Technology Services
Initiative Request Form
FY '23 – '24

Ing sell the process and neededGeneral Information		
Request Name	Artificial Intelligence Cloud Based Software	
Project Owner	Gary Packan	Primary point of contact for the project.
Department	Parks and Recreation	Primary department for managing the project
Citywide Project/Solution	Yes (Citywide)	Yes- this will impact/benefit the city as a whole No- the focus of this project is department specific
Initiative Scope		

Business Impact Rating ** Refer to the Impact Ratings Description at the back of this document.

Very Low ☐   Low ☐   Medium ☐   High ☑   Very High ☐

Solution Summary- *Provide a brief description of the solution being proposed.*

PARD is proposing that the department purchase a cloud-based account with Synthesia AI to use to assist in day to day operations in developing videos for project education, promotion and training.

Problem Description- *What issues are being faced leading to the need for a new solution?*

Parks and Recreation is always working to identify new ways of doing business. The use of AI can assist staff in developing videos to promote projects, training for staff and more. This platform allows for quick changes and update to be made without a complete redevelopment of the video.

Extent Of Use- *Who/where will be impacted by this solution? (Citywide, specific departments, specific locations, etc.)*

Parks and Recreation Administration would like to serve as a pilot program for this effort. Then after a period of time and evaluation, staff can determine this would be a long-term effort that could benefit the entire department and/or organization.

A staff member did purchase an account to try the software for two months and sees how this could be beneficial for the Parks and Recreation and other departments for training and other promotional purposes.

Timeframe
Ideally when should this initiative take place and be completed?
The project could move forward shortly after approval is provided
Are there any known impacts to delaying or deviating from the suggested above time frame or date?
Yes ☐ **No** ☐   *If yes, provide details or supporting documentation.*
Dependencies- *Other projects or initiatives dependent on this initiative*
Not that I am aware of at this time.

Cost and Estimates	
Has any initial scoping work or vendor engagement taken place?	
Yes ☐ **No** ☒ *(Please attach any documents/quotes)*	
Cost Estimates- *Is there a known estimated costs or budget? If yes, how much?*	
One-time Costs	$30 per month for an account but a enterprise account is available
Recurring Annual Costs	See above
Funding- *What is the funding plan for this project?*	
General Fund	

Reference: Impact Ratings

The following ratings are used as guide to define the overall impact rating of the current business problem in the Impact Ratings Section in the Work Request:

Very Low - Minor impact on workload, processes or functionality, for example changes to reporting or primarily aesthetic system functions.

Low - Missing or incorrect functions causing medium or low impact on employee productivity and workload, but no impact on service delivery. Initiatives that are not affecting citizens but do have the potential to improve productivity and ease workload.

Medium - Missing or incorrect functions which are affecting citizens, or causing severe impact on employee productivity and workload. Initiatives that are affecting some citizens with potential to greatly improve employee productivity, ease workload, or enhance the citizen experience.

High - Missing or incorrect functions which critically affect the City's ability to meet statutory requirements or affects a department's ability to provide services. Initiatives that are affecting all citizens/clients or helping to meet statutory requirements, but has the potential to dramatically improve employee productivity, ease workload, or enhance the citizen experience.

Very High - Missing or incorrect functions which are critically affecting all employees, departments or citizens or otherwise immediately affects the City's ability to deliver services to clients and citizens. The impact could affect the City's ability to deliver services or cause severe financial loss.