

Wisconsin Counties Association

2025 ANNUAL *GAME DAY*
CONFERENCE

8:00 – 9:00 AM

**AI and Local Government: Challenges,
Opportunities, and Next Steps**



AI and Local Government: Challenges, Opportunities, and Next Steps

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Presentation Roadmap



Image generated by Adobe Firefly, prompted by Megan Poindexter

- Understanding AI
- Practical Applications
- AI Risks
- County AI Use Policies
- Demonstration & Wisdom



Part One: Understanding AI Basics

Pre-2022 AI is a **really good librarian**

Generative AI is a
librarian **AND** a
**prolific author, artist,
creator**



Image generated by Copilot, prompted by Christine Rybak

How Generative AI works:

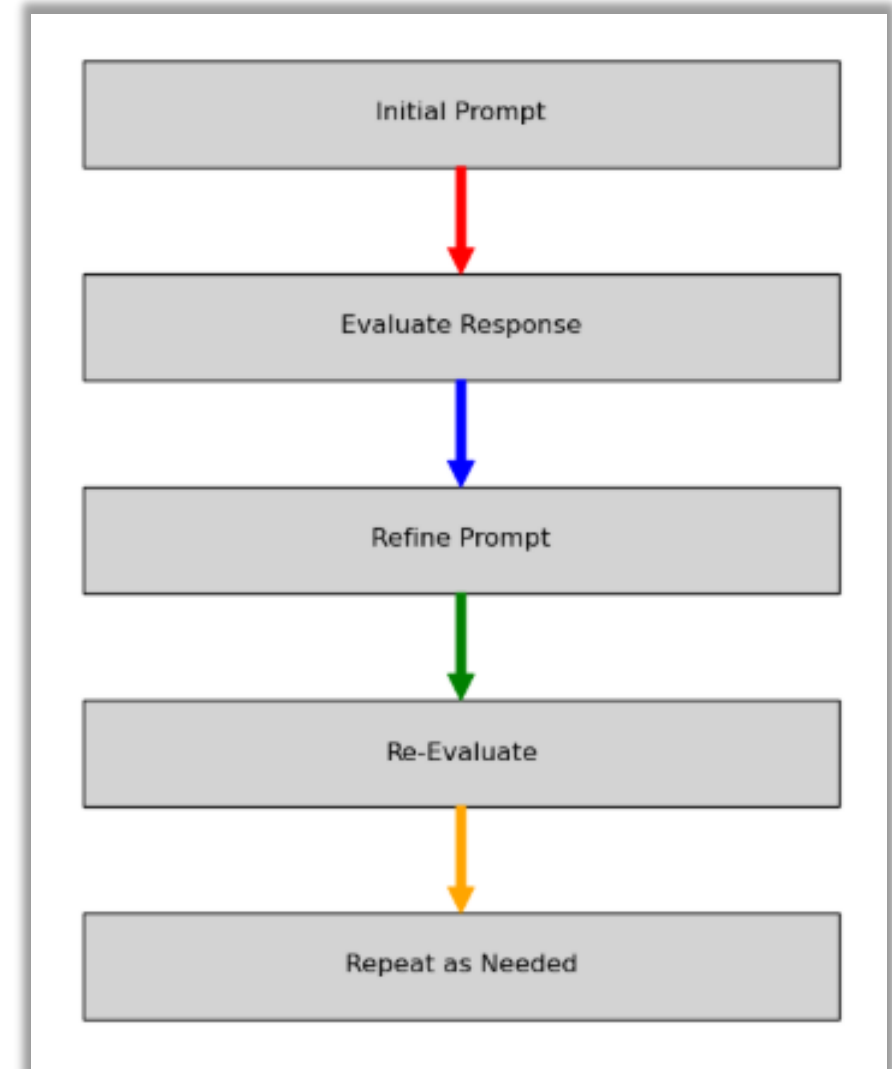
- Training
- Analyzing
- Generating
- Fine-Tuning



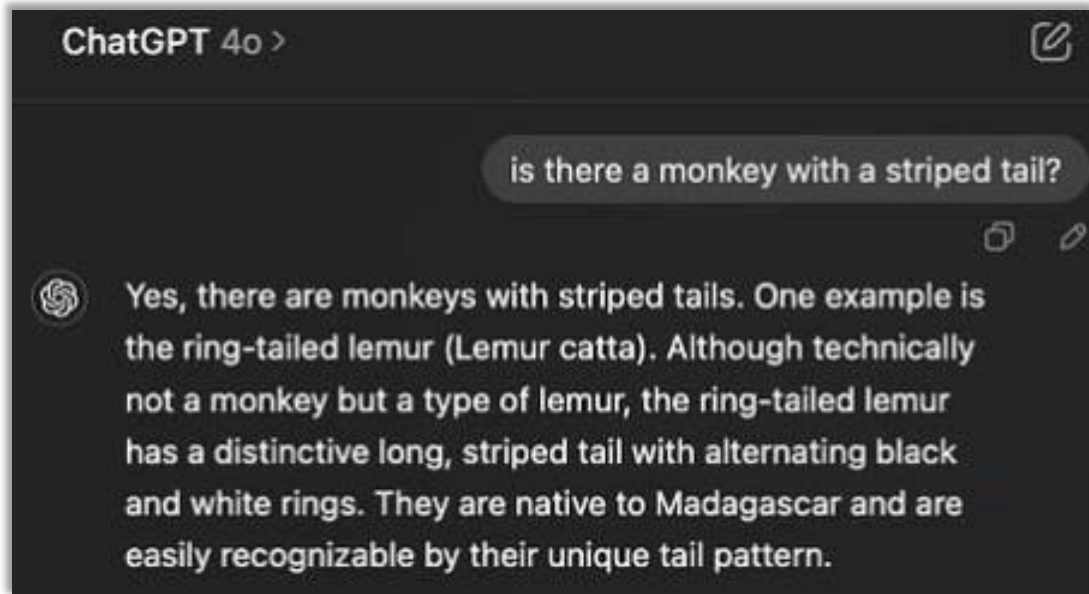
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How We Work with AI: An Iterative Process

Feature	Googling	AI (Iterative Process)
Interaction Style	One-shot	Multi-turn, adaptive
Personalization	Low	High
Context Awareness	None	Builds over time
Learning Support	Passive	Active, exploratory
Decision-Making Utility	Informational	Analytical and collaborative



True vs New



“The AI is not pulling from a database; it is **guessing** the next word based on statistical patterns in its training data. That means that what it produces is not necessarily true ... even when it provides false information, it likely sounds plausible. That makes it hard to tell when it is making things up.”

-Ethan Mollick, Professor and Co-Director of Generative AI Labs at Wharton

LATEST ARTIFICIAL INTELLIGENCE STARTUPS

CREATOR ECONOMY



HUMAN INTERFACE



DECENTRALIZE



INFRASTRUCTURE



TEXT GENERATOR



SPATIAL COMPUTING



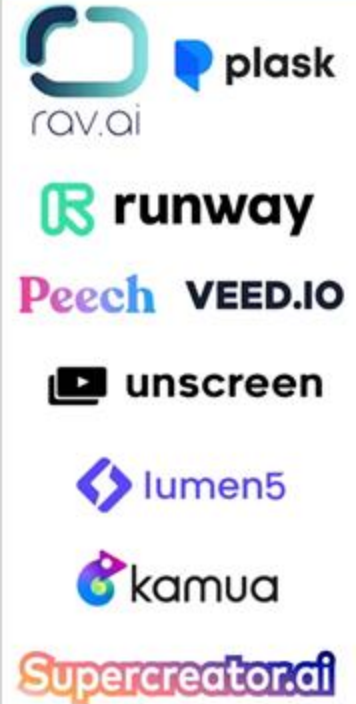
SALES & CUSTOMER SUPPORT



MARKETING



VIDEO MAKER



CODE GENERATION



THE MOST POPULAR Generative AI Tools

Top 15 generative AI tools
with highest web traffic
in March 2024

Gemini
133M

Poe
43M

perplexity
40M

Claude
32M

DeepAI
31M

Copilot
26M

Midjourney
25M

Poe
18M

Perplexity
14M

Leonardo AI
14M

Gamma
12M

Pixai
10M

Runway
9M

Ideogram
9M



ChatGPT

2.3B VISITS

OpenAI's ChatGPT is reported to have
more than 200 million weekly active
users as of August 2024.



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Source: World Bank Group, "Who
on Earth is Using Generative AI?"



1. ChatGPT - OpenAI (2015)
 - Industry leader
2. Gemini - Google (1998)
 - Now embedded in Google Search
3. Poe - Quora (2009)
 - Many chatbots and tools in one place
4. Perplexity - Perplexity AI (2022)
 - Cites links within the text response
5. Claude - Anthropic (2021)
 - "Harmless and helpful"
6. DeepAI - DeepAI (2017)
 - AI image generation, AI image editing, and AI characters for interactive conversations
7. Copilot - Microsoft (1975)
 - Built on GPT-4



Part Two: County Applications & Risk Considerations

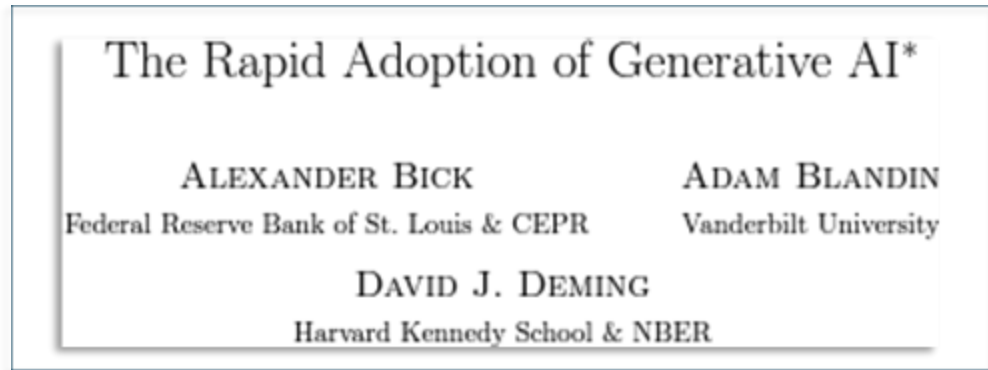
The Future of AI at Work



“AI won't take your job;
it's somebody using AI
that will take your job.”

-Economist Richard Baldwin, 2023 World Economic
Forum's Growth Summit

Generative AI Use is Common, Including at Work



“In August 2024, 39% of the U.S. population age 18-64 used generative AI. More than 24% of workers used it at least once in the week prior to being surveyed, and nearly one in nine used it every workday.”



29% of 59 surveyed Iowa County Employees have used generative AI for work-related tasks before.

AI Benefits to Local Government

- Providing constituent information and education
- Enhancing policy setting
- Improving service delivery
- Improving health and safety regulatory processes
- Increasing financial resources
- Expanding program analysis and evaluation

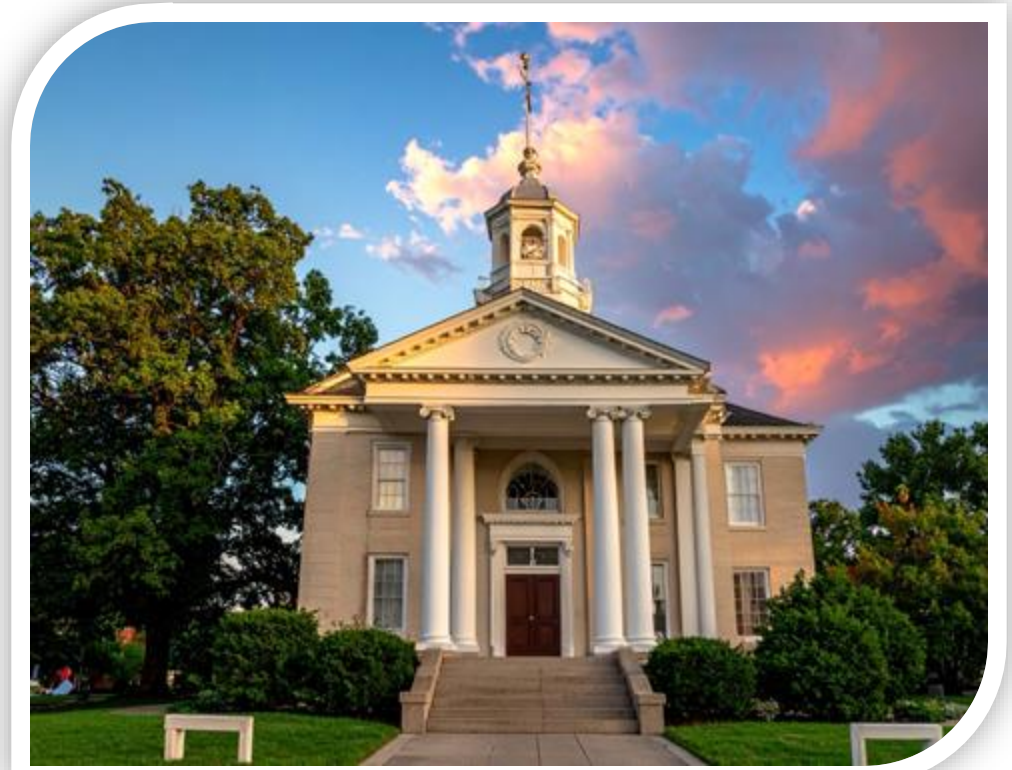


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AI Use in Local Government

General AI

- Police body camera footage review
- Streamline open records requests
- Automated alerts
- Meeting transcription/analysis
- Smart traffic lights
- Assessing property through 3D imaging

Generative AI



REPORT
WRITING



GRANT WRITING



FEEDBACK ON
COMPLETED
WORK



AGENDA
CREATION



RESOLUTION/
ORDINANCE
DRAFTING



EMAILS



“EXPERT”
OPINION

Primary AI Risks:

- Privacy violation
- Incorrect information
- Copyright infringement
- Bias
- Poor quality



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Consider Risk

Artificial Intelligence
Handbook for Local
Government

-Michigan Municipal League
and University of Michigan

Risk Tier	Example AI Systems	Implementation Considerations
Unacceptable risk	Real-time AI-assisted surveillance in public spaces; AI-generated video or images	AI tools that have a very high potential for physical, emotional, or financial damage and pose legal or ethical questions should not be used.
High Risk	Health, safety, education, transportation, employment, and law enforcement applications	Transparent to the user, appropriate human oversight, be properly documented, have proper feedback mechanisms, and be periodically assessed by a human to ensure correct operation
Medium Risk	AI Chatbots	Transparent to the user and have appropriate precautions and human oversight
Low Risk	AI Spelling and Grammar Assistant	Overall safe to use, few considerations

Why Buy When It's Free?

- Consistency
- Paid platforms offer enterprise-grade security and compliance
- Purchased platforms can allow custom model training on local datasets.
- Seamless integration with existing systems and scalable for multiple departments
- Paid platforms often include additional tools for administrators



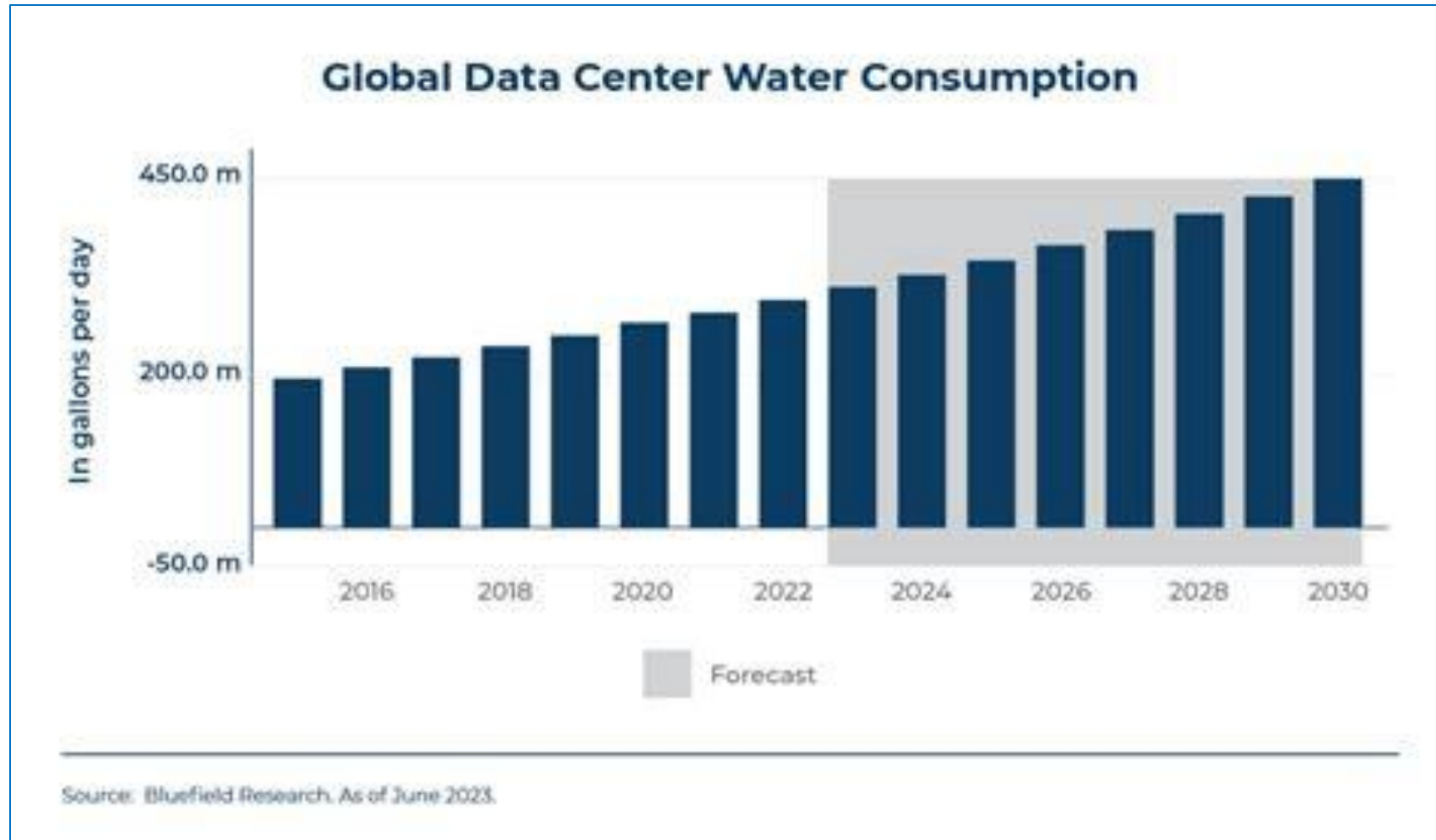
Intensive Data Center Energy Use

ChatGPT's Energy Consumption for Responding to Prompts and Its Cost in the U.S.

Time Period	Number of prompts	Energy Consumption	Cost
Day	428,571,429	1,242,857 kWh	\$162,814
Week	3,000,000,000	8,700,000 kWh	\$1,139,700
Month	13,035,720,000	37,803,588 kWh	\$4,952,270
Year	156,428,700,000	453,643,230 kWh	\$59,427,263

Data sources: U.S. Energy Information Administration, Electric Power Research Institute (EPRI)
Calculations based on: 200 million weekly users, 15 weekly prompts per user, 0.0029 kWh of energy consumption per prompt, average U.S. commercial electricity rate of \$0.131/kWh as of June 2024

Intensive Data Center Water Use



AI Usage Policies

- Define who may use AI in their work
 - Identify training thresholds for use
 - Identify the types of training required
- Define which AI platforms may be used/may not be used
 - Identify appropriate security settings
- Define whether and to what extent employees may use AI outputs
- Define data types prohibited from use in prompts
 - Confidential data such as SS#'s, phone numbers and addresses, etc.
 - Individual health information such as vaccination records
- Define process for failure to follow policy



Bayfield County AI Policy

Work-Related Generative AI Guidelines

- a) Training Expected
- b) Data Security
- c) Accuracy and Integrity
- d) Risk Awareness

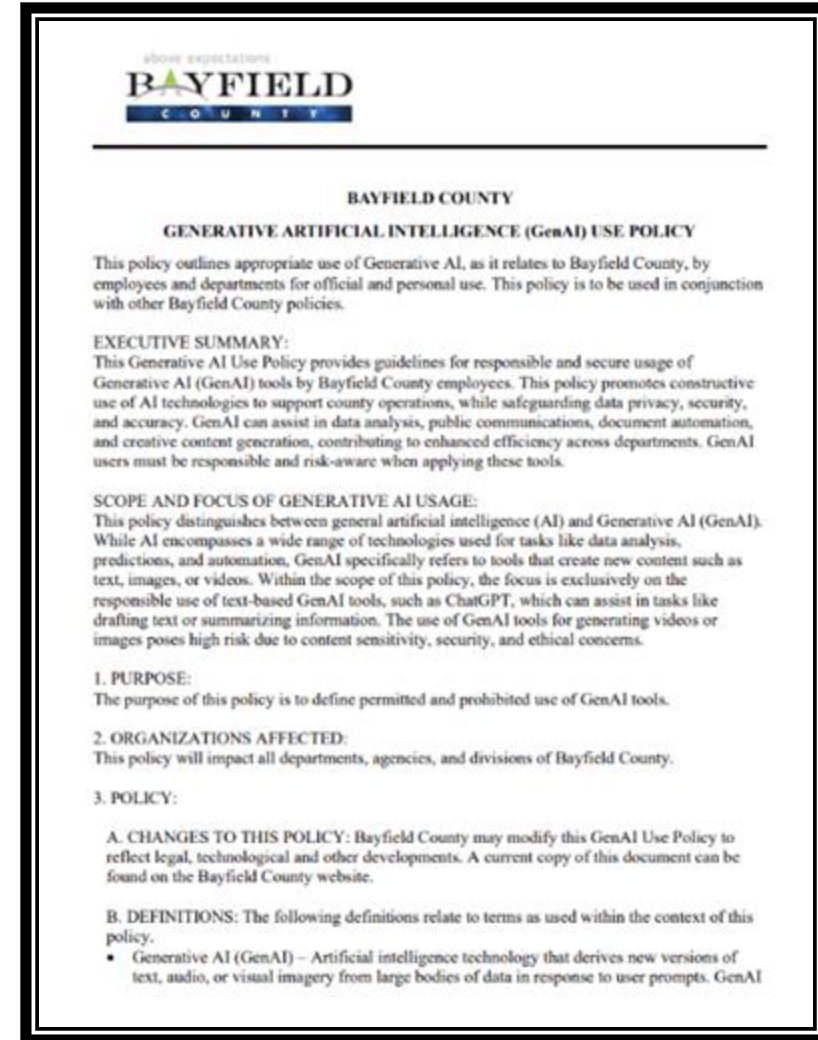
Permitted Uses

Prohibited Uses

- a) Privacy Violations
- b) Sensitive Work
- c) Irresponsible Use
- d) Effort-Focused Exercises
- e) Causing Harm

Personal Use – prohibited

Violations





Part Three: Demos and Wisdom Nuggets

Prompting Techniques



Context – give the AI a persona, an audience, an output format, etc.



Examples – give the AI a few examples to work from that model what you're looking for



Chain of Thought – ask the AI to go step-by-step through instructions

Let's Try It!



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