



Quick Start Guide for AI in Parks and Recreation

Step 1: Assess Your Department's AI Readiness

- **Review Policies and Procedures:** Update existing policies to align with AI integration, focusing on data governance and privacy.
- **Identify Early Adoption Areas:** Pinpoint functions where AI can have an immediate impact, such as automating routine tasks or enhancing customer interactions.
- **Assess Staff Capabilities:** Determine your team's technical skills to identify training needs.

Step 2: Explore with Small, Impactful Projects

- **Marketing Content Creation:** Use AI to generate engaging marketing materials and social media posts. As an example, check out our marketing [AI case study](#).
- **Program Planning Augmentation:** Use AI to analyze past program performance and predict new programs that will perform well. Use AI to generate program plans and budgets.
- **Customer Service Responses:** Implement AI chatbots to handle common inquiries and reduce response times. Use AI to generate and revise email responses.
- **Data Analysis and Reporting:** Leverage AI for data collection and insights to inform decision-making.

Step 3: Establish Fundamental AI Guidelines

- **Create an AI Use Policy:** Define acceptable AI use and ethical considerations.
- **Set Approval Processes:** Establish procedures for approving AI initiatives.
- **Implement Data Handling Protocols:** Ensure compliance with privacy laws and protect user data.

Step 4: Select the Right AI Tools

There is a plethora of AI Tools available in the marketplace, with more being added every day. The following list is a sample only, it's important to research the market or consult with the AI experts at [GovTech Innovators](#) to assess the available solutions and select the best technology for your department. Examples include:

- **ChatGPT by OpenAI:** AI-powered conversational assistant designed for generating human-like text responses.
 - **Multimodal Abilities:** GPT-4 can handle various inputs, including text and images, making it versatile for content creation, customer service, and ideation.
 - **Customization:** With the "Custom GPTs" feature, users can create tailored AI applications for specific needs.
 - **Content Generation and Analysis:** Great for drafting emails, articles, summaries, and data analysis, plus it has live internet access in the latest versions.



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- **Claude by Anthropic:** AI tool focused on safe, ethical, and high-quality responses, particularly suited for document summarization, complex interactions, and scenarios requiring responsible AI use.
 - Document Processing: Known for summarizing lengthy documents and offering concise insights, ideal for research or administrative tasks.
 - Safe and Ethical Responses: Focuses on maintaining balanced, non-biased, and safe responses, making it suitable for sensitive contexts.
 - Extended Interaction Capability: Handles complex, lengthy conversations better than some competitors.
- **Google Gemini:** Multimodal AI integrated across the Google ecosystem, with capabilities in text, image, and audio processing.
 - Multimodal Integration: Gemini handles text, images, and audio, making it suitable for applications in customer support, real-time translation, and media creation.
 - Google Ecosystem Integration: Embedded within Gmail, Google Docs, and other apps, enhancing collaborative and customer service applications.
- **Perplexity:** Research-focused AI assistant known for its real-time information retrieval and well-sourced responses.
 - Real-Time Information Retrieval: Offers reliable, citation-supported answers from live web data, valuable for research and detailed queries.
 - Concise and Well-Sourced Responses: Links to sources, which is useful for verifying and extending research insights.
- **Grammarly:** Writing assistant that provides grammar, spelling, and style corrections, along with tone adjustment and clarity suggestions.
 - Real-Time Grammar and Style Assistance: Offers excellent grammar and style corrections across browsers and writing platforms.
 - Tone Adjustment and Clarity Suggestions: Tailors language to audience, improving professional and polished writing.
 - Cross-Platform Integration: Functions across web browsers, word processors, and email clients for accessibility.
- **Canva:** Canva's AI-powered design tools help create visually appealing graphics, flyers, and social media content with ease. Utilize features like Magic Resize and AI-generated templates to streamline your design process.
- **Adobe Express:** Offers AI-driven tools for creating stunning visuals, videos, and web pages. Features like content-aware fill and AI-enhanced image editing can save time and improve the quality of your marketing materials.
- **InVideo:** provides robust video creation and editing tools, with a library of customizable templates suited for promotional videos, social media content, and educational materials.
- **Synthesia:** Allows you to create AI-generated videos with virtual presenters. Ideal for instructional content, program overviews, or virtual tours of facilities.
- **Google NotebookLM:** Innovative AI-powered research tool that leverages Google's Gemini model, designed to simplify complex content by offering an interactive and audio-driven learning experience
 - Deep Dive Audio Overview: NotebookLM's standout feature is its two-way AI conversation, where two virtual hosts discuss the content in your uploaded documents, summarizing, connecting ideas, and adding conversational "banter."



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This turns research papers, slides, and documents into podcast-like discussions, making complex information easy to absorb on the go.

- Enhanced Content Understanding: The AI hosts provide an overview that connects themes and insights across multiple documents, helping users see patterns and gain a comprehensive understanding of their sources.

Step 5: Train and Empower Your Team

- Provide AI Training: Educate staff on AI basics to build confidence.
- Teach Prompt Engineering: Train team members to interact effectively with AI tools.
- Establish Best Practices: Develop guidelines for consistent AI use.
- Create Usage Guidelines: Outline protocols for responsible AI usage, including ethics and data handling.

Conclusion and Next Steps

Embarking on your AI journey can significantly enhance your department's operations and services. Begin by assessing your readiness and starting with small projects that offer high impact. Establish clear guidelines and invest in training to ensure a smooth transition.

GovTech Innovators is here to support you with expert training, strategic planning, policy development, and implementation assistance. [Let's get started!](#)