The Digital County – An event by Advancing AI Wisconsin and the Wisconsin Counties' Association, powered by Kinnektor

Invitation to Wisconsin Municipalities to join Counties and reimagine how they can serve their communities

Counties and Municipalities provide a wide range of services, from Health Services to Economic Support, from Public Safety to Courts, from Road Maintenance to Parks and Recreation, to name only a few. In providing these services, they are continuously looking for opportunities to enhance the service experience for their constituents, while at the same time being a good steward of public resources.

A new wave of potential enhancement opportunities are created through disruptive technologies such as Artificial Intelligence, Blockchain and the Internet of Things. To many of us these words don't have a deep meaning yet, but more and more people are beginning to understand just how profound the changes will be that are coming our way.

Led by a grassroots collaborative with the mission to build awareness around these technologies (Advancing AI Wisconsin - AAIW) and the Wisconsin Counties Association, a group of Wisconsin Counties decided to take a proactive approach and reimagine how they can provide services to their constituents, become more efficient and accessible, and create the infrastructure needed to support this change.

"The idea was born in a conversation with Brown County Executive Troy Streckenbach", says Oliver Buechse, one of the co-founders of AAIW. "I was sharing our message about the need for Wisconsin to get into the game, and Troy asked – what can I do to help? After 30 minutes of brainstorming, the idea of 'The Digital County' was born." Streckenbach adds "I realized that there is a wave of change coming our way. We can either just look at our current problems and risk getting hit by that wave, or we can spend a little time and money to figure out how to ride the wave. I shared the idea with my fellow County Executives and Administrators across the State and many have come on board."

The Digital County is one of several efforts being championed by AAIW. "We are trying to spark the dialogue about the impact of disruption" says Buechse. "If you take many little sparks and bundle them, you have a signal fire that allows others to see that something is happening. We don't have to wait until someone in Silicon Valley or Boston figures this out. We can be thought leaders right here in Wisconsin. And we want to invite others to join the conversation."

So. what exactly is going to happen?

In late July through mid-August a series of one day symposia will be held in Cedarburg, Green Bay, and Eau Claire to bring together County representatives, Community stakeholders, and renowned technology leaders from Wisconsin and beyond to identify the most impactful and most realistic opportunities to drive change. Specific use cases have been identified to be tackled. Ozaukee County Executive Jason Dzwinel explains: "As counties we are ensuring Public Safety, providing Health and Human Services, Parks and Recreation, create and maintain infrastructure, etc. There are so many potential fields to apply technology to, that we needed to narrow down the scope. We are not just looking for obvious solutions. We are also open to revolutionary thinking."

The event details are as follows:

- July 20th, 9 am – 5 pm, Artificial Intelligence: use cases include 911 Optimization, Jail Exit Guidance, Application for Economic Support, Child Support Case Management, and Emergency Medical Detentions
    - **Chippewa Valley Technical College**, 620 W Clairemont Ave, Eau Claire , WI 54701

- August 3rd, 9 am – 5 pm, Internet of Things and AI: use cases include Optimized Sheriff's Patrol, Drones in Public Safety, Sensor based Winter Maintenance, Senor based Road Maintenance, Distributed Sensor Network
    - **Brown County Library**, 515 Pine Street Green Bay, WI 54301

- August 15th, 9 am - 5 pm, Blockchain and AI: use cases include Child Protective Services, Alternative Courts, Access to Publi Information, Secure Information Profile, and Evidence Tracking
    - **Ozaukee Pavilion,** W67N866 Washington Ave, Cedarburg , WI 53012

Among the supporters of these events is Kathryn Schauf, Eau Claire County Administrator. "The opportunity to bring this type of dialogue to our region was immediately attractive to me. It only took one call and our friends at Chippewa Valley Technical College were on board and offered the use of their facility. We appreciate the inclusive approach of this effort across the State and believe that all regions can make very substantive contributions."

How can Municipalities participate?

There are several ways for Municipalities (and their partners and guests) to participate.

1. Individual participation: Any Municipal employee, specifically those with the knowledge, expertise, and passion for the use cases we are tackling, can register for one or several events. There is a small fee of $50 to cover food and beverage and event logistics.

   Register at aaiw.kinnektor.com and enter code MUNI50

2. Join as a sponsor: Some Counties are expressing their support for this effort in the form of a sponsorship. We are opening this option for Municipalities as well. There are three levels available from $1000 to $5000. A sponsorship ensures that the sponsor will be credited as being part of the Digital County collaboration. It also provides a substantial number of employees or guests (15-50 based on the sponsorship) with free access to the events. Sponsors will receive a specific code for free access and can share it with those employees, partners or guests who are passionate about attending.
   For more information please contact Oliver Buechse at oliver@mystrategysource.com

3. Technology Experts: One of our key objectives is to initiate the dialogue between County and Municipal Experts and Technology Experts. If you are a technology expert, whether you work

for the County or not, and would like to contribute to the event, please contact our expert coordinator, Alberta Tete-Lartey (atetelartey@gmail.com) and she will explore collaboration options with you.

So why should Municipalities participate?

Everyone is busy. We get that. And being so busy could easily be used as a reason to pass on this opportunity. But the future of disruptive technologies is headed our way at a tremendous pace and with very significant implications for all of us. The Digital County events are a great opportunity to not only get smart and hear from renowned experts about what these technologies are and how they can be used, but also to roll up the sleeves and become part of a collaborative effort to creatively solve some of today's pressing challenges for Municipalities (see list of use cases under the event description above).

The event series is a chance to have your personal "digital awakening" and help us send a signal throughout Wisconsin and beyond that innovative thinking lives here and that we will put it to good use.

If you still have questions or need assistance in convincing your Board to be supportive, feel free to contact us at oliver@mystrategysource.com

We look forward to welcoming you at the events