



DEVELOPING AN AI POLICY WEBINAR

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NANTUCKET'S APPROACH TO AI GUIDELINES



1. Clear definitions
2. Easy to read & understand
3. Keep brief, but informative
4. This is living document

DEFINITIONS AND PURPOSE

Definition

What is Generative AI? Generative AI refers to artificial intelligence technologies that can create content, such as text, images, music, or code, by learning from existing data.

Purpose

The Town & County of Nantucket recognizes generative AI as a powerful tool that enhances efficiency and innovation in public services while acknowledging the risks associated with its use, such as privacy concerns and potential biases. These guidelines serve as a resource for the employees of the Town & County of Nantucket while these tools are still evolving and the subject of active research.

These guidelines seek to harness the benefits of generative AI while safeguarding against its risks, ensuring that the Town & County of Nantucket remains a responsible and forward-thinking public entity.



- Clear definition of Generative AI
 - Simple and Brief
- Purpose
 - Statement of clear intent to staff and the public

PRINCIPLES



- Privacy & Security
- Transparency & Accountability
- Accuracy & Verification
- Inclusivity & Equity
- Innovation & Risk Management

PRIVACY AND SECURITY



U.S. DEPARTMENT OF LABOR

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Guidance on the Protection of Personally Identifiable Information (PII)

Personally Identifiable Information (PII) is defined as:

Information that can be used to distinguish or trace an individual's identity, either alone or when combined with other information that is linked or linkable to a specific individual.



- Remind users that they must still adhere to privacy laws.
- Offer a clear definition of Personally Identifiable Information provided by the U.S. Department of Labor.

TRANSPARENCY & ACCOUNTABILITY



- Always make clear and disclose the use of Generative AI when a substantial amount of content has been generated by AI.
 - Applies to images, video, audio, and text.

ACCURACY & VERIFICATION

- This section serves as a reminder to users to critically assess and verify AI-generated content through multiple trusted sources before public dissemination or decision-making use.
 - Sources can include other AI models but require some level of human verification.
 - AI can hallucinate.



INCLUSIVITY & EQUITY



- Ensuring that AI generated items do not perpetuate biases or stereotypes.

INNOVATION & RISK MANAGEMENT



- The Town of Nantucket is excited to use AI, but we want to make sure that our users are always mindful of the risks.

GUIDELINES



- Data Handling & Confidentiality
- Documenting AI Interactions
- Citing AI Assistance
- Public Records Compliance

DATA HANDLING & CONFIDENTIALITY

Guidelines for Use

Data Handling and Confidentiality: Do not submit sensitive or confidential information as input to generative AI systems.

Example: If a town employee uses an AI tool like ChatGPT to generate reports, they should avoid including personally identifiable information (PII) such as social security numbers or personal health information in the input data. Instead, use generic data or previously de-identified information to train or run the AI systems.

- Reaffirming our stance on data security in a clear and simple statement: “Do not submit sensitive or confidential information as input to generative AI systems.”
- Making sure we provide a clear and simple example for readers to follow.



DOCUMENTING AI INTERACTIONS



- Keeping clear records of AI usage is important to public trust.
- Primary avenue is to make sure all AI accounts used by the town are registered for use using a town email account.
 - Various AI tools can allow account managers insight into AI usage as well as logging.

CITING AI ASSISTANCE

Provide a disclaimer for transcripts/note takers/closed captioning.

Disclaimer

The following content has been automatically generated by an AI system and should be used for informational purposes only. Please be advised that the Town cannot guarantee the AI transcript for accuracy, completeness, or timeliness as it is used for informational purposes only and is not the official meeting minutes of the subject meeting. Any actions taken based on this AI generated content are solely at your own risk. Recordings of the Town's meetings, to the extent available, are online at:

<https://www.youtube.com/@nantucketgou> and official meeting minutes pursuant to the Open Meeting Law are available online at: <https://nantucketma.portal.civicclerk.com/>



PUBLIC RECORD COMPLIANCE

All generative AI interactions intended for or related to public service must be retrievable and compliant with public records laws.

The Commonwealth of Massachusetts defines a Public Record as: *“All books, papers, maps, photographs, recorded tapes, financial statements, statistical tabulations, or other documentary materials or data, regardless of physical form or characteristics, made or received by a governmental entity unless such materials or data fall within one or more of the exemptions found within G. L. c. 4, § 7(26) or other legally applicable privileges.”* - *A Guide to the Massachusetts Public Records Law* (<https://www.sec.state.ma.us/>)



IMPLEMENTATION & OVERSIGHT



- Working groups and training
- Regular review of guidelines

SPECIAL CONSIDERATIONS



- Need a way to handle the unknown risks and potential pitfalls with AI.
- Reviewing AI applications with the users as a regular check in with IT.
- Community engagement and finding stakeholders within the community.

AI IN PRACTICE



- The role of AI in communications

SMALL TEAMS

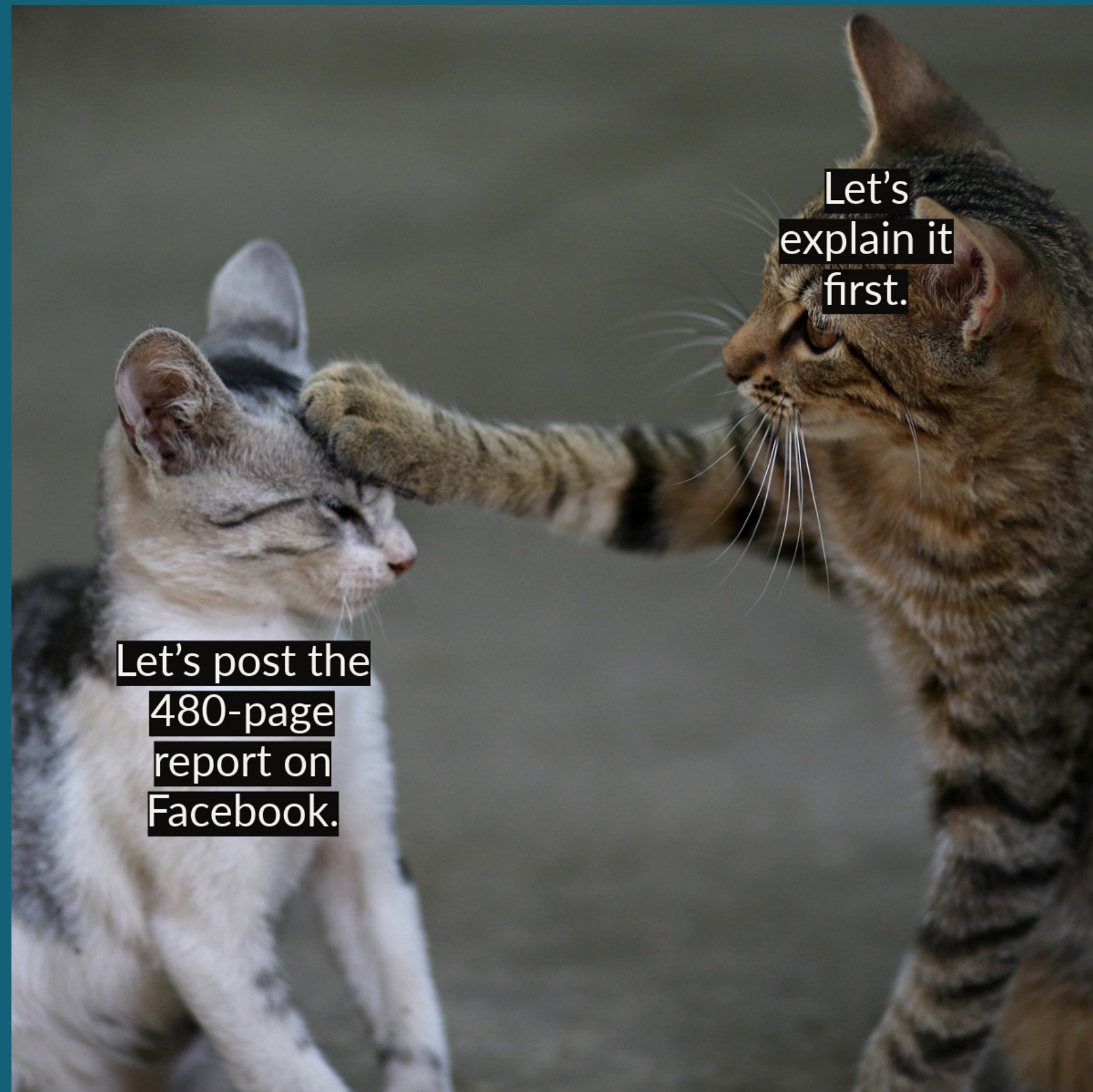
The Communications Capacity Challenge



- Small staff
- Rising content demands
- 24/7 digital expectations
- Complex policy topics
- Accessibility requirements

USING AI IN COMMUNICATIONS

Operational Use Cases



- Drafting outlines for webpages
- Turning technical memos into plain-language summaries
- Creating FAQ frameworks
- Adapting messages to multiple formats
- Summarizing reports
- Generating captions or alt-text

Always followed by:

- Human editing
- Policy review
- Fact verification



TIME SAVINGS & EFFICIENCY

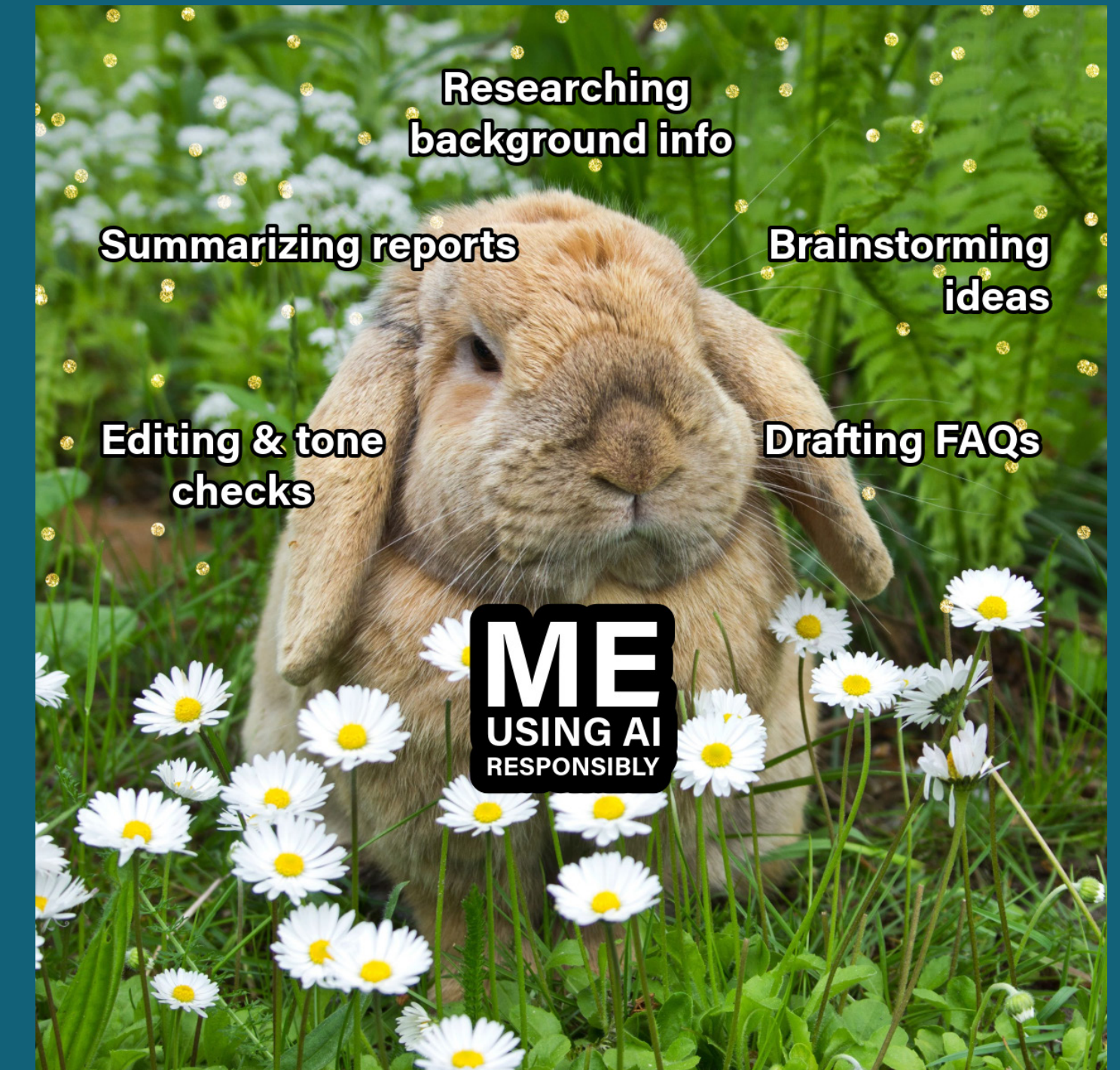
Measurable Benefits for Small Teams



Without AI assistance



With AI assistance



AI is useful for:

- Reducing drafting time by 30–50%
- Increasing consistency across departments
- Improving readability
- Responding faster during high-volume periods
- Supporting consistent documentation



AI AS A FORCE MULTIPLIER — NOT A REPLACEMENT

Augmentation, Not Automation

**AI helped write it...
but did you review it?**



- AI supports; staff decide.
- AI drafts; staff verify.
- AI suggests; staff approve.
- AI accelerates; staff remain accountable.



QUESTIONS & COMMENTS

