

# Breaking Barriers: 3 AI Use Cases for Inclusive, Accessible Local Government



LOCAL GOVERNMENT  
**HISPANIC  
NETWORK**

LGHN  
Conference  
January 27 – 29, 2025

Mesa Convention Center  
**MESA, ARIZONA**

# Today's Learning Objectives

- **Discover AI's Role in Accessibility and Equity:** Learn how AI helps governments break language barriers, improve access to information, and deliver inclusive services.
- **Explore AI Use Cases for Underserved Communities:** Examine case studies of Wordly, Polimorphic, and Madison AI, transforming government operations to serve marginalized populations.
- **Evaluate AI's Challenges and Opportunities:** Assess AI's potential to empower multilingual and underserved communities while enabling more equitable government services.



# Today's Speakers



**Noel Bernal | Moderator**

Founder, Main Street Public



**Parth Shah**

CEO @ Polimorphic



**Kirk Hendrickson**

COO @ Wordly



**Erica Olsen**

CEO @ Madison AI



Mesa Convention Center **MESA, ARIZONA**



# Madison AI

We build custom LLMs/AI assistants to help government leaders **save 5 hours a week** on tasks they do every day.

## Work Tasks We Accelerate with Public Data & Custom LLMs

	w/Madison AI	Manually
Create a Funding Summary	<b>5 min.</b>	<b>1 hr.</b>
Draft a Staff Report	<b>15 min.</b>	<b>5 hrs.</b>
Prep for Council Meeting	<b>3 min.</b>	<b>30 min.</b>
Respond to a Council Question	<b>10 min.</b>	<b>3 hrs.</b>

# Changing the way multi-language communities communicate with AI



AI Translation & Captions

## Innovative Team

- Founded 2019
- Silicon Valley Headquarters
- Ex Apple, HP, Intel, Nuance, SurveyMonkey

## Robust Technology

- AI-powered
- Cloud Deployment
- Real-time, Simultaneous
- Multiple Patents

## Proven Operation

- 4M+ Users
- 100K+ Sessions
- 600M+ Minutes
- 24/7 Access and 24/7 Support

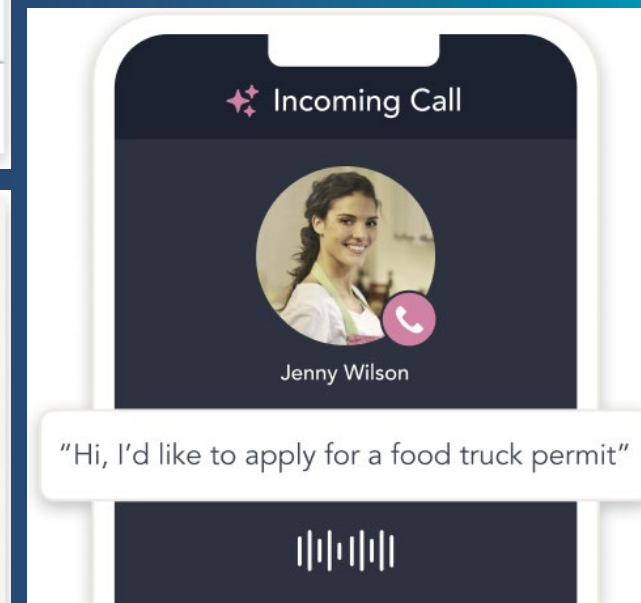
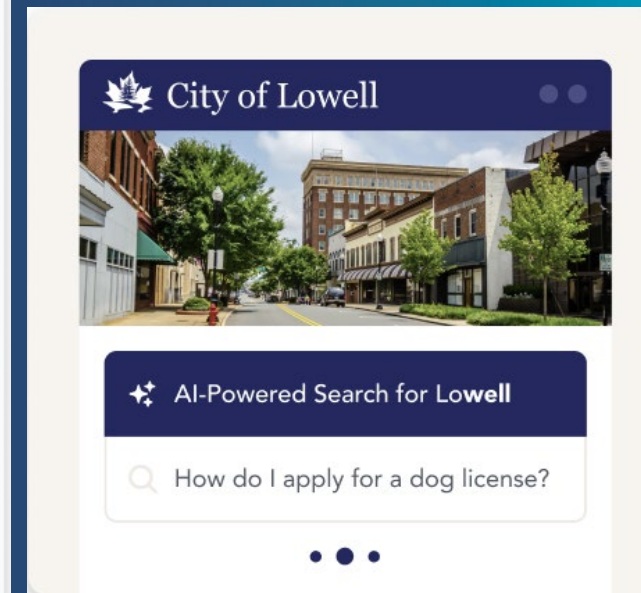
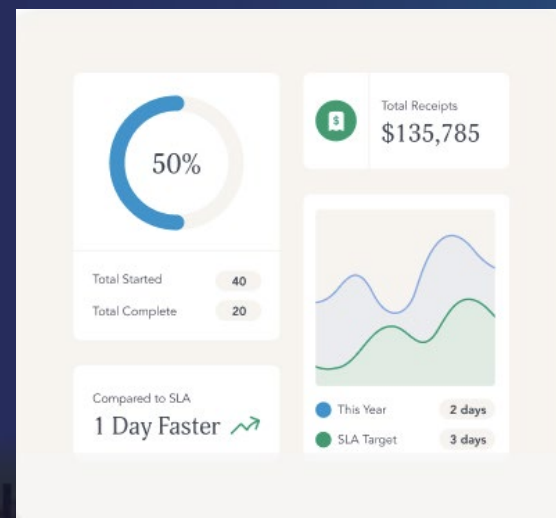
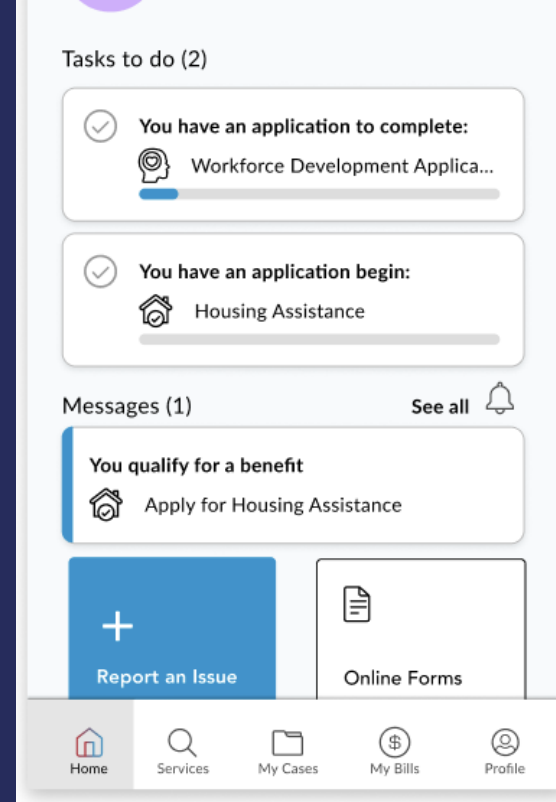
## Global Adoption

- 2,000+ Customers
  - Corporate
  - Association
  - Non-profit
  - Government
  - Education



# Our vision is to help governments provide a delightful customer service experience to their constituents

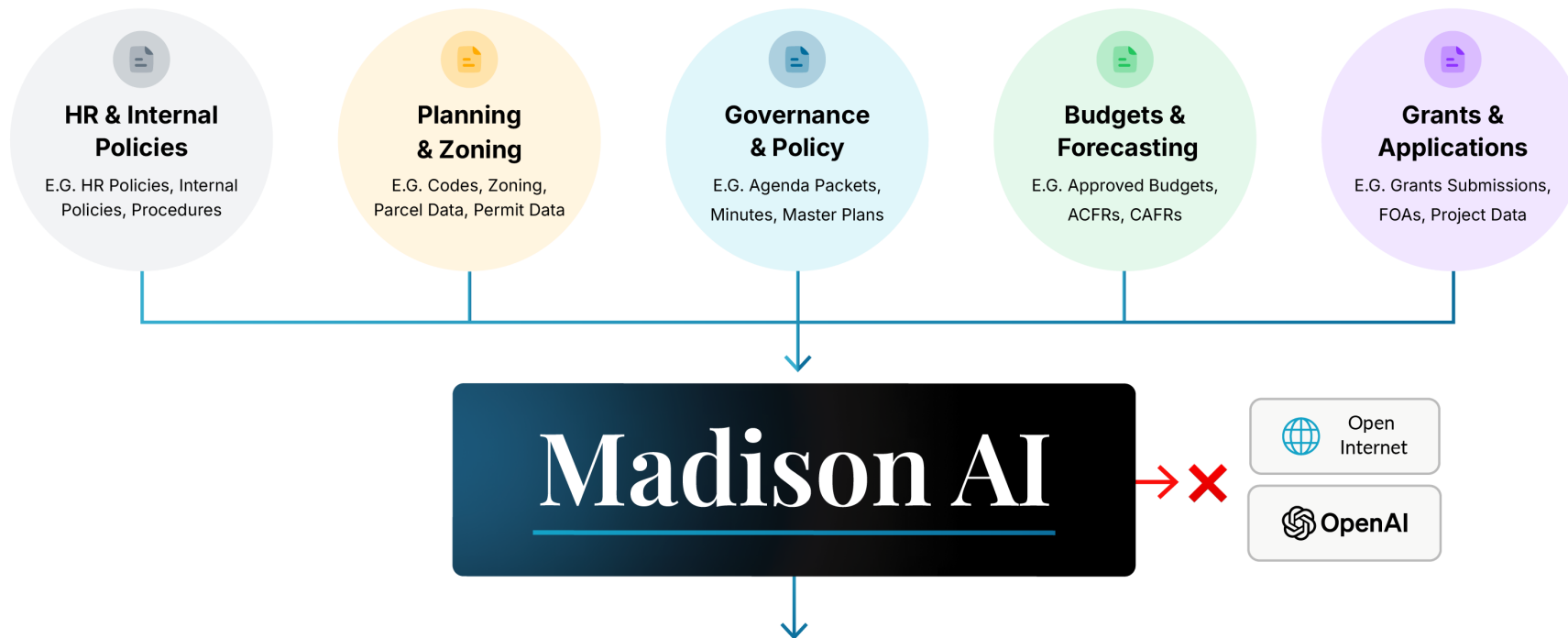
polimorphic



# Madison AI

**Instant Access and Translation of  
Decades of Institutional Knowledge  
for Government Leaders & Staff**

# Custom, Domain Specific LLMs Built from Decades of Your Government's Files



## Built to Accelerate Everyday Tasks for Government

### Research

Previous Council Action  
Zoning & Code Lookup  
Historical Property Search  
Grants Awards and Funding

### Draft

Staff Reports  
Planning Staff Reports  
Board Briefing  
Budget Summaries

### Analyze

Multi-Year Budget Analysis  
Code Discrepancy  
Grant Applications  
Zoning Approvals





# Madison AI

## Washoe Knowledge Assistant

“Recommendation to approve a Cooperative Working and Access Agreement for Ground and Groundwater Tetrachloroethylene (PCE) Remediation between Gould Properties, LLC, Landowner and Washoe County for a term of five years [with an approximate project cost of \$175,000.00] for completion of the Kietzke High-Mass Area Remediation Project.

Washoe County  
powered by [Madison AI](#)

Heyden Enochson  
[Log out](#) | [Support](#)

KNOWLEDGE DOMAIN

Washoe County BCC

+ New session

SESSION HISTORY

Opioid Settlement Staff

Animal Licensing History

Permitting History

Please provide an overvie...

Large Animal Enclosure Re...

Large animal enclosures

Please provide an overvie...

History of the Cares Camp...

COMPLETE\_HISTORY: Care...

How can I help you today?

You are using the Washoe County BCC knowledge domain. [Change](#)

Start typing anything you need

Madison AI can make mistakes. Check important information.

Select a Pre-Built Agent:

Concise Response History of a Topic Code Search & Analysis Anticipated Questions from Electeds

Budget and Financial Information Draft a Briefing

Select a Report Output: Staff Report/Memo

# Making Your Institutional Knowledge Accessible to ALL of your staff.

1

## Historical Information without Historical Language Barriers

Madison AI smashes informational barriers with access to decades of records all instantly translated.

2

## Artificial Intelligence That Supports ALL of Your Staff

The beauty of AI is that workflows can be accelerated in almost any language, supporting ALL of your staff.

3

## Better Understanding Creates Better Engagement

There's a huge emphasis on retaining the staff you have. Supporting their work, culture, and language creates better employee engagement.

# Madison AI

## Institutional Knowledge Made Multi-Lingual

Please provide an overview of the rules and regulations regarding {animal licensing}, including relevant codes, chapters and the specific sections. Be sure to cite the applicable legal references, permit options and requirements, any key provisions, and proposed amendments. Return results in Spanish.

Follow Up – What are the specific requirements for obtaining a variance permit for a larger number of dogs or cats in Washoe County?

Washoe County  
powered by Madison AI

Heyden Enochson  
Log out | Support

KNOWLEDGE DOMAIN

Washoe County BCC

+ New session

SESSION HISTORY

- Please provide an overvie...
- Please provide an overvie...
- Animal Licensing Regulatio...
- Please provide an overvie...
- Please provide an overvie...
- Por favor, proporcione una...
- Por favor, proporcione una...
- "Recommendation to appr...
- Opioid Settlement Staff

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# Key Takeaways

# Madison AI



✓ **مركز ميسا للثقافة والفنون**

مركز ميسا للثقافة والفنون هو مركز ثقافي وفني متعدد الاستخدامات يقع في ميسا، أريزونا. يضم المركز قاعات عرض، مسرح، مكتبة، ومطعم. يهدف المركز إلى تعزيز الثقافة والفنون في المجتمع المحلي وتقديم برامج تعليمية وترفيهية متنوعة.



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# HOLD WORDLY SLIDES

# Two-Way AI Translation For Equitable Community Engagement



Make **Community Meetings**  
More Engaging and Inclusive

An illustration showing four people connected by a dashed blue line to a central icon of a government building. The people are: a woman with a laptop and Mexican flag, a woman with a tablet and French flag, a man with a smartphone and Chinese flag, and a man with a smartphone and American flag. The central icon is a blue building with a red dome. The background is a light blue globe.

**Live Translation**  
**Powered by AI**

Wordly



# Making Today's Meeting More Inclusive & Accessible

Access captions and translation from your phone or computer

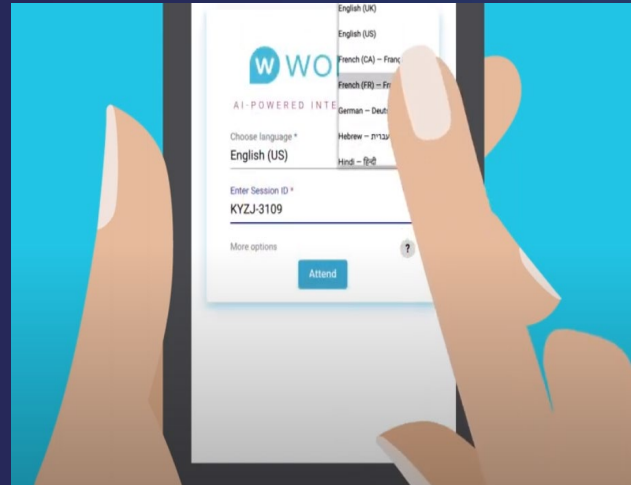
(1A) Open Another Window on Computer

<https://attend.wordly.ai/join/SYFP-4850>

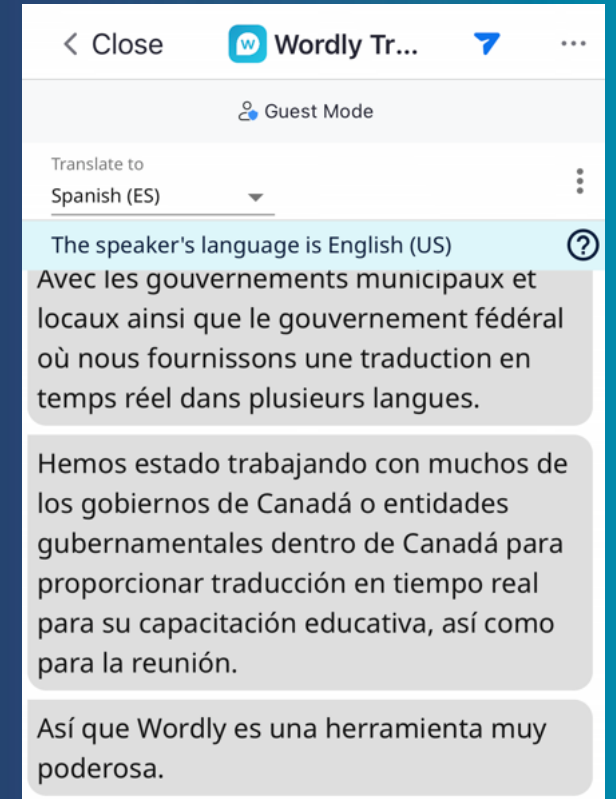
(1B) Scan QR Code on Phone



(2) Select Language

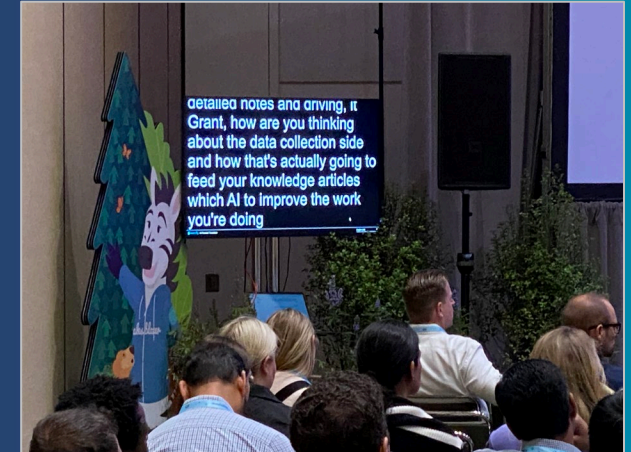
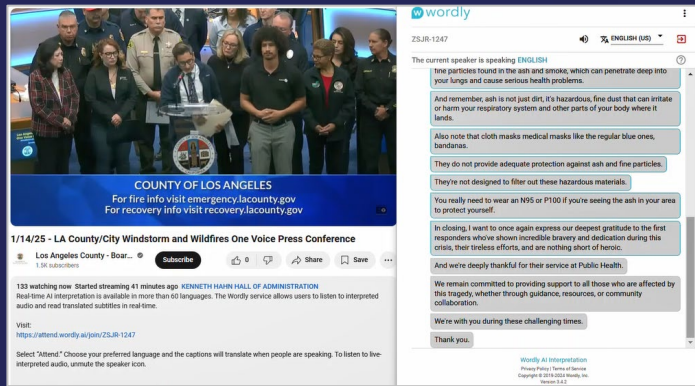


(3) Start Reading Captions



# Wordly in Action

## In-Person + Virtual Government Meetings



### LAUNCHING AUG 2ND

**REAL-TIME TRANSLATION**  
Instantly captures a speaker's comments and translates them to the participant's mobile device via text or audio.

**EASY TO USE**  
Use your personal device to scan the QR code and choose Spanish from the drop-down menu.

**INCREASES ACCESS**  
Breaks down language barriers and increases accessibility for our growing and culturally diverse population.

**NEW AI-POWERED, REAL-TIME TRANSLATION TECHNOLOGY FOR PUBLIC MEETINGS**

Wednesday, August 2  
4:00

**Wordly**  
AI-Powered Translation

### HOW TO USE "WORDLY"

A REAL-TIME LANGUAGE INTERPRETATION TOOL FOR CITY COUNCIL MEETINGS

**OPTION 1:**  
STEP-BY-STEP GUIDE FOR ZOOM USERS

- 1 Go to the City of Modesto's City Council Zoom link: <https://us02web.zoom.us/j/86945970570>  
Passcode: 84326
- 2 After joining the meeting via Zoom:
  - ▶ Select the "LIVE" icon.
  - ▶ Select "View Stream on Custom Live Streaming Service".
- 3 Select your preferred language from the drop-down menu under "Choose Language".
- 4 Select "Attend".
- 5 From the upper right corner, confirm your preferred language for interpretation to use during the live City Council meeting.
- 6 The spoken English language will be interpreted to the language you selected above. Make sure the audio button is on.

*Note: If you are attending the meeting via iPhone or Android, you will need to select "LIVE" to copy the Wordly link, launch your browser and paste the link into your browser.*

## NEW:

### Translation Services for City Council Meetings

Hi!

嗨

Hola!



# The Problem Wordly Solves

Easy and affordable multilingual communication for everyone

## Millions Of Daily Multilingual Meetings & Events

In-person + Virtual  
Community Meetings  
Government Sessions



## Language Barriers Create Large Communication Gaps

Low Engagement  
Limited Inclusivity  
Reduced Accessibility



## Interpreters Not Practical For Most Organizations

Expensive  
Hard to Use  
Not Scalable



**Wordly Solved  
the Problem  
with AI**



- ✓ **Easy to Use**
- ✓ **High Quality**
- ✓ **Affordable**



# The Challenge of Supporting Diverse Communities

Bridging the language barrier

- Over 20% of the U.S. population speaks a language other than English at home -- 25 million Americans do not speak English
- Traditional approaches make it difficult for residents to participate during community meetings & activities in languages other than English
- A diverse community wants to participate and **be heard**



# Bridging the Language Barrier at Modesto, CA



Founded – 1870

Tagline - Water Wealth Contentment Health

Population – 218,000

Location – Central Valley

Awards – Smart 50

## Modesto's challenge

- Significant portion of community speaks Spanish, and many other languages
- 40% of Modesto's population is Hispanic (U.S. Census Bureau) - many only speak Spanish
- Looking for service that allows residents to see / listen to city presentations in other languages at live meetings so everyone can participate
- Diverse community wanted a more consistent solution for the community that was technology based - a lot of other cities using interpreters, and most are only offering on a “request” basis
- Wanted a solution for in-person and virtual meetings via Zoom

# Modesto Solution

## AI-powered translation and captions

- Selected Wordly AI-powered live translation and caption solution
- Spent three months testing and preparing the language access service for public use
- Enables members of community who don't speak English to listen, participate, and engage in city council meetings - in person & Zoom
- Interprets speakers into over 60 languages
- Promotes transparency and engagement between city management and residents
- Accessed through a QR code or website - gives participants the ability to choose their preferred language during the session
- First City in state of California to launch this service
- One of the few cities that offers a hybrid city council meeting option





# Increased Accessibility & Inclusivity for City Meetings

- **Easy Implementation** – no special onsite hardware requirements (e.g., no sound booth, special headsets, etc.)
- **Out-of-the-Box Integration** – Pre-configured Zoom integration for virtual sessions
- **Fast Session Setup** – Only takes a few minutes to set up for each meeting
- **Broad Inclusivity** – Select from over 60 languages with both audio and caption options
- **Increased Accessibility** – Captions provide access for hearing impaired and work as alternative to sign language
- **High Quality** – Custom glossary helps ensure names and other important terms are transcribed correctly
- **Affordable** – One price for captions, subtitles, audio translation, and transcripts – for all languages

Wordly bridges language barriers for 200+ municipalities

## Sample Customers



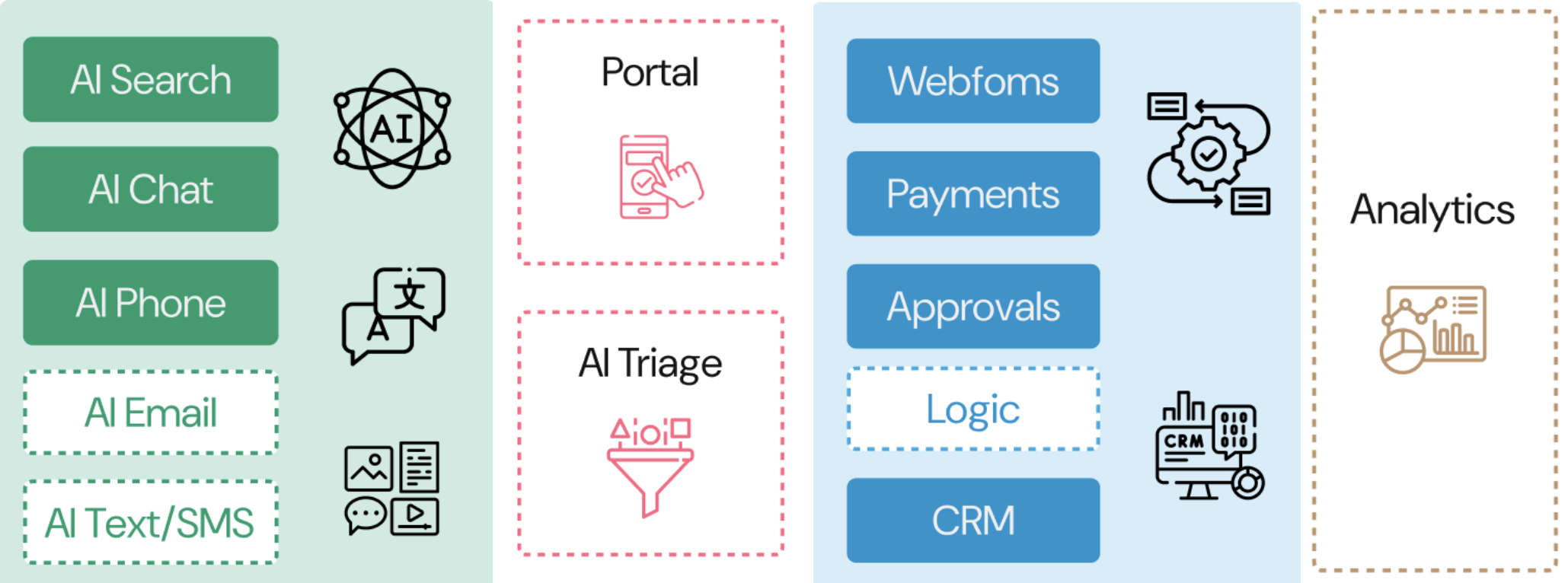




polimorphic

# AI FOR SERVICE-FIRST LOCAL GOVERNMENTS

# Our AI Front Desk



# Our AI Front Desk

Answer Resident Questions

Direct Resident to Staff Workflow

Help Staff Deliver Services

Insights for Decision Making




AI Search

AI Chat

AI Phone

AI Email

AI Text/SMS

Portal



AI Triage





Webfoms

Payments

Approvals

Logic

CRM

Analytics






# Serving Diverse and Underserved Communities

Residents can easily find answers to their questions

- Without needing to go deep into a website or a phone tree
- And in many different languages

Government services accessible 24/7

- Not just during business hours, which can be difficult for those with inflexible working hours

ADA compliant

- PDFs are not accessible!



# Case Study: Rose AI in Pacifica, CA

- Awarded the prestigious Innovation Award from the Municipal Information Systems Association of California (MISAC)
- Designed to understand and respond to queries in everyday language, making City information more accessible to all community members regardless of language proficiency

*"Rose AI not only represents our commitment to innovation and excellence, enhancing service delivery, streamlining processes, increasing productivity, and improving public access to essential yet often complex information. 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

# Case Study: Disaster Response in Palm Beach, FL

- After Hurricane Milton, Palm Beach discovered how essential AI can be during response
- Gets residents immediate answers while freeing staff time
- The AI can be scraped to include the most current information for residents





polimorphic

## **Key Takeaways**

Provide accessible,  
best-in-class  
service to residents

AND

Free up staff time  
for strategic tasks



# PANEL DISCUSSION

**What strategies can local government practitioners use to overcome structural and systemic issues from being integrated in AI applications?**



**How can local governments best prepare for future AI advancements, and what role do partnerships with AI companies play in scaling these solutions?**



**What have you learned from  
working with diverse and  
underserved communities?**





**I envision a future where AI  
helps government...**



# Audience Q&A

# Closing Remarks



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# Thank You Panelists, Attendees and Sponsors

