Resolution (27-0741) Authorizing Consulting Statement of Work: Generative Artificial Intelligence (GenAI) Policy, Strategy, and Roadmap from International Data Corporation (IDC) Research, Inc., 140 Kendrick Street, Building B, Needham, Massachusetts 02494, for a one-year term not to exceed $86,570.00

Introducing Kevin Brimberry

- Kevin is a **nationally and globally experienced sales leader** who has contributed value to **Fortune 1000/Global 500 corporations** and **state and city governments**. The **States of Illinois and Michigan**, as well as the **City of Chicago**, are some of the regions he has worked with. One of his strengths is **identifying, developing, and executing solutions for business problems**.

- Kevin has been with IDC for over **8 years**, providing **IT advisory/consulting and technology research** to **CIOs, CTOs, CSOs, CMOs, business, and senior IT executives**. His areas of coverage include **IT transformation, digital transformation (DX), leadership for transformation initiatives, business architecture, DevOps, omnichannel, and enterprise mobility**. He also focuses on **sourcing advisory services** and the **CIO Executive Council**.

- **IDC** is the **most trusted IT research advisory firm in the market**. IDC's **IT Executive Programs** support **public and private businesses globally** in the **digital transformation (DX)** of their organizations. Our IT advisory services notonly advise on the **technologies underpinning digital transformation** (e.g., cloud, analytics, IoT, mobility, 3D printing) but also on **effectively leading and execu ting DX initiatives** across both IT and the line of business. For over **50 years**, IDC has provided **strategic insights** to enable clients to achieve their **key business objectives**. IDC is a subsidiary of **IDG**, the **world's leading technology media, research, and events company**.

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Advancing Our Efforts with Generative AI (GenAI)

- Following a successful Generative AI (GenAI) workshop with IDC in June 2024, the City of Aurora, in collaboration with the Mayor's Office and IT Department, is committed to leveraging artificial intelligence to enhance city and constituent services.

- Recognizing the transformative potential of GenAI, the City is focused on developing a comprehensive GenAI Policy, Strategy, and Road map. This initiative aligns with the City's Digital Plan.

- Additionally, a survey was conducted among City stakeholders and other attendees, providing valuable feedback that will inform our GenAI efforts moving forward.

Project Overview:
Empowering the City of Aurora in its GenAI Journey

Phase 1: Establish GenAI Policy

- Aligns with the city's existing technology and responsibility frameworks.

- Addresses unique challenges posed by GenAI.

Phase 2: Develop GenAI Strategy

- Harmonized with the city's overarching goals and technical strategies.

- Provides clear direction for GenAI initiatives.

Phase 3: Outline Short-Term Roadmap

- Identifies key initiatives essential for the successful implementation of the GenAI strategy.

GenAI: Executive Summary

WHY — GenAI streamlines government operations, boosts decision-making, automates manual workflow, accelerates computationally intensive workflows, and revitalizes the workforce by fostering creativity and strategic focus.

WHAT — GenAI technologies are a set of unsupervised and semi-supervised foundational models that create new content from previously created data such as text, audio, video, images, and code.

WHO — GenAI stakeholders include senior executives, legal, ethics, human resources, citizens and residents, vendors, and developers.

HOW — State and local governments can approach GenAI deployment strategically by building privacy and ethics guardrails, examining and prioritizing use cases, and focusing on employee and constituent engagement.
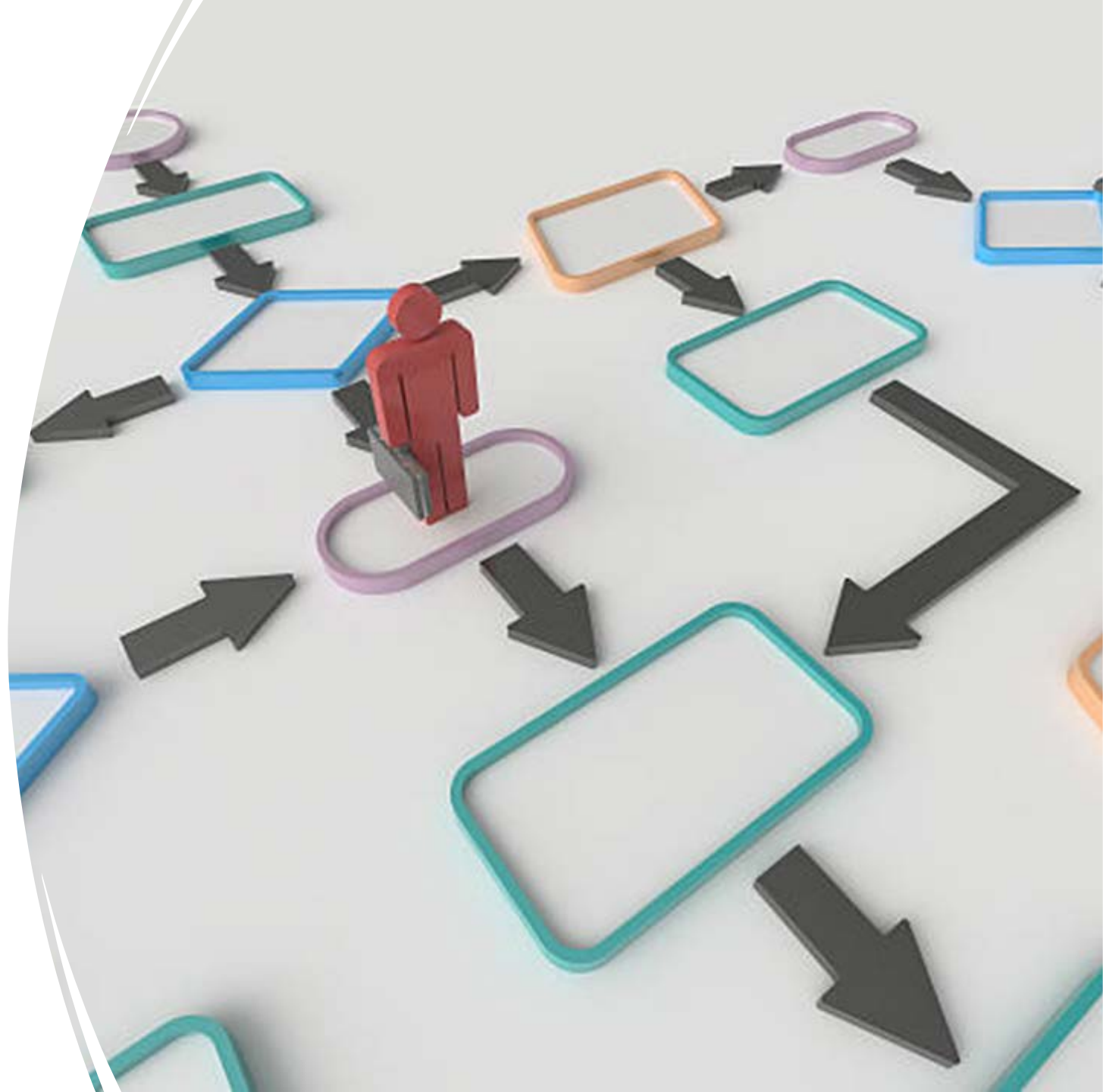
What Are the Use Cases?

Start Simple, Show Immediate Gains:
Focus on building skills and technology, reducing failure impact, and demonstrating quick wins.

Productivity-Focused Use Cases:

- **Streamline City Policy Development**

- **Technical and Non-Technical Documentation**

- **Software Test Cases & Test Data**

- **HR Training Development**

- **Constituent Self-Service**: Water Billing, Call Center 311, etc.

- **Grant Management**

- **Press Releases**

- **City Clerk Documentation Summarization**

- **RFP/Q: Response Creation**: Summarize Vendor Responses

What are the Benefits of a GenAI Policy, Strategy and Roadmap?

1. **Data-Driven Decision Making:** GenAI can quickly interpret and synthesize vast amounts of data, providing urban planners with valuable insights for informed decisions.

2. **Enhanced Citizen Engagement:** Utilize GenAI to create interactive platforms for real-time communication and feedback from residents. This fosters transparency, trust, and active participation in governance, ensuring that citizen needs and concerns are addressed promptly.

3. **Operational Efficiency and Cost Savings:** Leverage GenAI to automate routine administrative tasks, optimize workflows, and streamline service delivery. This leads to significant cost reductions, improved productivity, and better allocation of city resources.

Questions & Answers

For more information on IDC solutions, contact:

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