

# ***THE BERKELEY RULE:***

# **ARTIFICIAL INTELLIGENCE MUNICIPAL USE POLICY**



# AI IN EVERYDAY LIFE –

## WHAT IS ARTIFICIAL INTELLIGENCE?

Computer systems performing tasks that normally require human intelligence

### AI is Everywhere

- Smartphones
- Streaming apps
- Cars

Great potential benefits if used wisely



*Berkeley can use AI for things like faster 311 responses, efficient permit processing, and traffic management, etc, to improve services.*



**Ben Bartlett**

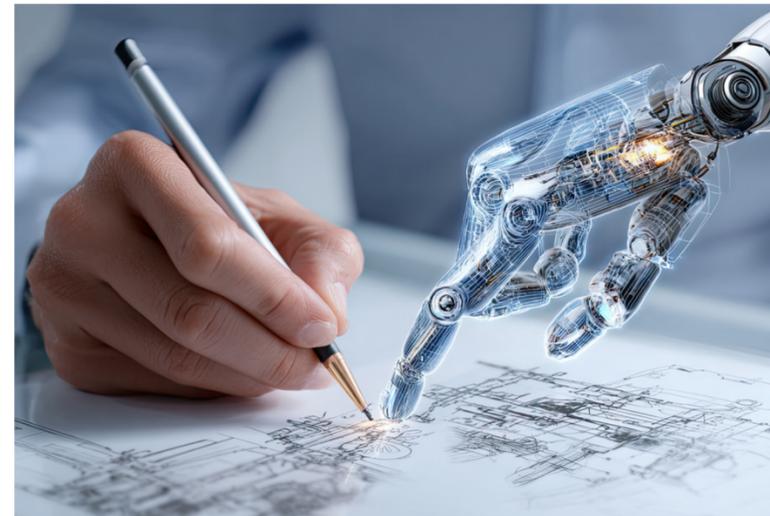
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# GROWTH OF AI



## Explosive Market Growth

Projected to reach \$1.85 trillion by 2030 \*



## Everyday Use by Individuals

Nearly 40% of Americans Report Daily AI Use \*\*



## Rapid Enforcement by Cities

New York, San José, Boston, Seattle, D.C., Denver, Chicago, SF



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\* Statista / McKinsey Global Institute

\*\* Statista 2024 report

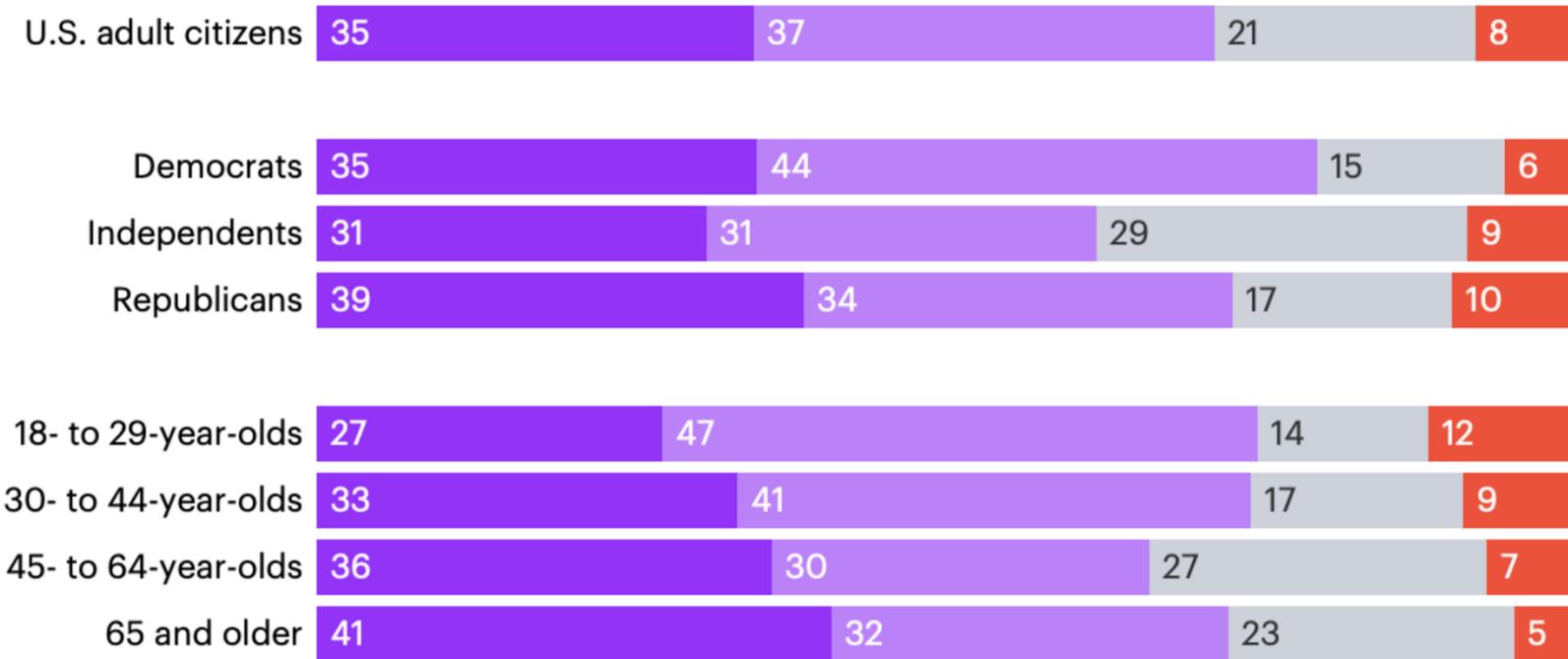
# CONCERNS ABOUT AI

## Most Americans **support** government regulation of AI

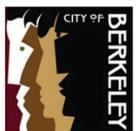
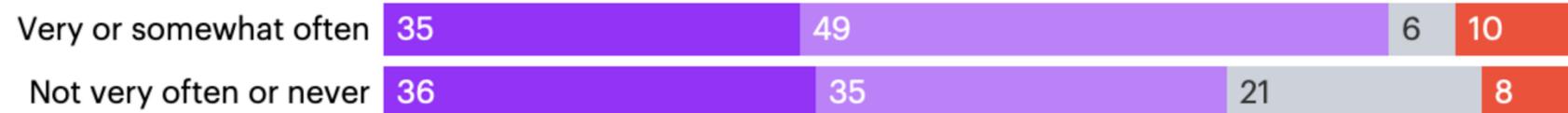
Do you think that artificial intelligence (AI) should...? (%)

■ Be heavily regulated by government
 ■ Be somewhat regulated by government  
■ Not sure
 ■ Not be regulated by government at all

- [Fairness & Bias](#)
- [Transparency & Trust](#)
- [Privacy & Security](#)
- [Jobs & Inequality](#)

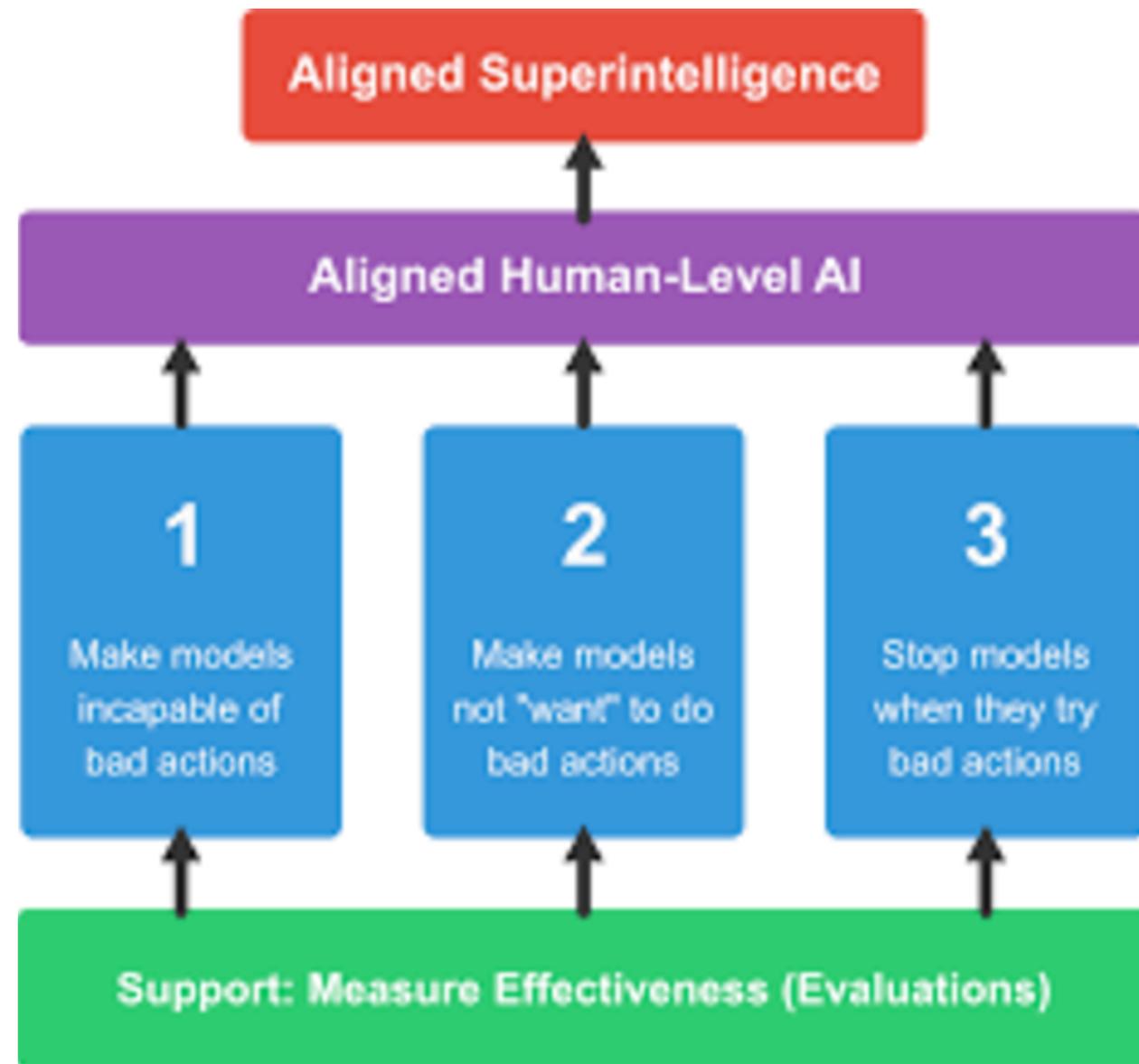


### Among people who use AI tools...



# AI ALIGNMENT

The Pursuit of Human Values, with Guardrails for Safety and Fairness



- Matching AI and Human Goals
- Operate Safely and Ethically
- Transparency for Accountability

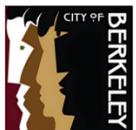


# INCORPORATING AI WITH BERKELEY'S VALUES & STRATEGIC GOALS

*“Improve Residents’ Lives by Delivering Accessible and Innovative Services.”*

## 2018 Berkeley Strategic Plan

- Create affordable housing and housing support services for our most vulnerable community members
- Be a global leader in addressing climate change, advancing environmental justice, and protecting the environment
- Champion and demonstrate social and racial equity
- Provide an efficient and financially-healthy City government
- Provide state-of-the-art, well-maintained infrastructure, amenities, and facilities
- Foster a dynamic, sustainable, and locally-based economy
- Create a resilient, safe, connected, and prepared City
- Be a customer-focused organization that provides excellent, timely, easily-accessible service and information to the community
- Attract and retain a talented and diverse City government workforce



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# THE BERKELEY RULE

Reap the Benefits Mitigate the Risks



Put Residents First



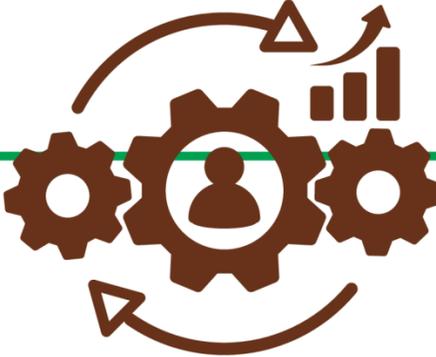
Modernize City Services



Empower the Community



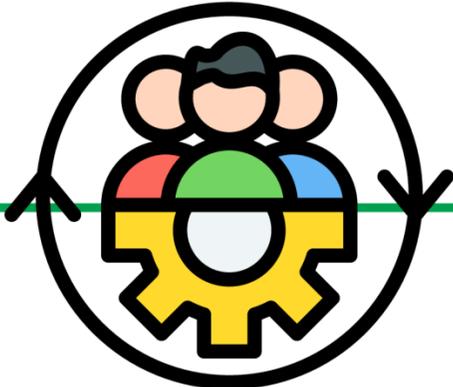
Ensure Transparency and Accountability



Standardize Operations



Certify Ethical Use



Protect and Prepare Our Workforce



Defend Civil Liberties



Social Advancement and Accessibility



Catalyze Civic Wealth

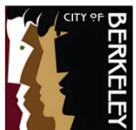


# The Berkeley Rule

## #1. PUT RESIDENTS FIRST

Advance the health, safety, prosperity, and well-being of residents.

Improve access to essential services, reducing bureaucratic friction, and eliminating unnecessary expense.



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# The Berkeley Rule

## #1. PUT RESIDENTS FIRST Real World Examples



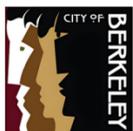
**New York, NY**

Housing Inspection &  
City Services



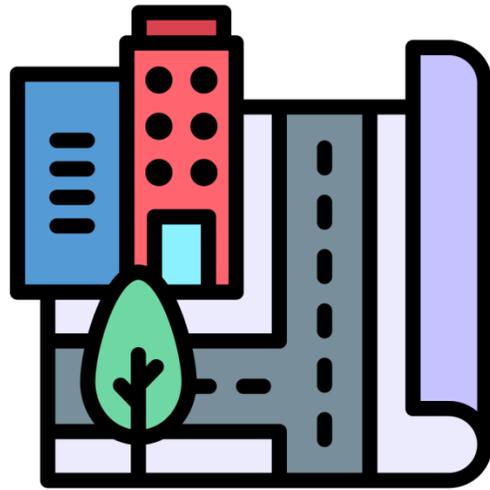
**San Jose, CA**

Predictive Maintenance



# The Berkeley Rule

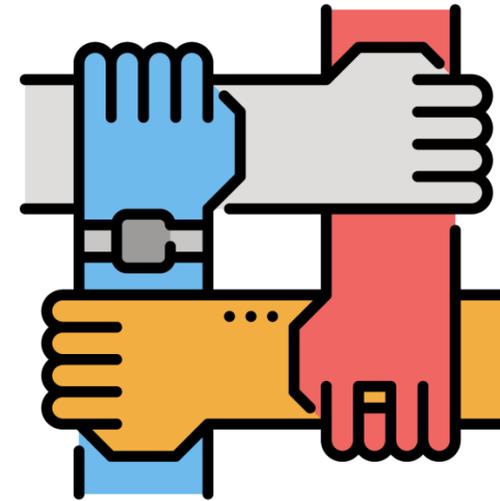
## #1. PUT RESIDENTS FIRST



Faster Permitting  
& Service Response



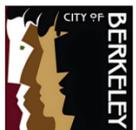
Workforce  
Enhancement



Cooperative Care  
Models

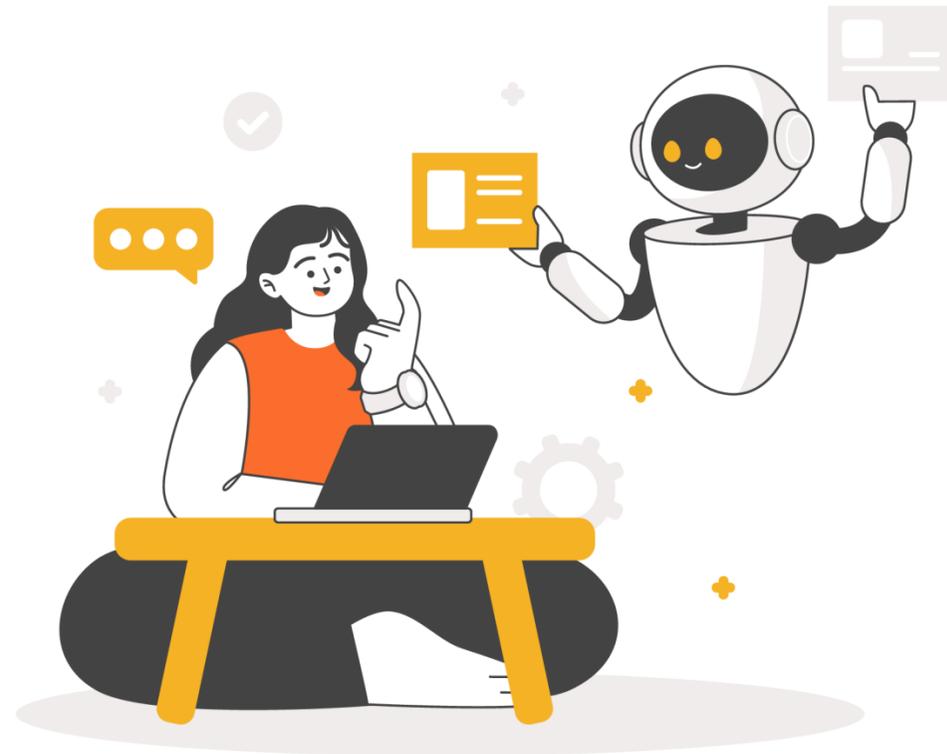


Reduce Fines, Fees  
& Regressive Taxes

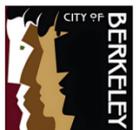


# The Berkeley Rule

## #2. MODERNIZE CITY SERVICES



Upgrade service delivery, enhance efficiency, responsiveness, and accessibility in City operations



# The Berkeley Rule

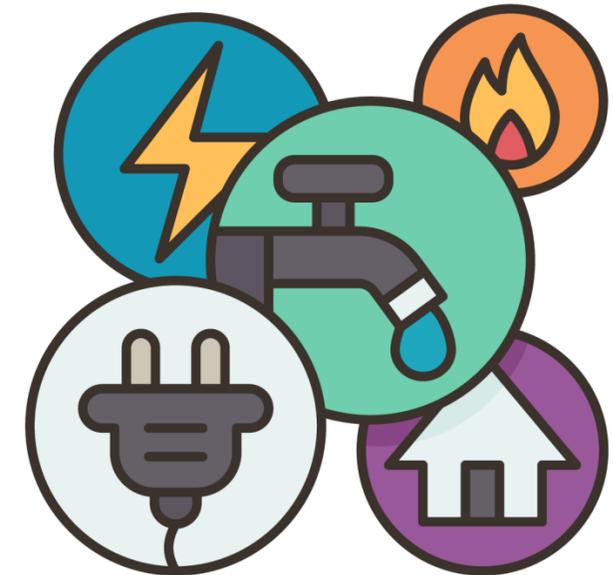
## #2. MODERNIZE CITY SERVICES



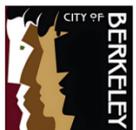
311



Permitting



Predictive Maintenance

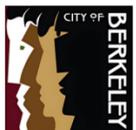
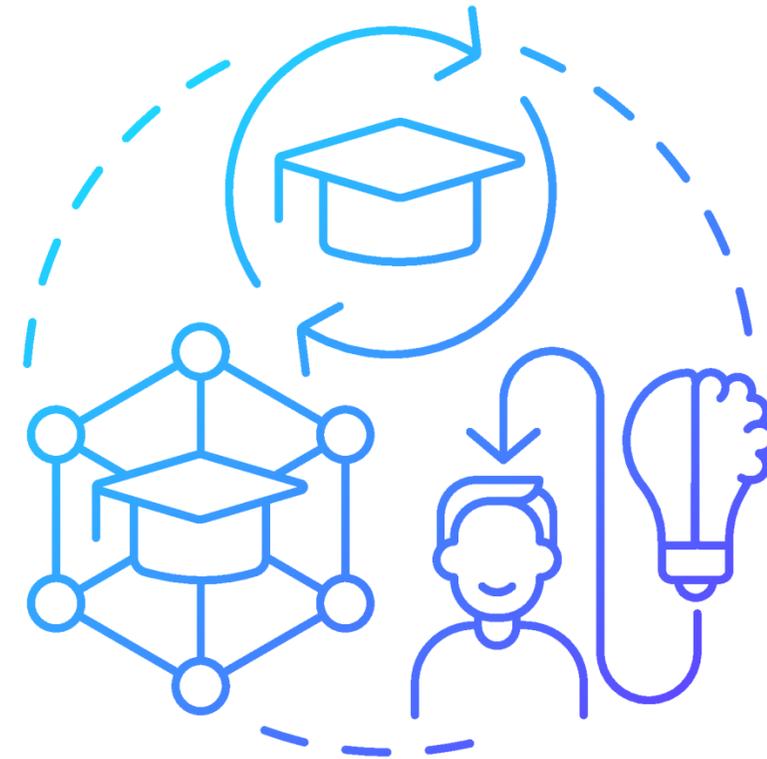


# The Berkeley Rule

## #3. EMPOWER THE COMMUNITY

Empower Community Input  
Foster Learning

Spark Innovation &  
Entrepreneurship.



# The Berkeley Rule

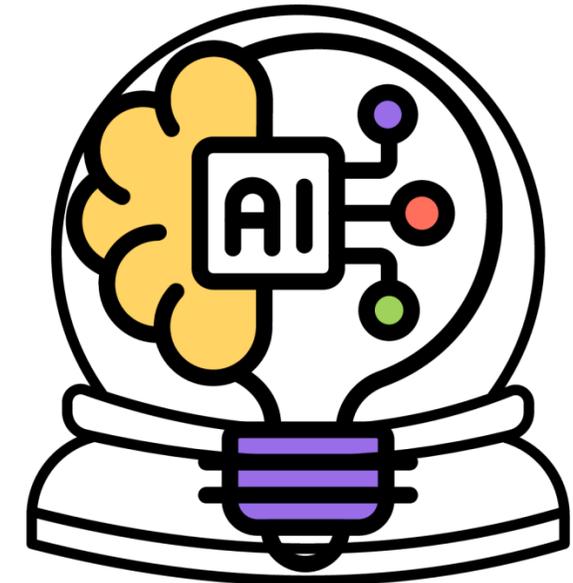
## #3. EMPOWER THE COMMUNITY



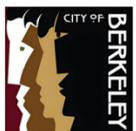
AI Advisory Board



Digital Ombudsman

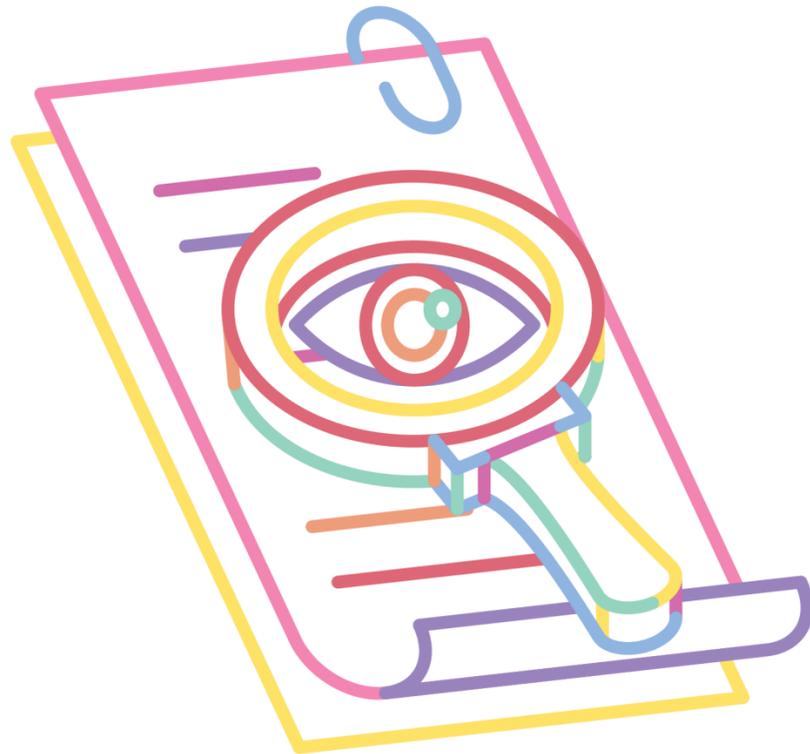


AI Sandbox



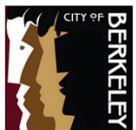
# The Berkeley Rule

## #4. ENSURE TRANSPARENCY AND ACCOUNTABILITY



Open, explainable systems with clear oversight

Humans remain responsible for outcomes

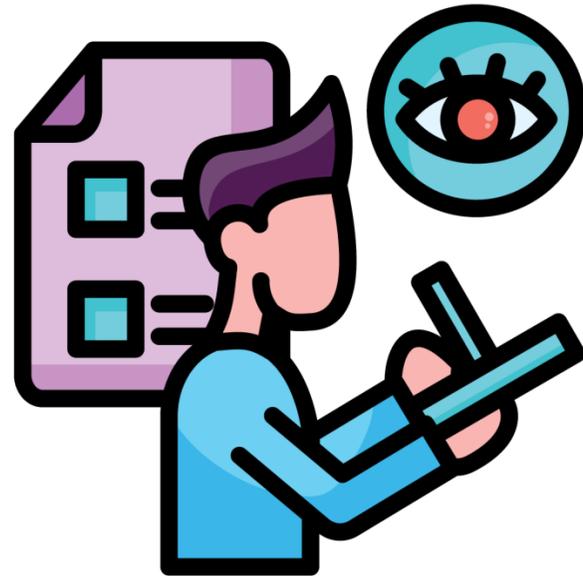


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## #4. ENSURE TRANSPARENCY AND ACCOUNTABILITY



Public AI Use Registry



Public Dashboard

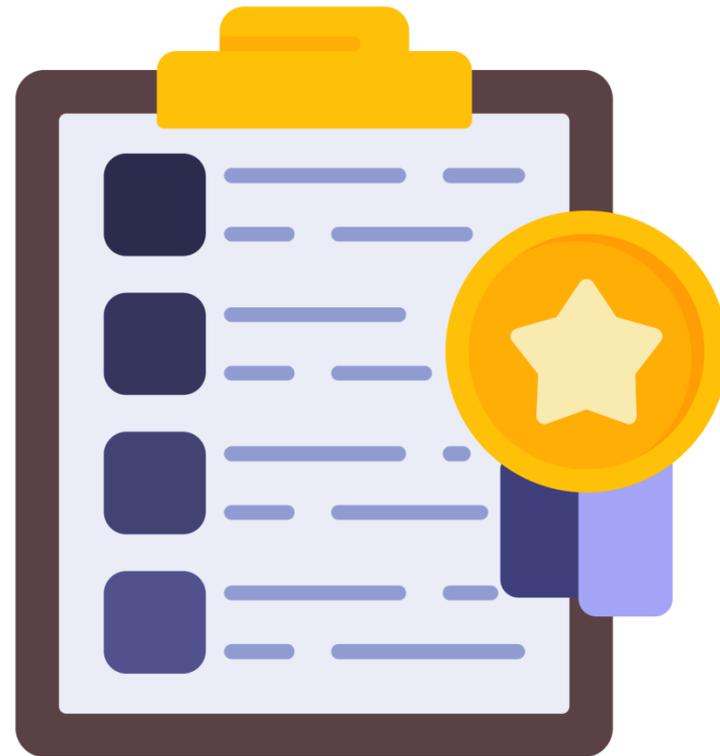


Disclosure Standards

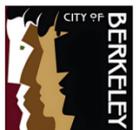


## The Berkeley Rule

# #5. STANDARDIZE OPERATIONS



Strengthening AI governance through centralized inventory management, streamlined procurement procedures, uniform oversight protocols, and adherence to robust cybersecurity and compliance standards, and rapid communication, to ensure responsible, transparent, and equitable adoption of AI systems.



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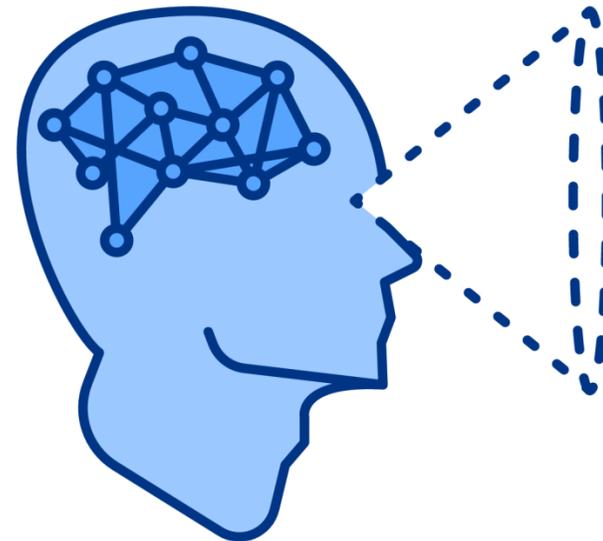
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# The Berkeley Rule

## #5. STANDARDIZE OPERATIONS



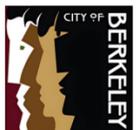
Permitting Alignment



Predictive Management  
&  
Decision Support



Risk-Based Tiering  
Framework



## The Berkeley Rule

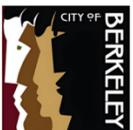
# #5. STANDARDIZE OPERATIONS

## Risk-Based Tiering Framework

**Tier 1: Low-Risk Systems:** AI tools that support internal administrative tasks and do not directly impact the public's rights or safety.

**Tier 2: Medium-Risk Systems:** AI tools that interact with the public in non-critical ways or assist City employees in making decisions with a low-to-moderate impact.

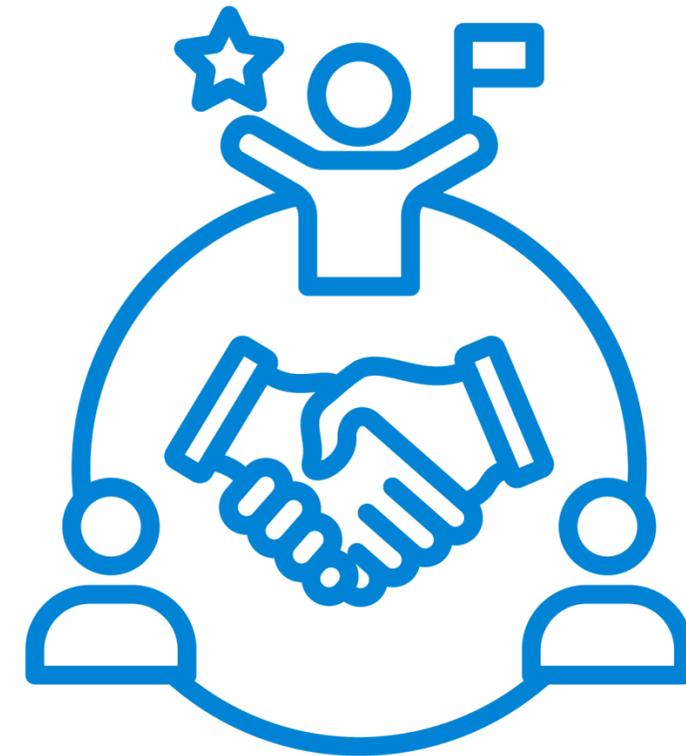
**Tier 3: High-Risk Systems:** AI systems that have a significant direct impact on residents' rights, safety, finances, or access to essential services, or manage critical infrastructure.



## The Berkeley Rule

# #6. CERTIFY ETHICAL USE

Collaborate with independent organizations to establish AI ethics certifications, ensuring fairness, transparency, environmental responsibility, and respect for humanity.



# The Berkeley Rule

## #7. PROTECT AND PREPARE OUR WORKFORCE

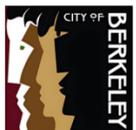


Ensure that City employees grow alongside technological change

Workforce Impact Statements for AI systems

Retraining opportunities

Empowering Existing Workers



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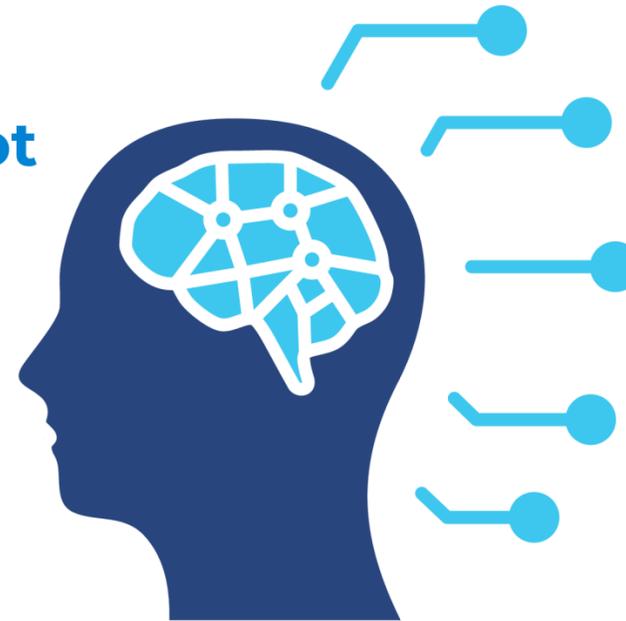
# The Berkeley Rule

## #7. PROTECT AND PREPARE OUR WORKFORCE

Tool for elevating public service careers, not replacement

Retraining and upskilling programs

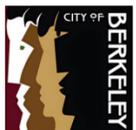
Automate repetitive tasks, freeing up time for public service and creating space for meaningful work



Manage AI Knowledge Hubs



Overseeing Maintenance Systems



# The Berkeley Rule

## #8. DEFEND CIVIL LIBERTIES

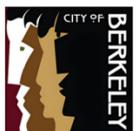
*Advance Liberty & Human Freedom*

Build Community Trust, Protect Privacy & Due Process

No Unchecked Surveillance or Martial Force

Residents Own their Data, Privacy is Assessed, and all Enforcement AI has Human Oversight with Rapid Appeal.

Technology and Freedom Thrive Together



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# The Berkeley Rule

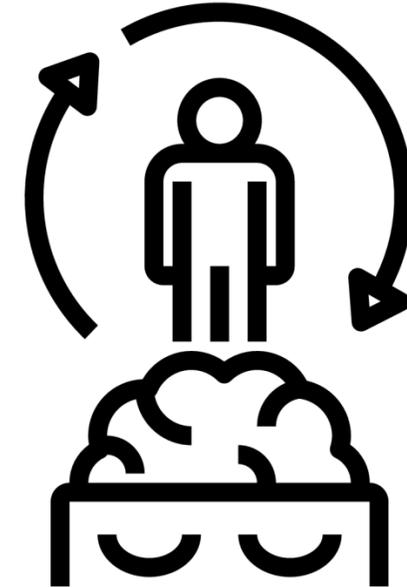
## #8. DEFEND CIVIL LIBERTIES



Privacy Impact Assessment

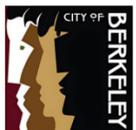


Resident Data Rights Charter



Preserve Human Judgment

The City of Berkeley must safeguard civil liberties by not using facial recognition, biometric surveillance, or real-time tracking, unless approved by the City Council, and then only after a public hearing and clear legal safeguards are in place.



# The Berkeley Rule

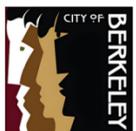
## #9. SOCIAL ADVANCEMENT AND ACCESSIBILITY



**Expand Opportunity and Representation  
Reflect Community Needs**

**Require Equity Risk Evaluations  
Proactively Address Harms and Disparities**

**Built Through Inclusive Design**



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## #9. SOCIAL ADVANCEMENT AND ACCESSIBILITY



Job Training &  
Apprenticeship



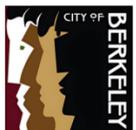
Universal &  
Inclusive Design



Address Health &  
Housing Disparities



Guided Rapid  
Enforcement and Audit



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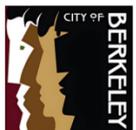
## #10. CATALYZE CIVIC WEALTH

Optimize Non-Regressive Revenue Streams

Spark New Civic Economies  
&  
Municipal Entrepreneurship

Generate Public Wealth

Deliver Material Benefits To All Residents



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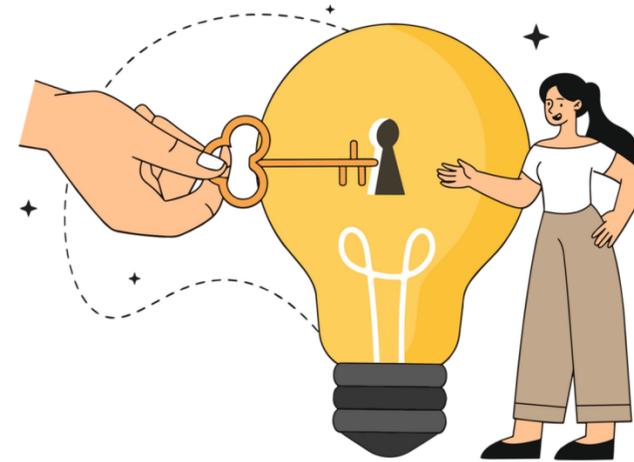
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# The Berkeley Rule

## #10. CATALYZE CIVIC WEALTH



**Optimize City Assets**



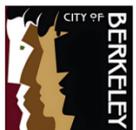
**Predictive Tools for  
Untapped Potential**



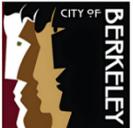
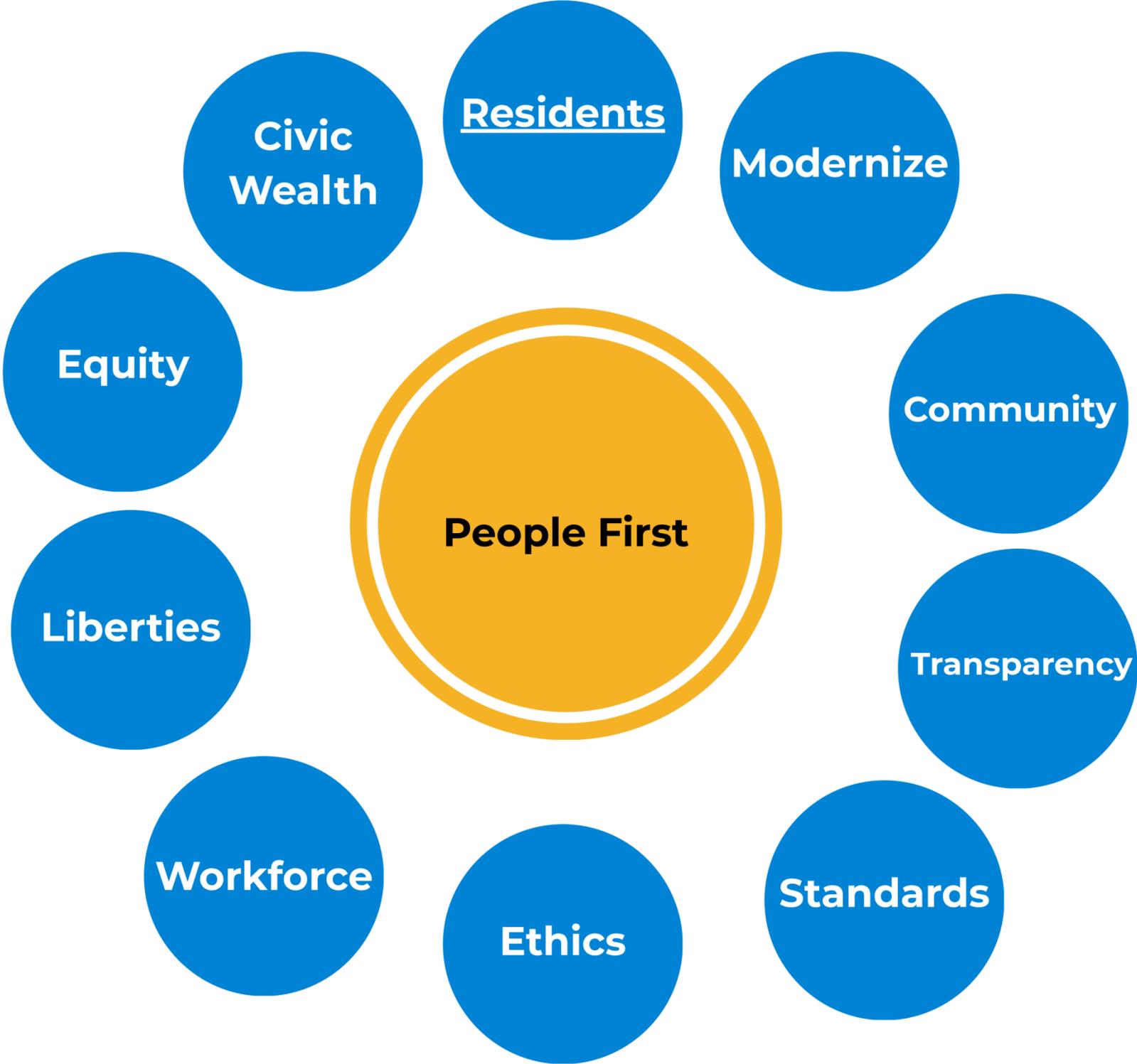
**Shared Revenue,  
Community Funds, Real  
Estate Investment Pools  
Cooperative Digital  
Marketplace**



**New Civic Economies and  
Cooperative Digital  
Marketplace**



# 10 Pillars of The Berkeley Rule



# THANK YOU

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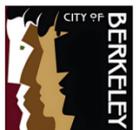
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