CITY OF PACIFICA
540 Crespi Drive • Pacifica, California 94044-3422
www.cityofpacifica.org

MAYOR
Sue Vaterlaus
MAYOR PRO TEM
Sue Beckmeyer
COUNCIL
Mary Bier
Tygarjas Bigstyck
Christine Boles

Scenic Pacifica
Incorporated Nov. 22, 1957

PRESS RELEASE
May 10, 2024
Introducing Rose AI, Pacifica's Virtual Assistant

FOR IMMEDIATE RELEASE (Pacifica, CA) — Pacifica proudly introduces **Rose AI**, a groundbreaking Artificial Intelligence "Virtual Assistant" search function, aimed at transforming public access to City information. Developed in collaboration with Polimorphic, provider of AI workflow and Constituent Relationship Management (CRM) solutions for local governments, Rose represents a leap forward in technology-driven public service and is one of the first implementations of its kind in California and first among the cities of San Mateo County.

Rose AI is Pacifica's digital concierge, designed to simplify the search for information about City regulations, services, programs, and more. Unlike conventional keyword-based searches, Rose utilizes Polimorphic AI to understand natural language queries, providing concise and relevant responses. The AI-driven search function draws exclusively from content available on Pacifica's website. This innovative approach aims to improve communication and service delivery between the City and the public and provide equal access to information for all community members, regardless of language proficiency.

"We're excited to introduce Rose AI to our community! Bringing AI into the public search function isn't just about innovation or embracing the future; it's about transforming public access to complex and often confusing information, especially when it comes to government regulations and requirements. We're delighted to enhance public search, making it more accessible, transparent, and efficient to assist Pacifica residents and visitors in navigating city resources with ease and confidence." - Yulia Carter, Assistant City Manager.

The introduction of Rose AI marks a significant milestone in Pacifica's progression towards becoming a smarter, more responsive city. Through the harnessing of AI technology, Pacifica aims to streamline information access and elevate overall service delivery standards. Discover Rose AI and explore this exciting new feature, along with other initiatives www.cityofpacifica.org*.

Staff Contact:
Yulia Carter
Assistant City Manager
650-740-2604
ycarter@pacifica.gov

* **Disclaimer**: *Recognizing Rose AI as an evolving technology and that artificial intelligence and machine learning are rapidly evolving fields of study, we value your understanding and patience as we continue to embrace new advancements for the betterment of our community. Polimorphic and Pacifica are committed to*

enhancing the search engine's capabilities continually. Feedback from users is invaluable to this process and can be provided at www.cityofpacifica.org/AskRose.