



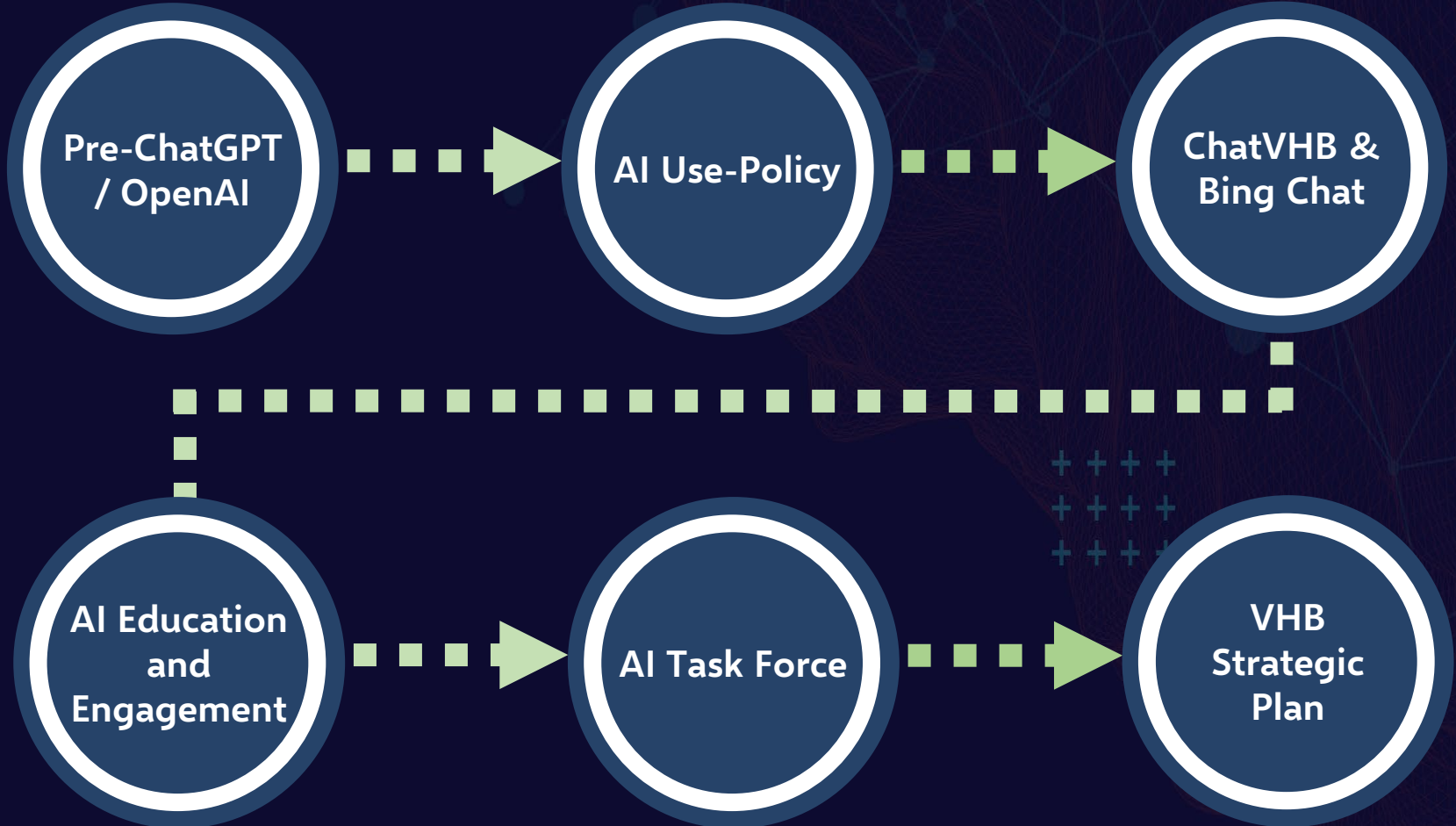
# ACEC Mass Table-Top Workshop

December 6, 2023



# The VHB Journey...

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# VHB's AI Use Policy



- + Accuracy
- + Confidential Information
- + Bias / Discrimination
- + Intellectual Property
- + Risk Management

This policy establishes VHB's guidelines for the responsible use of AI to ensure that we are transparent, ethical, and responsible when using AI, and have mitigated the known risks associated with using AI to the greatest extent possible. By adhering to this policy, we better ensure that our use of AI is aligned with our values and that we continue to provide high-quality, ethical services to our clients while also maintaining the trust and confidence of the broader community.

## VHB Responsible Artificial Intelligence Use Policy

### 1. Introduction

The use of Artificial Intelligence (AI) is rapidly expanding across industries, and VHB recognizes the potential benefits AI poses to our employees, clients, and the broader community. We also need to recognize that there may be significant risks using AI generated content such as the following:

- (1) AI generated content may be or include incorrect, inaccurate, and/or fabricated content;
- (2) Sensitive, proprietary or confidential information entered into open AI tools is likely to be shared with other AI users;
- (3) AI generated content may be biased and/or discriminatory; and
- (4) AI generated content may violate Copyright or other Intellectual Property (IP) rights.

#### Accuracy

One of the most significant issues with AI tools is their tendency to generate incorrect and/or inaccurate content. AI tools are also prone to "hallucinations," including fabricated answers that are wrong, and may contain nonexistent legal or scientific citations. This issue is largely due to the predictive technique of the model and its inability to actually "understand" the content.

#### Sensitive, Proprietary or Confidential Information

There are significant concerns regarding privacy and confidentiality. Any sensitive, proprietary or confidential information used in prompts or questions may be incorporated into responses for other users outside the enterprise. This could include personal or confidential information that has been entered into prompts.

#### Bias & Discrimination

AI tools may produce biased or discriminatory content. For example, OpenAI has also acknowledged bias issues, saying "in some cases ChatGPT refuses outputs that it shouldn't, and in some cases, it doesn't refuse when it should." Despite OpenAI's efforts to minimize bias and discrimination in ChatGPT, known cases of these issues have already occurred, and are likely to persist despite ongoing, active efforts by OpenAI and others to minimize these risks.

#### Intellectual Property (IP) and Copyright Risks

ChatGPT, in particular, and potentially ChatGPT-like services, are trained on a large amount of internet data that may include copyrighted material. As a result, some outputs may violate copyright or IP protections. Several of these issues are now actively being litigated in U.S. court cases. This risk cannot be mitigated through increased transparency since ChatGPT does not provide source references or explain how the output was generated.

#### Policy Goal

...g topic, and VHB is committed to staying up-to-date practices. This policy will be updated as needed to ethical considerations.

...d other parties who use or have access to AI

...e following ways:

...on

...ve, proprietary, or confidential information of VHB, al information or Protected Personal Information . You should assume any content that is shared with ain and disclosed to other users.

...curacies

...ill be shared with clients or other external third l generated content shall be reviewed by qualified that any decisions or recommendations made by AI efore being shared with clients or other external third

...ly discriminate against any individual or group, based ensure that all AI generated content is evaluated for l AI tools that have been trained to mitigate bias and ois that have been designed to be bias-free can e will regularly evaluate AI tools for any new or ess any identified issues.

...gement Risk

...ork, including use for purposes such as criticism, ple copies for classroom use), scholarship, or types of uses, especially when the use is of a

# ChatVHB & Bing Enterprise Chat

In the AEC industry 37%  
of current work tasks  
in the U.S. could be  
automated by AI

Source: Environmental Financial Consulting Group (EFCG)

Microsoft  
inspired  
innovative  
future-ready



# AI Education and Engagement

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- +Internal Open Office Hours
- +Video Podcast / ChatVHB
- +Innovation Ambassadors
- +AI Task Force



# AI Task Force



## + **Internal Committee**

- + Enhanced collaboration
- + Improved performance/experience
- + Support of VHB's hybrid work environment

## + **Client Deliver Committee**

- + Document preparation, review and quality (co-pilot)
- + Traffic impact studies
- + Proposal and scope support



## + **Technology Committee**

- + Autodesk – Deluge
- + Microsoft Co-pilot

# VHB Strategic Plan – Technology



## STRATEGIC IMPERATIVE

Harness the power of data and technology to differentiate our services while fundamentally advancing how we work and the experience we create for our clients.

## STRATEGIC INITIATIVES

**Initiative 1** – Develop a robust and inclusive system to make all our relevant data intuitively accessible to our people.

**Initiative 2** – Develop in-house expertise in a data analytics and artificial intelligence (AI) to offer advanced data-driven solutions to our clients.