

# AI-Empowered Cities and Responsible Generative AI Adoption



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## Investment in GenAI Use Cases

64%

of governments worldwide are in initial exploration of use cases, proof-of-concepts.

31%

are investing significantly now.

28%

of organizations will shift budget from other digital transformation projects.

34%

will increase overall IT budget to ensure timely investment.

## Near-Term Use Cases for GenAI for an Empowered Workforce

GenAI is a form of artificial intelligence that creates text, audio, video, images and code in response to short prompts and based on the data on which it was trained. For cities, the power of GenAI is asking prompts against data from defined and trustworthy data sets that can be internal or external to the city.

A GenAI-empowered city will leverage the technology to transform its operations and services delivery by automating some processes to improve productivity and the employee experience. There are many use cases that cities can take advantage of now that can demonstrate the impact, and the possibilities, that GenAI offers. IDC predicts that by the end of 2024, 75% of cities, counties, states and provinces globally will pilot GenAI to improve efficiency in areas such as community outreach, procurement, staff recruitment and training, and software development.

### GenAI is a powerful tool that can:

- Generate, test, explain, audit and translate code
- Create compelling RFIs and RFPs and even job postings
- Analyze massive amounts of information to help cities personalize services
- Summarize large amounts of information such as council notes or complex legal documents
- Generate images and video content
- Assist government call centers with intelligent services

IDC research shows that the top technology investments for state, regional and local governments over the next 18 months are focused on supporting employees. Approximately one-third of governments surveyed anticipate that the greatest impact of GenAI on workforce and operations will be its ability to integrate siloed workflows and data from multiple applications, save employee's time, and improve the overall employee experience

Early GenAI pilots should focus on a few select use cases that have a defined business benefit as measured by a small set of key performance indicators, such as employee satisfaction or employee productivity. A critical success factor for using GenAI at scale is to understand its benefits as well as the governance and technical challenges. Cities need to understand some of the current limitations of GenAI and ensure that employees are educated to use GenAI properly; this includes providing guardrails around its use with supporting policies.

Cities should work with partners to understand the training data used in GenAI to ensure data fairness and reduce algorithmic bias, data explainability to understand lineage and provenance of data sets, data accuracy to reduce misinterpretations and irrational results, as well as data security and privacy issues that may result from many data sets being combined. There are also infrastructure requirements

to consider starting with accessing cloud compute power for large language models, training data and data processing, and AI platforms for sandboxed experimentation.

## Next Steps for an AI-Empowered City

**Cities should consider these next steps to benefit from GenAI opportunities:**

- **Work with trusted partners to scale GenAI.** This effort includes developing a GenAI build versus buy strategy, and experimenting with pilots in a controlled, sandboxed environment.
- **Focus on trust** and develop responsible GenAI policies for acceptable use guardrails. This includes keeping humans in the loop and working with partners to understand training data used.
- **Train and hire for GenAI skills** with programs to educate staff as new staff skills are developed and acquired. This step will include considering new job descriptions and skills in specific GenAI areas such as prompt engineering and code interpretation.

We are in the early stages of benefitting from GenAI. In this rapidly evolving environment, cities should move forward quickly with trusted partners to develop a strategic action plan to become an AI-empowered city.

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