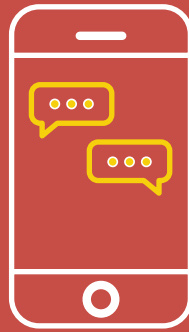# EXPLORE NEW AI
## "TALKIN' BROADWAY"
### - VERSION 2.0 -
#### Your Neighborhood Construction Chat Bot!

## SCAN HERE
### TO GET STARTED

**Your feedback makes us better. Test it out now!**

**Hello**
**LAMP POST**

CITY OF SAN ANTONIO — TEXAS —
**INNOVATION**

CITY OF SAN ANTONIO — TEXAS —
**PUBLIC WORKS**

CITY OF SAN ANTONIO — TEXAS —
**COMMUNICATIONS & ENGAGEMENT**

👋 **Howdy Neighbor! I'm new around here!**

**Got a question about Broadway? I can help!**

**Scan Me**

or text
**Hello Board**
to
**210-802-2265**

CITY OF SAN ANTONIO — TEXAS —

# AI FactSheet for Third Party Systems

Please provide details regarding your Artificial Intelligence (AI) product by filling out the FactSheet[1] template below. This information will be kept in the GovAI Coalition vendor registry, and may be made publicly available. You can find an example of a completed FactSheet on page 4.

## AI FactSheet

| | |
|---|---|
| **Vendor Name** | |
| **System Name** | |
| **Overview** | Brief summary of the AI system. |
| **Purpose** | What function does the AI system perform, and for what purpose? If the system performs multiple functions, list each discretely and reference below. For features that are configurable, please describe all configuration options and default settings. |
| **Intended Domain** | What domain is the AI system intended to be applied in? |
| **Training Data** | How was the AI system trained? What data was used? How often is data added to the training set? Was all training data legally obtained and its use fully licensed? |
| **Test Data** | What data was used to test system performance? Under what conditions has the system been tested? |
| **Model Information** | General description of the model(s) used (e.g., large language model, transformer, deep learning, supervised learning, built on an existing open source model, computer vision) |
| **Update procedure** | In general, how often are the models updated for users? Will the user have a choice in moving to the updated model or staying on the current model? What documentation is available for new versions of the model? |
| **Inputs and Outputs** | What are the inputs to the AI system? What are its outputs? What interfaces and integrations are supported? |
| **Performance Metrics** | What are the performance metrics? What is your current level of performance on these metrics? How can the user monitor performance in the deployment environment? |

---

[1] The FactSheet template is heavily inspired by the IBM Research AI FactSheets 360 project.

1

| | |
|---|---|
| **Bias** | What biases does the tool exhibit and how does it handle that bias? This can include but is not limited to biases on human factors such as gender, race, socioeconomic status, disability, culture, age, or other protected classes, or biases on general factors such as a sampling bias, survivorship bias, detection bias, or observer bias. |
| **Robustness** | How does the AI system handle outliers? Do overwritten decisions feed back into the system to help calibrate it in the future? |
| **Optimal Conditions** | What conditions does the model perform best under? Are there minimum requirements for the quantity of records/observations? |
| **Poor Conditions** | What conditions does the model perform poorly under? What are the limitations of the AI system? What kinds of errors can it make (e.g., hallucinations) and what conditions make those errors more likely? |
| **Explanation** | How does the AI system explain its predictions? Are the outcomes of the AI system understandable by subject matter experts, users, impacted individuals, and others? |
| **Jurisdiction-specific Considerations** | Please describe any considerations relevant to local, state, industry, or other specific jurisdictional regulations. |

## Algorithmic Impact Assessment Questionnaire

| | |
|---|---|
| How is the AI tool monitored to identify any problems in usage? Can outputs (recommendations, predictions, etc.) be overwritten by a human, and do overwritten outputs help calibrate the system in the future? | Problems in usage can include false negatives, false positives, bias, hallucinations, and human-reported quality issues (such as poor translations or poorly generated images). |
| How is bias managed effectively? | This can include ways to monitor bias, or abilities to toggle parameters to change observed bias in the model. |

| | |
|---|---|
| Have the vendors or an independent party conducted a study on the bias, accuracy, or disparate impact of the system? If yes, can the Agency review the study? Include methodology and results. | This can include bias impact reports, algorithmic impact reports, or others.[2] |
| How can the Agency and its partners flag issues related to bias, discrimination, or poor performance of the AI system? | This can include ways to report inaccurate or concerning decisions/classifications made by the AI system, or ways to retroactively review past system actions. |
| How has the Human-Computer Interaction aspect of the AI tool been made accessible, such as to people with disabilities? | Has it been assessed against any usability standards, and if so what was the result? |
| Please share any relevant information, links, or resources regarding your organization's responsible AI strategy. | URL to any broad AI policy or strategy. |

---

[2] See "Algorithmic bias detection and mitigation: Best practices and policies to reduce consumer harms" for an example bias impact report template: https://www.brookings.edu/articles/algorithmic-bias-detection-and-mitigation-best-practices-and-policies-to-reduce-consumer-harms/.

# Example FactSheet[3]

This is an example of the AI FactSheet above completed by a fictitious company. This is only here for reference and does not need to be included in the completed form.

| | |
|---|---|
| **Vendor Name** | XYZ Technologies, Inc. |
| **System Name** | Audio Classifier |
| **Overview** | This document is a FactSheet accompanying the Audio Classifier model on IBM Developer Model Asset eXchange. |
| **Purpose** | This model classifies an input audio clip. |
| **Intended Domain** | This model is intended for use in the audio processing and classification domain. |
| **Training Data** | The model is trained on the AudioSet dataset by Google. New data is added to the training set daily. The AudioSet database was legally obtained and its use is fully licensed. |
| **Test Data** | The test set is also part of the AudioSet data. There was a 70:20:10% split of the data into train:val:test. The ratio of samples/class was maintained as much as possible in all the splits. The system has been tested in X,Y,Z conditions. |
| **Model Information** | The audio classifier is a two-stage model:<br><br>• The first model (MAX-Audio-Embedding-Generator) converts each second of input raw audio into vectors or embeddings of size 128 where each element of the vector is a float between 0 and 1.<br>• Once the vectors are generated, there is a second deep neural network that performs classification. |
| **Update procedure** | In general, the model is updated annually. If the user does not wish to move to the updated model, the user cannot continue to use the system. Documentation for all new versions of the model can be found on the website at this link. |
| **Inputs and Outputs** | Input: a 10 second clip of audio in signed 16-bit PCM wavfile format.<br><br>Output: a JSON with the top 5 predicted classes and probabilities. |
| **Performance Metrics** | **Metric**      **Value**<br>Mean Average Precision      0.357 |

---

[3] The example FactSheet is taken from IBM Research AI Factsheet 360's Audio Classifier sample.

| | |
|---|---|
| Area Under the Curve | 0.968 |
| d-prime | 2.621 |

The user can regularly monitor these metrics [here].

| | |
|---|---|
| **Bias** | The majority of audio samples in the training data set represent voice and music content. Potential bias caused by this over-representation has not been evaluated. Careful attention should be paid if this model is to be incorporated in an application where bias in voice type or music genre is potentially sensitive or harmful. |
| **Robustness** | This audio classifier is not robust to the L-infinity and L2 norms for the HopSkipJump attack. |

| | L2 | L-Infinity |
|---|---|---|
| 5th Percentile | 887.0 (200.9) | 5.5 (4.9) |
| 10th Percentile | 1496.6 (720.6) | 7.53 (5.73) |
| 15th Percentile | 3723.1 (4707.2) | 52.8 (41.8) |
| 25th Percentile | 7187.9 (---) | 187.6 (198.1) |
| 50th Percentile | 11538.6 (---) | 502.8 (---) |

The susceptibility of the model to the two attacks. The parenthetical values in the table above represent the fitted curve evaluated at 11 iterations. (When we are unable to fit a curve, or the result is negative, we denote by ---.)

Overwritten decisions are fed back into the system to help calibrate it in the future.

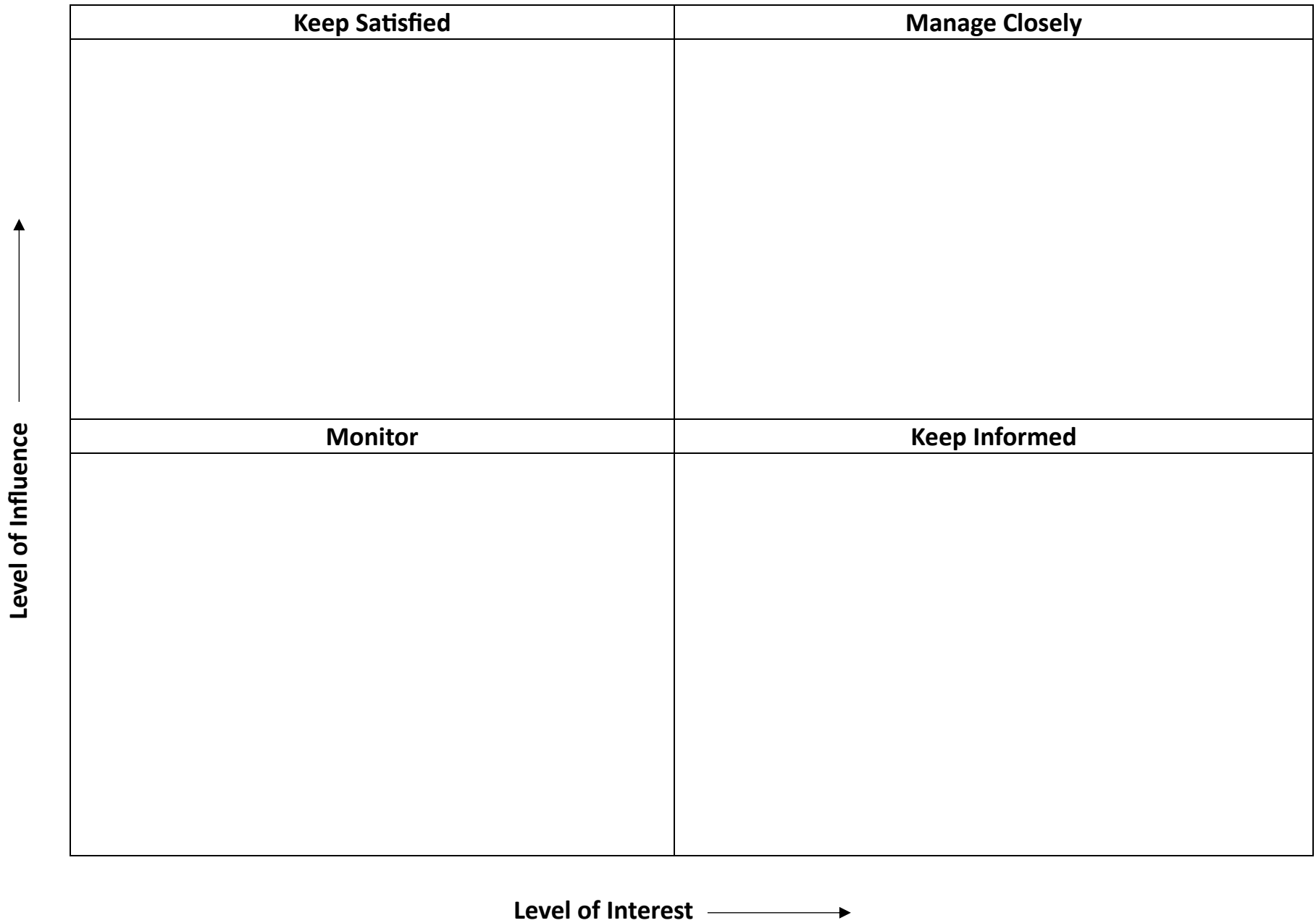| | |
|---|---|
| **Optimal Conditions** | <ul><li>When the input audio contains only one or two distinct audio classes.</li><li>When the audio quality is high with lesser noise.</li></ul> |
| **Poor Conditions** | The system can misclassify audio:<ul><li>When the audio contains more than two distinct classes, and</li><li>When the audio quality is low with more noise.</li></ul> |
| **Explanation** | While the model architecture is well documented, the model is still a deep neural network, which largely remains a black box when it comes to explainability of results and predictions. |
| **Jurisdiction-specific Considerations** | N/A |

# Algorithmic Impact Assessment Questionnaire

| | |
|---|---|
| How is the AI tool monitored to identify any problems in usage? Can outputs (recommendations, predictions, etc.) be overwritten by a human, and do overwritten outputs help calibrate the system in the future? | The system can be monitored in usage, and audio classification decisions can be retroactively overwritten by a human. The overwritten decisions can help calibrate the system in the future if desired. |
| How is bias managed effectively? | Users have access to performance metrics that can be used to understand if the bias in voice-type or music style is harmful. |
| Have the vendors or an independent party conducted a study on the bias, accuracy, or disparate impact of the system? If yes, can the Agency review the study? Include methodology and results. | Yes. Results from the third-party study can be provided upon request. |
| How can the Agency and its partners flag issues related to bias, discrimination or poor performance of the AI system? | The system provides a web portal to each customer to show the results of the system and its impact on transit performance in the form of reports and graphs. |
| How has the Human-Computer Interaction aspect of the AI tool been made accessible, such as to people with disabilities? | The system is embedded into a graphics user interface that is compliant with modern screen readers, and provides the option for auto-generated dictation of text on the screen. |
| Please share any relevant information, links, or resources regarding your organization's responsible AI strategy. | Information about our responsible AI strategy can be found on our website at this link. |

# Stakeholder Mapping

| Keep Satisfied | Manage Closely |
|---|---|
| | |
| **Monitor** | **Keep Informed** |
| | |

**Level of Influence** →

**Level of Interest** ⟶

# Today's Facilitators

## Brian Chasnoff

- **Former Life:** 17+ years in journalism
- **Currently:** Leads strategic communications & engagement for San Antonio's $1.2B Bond Program & infrastructure investments
- **Preferred stress relief:** Cycling
- **Favorite Quote These Days:** "Once the search is in progress, something will be found." - Brian Eno

## Krystal Jones

- **Former Life:** 17+ years in public relations / marketing
- **Currently:** Leads $16M+ public art program, $9M+ grant programs, two City owned art galleries & Film Commission
- **Preferred stress relief:** Biking
- **Favorite Quote These Days:** "I am here today to cross the swamp, not to fight all the alligators." – Rosamund Stone Zander

Local Government
REIMAGINED CONFERENCE
APRIL 10–12, 2024  BOSTON, MASSACHUSETTS

# The Before Times (Pre-Pandemic)

- Meetings at a City facility, often during City hours

- Paper surveys

- Public comment

- Disjointed surveys (Survey Monkey, Google Forms, emails, etc.)

- Recommitment to transparency / community engagement
    - SASpeakUp engagement campaign started in 2018

# Digitization Via Disruption

- Pandemic caused all to enter crisis communications business

- Launched [www.saspeakup.com](http://www.saspeakup.com) – November 2020

  - Unified surveys – digital or paper

  - One-stop shop for project information and all City events / meetings

- All virtual meetings, all the time

- Placed a large spotlight on digital divide

  - Stepped back in time to radio and TV placements while repurposing content for social

  - Timeless innovations: Music, murals and breakfast tacos

Texas Public Radio — Real. Reliable. Texas Public Radio.

KSTX
Texas Standard

# San Antonio Tries A Creative Tack On Getting Residents To Wear Masks

By Jack Morgan
Published November 23, 2020 at 7:03 PM CST

▶ LISTEN • 1:52

*Courtesy Of Andrea "Vocab" Sanderson*

The City of San Antonio has created a new advertising campaign driven by the question "What'll it take to stop the spread of COVID-19?"

DO IT FOR SA

**$1,000 to 4 lucky winners!**
Filmmakers Ages 14-21

**OPENING RECEPTION**
Thursday, April 11, 2024
6pm–9pm
Exhibition on view through January 17, 2025
Free and Open to the Public
Culture Commons Gallery
SAN ANTONIO ARTS & CULTURE | SUSTAINABILITY

**PROGRAM**
SAN ANTONIO ARTS & CULTURE

**Official City of San Antonio 2024 FIESTA MEDAL GIVEAWAY!**
Inspired by the Public Art "Orgullo Tejano" (Tejano Pride) by artist Luis Lopez
Saturday, April 6 | 10 a.m. - 12 p.m.
at Centro de Artes Gallery
SAN ANTONIO ARTS & CULTURE

**2024 - 2027 Poet Laureate Announcement!**
Swipe →
#PoetLaureateSA
@GetCreativeSA
SanAntonio.gov/Arts
CITY OF SAN ANTONIO ARTS & CULTURE

**DEADLINE 1 WEEK AWAY!**
#FilmSA Contest 2024
Swipe →
FILM SAN ANTONIO

**CULTURE COMMONS GALLERY CLOSED FOR INSTALLATION**
SAN ANTONIO ARTS & CULTURE

**EVENT UPDATE**

## Public Art in San Antonio
Department of Arts & Culture, City of San Antonio
20 videos  105 views  Updated today

▶ Play all     ⤨ Shuffle

1. Experience Nature Through Art: Wildlife Viewing Blinds at the new Robert L.B. Tobin Land Bridge
Department of Arts & Culture, City of San Antonio • 2.2K views • 3 years ago

2. New Additions to the San Antonio Public Art Landscape
Department of Arts & Culture, City of San Antonio • 371 views • 3 years ago

3. Discover the "Door of Equality (La Puerta de Igualdad)"
Department of Arts & Culture, City of San Antonio • 981 views • 3 years ago

4. Najo Jäm (Our Home)
Department of Arts & Culture, City of San Antonio • 1.1K views • 3 years ago

5. New Public Art of San Antonio's City Hall
Department of Arts & Culture, City of San Antonio • 221 views • 2 years ago

6. New Public Art of City Hall: Ruth Leonela Buentello
Department of Arts & Culture, City of San Antonio • 132 views • 2 years ago

7. New Public Art of City Hall: Raul Rene Gonzalez
Department of Arts & Culture, City of San Antonio • 99 views • 2 years ago

8. New Public Art of City Hall: Ana Fernandez
Department of Arts & Culture, City of San Antonio • 45 views • 2 years ago

9. New Public Art of City Hall: Emily Fleisher
Department of Arts & Culture, City of San Antonio • 31 views • 2 years ago

10. New Public Art of City Hall: Mari Herandez
Department of Arts & Culture, City of San Antonio • 94 views • 2 years ago

11. New Public Art of City Hall: Megan Harrison
Department of Arts & Culture, City of San Antonio • 62 views • 2 years ago

"Bloom" Across San Antonio

# The New World of Engagement

- Digital not just requested, it's a must

- Then again, digital burnout – and just plain burnout – is real

- Hybrid engagement = new rule of engagement

- The MUSTS:

**Consider the audience.**

**Meet them where they're at.**

**AND**

**It doesn't hurt to make it fun!**

# Consider Your Audience: Know & Evaluate Your Content

# Road to Progress

- Troubled construction project led to comms crisis

- City already communicating & engaging – but improvements needed

  - Gap in digital realm

- Fruit of efforts: <u>Road to Progress</u> web page

  - One site to show all of City's initiatives

  - New dashboards, project pages, signage, chatbot prototype

- Created conceptual framework to categorize these initiatives

  - Transparency, Support, Accountability, Innovation

# Project Dashboards

- Hundreds of projects across San Antonio

- <u>Dashboards</u> need to satisfy multiple audiences

  - Council members, small business owners, residents, commuters, City staff

  - Consider what type of information to present and how to present it

- User experience paramount

  - Focus group with neighborhood leaders and Council staff

  - 15 usability tests with City staff, small business owners and residents

  - Feedback integrated into design

# Public Art Project Dashboard Example

- Info about project – from start to finish

- Serves as an archive for historical purposes

- Home to community engagement survey and results

- Links back to Department of Arts & Culture's Public Art Map

- Useful tool for readability: Hemingway

Local Government
**REIMAGINED** CONFERENCE
APRIL 10–12, 2024  BOSTON, MASSACHUSETTS
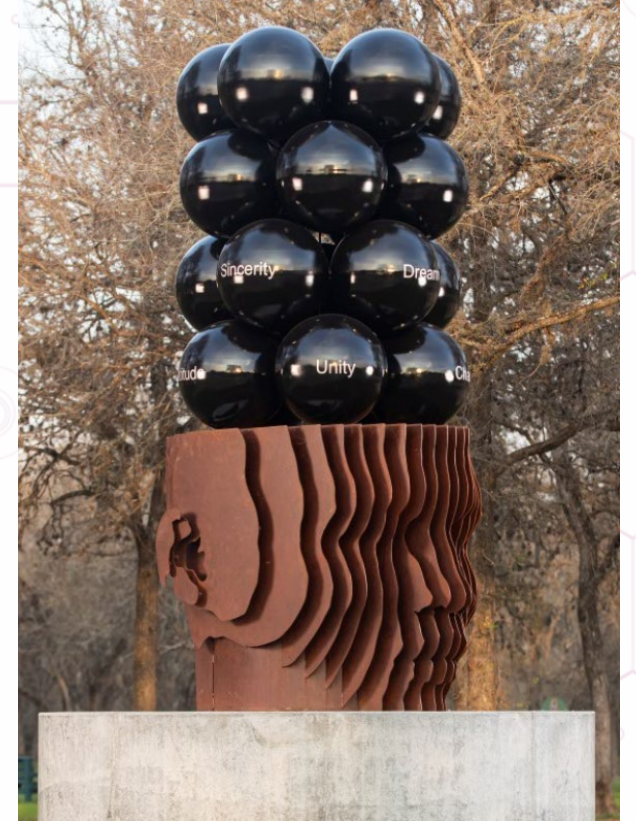
# Consider Your Audience: Know Your Stakeholders

# Putting the Public in Public Art



**Community & Stakeholders**

- Project Initiation*
- Artwork Theme & Inspiration
- Artist Selection*
- Design*
- Fabricate & Install*
- Dedication*

*Approval from Public Art Committee and San Antonio Arts Commission (Public Meetings)

# Artwork Theme and Artist Selection

- SASpeakUp, including surveys (paper and digital)

- Public Meetings (in-person, virtual & recorded)

- Direct outreach and meetings with stakeholders

  - Neighborhood associations

  - Council Office contacts

- Tabling at existing events or high traffic areas

- Yard signs with QR Codes

- All City channels, eNewsletters, social

- Marketing / Public Relations
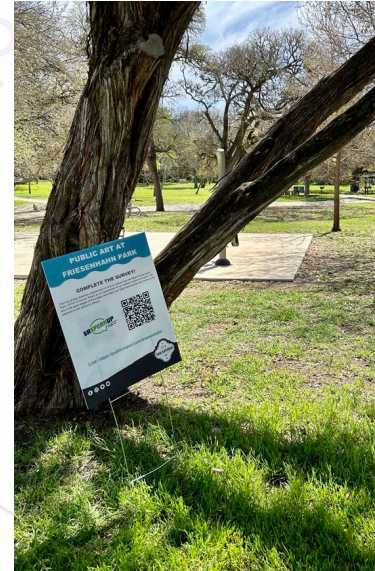


Department of Arts & Culture: Friesenhahn Park Public Art Opportunity

The City of San Antonio's Department of Arts & Culture has identified Friesenhahn Park (15701 O'Connor Road) as an opportunity for an outdoor public art sculpture project. We are in the early stages of the project and need your help selecting the top theme to be explored in the artwork's design.

For more information about the City's Public Art Division please visit Get Creative San Antonio.

**Funding:**
2022-2027 Bond Program—Parks Proposition

**Current Phase:**
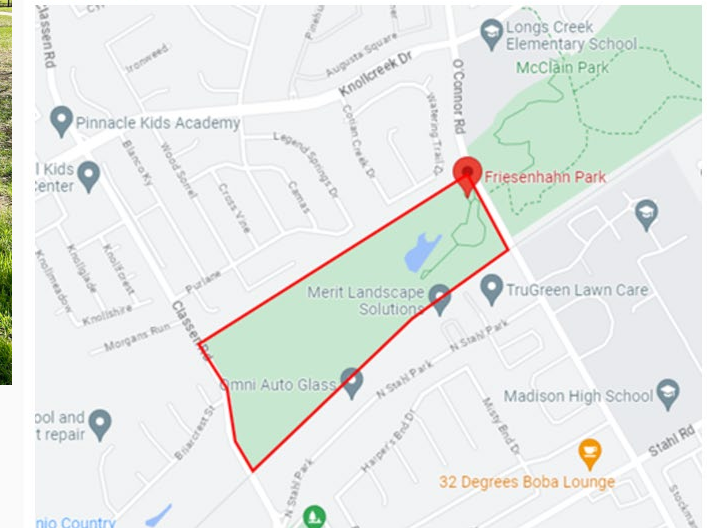Community Engagement

**Artist:**
To be determined

**Artwork Type:**
Sculpture

**District & Address:**
City Council District 10
15701 O'Connor Road







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# Artwork Designs Shaped by Community Engagement

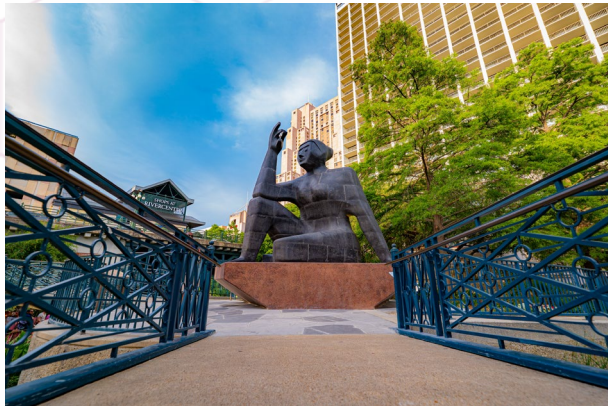# Engaging and Informing Community Through Art



RESILIENT AND RESPONSIVE | Artists and the Environment

Exhibition on view through January 17, 2025

# Why Engaging and Informing All Is Important

• Public Art originally eliminated or reduced in Bond

• All relationships engaged with clear message

• Advocates can do what you might not be able to

• **Result:** Public art in Bond **AND** increased from 1% to 1.5%

• **Benefit:** 36 new public art projects in the next five years



**San Antonio REPORT**
NONPROFIT JOURNALISM FOR AN INFORMED COMMUNITY

Government   Business   Education   Environment   Health   Arts   Tech   Social Issues   Live Like a Local

OPINION

## In defense of preserving public art funding in San Antonio's 2022 bond

by Robert Rivard
January 13, 2022



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# Talkin' Broadway

- Council District requested an innovative solution to construction comms issue

- Hello Lamp Post offered a custom chatbot

    - Scan a QR code to begin a text message conversation about Broadway and the project

- City gives critical info about construction and businesses, public provides useful feedback

- Two videos to promote the new chatbot: a comic skit and a news story

- Engagement snapshot:

    - 400 users, 1,800 user messages, 40 visits to Business Directory, 80 to Project Page

    - Sentiment analysis: 38 percent positive, 32 percent negative = MIXED!

I hath buried the treasure north of the _____ by the beach.

# The Data Decides

- A great book on AI is "The Alignment Problem: Machine Learning and Human Values" by Brian Christian

  - Training data will permanently shape the behavior of a deployed system

- Word-embedding models bet that words tend to be found near other similar words

  - To capture similarities, every word is turned into a set of numbers that represents its coordinates in a space

  - Scatter words randomly in that space, pick a phrase, hide a word

  - When model guesses wrong, adjust coordinates to nudge correct word toward context words

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# The Alignment Problem

- Systems we attempt to teach sometimes do not do what we want or what we expect

- After soft launch, chatbot giving answers that veered far from pre-written knowledge base.
    - For example, someone who asked for project contact info directed to Mayor's Office.

- The culprit? AI
    - Soft launch not supposed to use AI

- Corrected quickly
    - Fallout included news story: "Emails: Faulty Broadway chatbot stirred panic at City Hall."

# Forging Ahead with AI

- Surprises happen when experimenting with a prototype

- City is pushing forward with the technology

- Incorporating AI – deliberately this time

    - Extensive internal and public testing of V2 before launch

- GovAI Coalition

    - More than 140 government agencies across nation collaborating to ensure effective and responsible use of AI systems in public sector

    - AI FactSheet is opportunity for vendors to provide transparency

# Discussion / Questions