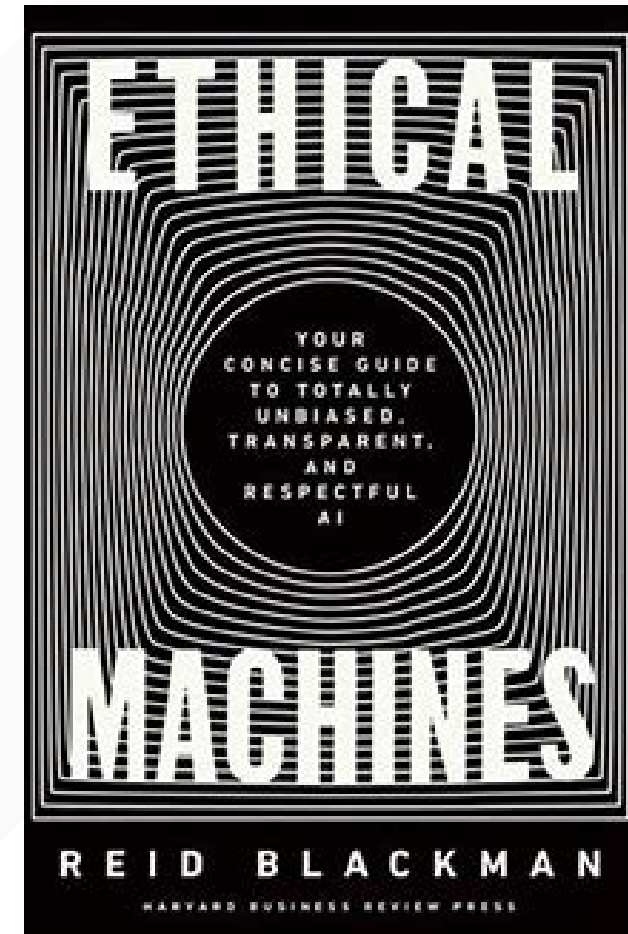
# How community engagement helps AI

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## Problem Statement

**“Privacy, explainability, and bias are the big three challenges of AI ethics.”**

(Blackman, 2022, p. 15)



# Exhibit 1 Principled Artificial Intelligence: A Map of Ethical & Rights-Based Approaches to Principles for AI



**Nature of Actors**

- Civil Society
- Government
- Inter-governmental Organization
- Multistakeholder
- Private Sector

Further information on findings and methodology is available in Principled Artificial Intelligence: Mapping Consensus in Ethical and Rights-Based Approaches (Berkman Klein, 2020) available at [cyber.harvard.edu](http://cyber.harvard.edu).



Source: Berkman Klein Center.

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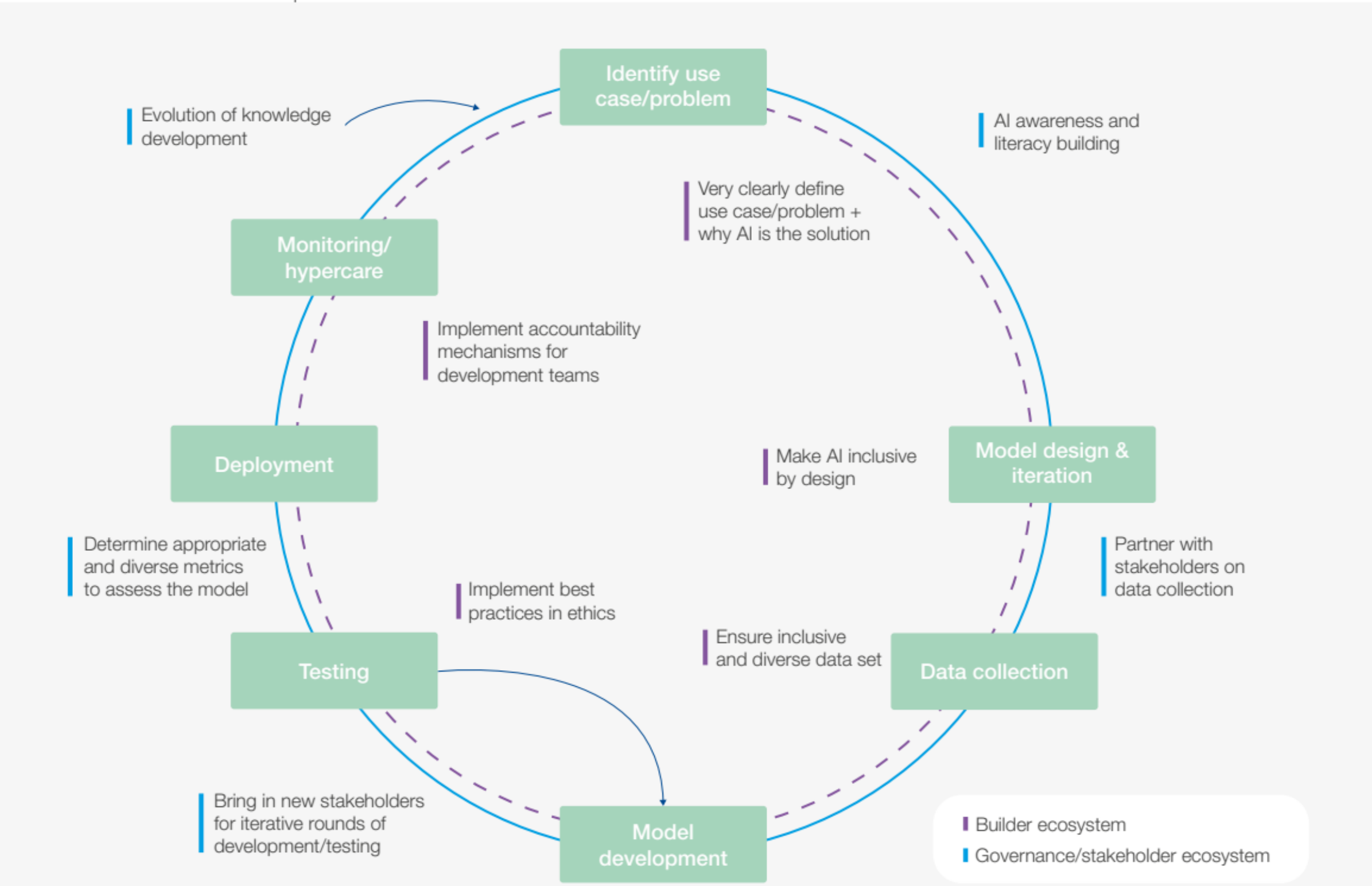
## Problem Statement

**“Only 10 of 24 AI companies with public, responsible AI commitments have taken concrete steps related to internal governance for responsible AI”**

(Kellie A. McElhaney et al., “Responsible A.I.: Tackling Tech's Largest Corporate Governance Challenges,” UC Berkeley Haas Case Series, 2022, p.4)



# Solution: Community Engagement



Source: World Economic Forum "A Blueprint for Equity and Inclusion in Artificial Intelligence," Whitepaper, June 2022

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# Solution: Community Engagement

"The road to Responsible AI is **a journey** that requires a responsible AI mindset and additionally means **educating the consumers.**"

(Dr. Richard Benjamins of Telefonica on  
"What are the key ingredients for a successful Responsible AI Framework,"  
*In AI we Trust* Podcast, 2023, 24:00-26:00)

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## Solution: Community Engagement

“Is our education system ready for AI, To develop critical thinking for students to thrive?”

**We must have conversations** with kids, parents, and staff, To understand the impact on life and learning, to laugh.”

**-ChatGBT Assistant w/ ThoughtExchange**  
CEO Dave McLeod, Jan. 2023

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# ThoughtExchange

Thoughtexchange is a natural fit for Dana as she is passionate about creating opportunities for inclusive, collaborative conversations. She understands the need for people to feel heard in the decision-making process.

Dana is a former Human Resources professional with a psychology background from the University of Victoria. She is also a certified Mindfulness teacher who has delivered a workshop series to elementary schools in the greater Vancouver area.

At home, Dana's 3 daughters keep her laughing and on her toes - quite literally! She has been convinced to join the girls at their dance studio and is attempting a tap dance class. Triathlon is the sport that truly fires her up so those girls must have been very convincing! Dana also enjoys skiing, camping and finding triathlon race destinations that can be disguised as family holidays.



**Dana Cave**  
**Strategic Account Executive**  
**ThoughtExchange**

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**How do you address concerns  
about security and sensitive data?**

-Karla Campos, City of San Antonio

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## Problem Statement: Walking the Talk

"Across AI principles there are trends and similarities with convergence around five principles: **fairness and justice, transparency, non-maleficence, responsibility, and privacy.**"

(Kellie A. McElhaney et al., "Responsible A.I.: Tackling Tech's Largest Corporate Governance Challenges," UC Berkeley Haas Case Series, 2022, p.4)



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# Solution: Set up a Privacy Review Body or Adopt a Framework

**Oakland Privacy Advisory Commission** (Nation's first Municipal-level, long-term, ongoing)

**San Francisco Privacy and Surveillance Advisory Board**

**Seattle Community Technology Advisory Board Privacy Committee**

**New York City** Issued an Executive Order

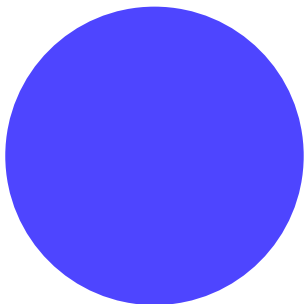
**Massachusetts** Considering AI Regulation Adoptions

**Dallas** looking into a Citywide Framework based on Seattle's practices

**White House** Issued a Voluntary Blueprint for an AI Bill of Rights

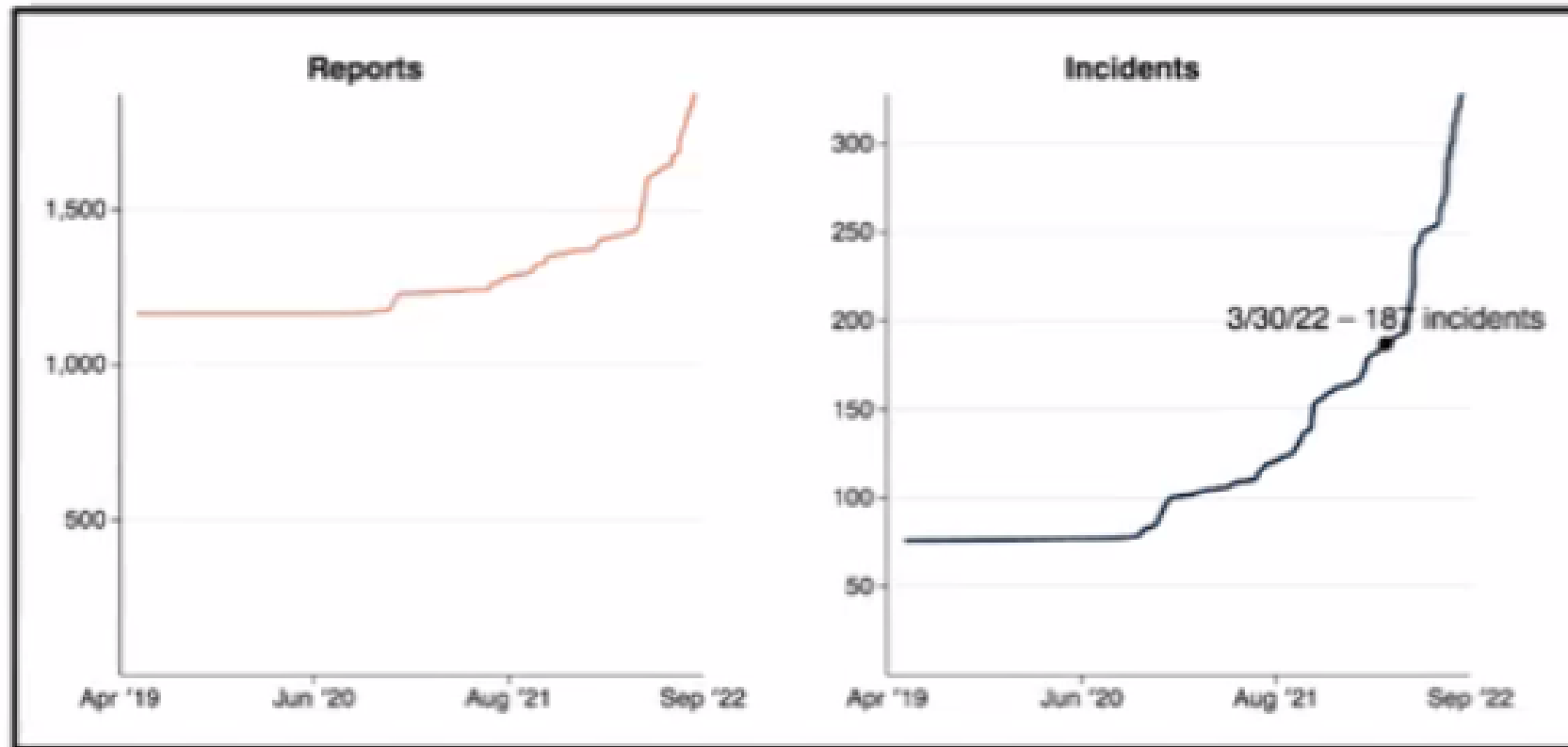
**NIST** Released an Artificial Intelligence Risk Management Framework

**Canada** Developed an Algorithmic Impact Assessment Tool



# Problem: Where do I turn when?

## AI Incidents



# Solution: Tools to report and build Responsible AI

The screenshot shows the AI Incident Database (AID) website. At the top, there are three summary cards: 'Involved in 44 incidents, allegedly harming 79 entities, with 0 incident responses.', 'Involved in 34 incidents, allegedly harming 43 entities, with 0 incident responses.', and 'Involved in 26 incidents, allegedly harming 37 entities, with 0 incident responses.' Below these is a 'Quick Add New Report URL' section with a search bar labeled 'Report URL' and a 'Submit' button. A red asterisk indicates '\*URL required'. Below the search bar, a note states: 'Submitted links are added to a review queue to be resolved to a new or existing incident record. Incidents submitted with full details are processed before URLs not possessing the full details.' At the bottom left, there is an 'About the Database' section with a quote: 'The AI Incident Database is dedicated to indexing the collective history of harms or near harms realized in the real world by the'. At the bottom right, there is a dark blue banner with the AID logo and the text 'December'. On the left side of the interface, there is a sidebar with a '+ Submit' button and a list of menu items: 'to the AID', 'Incidents', 'View', 'w', 'ies', 'unts', 'ncident Reports', and 'ion Leaderboard'.

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# AI Incident Database

Sean McGregor is a machine learning PhD, founder of the Responsible AI Collaborative, lead technical consultant for the IBM Watson AI XPRIZE, and consulting researcher with the neural accelerator startup Syntiant. His current focus is the development of the AI Incident Database as an index of harms or near harms experienced in the real world, which builds on his experience in AI safety and interpretability for deep and reinforcement learning as applied to wildfire suppression policy, speech, and heliophysics. Outside his paid work, Sean's open source development work has earned media attention in the Atlantic, Der Spiegel, Mashable, Wired, Venture Beat, Vice, and O'Reilly while his technical publications have appeared in a variety of machine learning, HCI, ethics, and application-centered proceedings.



**Sean McGregor  
PhD, Machine  
Learning Founder,  
Responsible AI  
Collaborative**

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**How do I know that AI is in compliance with the  
Americans with Disabilities Act (ADA)?  
e.g. Can a user of Dragon software use AI??**

-Alicia Contreras, Center for Accessible Technology

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# AI CAN be used to improve ADA Compliance

Web Accessibility Tool called AccessiBE

File a Complaint re: Hiring Technology

<https://civilrights.justice.gov/>

Impact of Software, Algorithms, and AI on Employees

Call ADA EEOC Office

1-202-921-3191 (voice), 1-800-669-6820 (TTY), or 1-844-234-5122 (ASL Video Phone).



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## Question & Answer



How can these tools improve equity? How do they reach and engage communities that don't traditionally engage with government?

-Jaqui Guzman, City of Sunnyvale

Curious how to get people engage with apps or tools that are AI driven?

-Dorsa Barzin, Meritage Medica

Can AI be programmed to be language-fluid, i.e., not just in English? If so, who is leading the work in that regard?

-Jerilyn Mendoza, Climate Action Center

# Question & Answer



**Mai-ling Garcia**  
Digital Engagement  
Director  
Bloomberg Center for  
Public Innovation



**Dana Cave**  
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ThoughtExchange



**Ryan McClain**  
Head of Community  
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Hello Lamp Post



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# AI Tools for Engagement

## 7. AI Powered Platforms for Excel, Marketing, Writing, Systems Diagramming, Compliance

Many of these have built tools on top of ChatGBT (OpenAI Microsoft) or have partnered with OpenAI (Microsoft) in some way. There are MANY made by Google and others.

- [Shutterstock Creative Flow](#) - uses AI to generate logos, photos (from their database of stock images), graphics etc. to use in Marketing and Comms. flyers
- [ChatGBT](#) - create tables, diagrams, outlines, write content for community profiles or to summarize historical laws and policies.
- [Merlin for Google Chrome](#) - Summarize content on any website: Select text, press cmd + M, and ask Merlin to generate a summary based on that text. Provide Merlin with a prompt that describes a desired function and ask it to generate a formula based on that prompt.
- [FirefliesAI](#) - Takes meeting notes for you in the meeting and generates summaries.
- [AccessiBe](#) - Ensures websites are accessible to all users.

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# Resources for Further Learning



See full [List of AI+ Digital Tools for Communications and Engagement](#)

Wharton Business School Professor Ethan Mollick "[Practical Guide to Using AI to do Stuff](#)"

[How ChatGBT Works by Molly Ruby](#)

YouTube video on “A Crash Course on Chat GPT for Beginners” by Adrian Twarog that also shows you [how to set up a Chat GPT account](#)

The powerful AI tools that can be used to generate content can also be used to check whether content was generated by AI. Open AI just released their [New AI classifier for indicating AI-written text](#)”.

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# Community Engagement in the Age of AI

## Thank You!



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