



THE TIME IS NOW

Leveraging Secure, Responsible AI/ML to Transform Public Services



Table of Contents

AI Revolution in Government: From Possibility to Priority	3
<i>Why is AI/ML so Impactful in the Public Sector?</i>	4
Regulating the Revolution: Global Legislation Paves the Way for Responsible AI	5
Granicus Investments in AI/ML Technologies	7
<i>The Challenge: Navigating Complexity in Civic Engagement</i>	7
<i>Our Vision: Seamless, Efficient, and Data-Driven Engagement</i>	8
<i>Building Trust in the Digital Era</i>	9
<i>Empowering Governments to Do More with Less</i>	10
The Granicus Approach	11
<i>A Shared Vision for the Future</i>	11
<i>It's All About the Data!</i>	12
<i>Measuring Success: Outcomes That Matter</i>	14
<i>The Granicus AI/ML Doctrine</i>	15
In Conclusion	16

AI Revolution in Government: From Possibility to Priority

As artificial intelligence (AI) and machine learning (ML) accelerate at a breakneck pace, governments around the globe face a defining moment: Harness these technologies to transform public services or risk being left behind. From Washington to London to Canberra, visionary leaders are beginning to grasp AI's potential to revolutionize everything from digital citizen interactions to 24/7 access to critical information — delivered as intuitively as a face-to-face conversation, without requiring technical expertise from the user or a roadmap of governmental departments.

Yet, this technological promise comes with significant responsibilities. Ethical and security concerns have rendered many policymakers cautious, if not hesitant. Worries about transparency, algorithmic bias, and data privacy have kept some government leaders on the sidelines of the AI/ML movement. But now is the time to reassess, as advancements are addressing these challenges head-on.

Granicus has long been a pioneer in public sector innovation, and the AI/ML revolution is no different. As we've assessed the ethical and operational hurdles of AI, we at Granicus assert that now is the moment to leverage this technology for the community's sake. With AI managing routine inquiries and citizen engagements, government teams can redirect their energies toward more complex and strategic initiatives.

Adopting AI isn't just about keeping pace with the private sector or jumping on the latest tech trend. It's about setting a new standard for innovation, strengthening public trust, and delivering services that are timely and effective. As we stand on the cusp of a technological revolution, this white paper makes a compelling case for why embracing AI is imperative. It outlines essential considerations for responsible adoption and showcases how Granicus is turning visionary ideas into tangible realities.

In the rapidly evolving landscape of public service, integrating AI and ML isn't a mere option — it's a strategic necessity and the responsibility of every civic leader.

Why is AI/ML so Impactful in the Public Sector?

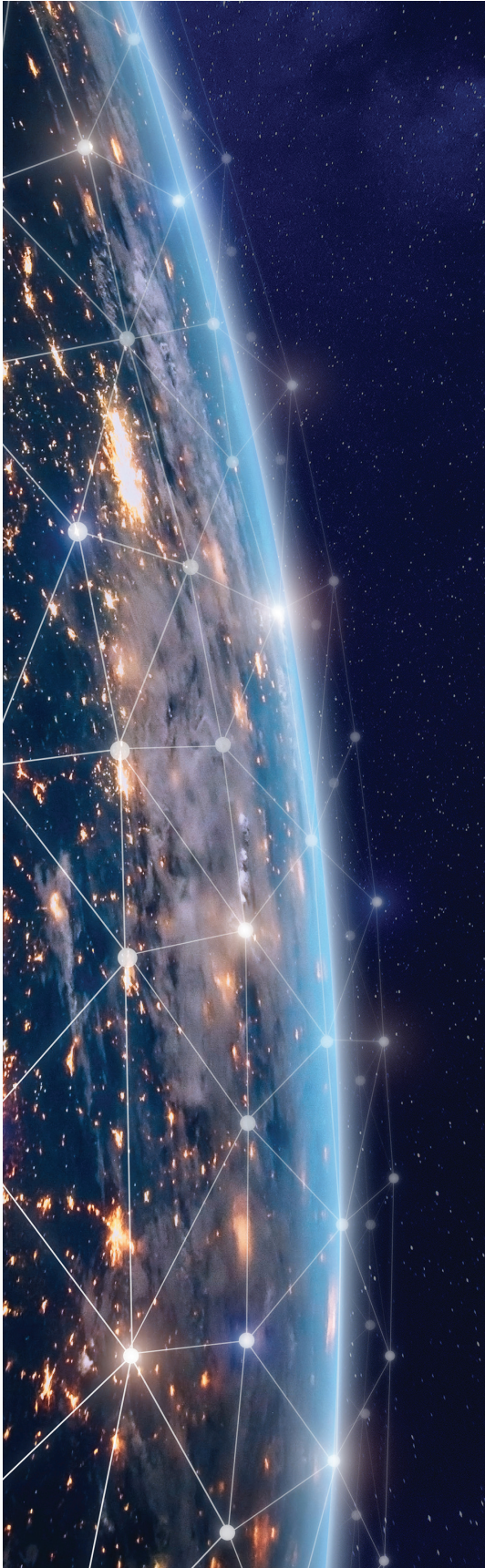
Artificial intelligence and machine learning are set to revolutionize how governments interact with and serve their communities, bringing about an era of efficiency, personalization, and responsiveness.

At a time when public expectations are higher than ever, AI/ML technologies can offer unprecedented insights by leveraging vast amounts of government-specific data, uncovering trends, predicting needs, and enabling data-driven decisions that benefit every citizen, resident, businessowner, and visitor. Imagine city services that anticipate the needs of a community before issues arise, or a streamlined response to emergencies informed by real-time data. These advancements aren't just technical upgrades — they are poised to redefine the citizen experience, fostering trust and delivering outcomes that truly matter.

The potential of AI/ML lies not only in automating routine tasks but in transforming how government agencies understand and engage with their constituencies. By analyzing millions of interactions

— from emails to website visits to service requests — these technologies reveal patterns that can guide policy, optimize resources, and improve access to services. As we dive deeper into how AI/ML is reshaping government-citizen interactions, we'll explore the real-world applications making these possibilities a reality today, and what they mean for the future of public service.





Regulating the Revolution: Global Legislation Paves the Way for Responsible AI

Over the past 24 months, governments worldwide have launched a wave of legislation aimed at regulating the ethical use of AI/ML. Governments clearly understand the transformative power of AI/ML, not only for industries and economies but in reshaping the very fabric of public life. From data privacy to accountability to transparency, these policies mark a decisive step toward ensuring AI/ML is used responsibly and ethically. They signal a collective vision that AI/ML, when properly harnessed, holds immense potential to drive societal progress and deliver impactful outcomes across both the public and private sectors.

Country	Number of distinct AI/ML policies enacted at multiple levels of government
United States	50+
European Union	30+
China	20+
United Kingdom	15+
Canada	10+
Australia	10+
Japan	10+
South Korea	10+
Singapore	5+
India	5+

Clearly motivated by shared goals and values, the government policies across the United States, United Kingdom, and Australia consistently emphasize several key principles:

1

Transparency and Explainability: Policies advocate for AI systems to be transparent, with clear insight into their operations and decision-making processes to foster public trust.

2

Fairness and Non-Discrimination: Ensuring AI applications are free from biases is a common priority, aiming to ensure outputs are reflective of the communities they serve.

3

Accountability and Governance: Establishing clear accountability frameworks is essential, with defined responsibilities for AI outcomes and mechanisms for oversight and redress.

4

Privacy and Data Protection: Safeguarding individual privacy and securing data are fundamental, with policies emphasizing the protection of personal information in AI systems.

5

Safety and Reliability: Ensuring AI systems operate safely and reliably is a shared concern, with guidelines focusing on minimizing risks and unintended consequences.

6

Human-Centric Approach: Policies stress that AI should augment human capabilities and align with human values, maintaining human oversight and control over AI applications.

7

Public Engagement: Engaging with the public and including an array of perspectives in AI development and deployment are emphasized to ensure technologies meet societal needs.

Granicus Investments in AI/ML Technologies

In a world increasingly driven by technology, the intersection of AI/ML with government services presents a powerful opportunity to reshape the way people engage with their communities. At Granicus, we are investing in AI/ML innovations that

break down barriers between residents and the services they rely on. Our focus is clear: to enhance resident experiences, build trust, and empower governments to deliver services more efficiently and effectively.

The Challenge: Navigating Complexity in Civic Engagement

For too long, interacting with government systems has been an exercise in deciphering organizational complexity. Residents and visitors are often left to navigate a maze of agencies, departments, and processes just to access basic services. This lack of clarity creates frustration, diminishes trust, and

eats up valuable time and resources for government employees and the people trying to access those services. Governments, on the other hand, face additional challenges: constrained resources, growing expectations, and the need to deliver results in an environment of heightened public scrutiny.

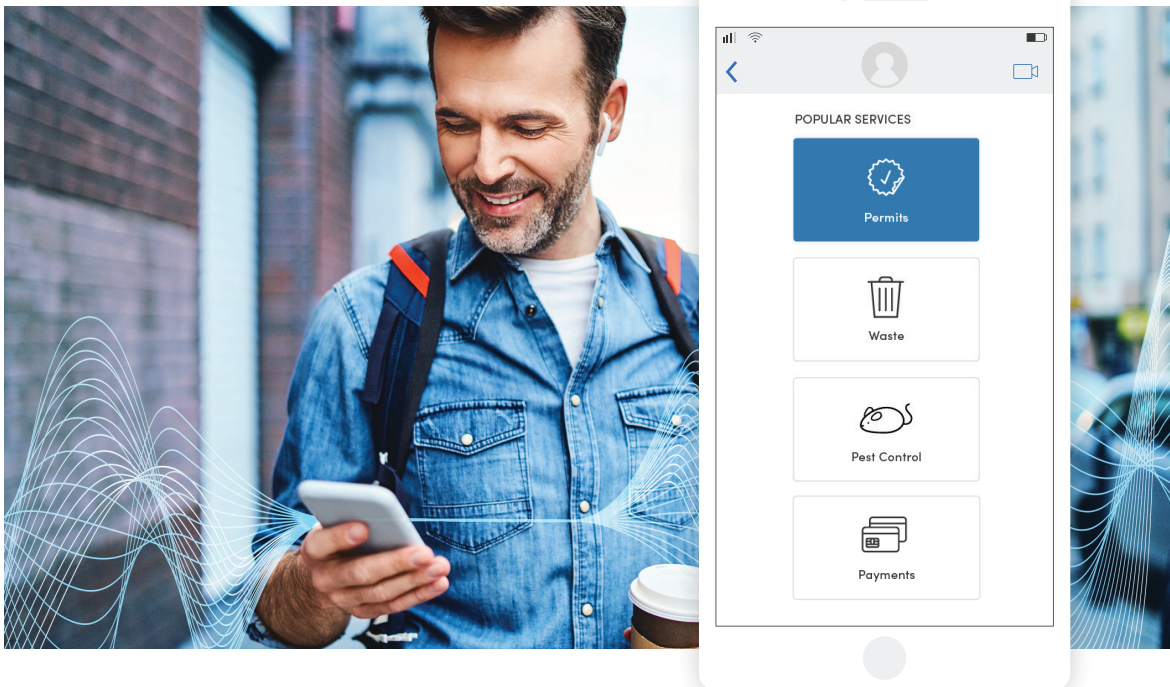


Our Vision: Seamless, Efficient, and Data-Driven Engagement

Our investments in AI/ML are grounded in the belief that government services should be intuitive — without requiring residents to understand how departments are organized or siloed. We are creating technologies that simplify interactions, making them easy to understand regardless of digital literacy or background. Through tools like conversational AI, personalized content delivery, and predictive analytics, we are helping governments anticipate resident

needs and provide seamless support across digital channels.

Imagine a resident accessing information about obtaining a pet license, applying for a building permit, and understanding local zoning laws — all through a single conversational interface. By integrating AI-powered solutions with government data systems, we eliminate silos and create unified experiences that adapt to the unique circumstances of each individual.

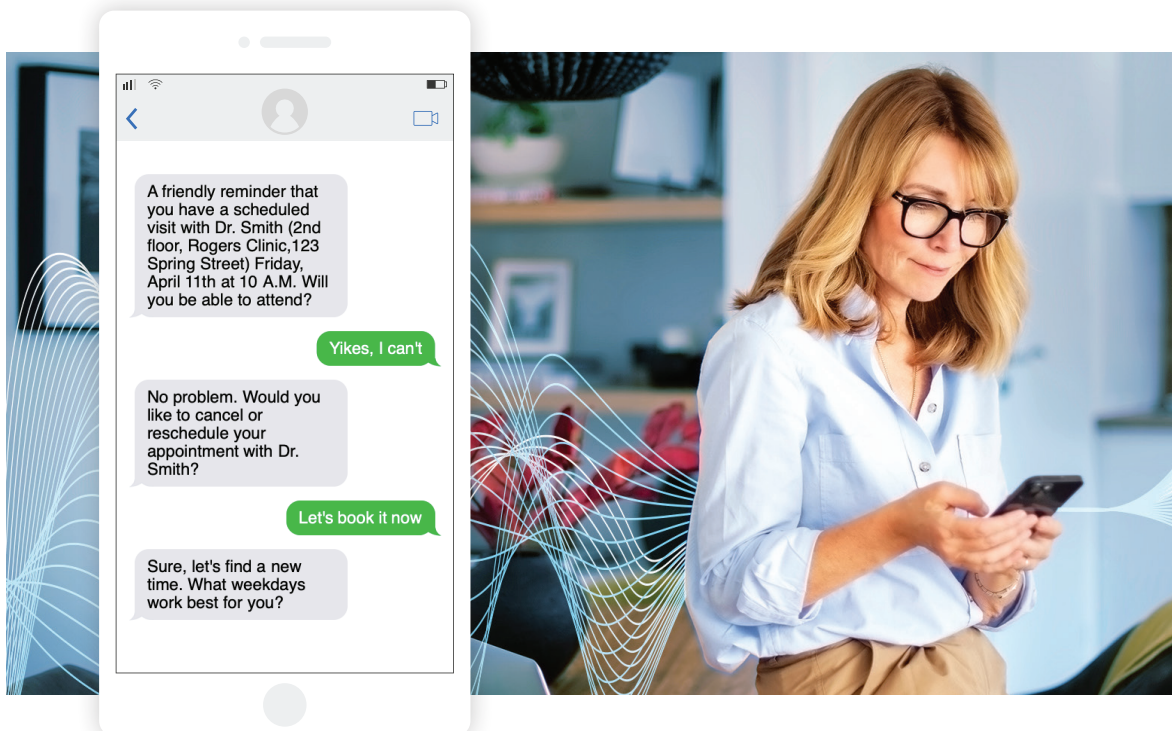


Building Trust in the Digital Era

Trust is the cornerstone of effective governance, and technology plays a critical role in fostering that trust. Our AI/ML solutions are designed with transparency and accountability at their core. For example, our retrieval-augmented generation (RAG) chatbots not only provide accurate, real-time information but also clearly cite the sources of their responses, ensuring residents can see the integrity behind every interaction. Similarly,

privacy-enhancing technologies like anonymization and secure data pipelines reinforce the message that resident data is treated with the utmost care.

By focusing on transparent engagement, we help governments bridge the trust gap, turning digital interactions into opportunities for meaningful connection.

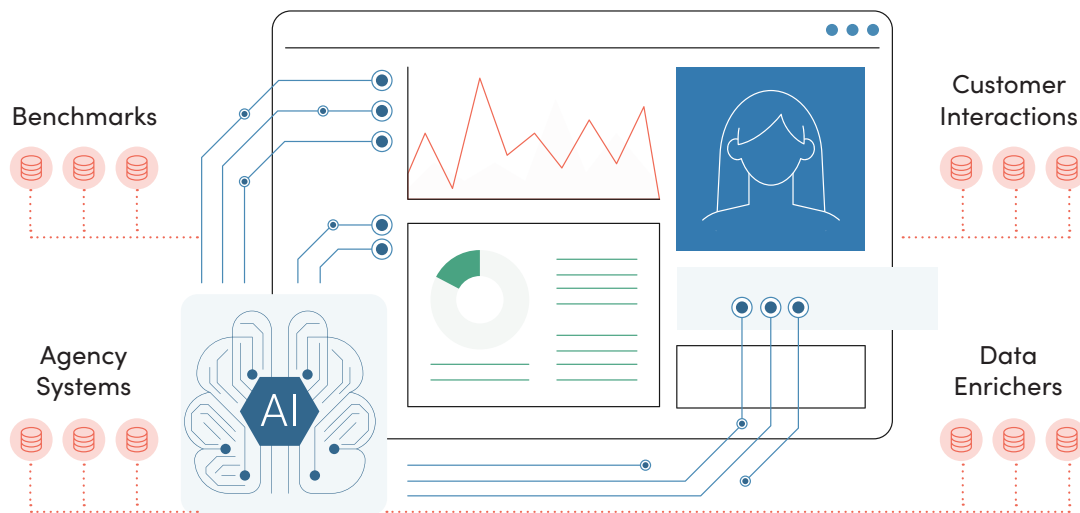


Empowering Governments to Do More with Less

While enhancing the resident experience is our primary goal, we understand that governments are under constant pressure to deliver more efficient and effective services. Our AI/ML tools empower governments to streamline operations, reducing the time and cost of delivering core services. Whether it's automating routine tasks, predicting service demand, or analyzing public sentiment, our technologies free up resources that

can be redirected toward high-impact initiatives.

For example, predictive models can help a city anticipate spikes in housing applications or emergency service calls, enabling them to allocate resources proactively. Meanwhile, performance dashboards provide governments with clear, actionable insights into how well they are reaching and serving their communities.

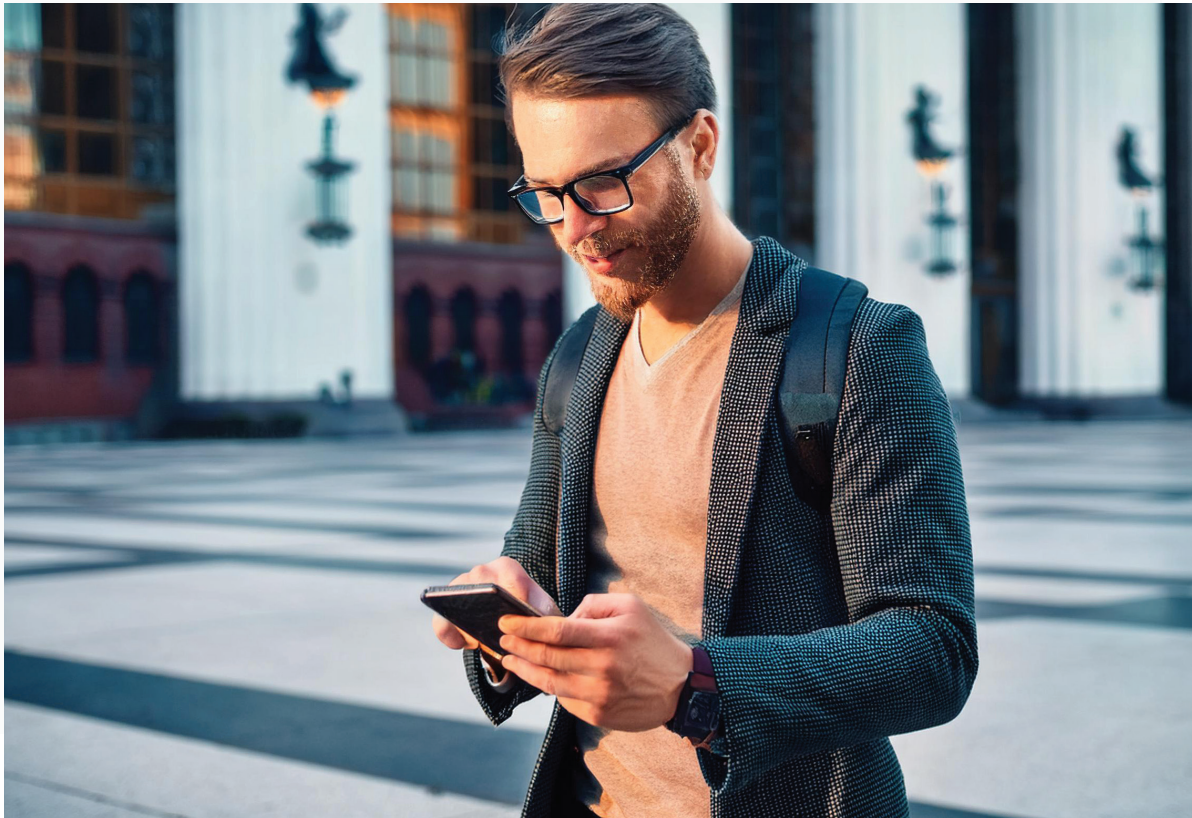


The Granicus Approach

A Shared Vision for the Future

At Granicus, we are not just building technology; we are shaping the future of civic engagement by investing in AI/ML solutions that prioritize resident experiences, foster trust, and enhance government efficiency. In doing so,

we are proving that technology, when guided by a human-centric vision, can be a force for meaningful and lasting change.





It's All About the Data!

Our focus is the data. For the past four years, we have been building a massively scaled, highly secure data infrastructure. It's this infrastructure that drives our AI/ML technology, ensuring our generative AI is built from — and for — unique government use cases.

We understand that AI systems designed for government use have the unique responsibility of serving public while safeguarding privacy and maintaining public trust.

Our solutions and our underlying technology are crafted and architected uniquely for government usage.

With more than 7,000 public sector customers spanning local, state, and federal/central government organizations, Granicus handles billions of government specific transactions annually.

Granicus first leveraged artificial intelligence in 2019 in its Host Compliance short-term rental solution. In May 2021, at our annual user conference, the data science team demonstrated the potential of generative artificial intelligence by showing version 3 of the “Generative pretrained transformer” from a little-known startup: OpenAI.

Even then, AI/ML was poised to be a paradigm shifting technology. But there have always been risks: privacy concerns, data safety, and issues around bias, to name a few. And government use cases present additional challenges, including more stringent security and privacy controls, as well as leveraging training data that accurately reflects the users. Government engagement with citizens differs significantly from that of retailers, landlords, or social media platforms, and data pulled from every corner of the internet will not suffice for training government AI solutions.

The real potential lies in leveraging data that reflects how governments engage with the entire community.

Unlike private-sector data that often centers on consumer behavior, government data must encompass the range of interactions of citizens, residents, businessowners, and visitors — spanning public safety, health, transportation, education, and more. By focusing on government-specific content, these technologies can help identify gaps, improve responsiveness, and enable more efficient, effective services.

“When you give data scientists real challenges, and supply them with massive datasets, you can expect something that approaches magic.”

— Bob Ainsbury, Chief Product Officer, Granicus (May 2021)

Measuring Success: Outcomes That Matter

Our ultimate aim is to help governments measure what truly matters: their impact on the community. By integrating AI/ML capabilities with robust analytics, we provide organizations with a comprehensive view of how

their services are being utilized, where gaps exist, and how they can improve. These tools not only enhance accountability but also enable governments to make data-driven decisions that lead to better outcomes.



The Granicus AI/ML Doctrine

At Granicus, our commitment to leveraging AI/ML goes beyond innovation: It is rooted in our mission to drive meaningful outcomes for government organizations and the communities they serve. By integrating transparency and measurable impact into every stage of our AI/ML initiatives, we ensure that our technology aligns with public trust and organizational goals. This doctrine serves as our guiding framework, outlining the principles that shape how we design, deploy, and manage AI/ML solutions.

Below are the core values that underpin our approach to AI/ML:



Citizen-Centric Design | Ensure solutions prioritize accessibility and simplicity for all citizens regardless of technical expertise.



Transparency and Accountability | Maintain clear, ethical AI usage and decision-making processes to build trust with public stakeholders.



Data Privacy and Security | Implement rigorous measures to safeguard citizen data and comply with all regulatory standards.



Outcome-Driven Insights | Focus on delivering actionable guidance that directly improves government efficiency and public service outcomes.



Scalability and Adaptability | Build systems that can scale across jurisdictions and evolve with changing technologies and policies.



Interoperability | Ensure seamless integration with existing government systems to enhance collaboration and data sharing.



Ethical AI Implementation | Avoid bias in models and engage stakeholders to ensure AI-driven recommendations match the communities they represent.

We support this doctrine through multiple AI/ML Customer Advisory Boards; the establishment of our AI Governance Board to oversee all our research and technology investments; and clear, public documentation of all our AI practices. These measures are **to ensure responsible and ethical development, deployment, and use of AI systems in alignment with public sector values, regulatory requirements, and stakeholder interests.**

In Conclusion

AI/ML represents a pivotal opportunity for governments to revolutionize service delivery and citizen engagement. By embracing Granicus' solutions, agencies can enhance efficiency, strengthen trust, and meet the rising expectations of the communities they serve. In an era where technology shapes governance, adopting AI/ML is not merely an option — it is a requirement for future-ready public service.

Get in Touch

