



PICA Policy on Generative Artificial Intelligence

Updated 4/22/24

Purpose

Generative Artificial Intelligence (AI) are evolving tools that leverage large datasets and machine learning to predict what language or graphics might satisfy a prompt from a user. These tools have the potential to enhance the quality and efficiency of PICA's work but also present some risks and dangers. This policy is intended to encourage responsible use of these tools while maintaining PICA's commitment to ensuring accuracy and accountability in its work.

Sample Use Cases/Prompts

- Creating graphics to accompany a PICA report.
 - “Using the text below from a report on Philadelphia’s fund balance, generate an image that shows Philadelphia’s City Hall teetering on a cliff.”
- Writing a summary of a longer publication.
 - “Write a 4-sentence summary suitable for an e-newsletter of the following PICA report on fiscal and climate sustainability.”
 - “Suggest content for a LinkedIn post about Philadelphia’s fund balance based on the following blog post.”
 - “Develop a plain language script for a video about the legislation for Philadelphia’s budget stabilization reserve.”
- Drafting a memo.
 - “Write a memo comparing continued utilization of a server versus storing data in the cloud that considers cost, accessibility, and security.”

General Approach

PICA will treat AI like a student intern. We are hopeful that it may contribute to PICA's work and enhance efficiency, but it is still learning and may not have the experience to be accurate and context sensitive. We will not give it access to sensitive information and PICA remains responsible for checking its work to ensure accuracy and lack of bias. Responsibility for any work developed with Generative AI remains with PICA.

Principles

- Accuracy



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- To maintain the trust of the public, PICA's appointing authorities, and other stakeholders, that PICA provides accurate information, all outputs must be reviewed, and fact checked.
- Adaptability
 - PICA embraces a culture of responsible experimentation and innovation to support our work. We will continually evaluate and assess what tools we use and how to assess the positive and negative impacts and will adjust as needed.
- Equity & Fairness
 - The use of generative AI should not unlawfully discriminate against or disparately impact individuals or communities based on or due to ancestry, disability, age, sex, national origin, familial status, race, gender, religious creed, color, sexual orientation, gender identity, or gender expression. PICA shall use Generative AI in a human-centered and equitable manner to guard against bias so that its use does not favor or disadvantage any demographic group over others.
- Privacy & Security
 - The use of Generative AI will publicly disclose private information. This includes any text, videos, photos, or voice recordings shared with the AI. Output from the AI may include private information from another users that PICA and should not be disclosed.

Guidelines

When using Generative AI, PICA will utilize the following guidelines:

- Fact Check all content generated with AI; especially if it will be public-facing or used for decision making.
 - Why: AI has potential to present outdated or inaccurate information. PICA remains responsible for the accuracy of any work product or decision.
- Disclose the use of AI to generate content.
 - Why: Disclosure builds trust and promotes transparency.
 - Sample credit line: "This description was generated by ChatGPT 4 and edited by Marisa Waxman."
- Do not share sensitive or private information.
 - Why: Information entered into Generative AI systems may be used by the companies that run these systems. Don't input any information that we would not otherwise publicly disclose.
- Check for Bias or Offensiveness in outputs of Generative AI.
 - Why: Outputs from Generative AI offensive or harmful toward people, particularly vulnerable and historically marginalized groups. We have a duty to protect against these potential outcomes.



About this Document

This policy was generated in part by ChatGPT4 and edited by Marisa Waxman. It incorporated content from [Pennsylvania Governor Shapiro’s Executive Order on Generative AI](#), the [City of Boston’s Guidelines on the Use of Generative AI](#), and the [City of San Jose’s Generative AI Guidelines](#).

This policy applies to all PICA staff and is effective immediately.

Kevin Vaughan, Chair of the Board of Directors

Date

Marisa G. Waxman, Executive Director

Date