GRANICUS

Dear Oak Park Team,

We truly appreciate the thoughtful care your team brings to decisions that impact residents, and we share the same commitment to ensuring every tool we introduce strengthens the Village's values and service experience. Our goal is to support the work you're already doing and to make sure staff and residents alike feel the benefits of a more accessible, responsive digital environment. With that in mind, we've put together the following clarifications to help us stay aligned, answer outstanding questions, and continue moving forward collaboratively as one team supporting the Oak Park community.

Proof of Value:

Adoption and performance:
GXA is already being deployed in more than twenty cities and counties across the United States and the United Kingdom. In structured testing, an optimized instance consistently answers at least 85 - 90 percent of real staff and resident questions using authoritative information sources. These sources come directly from the agency's own content, which Granicus helps refine during onboarding.

GXA also comes with an analytics interface that helps your agency see what questions are coming in that GXA has no answer to today, which will give your staff an indication about what content is currently missing from your site that should be added to increase clarity and completeness. You will also see the feedback provided from your community about the answers provided, for additional insight on their perception of value.

Accessibility and reach:
GXA understands and responds in 75 languages and operates on a 24/7 basis. That makes core services more accessible to residents who may not have availability to stop by or call during business hours, may not speak English fluently, or may prefer self service. None of this service level improvement takes options away from those who may have the preference and availability to interact with staff during business hours.

Content quality improvements:
A major outcome of the onboarding process is focused on identifying gaps, inconsistencies, or missing information that currently prevent residents from getting answers on any channel. Fixing those issues benefits everyone. Updated content strengthens the native website search, supports clearer staff responses, and improves how external AI systems like ChatGPT or Copilot interpret your site (as all of these AI tools will leverage your web content). Measurably improving your core source of truth provides measurable value to the community, and our services to guide that process are included with GXA.

Local control and accountability:
Your staff maintains full control over when GXA goes live. You decide when the system meets your standard for addressing resident questions and when it is ready for the public. The go-live decision is not made by the Granicus; it is made by your team based on evidence.

How Granicus will demonstrate proof of value:
The value of GXA will be visible in adoption, measurable in accuracy, and reinforced by improvements to the agency's own information ecosystem. Unlike a lot of AI tools on the market, GXA and our processes used to implement it are transparent and traceable so that our platform will be a tool that your staff can verify, refine, and launch on your terms.

CROP goal EN04: "Invest in socially and environmentally responsible IT technology."

We appreciate your community's concerns about potential environmental impact and support the Village's EN04 commitment. Here are a few clarifications we'd like to provide related to the points raised:

AI Training Concerns
It is true that training AI models can consume large amounts of energy and water. However, GXA uses a model that has already been trained (those environmental costs are already sunk). The Village would benefit from GXA leveraging the power of the pre-trained model, which GXA would connect to the Village's own data. The LLM is used to understand the intent of the user's question and provide language fluency. Your data would be used to source the answer. This process of inference uses a fraction of the energy required for training and is comparable to any other cloud-based software the Village already relies on. Note that your data would not be accessible by the LLM provider to do future training, given how GXA is architected.

Solution Efficiency
The model powering GXA, Claude Sonnet 4.5, was built for specifically focusing on efficiency. Anthropic designed this model family to deliver strong performance without the high compute needs of larger systems. In practice, that means the environmental footprint from your use of GXA would be small.

GXA can also reduce the Village's overall digital impact. When residents get reliable answers in one place, it reduces email traffic, form submissions, duplicate requests, and call transfers, all of which carry their own carbon and operational costs. It can also prevent people from having to drive to your Village locations by enabling digital self-service. Additionally, consolidating routine interactions into a single, accurate, approachable digital front door is often more efficient than spreading that volume across multiple systems.

The cloud infrastructure behind GXA also matters. GXA is hosted in AWS, which has made public commitments to reducing its environmental impact and continues to make progress toward net-zero carbon by 2040, water positive by 2030, and reducing waste. According to their published documentation, by using shared infrastructure hosted by AWS, organizations can see up 4.1 times more energy efficient than using their own on-premises infrastructure. More information on AWS's sustainability can be found here: [Sustainable Cloud Computing | Amazon Web Services](#)

Putting this together, GXA aligns with EN04 by using lightweight cloud technology that minimizes environmental cost while improving access for residents. The Village benefits from modern infrastructure without taking on the footprint associated with training or maintaining large AI systems.

Board Values: Inclusive and Integrated Community

The goal of GXA is not to replace people or push residents further away. Our goal with GXA is to make it easier for everyone in your community to get clear, accurate answers when they need them, in the way and time that works best for them. GXA does not reduce options for human interaction. Staff remain fully available, exactly as they are today. The chatbot simply handles routine questions, so residents do not have to wait for help, and so staff have more time for the conversations that truly need a human touch.

For many people, GXA actually improves inclusion. It is available around the clock, which helps residents who work non-standard hours, care for family members, or cannot easily get to Village Hall due to mobility or transportation constraints. It supports conversation in 75 languages, making it easier for people who are more comfortable asking questions in their own words. It is also designed to provide answers at a middle school reading level, making sometimes complex government language easier to navigate and understand. And for those who simply prefer digital self-service options, it can provide options that are more convenient and comfortable than making a phone call. The tool also reduces barriers for people who find government websites hard to navigate. Instead of clicking through many pages, they can simply ask a question in plain language and get what they need.

Other communities have found that tools like this increase engagement, especially for younger residents, residents with disabilities, and those who prefer digital communication. It gives them an additional doorway in, and one that complements (rather than replaces) existing ways of interacting with staff. It can also help reduce wait times for those who need to show up in person or call in to receive help because others who prefer to use a self-service digital option have an effective way to exercise their preference.

At its core, GXA supports the Village's values of being inclusive and integrated. It broadens access to accurate information for everyone, not just the people with time, transportation, or confidence navigating government systems.

We appreciate the opportunity to walk through these points together and remain fully committed to supporting the Village in a way that reflects Oak Park's values and priorities. We're here as a partner every step of the way and look forward to continuing this work together.

Sincerely,

Kim Steelman

Account Executive