CITY OF LONG BEACH

Generative AI Guidance

V 1.3

Introduction

Generative Artificial Intelligence (Gen AI) systems have become increasingly popular and prevalent in all areas of society today. The City recognizes the opportunity for a guided and responsible approach to using Gen AI that acknowledges the benefits to our efficiency while minimizing the risks around AI bias, privacy, and cybersecurity.

Gen AI can serve as an exploratory "personal assistant" tool that can enhance our productivity and support essential City tasks, and as such, **we encourage individual City staff use of Gen AI to enhance productivity**. However, in this Guidance, we provide important **guardrails intended to minimize risks** and share a **list of approved and explicitly prohibited AI systems**.

We advise users to protect City and personal information at all times, avoid over-reliance on the technology to limit the environmental impacts of Gen AI use, and not to use it to support critical processes until the City develops further policies. This Guidance is intended to govern Gen AI only – AI systems that specifically generate content, not traditional AI systems at large. Refer to the "Definitions" section below for details.

Summary

I. **We recommend that you use MS Copilot Chat, the City's approved, Gen AI system** for enhancing daily productivity**.** To gain access to it, you must complete training and sign this acknowledgement form.
II. **Do not submit sensitive City information or private information of any individual or entity** to Gen AI systems under review, such as ChatGPT, Google Gemini, or Claude.
III. **Carefully review, verify, and fact-check** via multiple sources the content generated by any Gen AI system.
IV. **Do not use AI meeting assistants** (other than transcription functionality provided within MS Teams) and request that external collaborators turn off these tools in meetings with you.
V. **If you are considering negotiating a contract with a Gen AI provider or using a Gen AI tool not mentioned in this Guidance, you must contact TID.**

Approved Gen AI Systems

Systems: The City of Long Beach approves the use of **MS Copilot Chat,** the City's enterprise Gen AI system, for use cases related to enhancing staff productivity. You can access it by going to m365copilot.com and logging in with your longbeach.gov account. Visit the TI intranet site for more information. The City also approves the use of **MS Teams** for AI-powered meeting transcription.

Requirements for Use:

- You must complete training and sign this acknowledgement form in order to activate MS Copilot Chat in your browser.
- You must adhere to the **General Guidelines**, specified below.

Rationale: MS Copilot Chat adheres to the same data protection standards as other enterprise Microsoft services like SharePoint and MS Teams, therefore **you can safely input City information into it when devising your prompts.** This is a significant advantage of using MS Copilot Chat over other Gen AI systems under review, such as ChatGPT, Google Gemini, or Claude.

Staff can use AI-powered transcription functionality offered in MS Teams, but **we ask that you turn off the transcription when discussing sensitive and/or private information.** This is because transcription functionality offered through MS Teams is **subject to Public Requests Act (PRA) requests** and we want to avoid the risk of inaccurate or misleading and sensitive information entering the public record.

Prohibited AI Systems

Systems: The following AI systems are **forbidden to use:** Deepseek, Otter.ai and Read AI, as well as other **AI meeting assistants** such as Atlas, Avoma, ClickUp, Colibri, Compas, Dubber, Fathom, Fireflies.ai, Gong, Grain, Laxis, Meet Record, MeetGeek, Read AI, Sembly, and Zoom AI.

Requirements for Use: These systems are forbidden.

Rationale: These systems are prohibited due to serious concerns of transparency, data privacy and security. While we acknowledge that AI meeting tools are increasingly used in video conferencing platforms such as Teams and Zoom to automate meeting minutes, **we ask that staff do not use them.** If an external collaborator uses one of these tools in meetings with you, **kindly request that they turn them off**. If you are the host of the meeting, you can also eject the AI notetaker from the meeting.

Sample language to request external collaborators to turn off their AI meeting assistants: "Due to serious concerns of data privacy and security, our City policy does not permit the use of AI meeting assistants. I kindly ask that you please turn them off for this meeting. Thank you for your understanding."

Department-procured Gen AI Systems

Requirements for Use: If your Department has entered into a contract or is considering negotiating a contract with a Gen AI provider, you must work with the TID cybersecurity and data security teams at smartcity@longbeach.gov, so we can assist you with resources and guidance.

Gen AI Systems Under Review

Systems: ChatGPT, Google Gemini, Claude and other systems not mentioned in this guidance.

Requirements for Use:

- Adhere to the **General Guidelines**, specified below.
- Adhere to the following procedures for protecting sensitive and private information, account creation, and opting out of data collection.

Rationale: We understand that certain sophisticated Gen AI use cases cannot be supported by MS Copilot Chat. For those use cases, you can continue to access one of the Gen AI tools under review.

Sensitive and private information:

You cannot submit sensitive City information or private information of any individual or entity into ChatGPT, Google Gemini, Claude, or any other third-party AI tool. This includes, but is not limited to PII, PHI, PCI, and HIPAA-protected information. Everything you enter into these systems is subject to PRA requests, may be used to train the underlying models, and may be compromised if they experience a data breach.

Sensitive and private information includes but is not limited to the following:

1. Personally identifiable information (PII), Protected Health Information (PHI), Tax IDs, passport numbers, driver's license numbers, addresses, contact details, financial information, credit card numbers, and more.
2. Passwords, passcodes, and other confidential information.
3. Sensitive business data:
    a. Any information that if exposed publicly would tarnish or harm the reputation of the City.

b. Any information that if exposed publicly would open the City to regulatory or legal action.

Email address for professional use:

If you wish to use one of the Gen AI providers under review (ChatGPT, Google Gemini, or Claude), **we recommend you create a new email address just for professional use** (separate from your City of Long Beach email or your existing personal email) **and use the new email to create an account**. Note that the new account will be subject to PRA requests.

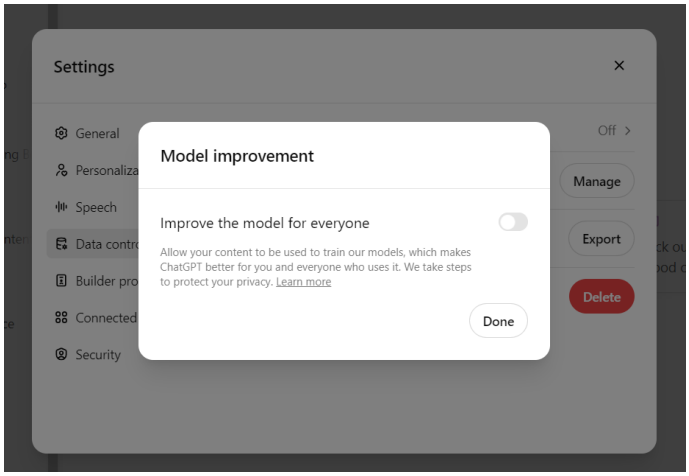
We recommend that you do not use your longbeach.gov email address in setting up a Gen AI system account. This is because **integration of Gen AI systems with the City's Microsoft environment** (which includes Outlook, Calendar, OneDrive, SharePoint and Teams) **is currently not permitted.** If you already have a Gen AI system account with your longbeach.gov email, you can continue to use it.

Opting out of data collection:

Gen AI retains and shares the data you input and the content it generates as part of its training and self-learning processes. We encourage you to opt-out of data collection when using a Gen AI system other than MS Copilot Chat, so it does not keep a record of your interactions with it. Some Gen AI systems offer this option, which is typically found within a system's privacy settings or user settings.

Below is a step-by-step guide on opting out of ChatGPT's data collection.

1. Select your name on the top right of the interface, then select "Settings"
2. Click "Data controls" in the settings menu and disable "Improve the model for everyone"



3. In addition, Chat GPT allows users to disable its "memory" so it does not remember details and preferences between your chats, so what you enter in

one chat will not impact your next one. To do this, from the Settings menu, select "Personalization," then disable the two "Reference saved memories" and "Reference chat history" toggles. Chat GPT conversations will only be retained for 30 days in this mode.

General Guidelines

Below is a list of important practices intended to encourage responsible and innovative use of Gen AI while minimizing risks to the City and to the public.

Reviewing Gen AI output:

Carefully review, verify, and fact-check via multiple sources the content generated by Gen AI to eliminate instances of bias, offensive, inaccurate, or harmful material. Acknowledge that Gen AI systems can reflect cultural, social, and economic biases of source material. You are responsible for verifying that the information is accurate to mitigate biases and misinformation.

Citing use of Gen AI:

You are encouraged to cite or reference within your documents and share with TID via this Log Form (https://forms.office.com/g/PTAgN6q988) **when you use Gen AI for particularly impactful and/or creative use cases**. While we realize it is impractical to cite or share every instance of Gen AI use, we ask that you reference Gen AI in instances where it proved particularly impactful to your work OR **where minimal edits were made to the Gen AI output leading up to a final version of your work product (as is likely the case with generating images).** Our goal is to build a positive culture around using Gen AI systems, enhance peer-to-peer learning, and empower others to boost their productivity.

Citations for content created by Gen AI should be in the form of a statement within your document or as a footnote, endnote, or header. They should include which Gen AI system was used and confirmation that you have fact-checked everything:

- GEN AI SYSTEM: Name of the Gen AI system
- DD/MM/YYYY: Date when content was generated.
- Confirmation that you fact-checked the information.

In-text citation example: "*This report summary was drafted with support from (GEN AI SYSTEM) on DD/MM/YYYY. The content was edited for accuracy and brevity and fact-checked by City staff.*"

Footnote/endnote/header example: *(GEN AI SYSTEM, DD/MM/YY. Fact checked by City staff and edited for accuracy and brevity.)*

Department-specific Guidance

City Departments may provide additional rules for their staff regarding Gen AI. If your Department, Bureau, or Division has additional guidelines for Gen AI, **please inform TID at smartcity@longbeach.gov,**so we can assist you with resources and guidance.

Gen AI Staff Workgroup:

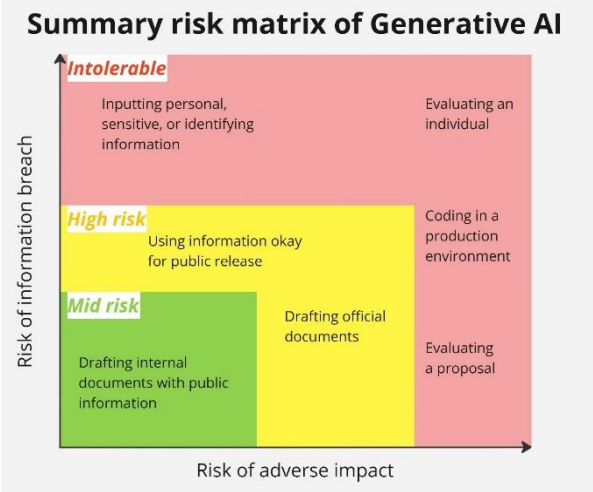
We encourage you to participate in the City's Gen AI Staff Workgroup. We meet virtually once every two months to stay up to date on AI topics, provide feedback on the City's AI work, share out impactful AI use cases, and understand departments' progress and needs. If you are interested in joining, please complete this form: https://forms.office.com/g/PTAgN6q988

Assessing Risk in Gen AI Use Cases:

The risk presented by Gen AI tools varies by use case, with the risk spectrum ranging from mid-risk to high-risk to intolerable risk. San Jose's Data Privacy Office developed the following framework.

Two key factors determine Gen AI risk:

1. **Risk of information breach**: the potential harm if the information exchanged with a Gen AI is released to an unintended audience. This can include entering personally identifiable information, sensitive records, or confidential business information into Gen AI. Additionally, any information entered into Gen AI may be subject to PRA requests. If you wouldn't share the information in a public forum, don't share it with a Gen AI system.
2. **Risk of adverse impact:** the potential harm of using the output for a decision, task, or service. This impact **may manifest itself** differently for different populations and should be considered from an equity lens, such as adverse impacts on people of a certain race, age, gender identity, or disability status. Not only can Gen AI be biased, but it can also provide false information. In general, if Gen AI is used in relation to City processes that can alter an individual or community's rights, freedoms, or access to services, multiple users should thoroughly review it before any document is finalized or action is taken.



Recommended Trainings and Resources

- Training on LEARN
    a. In the Course Catalog, select 'Artificial Intelligence (AI)' from the 'Categories' dropdown menu to access the following series of short videos:
        i. AI Chatbots: Understanding Their Use, Risks, and Limitations in the Workplace
        ii. World Wild Web: Using AI Tools for Work
        iii. Deepfakes, Scams, and Disinformation
- Highly Recommended
    a. InnovateUS Course: Responsible AI for Public Professionals
- MS Copilot Chat Overview
    a. MS Copilot Chat Overview Video
    b. MS 365 Copilot Chat
    c. Microsoft 365 Copilot Chat for all users
- Effective Prompts
    a. Write effective prompts to achieve optimal results
- AI Use Cases
    a. Start your AI journey with Microsoft 365 Copilot Chat
    b. Work smarter with Microsoft 365 Copilot Chat
    c. Microsoft Scenario Library
- Gen AI Overview
    a. About Generative AI (Harvard University Information Technology):
    b. What is Generative AI? An AI Explains (World Economic Forum):
- The GovAI Coalition

a. Serves as a community of practice for government agencies promoting responsible and purposeful AI in the public sector. We encourage City staff to join one of the Coalition's working committees and review their online resources.

Principles

These principles describe general codes of conduct that represent the City's values and align with our responsibilities to the residents we serve. They guide City employees in their use of Gen AI technology. **City employees should adhere to these principles and should champion accountability and compliance among their peers.**

The following principles reflect what we heard from City staff in TID's Gen AI survey. They build upon the City's Code of Conduct and Ethics, Smart City Initiative Guiding Principles, and Data Privacy Guidelines.

Safety & Security

- Every technology we employ impacts the safety and security of our overall environment, both physically and digitally. We must be mindful of safe data privacy practices for our constituents and minimize security risks presented by Generative AI. We commit to protecting personal data to the greatest extent possible by ensuring that data that is sensitive, proprietary, and non-public is never used in publicly available Gen AI apps.
- We must be aware that Generative AI applications and models can be compromised with malicious links and prompts if they are not kept up to date and combined with sound security practices.

Empowerment

- The use of Gen AI should support our work to deliver better, safer, more efficient, and equitable services and products to our residents.
- We trust our staff to do the right thing given the right tools and guidance. Staff will need to exercise judgement to ensure we get the benefits from Generative AI tools while avoiding negative impacts on the City and its constituents.

Exploratory Mindset

- We embrace the possibilities of technology and innovation and commit to responsibly exploring and evaluating creative AI technologies that can advance positive outcomes.
- We acknowledge we are still learning about the full scope of what Generative AI can provide us with, so let's learn together.

Transparency & Accountability

- We acknowledge that we do not have all the answers, nor can we foresee all consequences of adopting this technology. We recognize further research into this technology may reveal issues that require more restrictions on its use.
- We will be transparent when updates to this Guidance are implemented and will hold ourselves accountable to the possible impacts this technology may have.
- The City will practice data integrity and use content produced by Gen AI for stated purposes and purposes that serve the public good.
- Generative AI is a tool. We are responsible for the outcomes of our tools. For example, if autocorrect unintentionally changes a word, changing the meaning of something we wrote, we are still responsible for the text. Technology enables our work; it does not excuse our judgment or accountability.

Equity & Inclusion

- We are stewards of the public and we will use Generative AI to support and uplift our communities.
- Everything we do, regardless of the tools, is a reflection of the City and ourselves. We acknowledge that AI systems have the potential to perpetuate inequities, discrimination, harm, and bias against Long Beach residents, and the City will commit to using a racial equity lens to examine the burdens, benefits, and unintended consequences of Gen AI.
- We acknowledge that Generative AI introduces concerns about job security and job displacement, and we recognize that we must be resilient as a workforce in the face of emerging technologies.

Definitions

- **Generative Artificial Intelligence**, commonly referred to as “Generative AI” or “Gen AI”, is an automated system used to generate “content.” Gen AI uses massive datasets to develop content when given a prompt. Common Gen AI systems include ChatGPT, Google Gemini, Claude, MS Copilot, and others.
- **Traditional AI** is an artificial intelligence system trained for a specific, narrowly defined task. Commonly used AI systems include Google’s search algorithm, recommendation engines like Netflix or Amazon, and writing assistants like Grammarly.
- **Large Language Models (LLMs)** are a type of AI model trained on immense amounts of broad data. They are capable of understanding and generating natural

language and other types of content to perform a wide range of tasks with minimal fine-tuning.

- **Training data** is data gathered from a wide range of sources available on the internet, such as books, websites, articles, and other texts. The Gen AI system uses this data to understand user prompts and generate "content."
- **Personally Identifiable Information,** or **PII** for short, is any data used to identify someone.
- The **California Public Records Act (PRA)** gives residents the right to access the public records that the government maintains. https://www.ftb.ca.gov/your-rights/california-public-records-act.html

Change Log

Version	Notes	Date
V1.0	Interim Guidance published	Jan 8, 2024
V1.1	Guidance updated to reflect the evolving AI system landscape, reinforce AI systems' privacy and security risks, and explain the City's posture on common AI systems. Updated glossary to distinguish between Gen AI and traditional AI. Added language about permitted systems. Added Guideline #9.	Aug 13, 2024
V1.2	Added sections 'Summary of Key Guidelines, 'Getting Started,' 'Gen AI System Integration,' 'Prohibited Systems,' and 'Next steps.' Reordered guidelines. Added Guideline #2 and #5. Reframed the requirement to cite AI use as an encouragement to cite. Reframed the requirement to log instances of Gen AI use as an encouragement to log instances of particularly impactful / creative Gen AI use. Updated the 'How to Opt-Out of Data Collection' section with latest features of ChatGPT.	May 27, 2025
V1.3	Thoroughly restructured document and added an 'Approved Gen AI Systems' section. Updated 'Trainings and Resources' and 'Definitions' section. Deleted 'Sample Use Cases' and 'History' sections.	Nov 17, 2025