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WELCOME TO

Reimagining Outreach: How AI Can Help You Connect, Inform, and Inspire

2026 FSA Conference

Presented by: Kelly Flowers Hass

100% Employee Owned

Kelly Flowers Hass

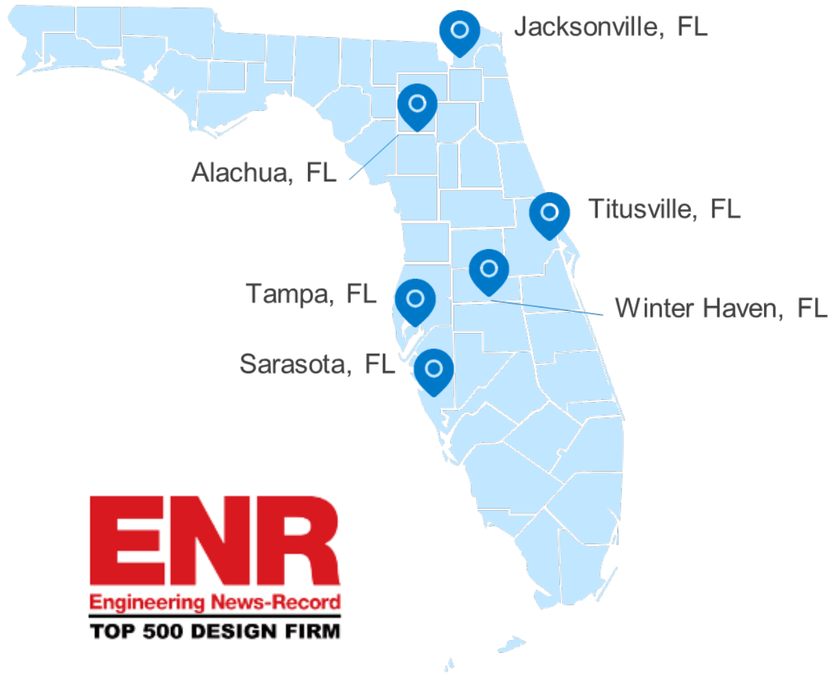
Background

Integrity • Knowledge • Service

52 Years
Established in 1974

100%
Employee Owned

Associates
160+



ENR
Engineering News-Record
TOP 500 DESIGN FIRM

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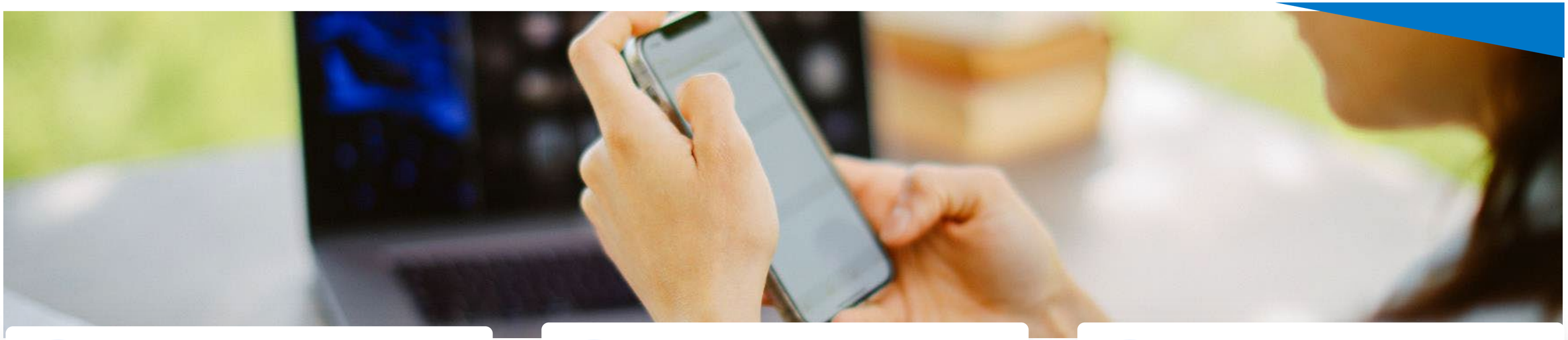
The New Reality: Instant Expectations. Real-Time Response.

Communities expect answers immediately—especially during a storm.



ASSESS
Information is constant

Calls, social media, field reports, sensors

RESPOND
Speed matters

Delayed response = confusion + frustration

ACT
Prioritization is a challenge

What's urgent?

What do we communicate – when?

Real–time awareness

Faster decision-making

Smarter resource deployment

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Goal: Using AI to Connect, Inform, and Inspire

AI Essentials

01

Applications and Prompts

02

Challenges

03

Implementation Strategies

04

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What is Artificial Intelligence (AI)?

Artificial Intelligence (AI) is the simulation of human intelligence in machines, enabling them to analyze information, learn from data, and make decisions.

Think of AI as a smart assistant that automates complex processes, helping people organize data and make faster, more informed decisions.

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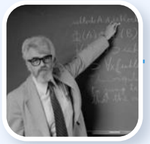
Key Milestones in Artificial Intelligence

1950

Turing Test proposed



1956

Dartmouth Conference: coined "Artificial Intelligence"

1966

ELIZA chatbot created

1984

First AI degree (Edinburgh)

2011

IBM's Watson beats Ken Jennings in Jeopardy

2000s

Growth of machine learning and data-driven approaches fueled by the internet

1997

IBM's Deep Blue defeats Garry Kasparov

2017

Google invents Transformer Architecture

2020

GPT – 3 Released

2022-2026

Explosion of Generative AI

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Capabilities of AI

Visual recognition

Informed
recommendations

Continuous learning
and adaptation

Real-time language
processing

Independent task
execution

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Generative AI

Generative AI can create content such as text, images, or audio by learning from existing information.

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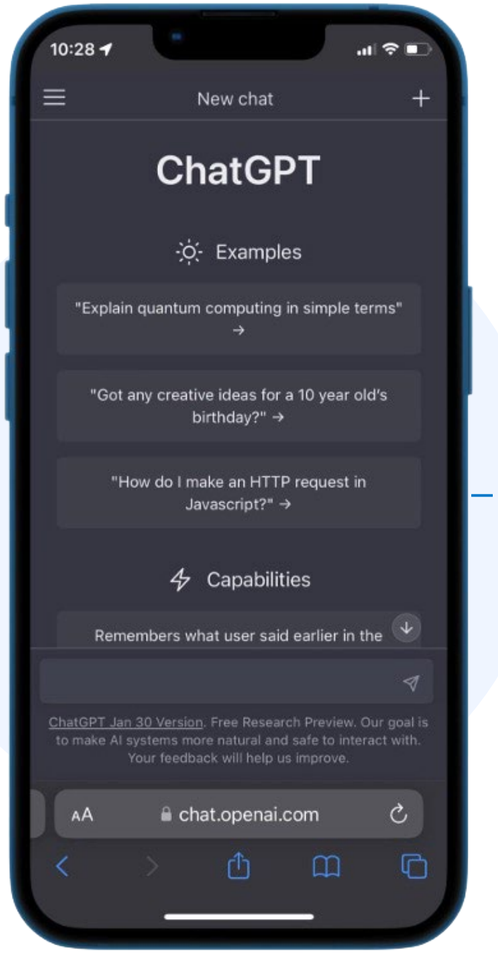
OpenAI’s ChatGPT: From Launch to Transformation



ChatGPT

December 2015

OpenAI was founded

November 2022

ChatGPT Launched

1M Users In 5 Days

January 2023

100 Million Users

Fastest adoption technology in history

August 2025

AI Goes Mainstream

800 Million Users Globally

2026

AI Drives Infrastructure Demand

Energy, Water, and Data Converge

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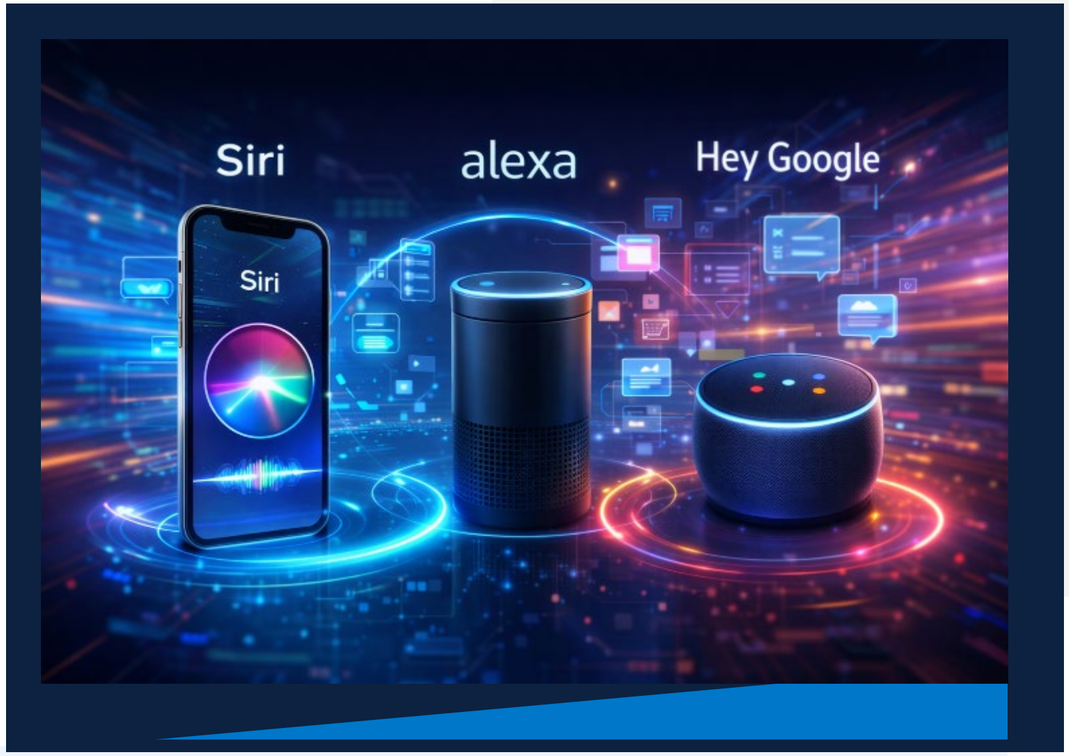
Chatbots: Ladies Rule



Chatbot

An AI-powered assistant that communicates with users in real time by answering questions, providing information, and guiding decisions.

Generative AI

Creates content

Large Language Model

Understand and generates language

Chatbots

Delivers it to people

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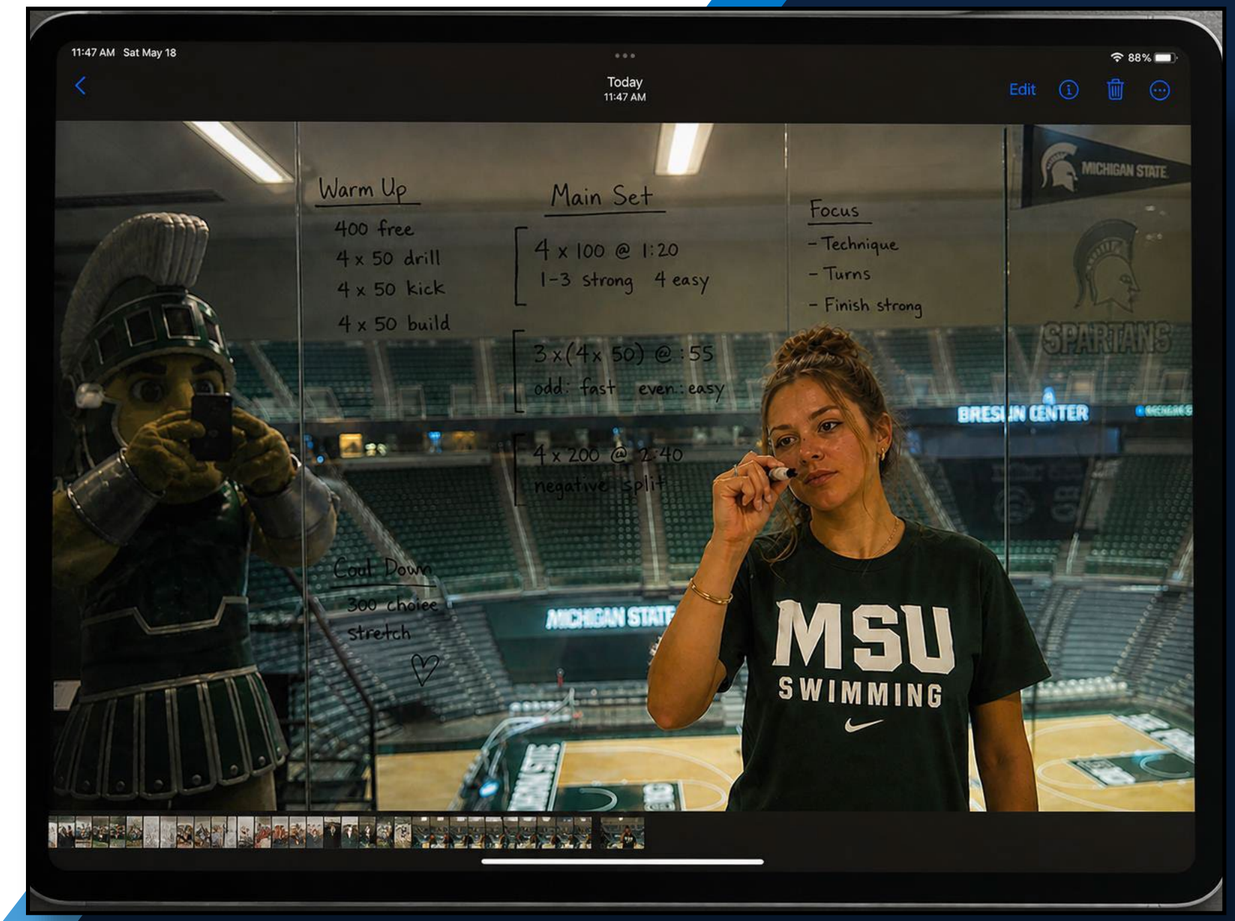
Why Prompting Matters

ChatGPT

Please create a wide image taken with a phone of a glass whiteboard, in a room overlooking the basketball court at the Breslin Center. The field of view shows a woman writing, sporting a t-shirt with a large MSU Swimming logo. The handwriting appears natural and somewhat messy, and we see the photographer, Sparty the Spartan mascot reflected in the glass.

+ ask anything



An **AI prompt** is an instruction or question you give an AI tool to tell it what to do.

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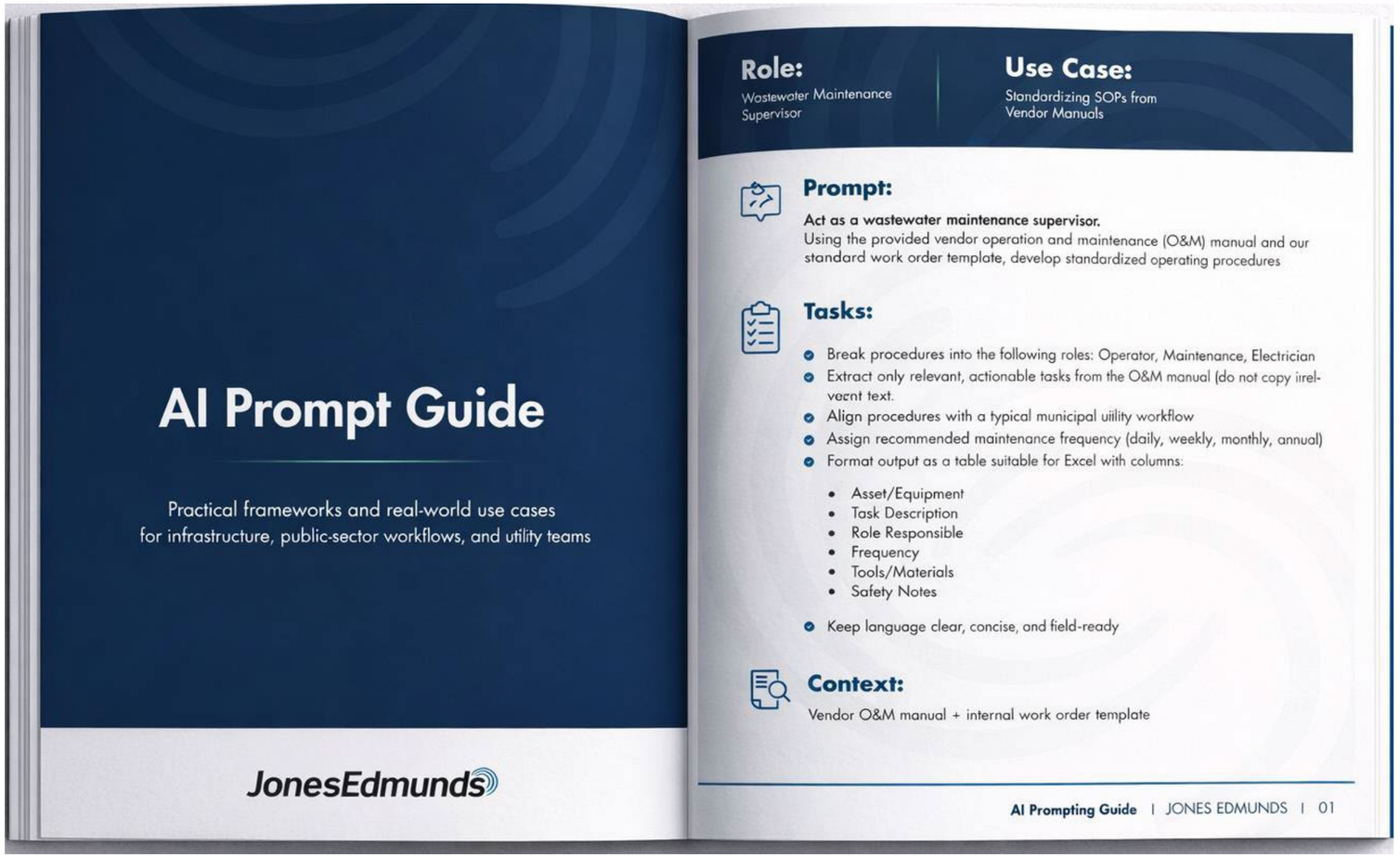
AI Prompt Guide



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AI Strategies

DURING A STORM EVENT

AI-POWERED DETECTION. SMARTER ALERTS. FASTER RESPONSE.

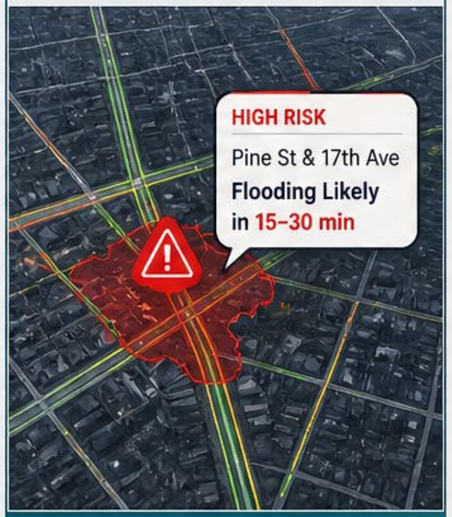
1 RAINFALL SPIKES DETECTED

AI monitors real-time data from sensors and radar.

Multiple sensors confirm rapid increase in rainfall.

2 FLOOD-PRONE INTERSECTION FLAGGED

AI analyzes conditions and identifies high-risk locations.



Predictive models flag areas most likely to flood based on live data.

3 ALERT SENT TO CREWS + PUBLIC

Instant notifications keep everyone informed.

CREWS

High risk: Pine St & 17th Ave. Prepare for possible flooding. Check inlets and staging.

Mobile App | Text / SMS | Email | Radio

PUBLIC ALERT

Heavy rain in your area.
Avoid Pine St & 17th Ave.
Turn around, don't drown.

Stay safe. Stay informed.

Targeted alerts reach the right people, the right way, at the right time.

4 RESPONSE DEPLOYED BEFORE ESCALATION

Crews act quickly to prevent flooding and keep communities safe.

Proactive response prevents escalation and reduces impacts.

OUTCOME:

- Faster decisions when minutes matter
- Reduced flooding and infrastructure impacts
- Safer communities and better public communication
- Smarter operations. Stronger resilience.

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Use Technology to Scale Communication

New technology enhances our ability to communicate more effectively. Examples include:

AI-Assisted Communication

- Translate technical reports into plain language
- Generate outreach materials - Storytelling
- Adapt messages for different audiences

Digital Dashboards

- Real -time infrastructure monitoring
- Public transparency tools

Interactive Maps

- Real -time infrastructure monitoring
- Disaster impact

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Clear Communication for Every Community

What AI Does

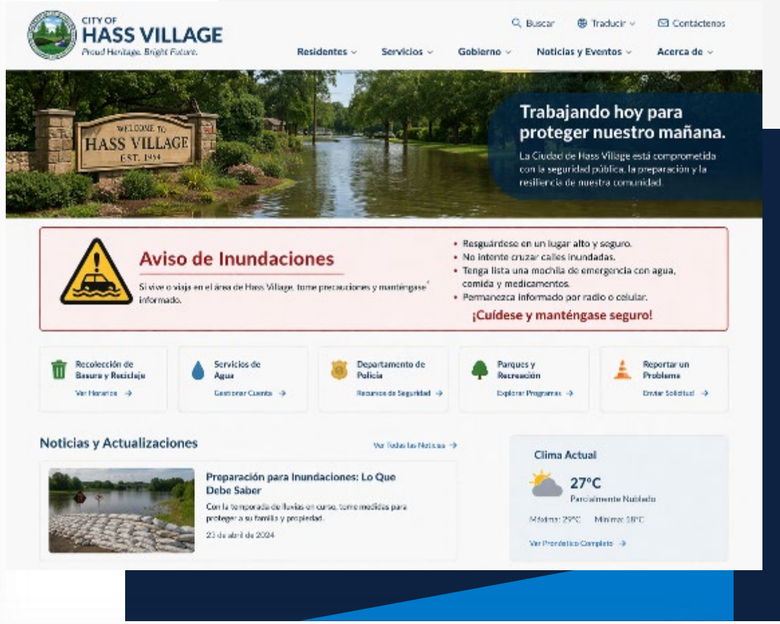
- Translates alerts and notices in seconds
- Translates technical language for the public
- Language translation tools

Why It Matters

- People understand what to do – not just what is happening
- Reduces confusion during emergencies
- Equitable communication across diverse communities

Where It Helps

- Flood warning and road closure updates
- Compliance -related public notices
- Emergency Communication – real-time storm response



Example Prompt

"Rewrite this flood advisory for residents in plain language. Translate into Spanish and Haitian Creole. Keep it under 100 words and include clear actions."

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Real Time Translation: Japan 2026

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Real World Translation: Japan 2026

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Understanding Public Input

Collect

- Surveys
- Meeting notes
- Comments
- Social media

Analyze

- Identify themes
- Concerns
- Sentiments

Act

- Prioritize projects
- Adjust Communication

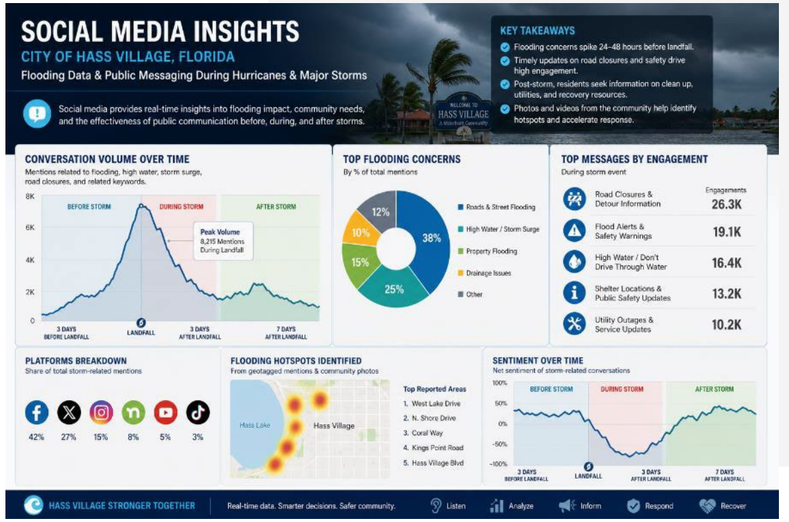
Why It Matters

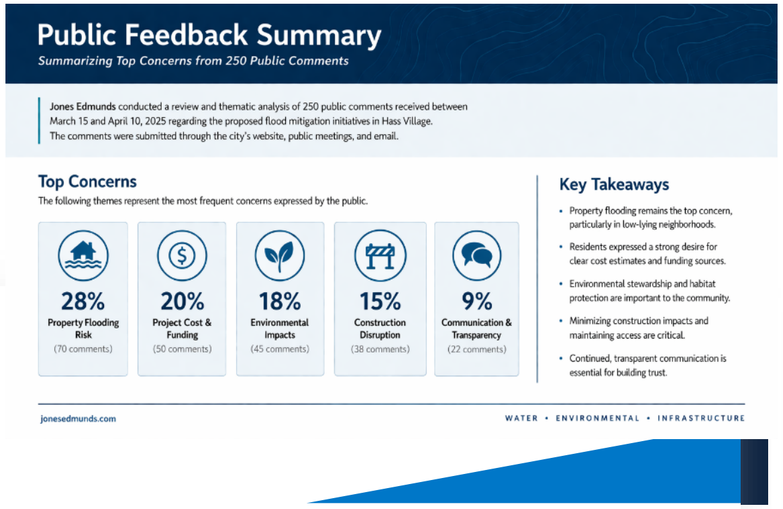
- See what the public cares about
- Catch concerns early (pre -escalation)
- Align projects with community priorities

Example Prompt

“Summarize top concerns from 250 public comments.”

“Identify key themes: flooding, costs, neighborhood impacts.”





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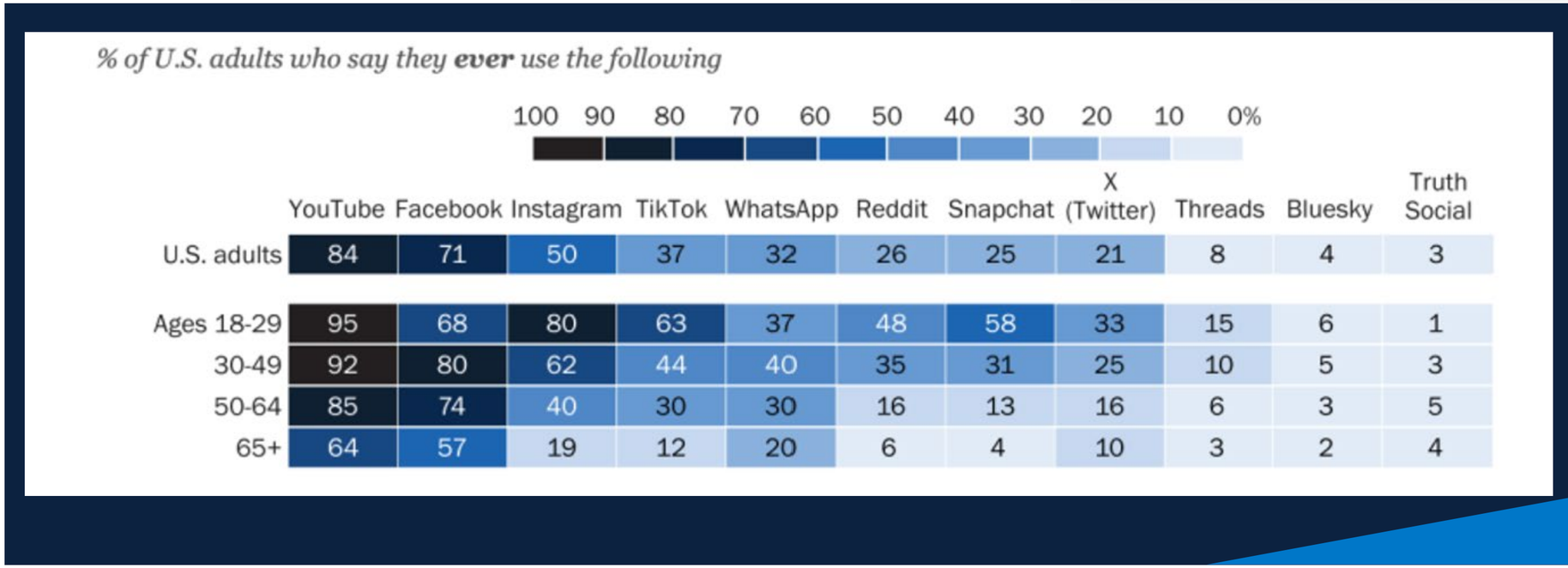
American Social Media Usage

Right message. Right place. Right time.

80%+ use at least one platform

Key Highlights

- YouTube (84%)
  - Largest Reach
- Facebook (70%+)
  - Broad Audience
- Instagram (~50%)
  - High Engagement
- TikTok (~30%+)
  - Fastest-growing



	YouTube	Facebook	Instagram	TikTok	WhatsApp	Reddit	Snapchat	X (Twitter)	Threads	Bluesky	Truth Social
U.S. adults	84	71	50	37	32	26	25	21	8	4	3
Ages 18-29	95	68	80	63	37	48	58	33	15	6	1
30-49	92	80	62	44	40	35	31	25	10	5	3
50-64	85	74	40	30	30	16	13	16	6	3	5
65+	64	57	19	12	20	6	4	10	3	2	4

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During A Storm, This Is Where People Turn

Your Emergency Communication Network.

Behaviors

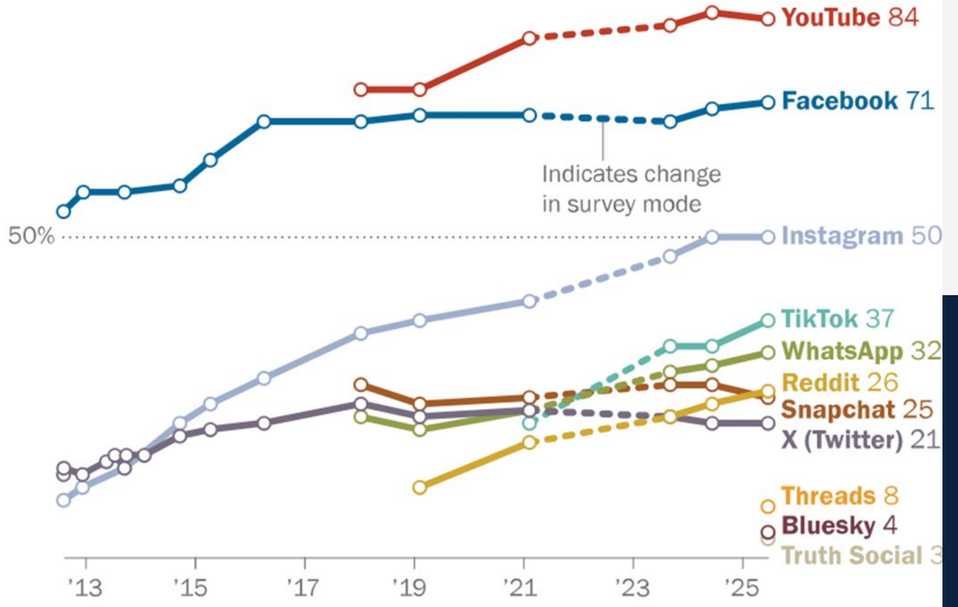
- Users check platforms daily —often multiple times
- Over half get news from social media
- Mobile -first: information consumed in real time

What This Means

- Social media = primary communication channel
- Speed matters—minutes, not hours
- Messages must be clear, visual, and shareable
- One post is not enough—multi-platform delivery is critical

TikTok, Instagram, WhatsApp and Reddit have continued to gain users in recent years

*% of U.S. adults who say they **ever** use the following*



Note: The dotted line indicates a change in mode. Polls from 2012 to 2021 were conducted via phone. In 2023, the poll was conducted via web and mail. In 2024 and 2025, the poll was conducted via web, mail and phone. Refer to the topline for more information on how question wording varied over the years. Not all platforms were asked about in the full 2013-2025 timespan. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Feb. 5-June 18, 2025.
"Americans' Social Media Use 2025"

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Storytelling: Generative AI in Action

Example of generating and editing images using existing models to **more effectively communicate flooding risks**

Example: **Google Street View**

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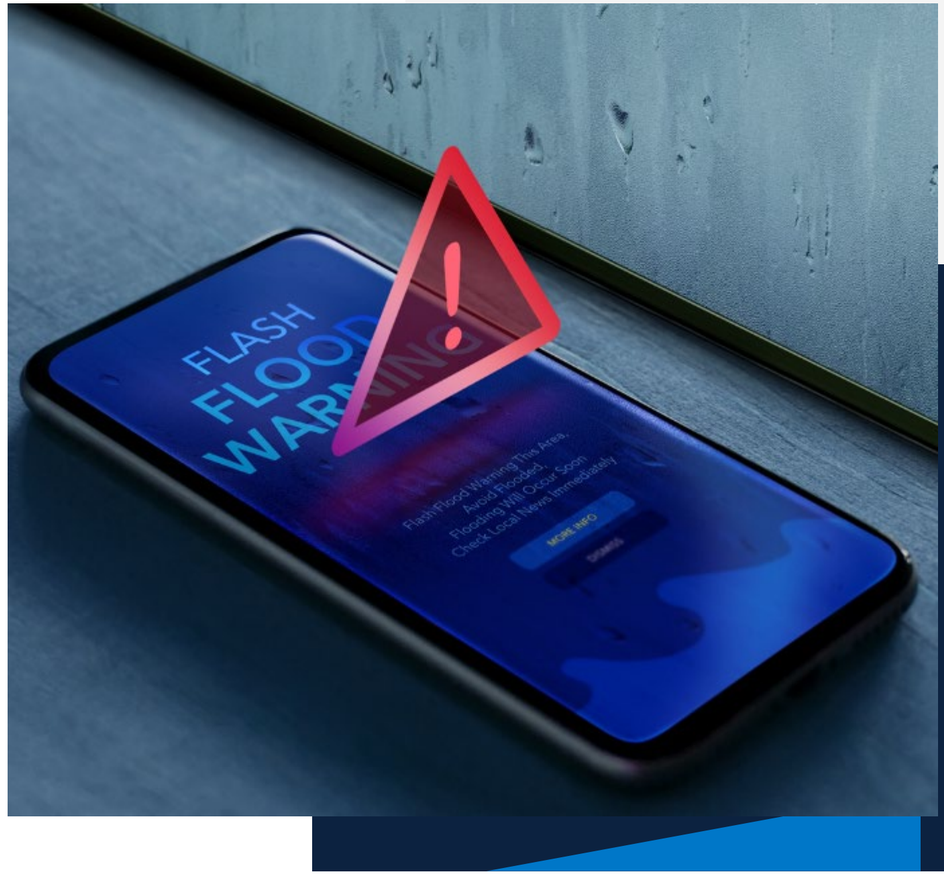
Build Trust Before, During, and After the Storm

01 Stormwater decisions impact people in real time.

02 **Professional communication should emphasize:**

- Understandable
- Transparent
- Credible
- Engaged

03 Trust improves when technical experts **communicate clearly**, **consistently**, and **honestly**, especially **when conditions are changing.**



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AI Assisted Grant Strategy

Why It Matters

- Increases likelihood of funding awards
- Reduces time spent rewriting applications
- Aligns projects to scoring criteria
- Helps smaller communities complete

Purpose

- **ALIGN**
  Match projects to funding priorities
- **STRENGTHEN**
  Translate technical benefits into a fundable outcome
- **COMPETE**
  Position projects to score higher and stand out

Example Prompt

"Evaluate this stormwater project against FEMA BRIC and Resilient Florida scoring criteria. Identify gaps and suggest improvements."

"Rewrite this project description to emphasize flood reduction, nutrient removal, resilience, and community benefit for grant scoring."

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Comparison of Language: Before AI and After Grant Application

Before (Engineer language):
“ Stormwater improvements to reduce runoff and improve conveyance.”

After (Fundable language):
“Reduces flood risk for 250 homes, improves downstream water quality, and enhances community resilience to extreme rainfall events.”

From Chaos to Clarity: AI in Storm Response

Scenario Modeling and Disaster Simulations

Creating a digital twin for a cybersecurity attack.

Timely and Accurate Updates

Automated alerts for road closures, power lines down, boil water notices

Prioritize What Matters Most

Prioritizing flooded intersections, lift stations, and outages

Build Trust

Live updates with maps, timelines, and next steps

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Challenges of AI

07 **Staff Training** and Change Management

01 **Bias and Ethical** Concerns

06 **Accuracy** of Information

02 **Computational** and Environmental Costs

05 **Data Security** and Privacy

03 **Regulation** and Compliance

04 **Manage Integration** into Existing Workflows

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Public Outreach + AI Implementation Tips

Start with a Clear, High Impact Outreach Need

- Small focused pilot projects (Public Meeting Summaries, FAQs)
- Identify communication gaps early (misinformation, confusion, low engagement)
- Focus on use cases that improve trust and participation

Educate with Purpose

- Align AI with community goal and project outcomes
- Train teams to translate technical information into cleat public facing language
- Stay adaptable technology innovation evole quickly

Engage Workforce Early

- Communicate how AI supports– not replaces – public engagement
- Build internal champions
- Involve staff in message development, review and quality control

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Let’s Continue The Conversation

100% Employee Owned

2:17 AM

A storm system has stalled over your community.

Rainfall is coming down faster than expected.

Your gauges are lighting up.

Calls are starting to come in.

There's a low-lying intersection—you already know it's a problem spot.

But now the questions start:

- Is it already flooding?
- How bad will it get?
- Do we alert the public now—or wait for confirmation?
- Where do we send crews first?

Meanwhile...

Residents are posting on social media.

Your team is working hard—but the information is coming in faster than it can be processed.

And here's the reality...

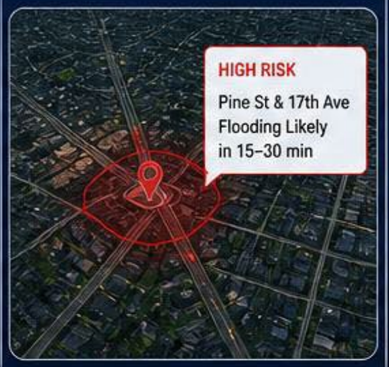
You don't have a data problem. | You don't have a capability problem.

You have a time problem.

What if—within minutes—

Rainfall spikes were automatically flagged

That intersection was identified as high-risk



Crews were alerted before the first call came in

And the public received a clear, accurate message—right away

That's the shift we're talking about today.

Not replacing engineers.
Not replacing judgment.

But helping you:

CONNECT with your community clearly

INFORM decisions with real-time insight

INSPIRE action—whether that's response or funding

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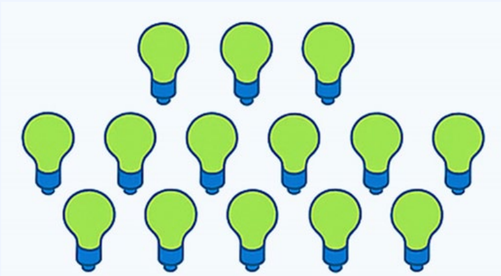
How AI Interacts With Power: Search Footprint

A **100-word** email generated by an AI chatbot using GPT-4

Requires **0.14 kilowatt - hours (kWh)** of electricity



This is equal to powering **14 LED** light bulbs for **1 hour**

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