

polimorphic

LEADING WITH FOCUS, NOT FEAR

# How to Use AI for Improved Resident Experiences



THE UNIQUE

# Potential for Local Governments

In an age where technological advancements evolve faster than ever, local governments are uniquely positioned to embrace AI to transform service delivery, transparency, and, especially, resident engagement. Adopting AI with a focus on progress, not fear, allows governments to build resilient infrastructures that enhance the resident experience.

But, that doesn't mean all AI is created equally. Here's how local governments can lead the way with purpose, adopting AI solutions that not only future-proof operations but foster trust, inclusivity, and community well-being. Plus, pitfalls to be wary of.



*AI has the potential to revolutionize the way the public sector operates, serves its missions, and supports its citizens.*

- Karen Dahut  
CEO  
Google Public Sector

# 3

## Pitfalls to Watch For

We've all heard a horror story or two about someone using AI carelessly, or even dangerously. And that's because not AI is created equal. Before building an AI strategy, it's important to know what to look out for.

**The easiest way to stay safe?** Make sure you use solutions specifically built for the unique needs of the public sector.

1

### DATA HALLUCINATIONS

Certain generative AI systems, like ChatGPT, can generate information that seems plausible but is not based on real data. To avoid this, make sure you dictate exactly what information the AI should be using in its analysis.

2

### PRIVACY CONCERNS

If you're using a free AI account, all the data you provide belongs to the company that made the tool you're using. For example, never share personal information about your residents or employees with AI.

3

## BIAS AND FAIRNESS

AI systems can inadvertently perpetuate biases present in historical data, leading to unfair or discriminatory outcomes. For instance, predictive algorithms used in public safety or resource allocation could disproportionately impact certain communities if not carefully monitored.



## 5 WAYS

# Local Government Can Use AI to Improve Resident Services

Now, let's get to the good stuff.

Despite the pitfalls, AI has an overwhelming potential to transform the way local governments serve their residents. Here are five key ways local governments can leverage AI to better serve their communities, while improving internal efficiency.



# 1

## Cultivating Resident Trust with Transparency

AI offers powerful tools for data management, but transparency is essential to building trust. By openly sharing how resident data is used, local governments can build a foundation of trust and ensure that AI solutions are used ethically and responsibly. Clear policies on data privacy and transparency can demonstrate the benefits of AI-driven processes, from streamlining permit applications to providing personalized resident services.

**PRO TIP:** Unsure where to start? Check out advice from these leading cities on the importance of having a policy in place.



## 2

# Improving Efficiency to Increase Impact

AI enables local governments to automate repetitive tasks, allowing employees to focus on work that directly impacts residents. Routine operations, like processing applications, managing records, or answering FAQs, can be handled by AI, speeding up turnaround times and reducing human error. With AI handling the heavy lifting, government staff can concentrate on improving services and finding new ways to serve residents, enhancing the overall impact of their roles.

Keep scrolling to learn how the Village of Bayside, WI, saved hundreds of hours annually thanks to improved efficiencies with AI.



# CASE STUDY

## Village of Bayside Transforms Resident Services, Saving Hundreds of Staff Hours Annually



As with many other communities across the country, Bayside was feeling the squeeze of increasing service demands with limited resources. As well as a high number of retiring employees, leading to the loss of institutional knowledge and complicating efforts to maintain service levels. The team was spread thin as they worked to meet the growing expectations of their community.

In addition, the Village's existing systems for handling resident requests and services were manual and cumbersome. Most notably, building permit applications relied on a mix of paper forms and an existing platform, creating inefficiencies and slowing down service delivery. Payments for permits and other services were also manually processed, leading to unnecessary complexity for both residents and staff as well as a delay in realizing revenue from this permit process.

*“AI Search provides a user-friendly experience to navigate the website's content and knowledge, used internally by staff and externally by residents. With the institutional knowledge lost with retiring employees, AI has been a way to fill in the gaps. ”*

Andy Pederson  
Village Manager

Bayside partnered with Polimorphic to implement several resident services solutions that included key functions such as AI search, digital workflows, and an integrated payment system.

The Village began its digital transformation by implementing Polimorphic's AI Search, designed to help both Bayside staff and residents find relevant information more efficiently, regardless of the nature of their inquiry. This was particularly beneficial to new staff members who could now rely on AI, helping them get up to speed faster and provide immediate answers to complex questions while on phone calls with constituents.

In addition, the team saw a notable drop in emails and phone calls thanks to residents and team members finding answers to their questions using AI Search.

[Read the Full Case Study](#)



# 3

## Creating More Personalized, Accessible Services

AI allows governments to tailor services to meet the diverse needs of their communities. Through data analysis, local governments can understand resident preferences and deliver relevant, timely information on services, events, or updates. For example, AI can help residents and employees during disaster recovery. AI-powered phone or chat services can answer important, timely questions related to the event, while freeing up employee time to focus on pressing needs.

Accessibility is further enhanced by AI-powered tools like language translation, making essential services and information available to non-English-speaking residents. The right AI-powered phone and chat solutions offer multiple languages, reducing the need for translation services and saving governments money.

# 4

## Strengthening Community Resilience

AI helps governments anticipate and prepare for future challenges. Predictive analytics can forecast resource needs in critical areas like emergency response, infrastructure maintenance, and public safety, enabling local agencies to proactively address potential issues. By analyzing historical and real-time data, local governments can improve resource allocation, keep communities safer, and be more prepared for natural disasters or seasonal demands.

For example, after a disaster or major event, local governments can analyze the most frequently asked questions and be better prepared to respond in the future.



## IN THE NEWS

# City of Pacifica, CA, Receives Innovation Award

*"It's a game-changer in how our residents access information, making city services more accessible, transparent, and efficient and positioning Pacifica as a smarter and more responsive city."*

Yulia Carter

Assistant City Manager

The City of Pacifica was awarded the prestigious Innovation Award from the Municipal Information Systems Association of California (MISAC) for its groundbreaking Artificial Intelligence (AI) "Virtual Assistant" search tool, Rose AI. This cutting-edge technology has transformed public access to City information, setting a new benchmark for local government services.

Rose AI, powered by Polimorphic, is one of the first implementations of its kind in California and the first among the cities of San Mateo County. This digital concierge streamlines the public search for information about city services, programs, regulations, and more, by leveraging advanced AI technology to understand and process natural language queries.

[Read the Full Story](#)



# 5

## Building a Culture of Continuous Learning and Adaptation

Local government leaders can embrace AI as an opportunity to foster a culture of learning and innovation among their staff. Providing training, workshops, and access to resources empowers government employees to adapt to new tools confidently. With a proactive focus on learning and skill-building, governments can position their teams for long-term success and a future that's responsive to both residents and emerging technologies.

Chatbots on an agency's website can also answer process questions for employees, ensuring they can easily find what they need without digging through stacks of paper or having to call a retired employee.

# Leading the Way with Vision, Not Fear

AI is not a replacement for the human touch in government work; it's a tool that empowers teams to serve better.

By leading with focus and an emphasis on resident-centered innovation, local governments can use AI to build future-proof systems that prioritize transparency, accessibility, and proactive planning. When implemented thoughtfully, AI has the potential to transform government operations, building stronger, more resilient communities and a brighter future for all.

[Learn more about Polimorphic's AI-powered solutions for local governments.](#)



VoiceAI



AI Search  
& Chat



CRM &  
Workflows

# About Polimorphic

Polimorphic is on a mission to create technology that lets governments of all sizes deliver for the people. Polimorphic's CRM & Workflows, AI Search & Chat, and VoiceAI solutions empower service-first governments to provide residents with the highest quality communication and engagement. Serving hundreds of public sector departments across the country, Polimorphic is built for the unique needs of local governments.

[Learn more or request a demo at polimorphic.com.](https://polimorphic.com)

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