

Sachs
MEDIA

2024 VS. 2026

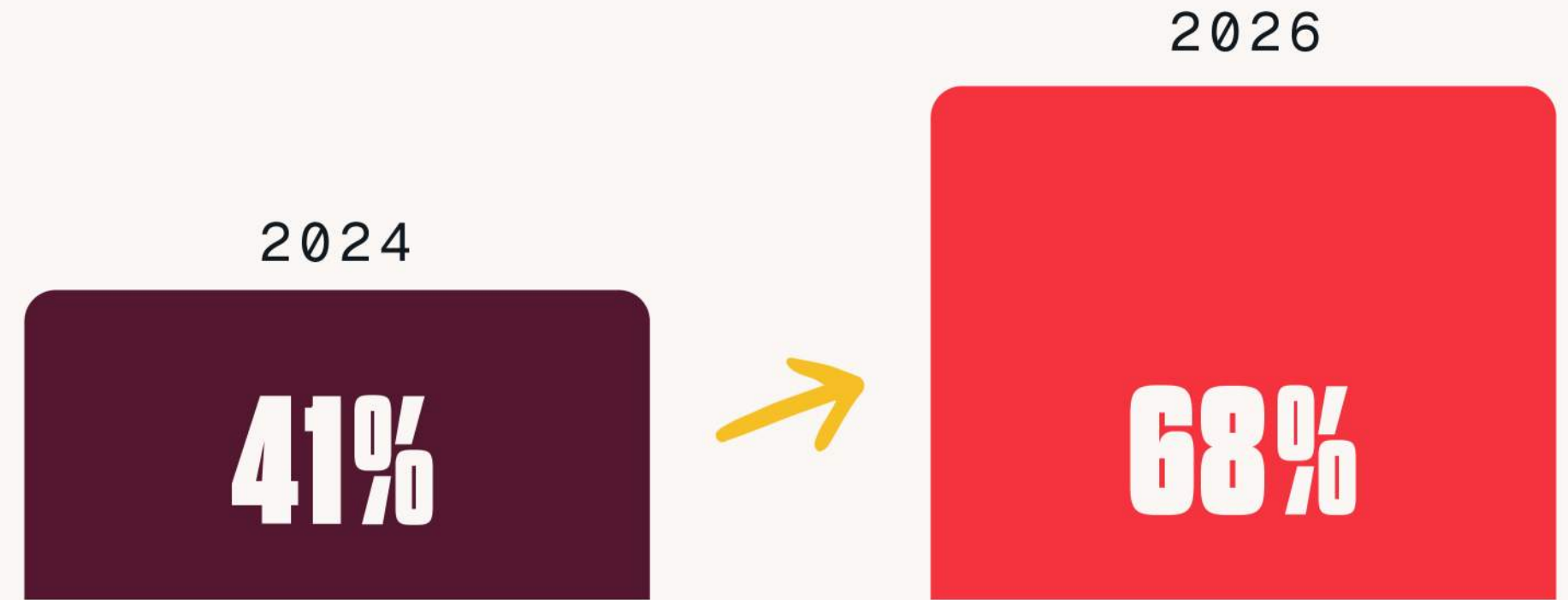
AI & Local Government

Florida League of Cities
Annual Conference

August 2026



FLORIDIANS CAUGHT UP WITH AI TOOLS



of Florida voters have
used *generative AI*

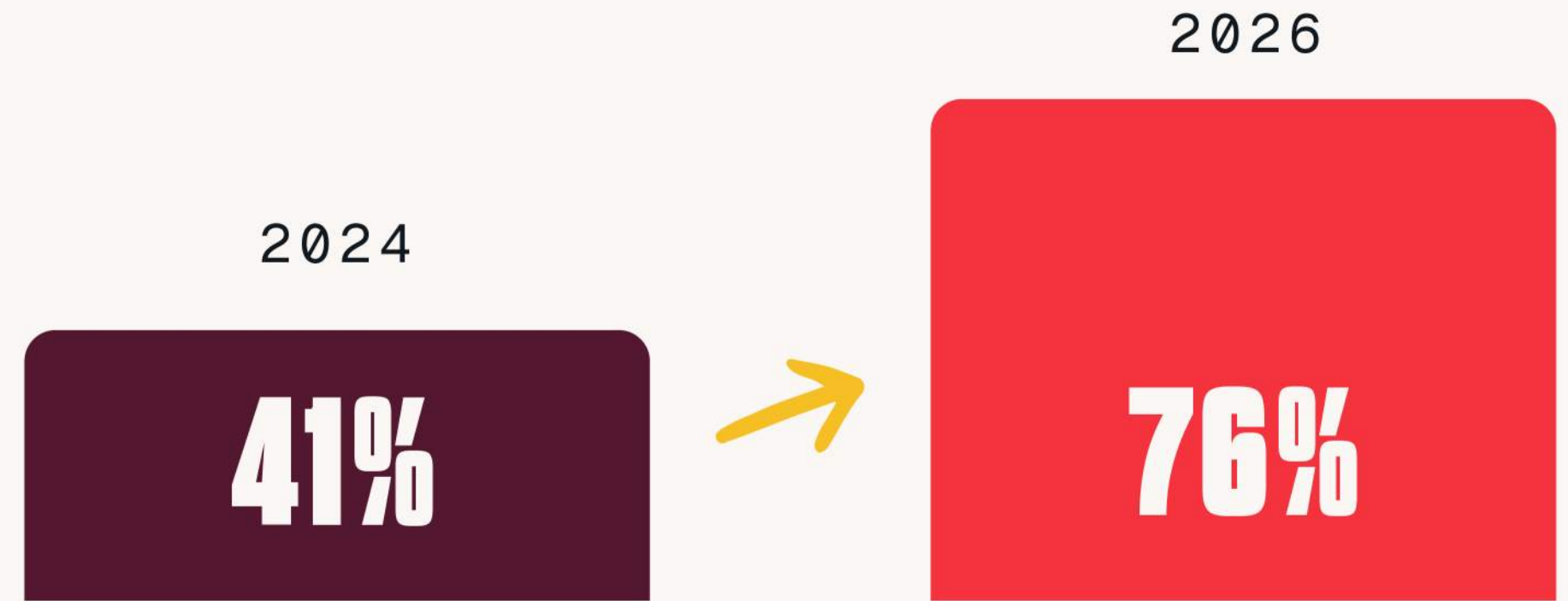
Up 27 points in two years. Every age group grew.



WHAT THIS MEANS

Talk about AI like your constituents
already use it. Most now do.

EVERY AGE GROUP GREW



of Floridians 45 to 64 have used generative AI, the *largest gain* of any group

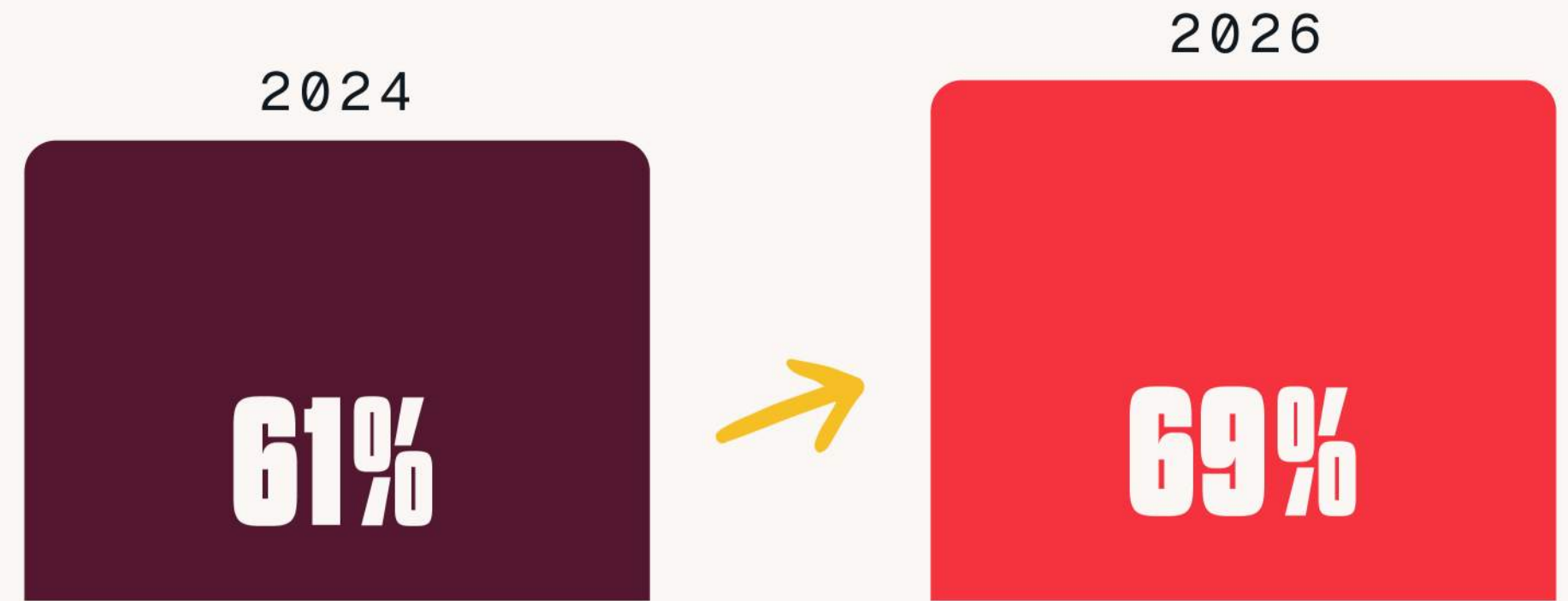
Voters 65 and older more than doubled: 21% to 50%.



WHAT THIS MEANS

Don't write off any age group.
The late adopters moved the most.

MORE PEOPLE SEE REAL BENEFITS



see at least one way AI could
benefit local governments

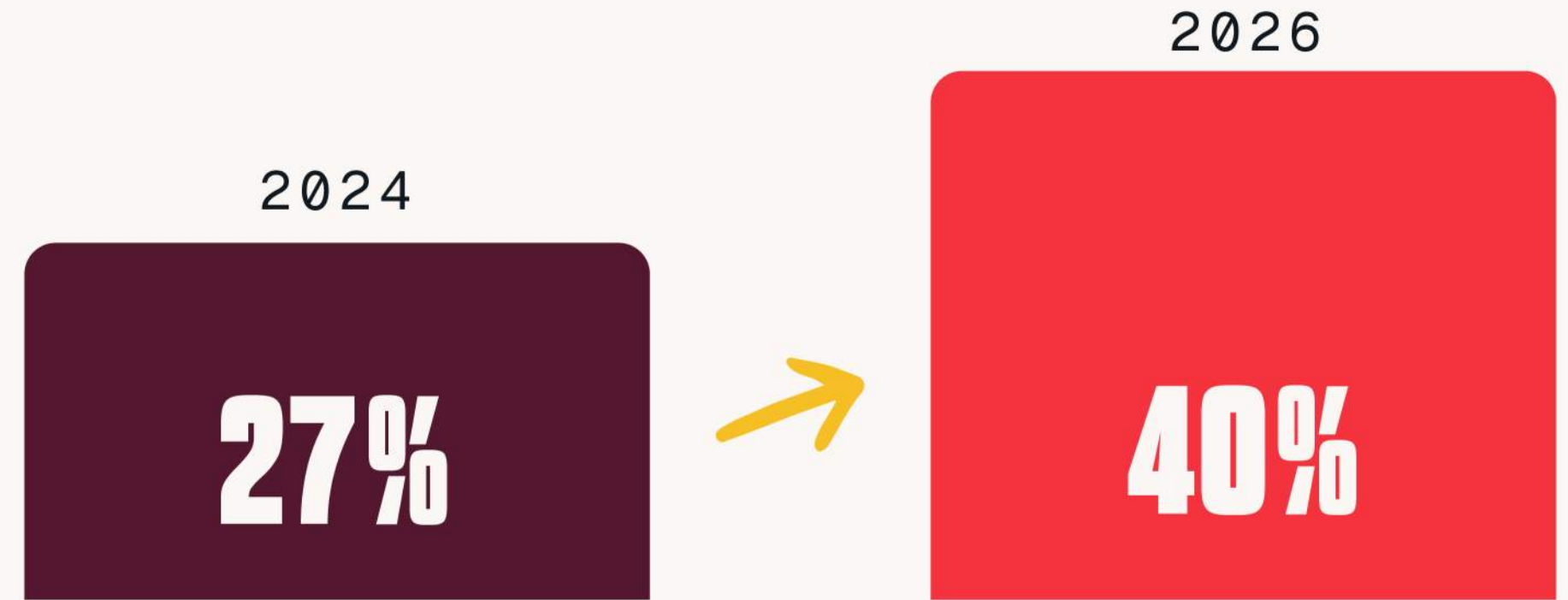
Improving efficiency remains the top benefit,
and the one-choice winner at 49%.



WHAT THIS MEANS

Voters are ready to hear
an AI story. Tell yours.

CLARITY IS THE RISING BENEFIT



say AI could *improve the clarity* of communications with constituents

The fastest-rising benefit in the survey: up 13 points.

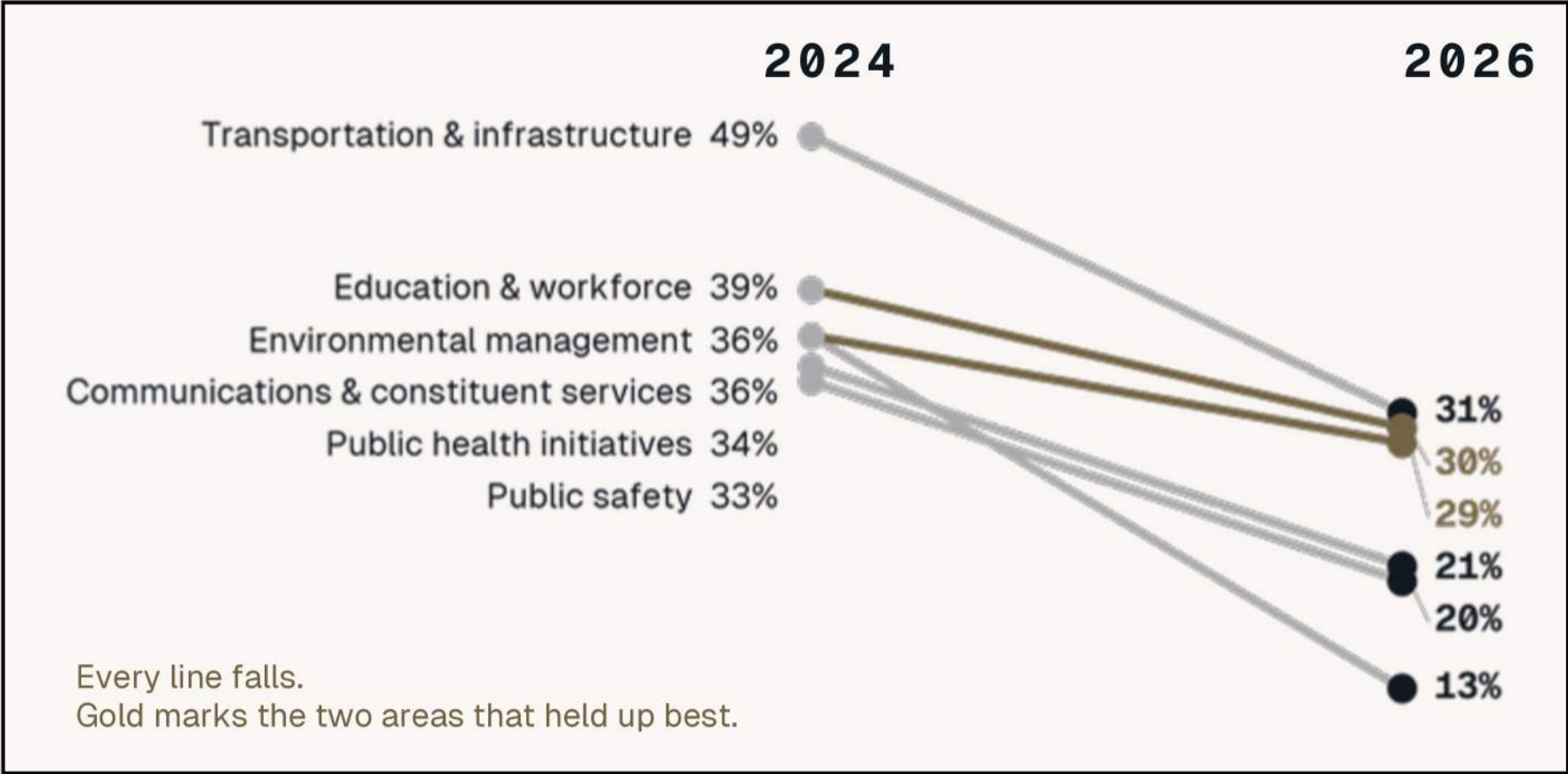


WHAT THIS MEANS

Put clearer communication at the center of any AI pitch.

YOUNGER
FLORIDIANS
LOST THEIR
AI IDEALISM

POSITIVE-IMPACT AREAS, VOTERS UNDER 45



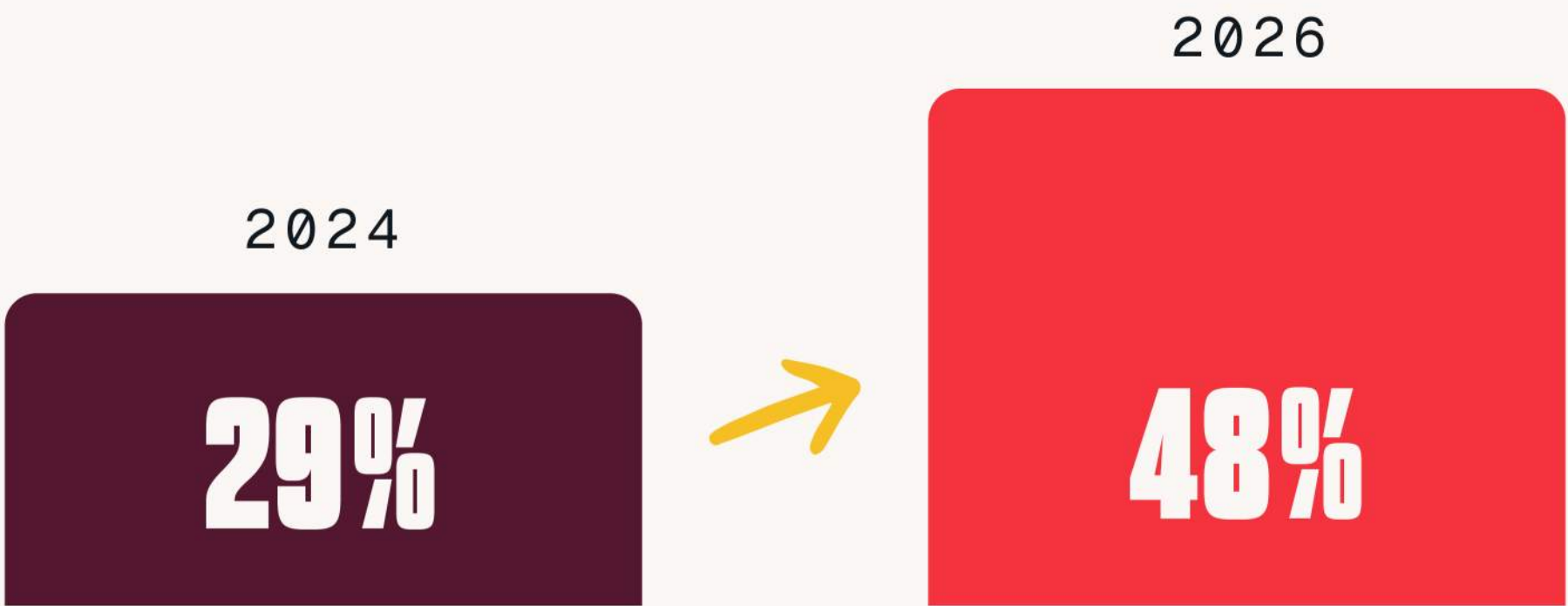
Among voters under 45, belief in AI's positive impact *fell in every use case tested*. Communications and education held up best.



WHAT THIS MEANS

Don't sell young voters on AI-powered services as a cure-all. They're not buying the hype.

BUT ONE
BENEFIT WON
THEM OVER



of under-45s say
AI could *improve clarity*
of communications

They now lead every age group on this benefit.

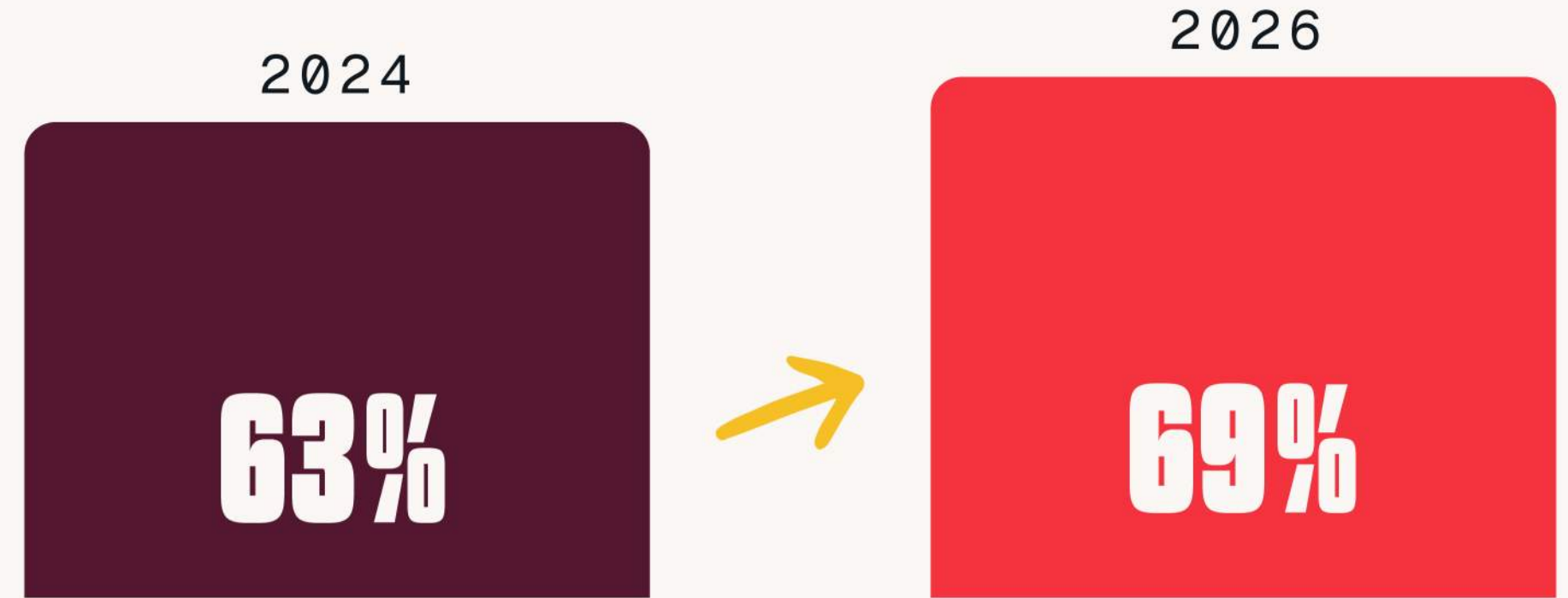


WHAT THIS MEANS

Win younger voters with clearer communication,
not promises about AI for better roads or safety.

CONCERNS

PRIVACY IS NOW THE TOP CONCERN



name privacy and data security
as a *concern about AI*
in local government

Bias in AI systems, the top concern of 2024,
fell from 66% to 54%.

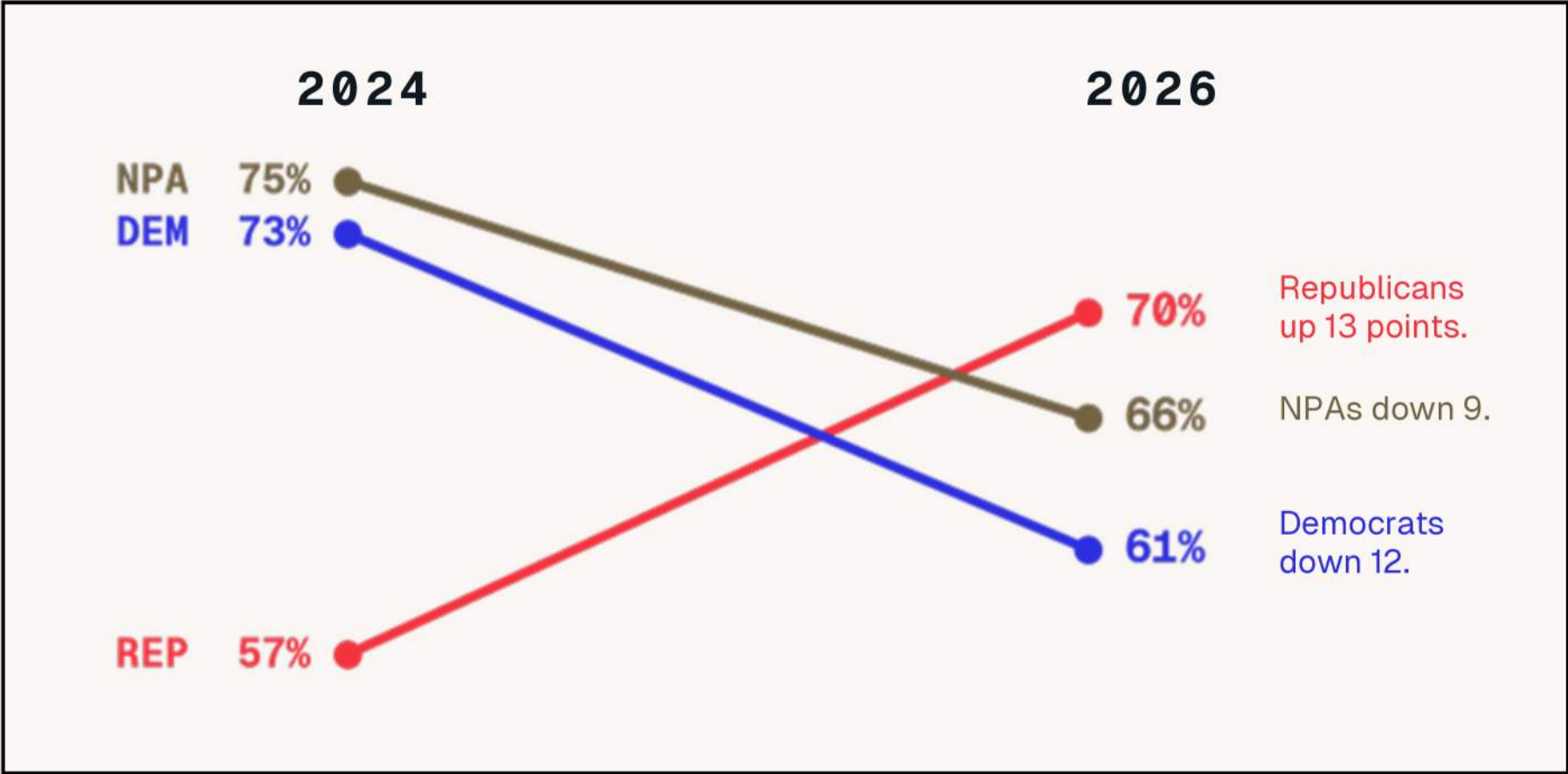


WHAT THIS MEANS

Every AI announcement should
mention privacy safeguards.

THE PARTISAN PATTERN FLIPPED

SEE A POSITIVE-IMPACT AREA FOR AI IN LOCAL GOVERNMENT



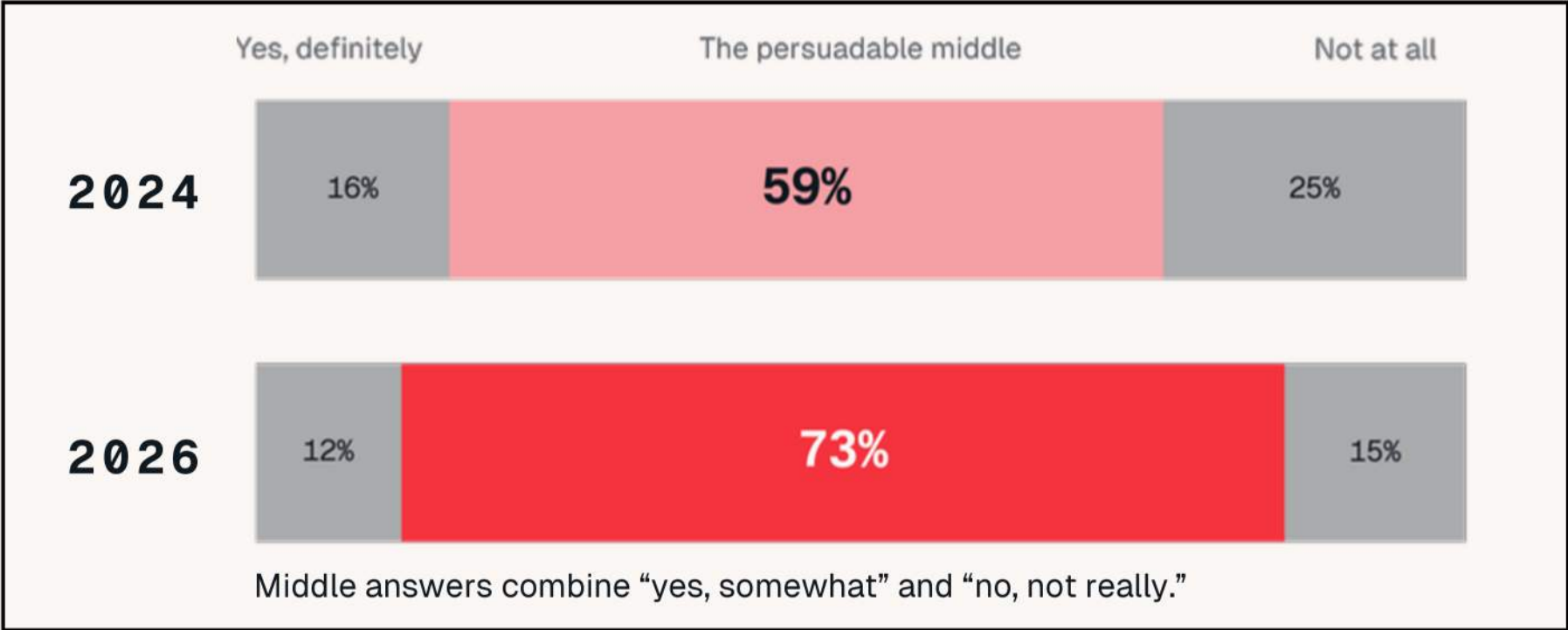
In 2024, Democrats and NPA voters were *most open to AI use* in local government. Republicans now lead on most support measures.



WHAT THIS MEANS
Build the case for AI across party lines.
Today’s coalition may not be tomorrow’s.

OPINION
IS SETTLING
TOWARD
THE MIDDLE

SHOULD OFFICIALS ACTIVELY USE AI? FIRM VS. MIDDLE ANSWERS



Hard positions faded.
The persuadable middle grew 14 points.



WHAT THIS MEANS

The persuadable middle is listening.
Make the case now, before opinions harden.

AI FEAR NOW HAS A TIMELINE

63%

expect humans to
lose control of AI
someday

57%

believe that loss
will happen within
the *next 10 years*

The mean is roughly **8.5 years**,
so consider retirement by 2035.



WHAT THIS MEANS

Whether they say so publicly, many Floridians genuinely fear AI and its future impact.

VOTERS STILL WANT A PERSON IN THE LOOP



would not be comfortable
getting assistance from an AI chatbot
instead of a person when contacting
their local government for help

Only 4% would be very comfortable.



WHAT THIS MEANS

Offer AI as an option, never a wall.
Keep a person one step away.

NEW IN 2026

ADOPTION OUTRUNS TRUST



do not trust their
local government to
use AI responsibly

Floridians may use AI themselves, but are skeptical that their city will use it for good.



WHAT THIS MEANS

Earn trust in the open: name the safeguards, the limits, and who is accountable.

PART TWO

THE PLAYBOOK

Nine habits *worth breaking*,
and the moves that replace them.

USE AI TO LISTEN, NOT TO TALK

The Mistake

Asking AI to write your statement
about a proposed rezoning.
You already knew your position.



The Move

Ask AI to read 300 constituents'
emails about the rezoning.
Now you know their positions.



TRANSLATE, DON'T INFLATE

The Mistake

“Write a newsletter about the city’s budget.”

You get 1,200 words
nobody finishes.



The Move

“Explain this to a resident who has never been to a meeting.
100 words, no jargon.”



REHEARSE, DON'T SCRIPT

The Mistake

“Write my remarks on the millage increase.”

The room can tell it's AI, not you.



The Move

“What are the ten hardest questions I'll get about the millage increase?”

Four minutes.
Nobody sees it.



DISCLOSE BEFORE DISCOVERY

The Mistake

Secretly use AI and
hope nobody asks.

... then a reporter asks.



The Move

Share four answers today:

- Why and how we use AI
- What AI does and doesn't do
- How we protect your data
- Who is accountable



TALK, DON'T TYPE

The Mistake

Type a prompt.
Get back something generic
that sounds like every
other city official.



The Move

Dictate it out loud, just like how
you'd explain it to a neighbor.
Let AI fix grammar
and little else.

 **Wispr Flow**



TEACH IT YOUR VOICE ONCE

The Mistake

Start from scratch every time
and fix the tone by hand.



The Move

Build an 'About Me' Skill
based on at least five writing
examples and lots of Q&A.



FEED IT THE RECORD, NOT THE INTERNET

The Mistake

“What’s our city’s short-term rental policy?”

AI answers confidently...
but gets it wrong.



The Move

Upload the city ordinance.

“Answer only based on this.
If it’s not in here, say so.”



ASK WHAT YOU'RE MISSING

The Mistake

“Is this a good plan?”

It will say yes. It's built to agree.



The Move

“What's the strongest argument against this?”

“Who might be harmed that I'm not seeing?”



FIND WHO ISN'T IN THE ROOM

The Mistake

Judging support by who showed up.
Attendance isn't opinion.



The Move

Ask who is missing based on
uploaded feedback and
attendance records.
Then go find them.



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