

AI: Best Practices in an Evolving Landscape

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ARTIFICIAL INTELLIGENCE (AI): BEST PRACTICES IN AN EVOLVING LANDSCAPE



This presentation was created with the assistance of AI tools



To your knowledge, how many employees in your organization are currently using AI tools (whether approved or not)?



How would you characterize AI adoption across your organization (including risk, safety, HR, and operations)?



Has your organization provided AI-related training that addresses risk, compliance, or safety issues?

AI: AN INTRODUCTION TO BASICS



SHADOW USE/WORKFORCE RISK

- **46% of employees report using AI tools at work.**
- **Nearly 48% of public-sector respondents reported moderate or advanced AI adoption**
- **Only 38% of employees reported receiving AI training**

WHY THIS MATTERS NOW



Already in Your Workflow

AI tools are being used—knowingly or not—in government today.



Higher Legal Stakes

Government officers face ethical, public records, sunshine law & liability exposure private-sector peers don't.



Florida's Unique Landscape

Chapter 119 & §286.011 create specific legal obligations that apply to AI-assisted work.

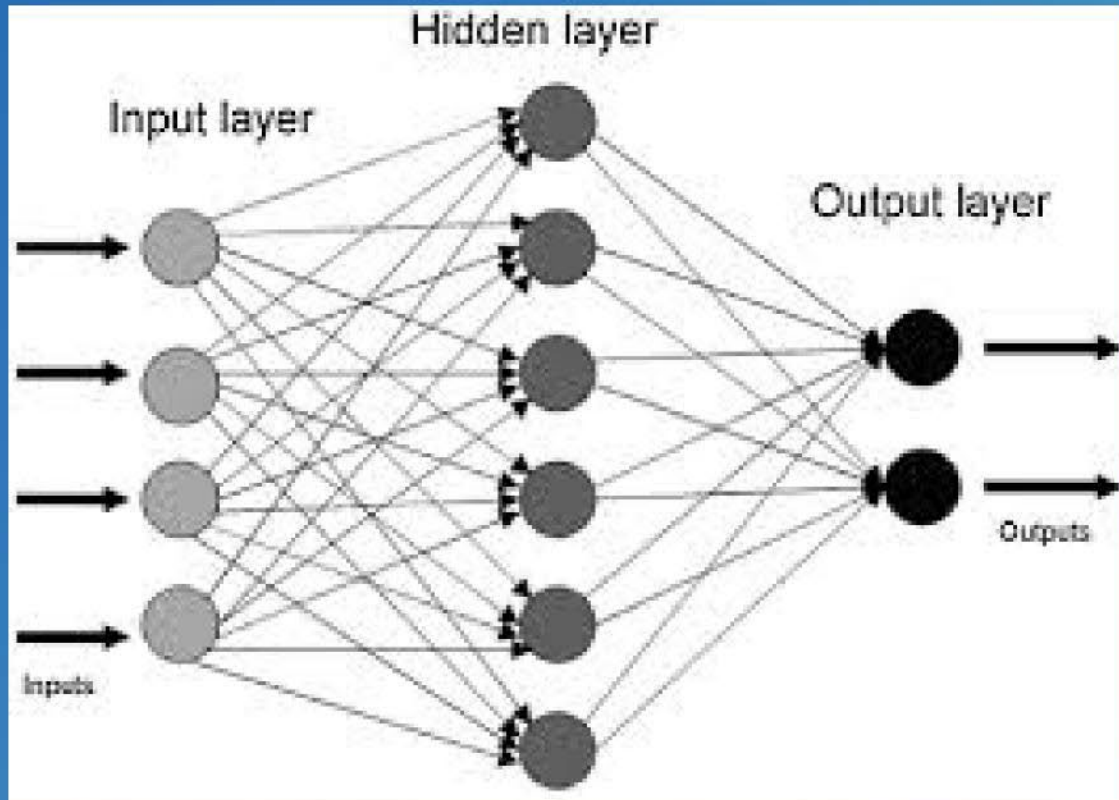


Control, Not Fear

This session is about using AI effectively—protecting your agency, your credibility & the public trust.



HOW ARTIFICIAL INTELLIGENCE WORKS



Dataset or Knowledge Base

Neural Network

Multiple layers of information passing from one layer to another to learn and improve accuracy over time

Deep Machine Learning

A more intricate and layered neural network

Analysis

AI models work by analyzing input from a user against many sources to create a word sequence and predictive response, generating an answer

Owning and controlling the knowledge base controls the output



AI & RISK MANAGEMENT





What is the most significant risk AI presents to your organization?

PRIMARY RISK CONCERNS

- Top concerns are **data security (45%)** and **reliability (37%)**.
- **28%** report concerns about potential **bias in AI algorithms/results**



AI & GOVERNMENT: LEGAL CONCERNS

Public Office is a Public Trust

- Ethical violations & Systemic Biases

Public Records

- Inputs & Outputs as Drafts for Retention & Production
- Custody & Control
- PHI (HR, FD, EMTs), Privacy, Confidential databases

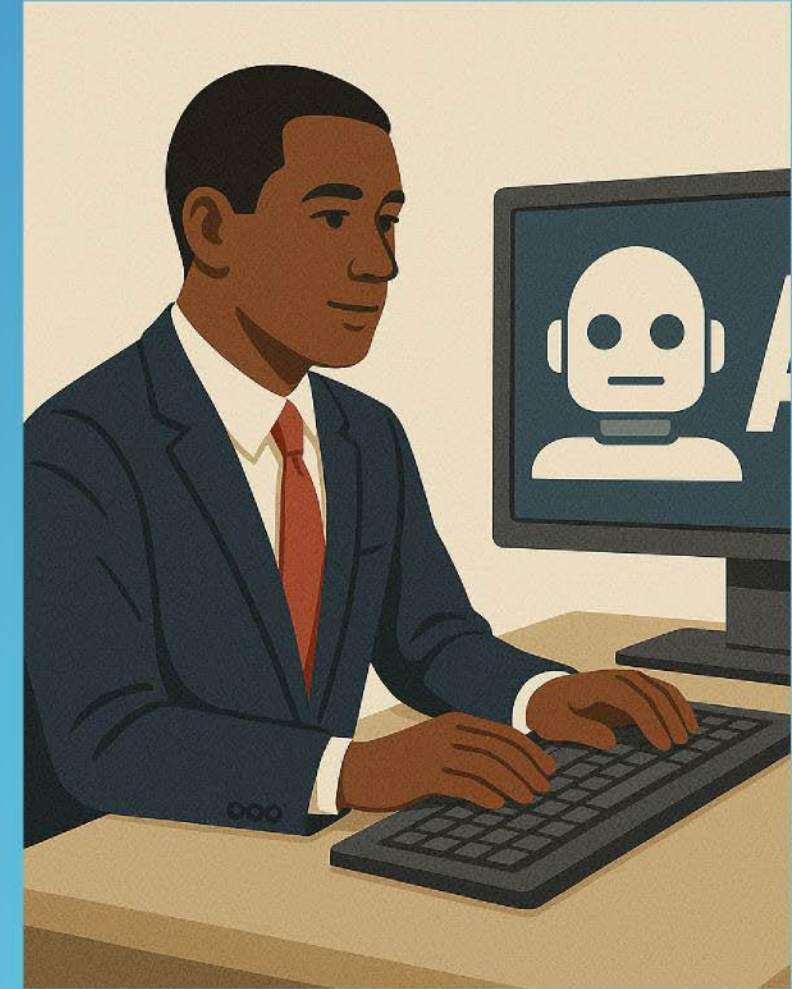
Sunshine Law

- Effecting its remedial purpose
- AI Agents as proxies

Unregulated Use of Data

- Have a policy

Intellectual Atrophy



GOVERNMENT COMMUNICATORS: LEGAL CONCERNS

- **Misinformation** – false or inaccurate information (hallucinations) AI programs have been known to have “hallucinations,” where a response is created seemingly without any basis for support.
 - RISK: Being the UNINTENTIONAL Source
- **Disinformation** – false information which is intended to mislead, especially propaganda issued by a government organization to a rival power or the media. (deepfakes) Fraud
 - RISK: Being the TARGETED VICTIM
- **Infodemic** – An infodemic is an overabundance of information—both accurate and inaccurate, making it hard for people to find trustworthy sources and reliable guidance when needed.
 - RISK: Erosion and loss of the Public Trust
- **Data integrity/Reliability**



AI & GOVERNMENT: LEGAL CONCERNS

AI Public Records Concerns: A Universe of Unresolved Inquiries

Fabrication or Falsification of Public Records

AI tools may generate realistic but fictitious documents — raising serious concerns about authenticity verification and potential criminal exposure.

Agentic AI Requests

If any person can make a records request, what is the impact when relentless Agentic AI is making requests with no clear guardrails — especially where agencies cannot insist on requester identification? Does this satisfy an 'improper purpose' analysis? Could Agentic AI be used to bypass Sunshine Law requirements?

AI Prompts and Outputs as Public Records

Agency use of AI tools may generate records — prompts, outputs, and system interactions may be subject to public records obligations depending on their connection to official business.

Consider retention category: commonly transitory but can create content with higher standards

Retention and Control

Who controls AI-generated content? How is it retained, identified, and disposed of?

Agencies must address these questions in their records management policies.

AI & GOVERNMENT: LEGAL CONCERNS

AI Human Resource Concerns: Risk, Bias, and Discrimination in Use

Bias and Discrimination Risks

AI tools can unintentionally perpetuate biases in hiring, reflecting past inequities related to race, gender, and more.

Transparency and Accountability Challenges

Many AI systems operate as black boxes, making decision processes unclear and hard to explain to stakeholders.

Privacy and Employee Trust

AI monitoring tools may raise privacy concerns and affect morale due to perceptions of surveillance in the workplace.

Impact on Employment Decisions

Errors in AI outputs can adversely influence promotions, disciplinary actions, or terminations without human oversight.

AI: BEST PRACTICES





How often is AI-generated content reviewed before being used in official work?

PRIMARY RISK CONCERNS

- 28% report AI outputs are rarely or never reviewed.



AI HALLUCINATIONS & VERIFICATION DISCIPLINE

THE GOLDEN RULE: AI drafts – humans verify

WHAT AI GETS WRONG

- ✗ **Fabricated citations & case law**
- ✗ **Made-up statistics & data**
- ✗ **Incorrect names, dates & titles**
- ✗ **Non-existent Florida statutes**
- ✗ **Outdated ordinances or policies or imprecise references**

VERIFICATION CHECKLIST

- ✓ **Confirm with a primary source**
- ✓ **Cross-reference 2nd independent source**
- ✓ **Subject matter expert sign-off on technical claims**
- ✓ **Check statutes and available public info**
- ✓ **Consider Legal review for any legal citations and exposure to liability**



DEVELOPING AI TRAINING

- **Phase I: Build a Foundation**

- * Align leadership & stakeholders on goals and risks
- * Assess readiness (policies, governance, use cases)
- * Survey staff to identify AI use and training needs

- **Phase II: Implement Training**

- * Establish AI use policy (guidance, guardrails, compliance)
- * Prioritize training needs based on survey findings
- * Deliver foundational training (core concepts, tools, risks)



IMPLEMENTING AI TRAINING

1. Teach Prompt Engineering

- * Train staff to give clear, effective instructions to AI
- * Emphasize refining prompts and recognizing limits (e.g., sensitive data)

2. Connect to Everyday Work

- * Use role-specific, practical examples
- * Show how AI improves tasks (e.g., drafting, analysis, workflows)

3. Reinforce Oversight & Accountability

- * Require human review of AI outputs
- * Staff remain responsible for accuracy and quality

4. Align with Policy & Governance

- * Train on approved tools, data use, and privacy rules
- * Address bias, transparency, and compliance requirements



EFFECTIVE PROMPTING



Effective Prompting: The Skill That Changes Everything

Prompting is a professional skill — vague inputs produce vague (and risky) outputs

ROLE	<i>"You are a [role] for a Florida city government..."</i>
CONTEXT	<i>Audience, tone, purpose, legal constraints, channel</i>
TASK	<i>Specific deliverable — press release, social post, policy</i>
FORMAT	<i>Length, structure, reading level</i>
GUARDRAILS	<i>Do not speculate. Flag anything unverified.</i>

EFFECTIVE PROMPTING



Prompting for Example

CRISIS COMMS

PROMPT:

Draft a holding statement for a water main break affecting 3,000 residents. Tone: calm, authoritative. Do not speculate on cause or timeline. Include a hotline placeholder.

SOCIAL MEDIA

PROMPT:

Write 3 Facebook posts for a hurricane preparedness campaign targeting seniors. Plain language, 8th grade reading level, no jargon. Include a call to action for each post.

DISCLOSURE

A Template Any City Can Use

For cities that want a starting point, here is sample language that can adapted for a website, agenda packet, or public notice:

"The City of [Name] uses AI tools to assist staff with tasks such as [meeting transcription / document drafting / translating public notices]. All AI-generated content is reviewed by city staff before publication. AI does not make decisions about permits, enforcement, or city services.

For a full list of AI tools the city uses, visit [link]. Questions? Contact [department/phone/email]."

That kind of disclosure takes five minutes to write, costs nothing to post, and addresses the four things residents most want to know.

flcities.com/ai

BUILDING YOUR AI POLICY: WHERE TO START

01

Acceptable Use Policy

- List approved tools and prohibited uses
- Define what data can/cannot be entered (no confidential info in free-tier tools)
- Assign responsibility for AI tool governance
- Consider Disclosure

02

Records Management Protocol

- Determine what AI-generated content is retained
- Define retention schedules consistent with Ch. 119
- Document AI tool use for audit purposes

03

Verification Standard

- Mandatory human review before any AI content goes public
- Clear sign-off chain for different content types
- Escalation path for legal/factual uncertainty

Resources: FLC AI Content Hub | ICMA AI Toolkit | Your Agency Attorney

BUILDING YOUR AI POLICY: CONSIDERATIONS

- 
- Authorized tools?
 - Prohibited Uses?
 - Data Controls?
 - Public Records & Retention
 - Verification Protocols
 - Vendor Review
 - Training, Scaling, and Incidents
 - Cost Considerations

Effective Communication & AI

AI is a powerful assistant — not a replacement for judgment, ethics, or legal compliance

Before you hit publish, ask yourself:

Is it accurate?

Did a human verify every fact, statute or policy reference, and name?

Is it mine to say?

Does this reflect agency policy and legal guidance?
Who is accountable?

Is it a public record?

How will this content be preserved and perceived in response to public records requests

Remember...

**You can't ignore
change but you can
plan and adapt!**

