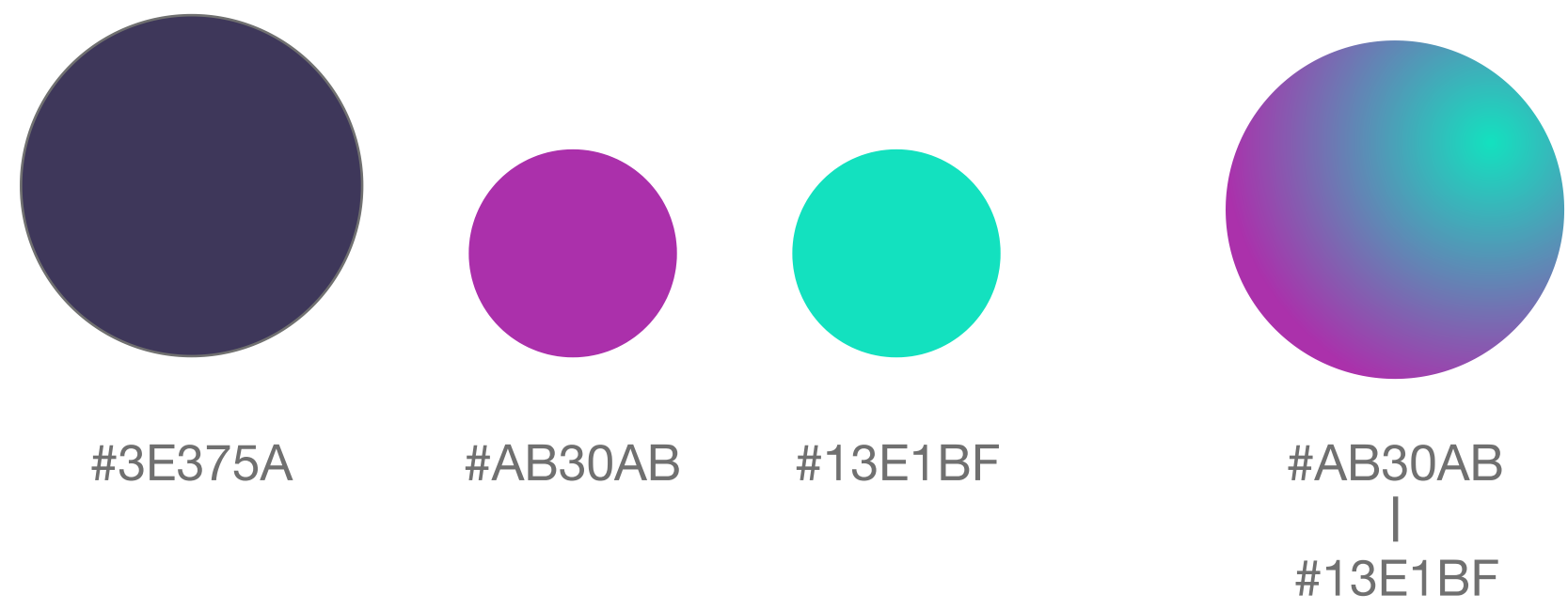


# Design Guideline

## Color Palette



## Typography

Primary Typeface  
**Merriweather**

Secondary Typeface  
**Helvetica**

## Text Hierachy

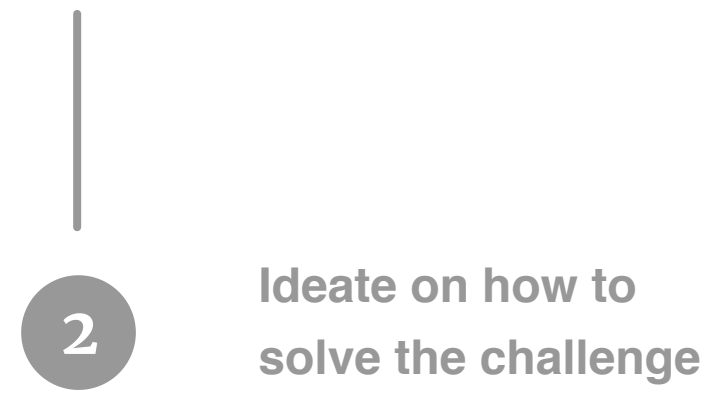
Head1	Merriweather Bold 48pt	Paragraph	Helvetica Regular 18pt
Head2	Merriweather Bold 32pt	Paragraph-2	Helvetica Regular 16pt
Head3	Helvetica Bold 24pt	Paragraph-3	Helvetica Regular 14pt
Head4	Helvetica Regular 20pt		

## Buttons

Button-1-default	Button-1-hover
Button-2-default	Button-2-hover
Submit-Button-default	Submit-Button-hover

## Other Elements

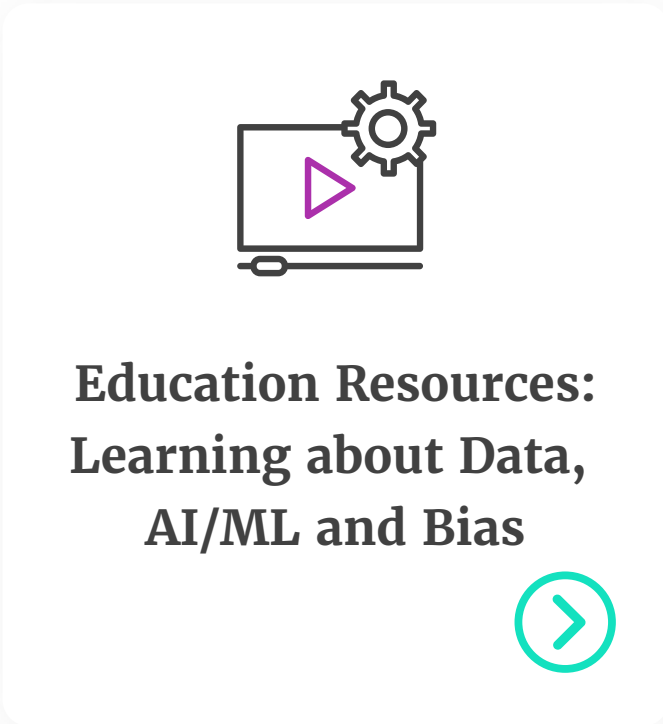
Map-dot-default



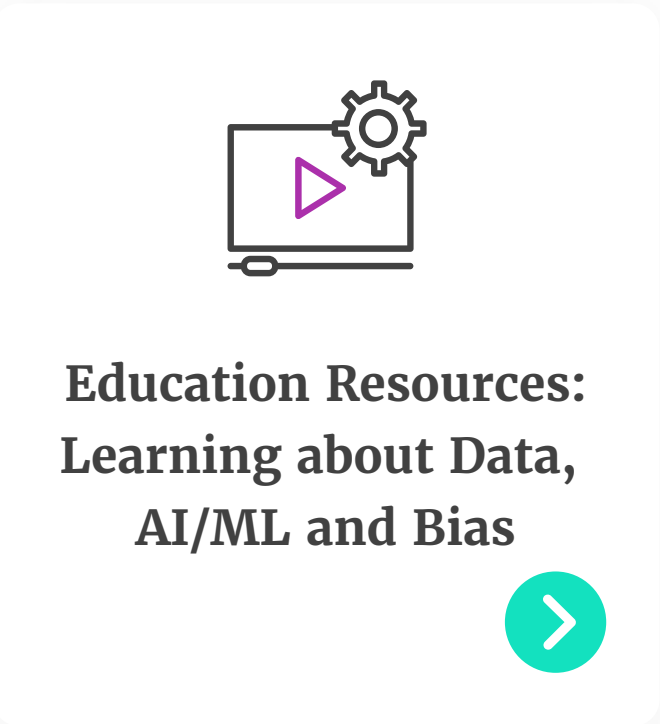
Map-dot-hover



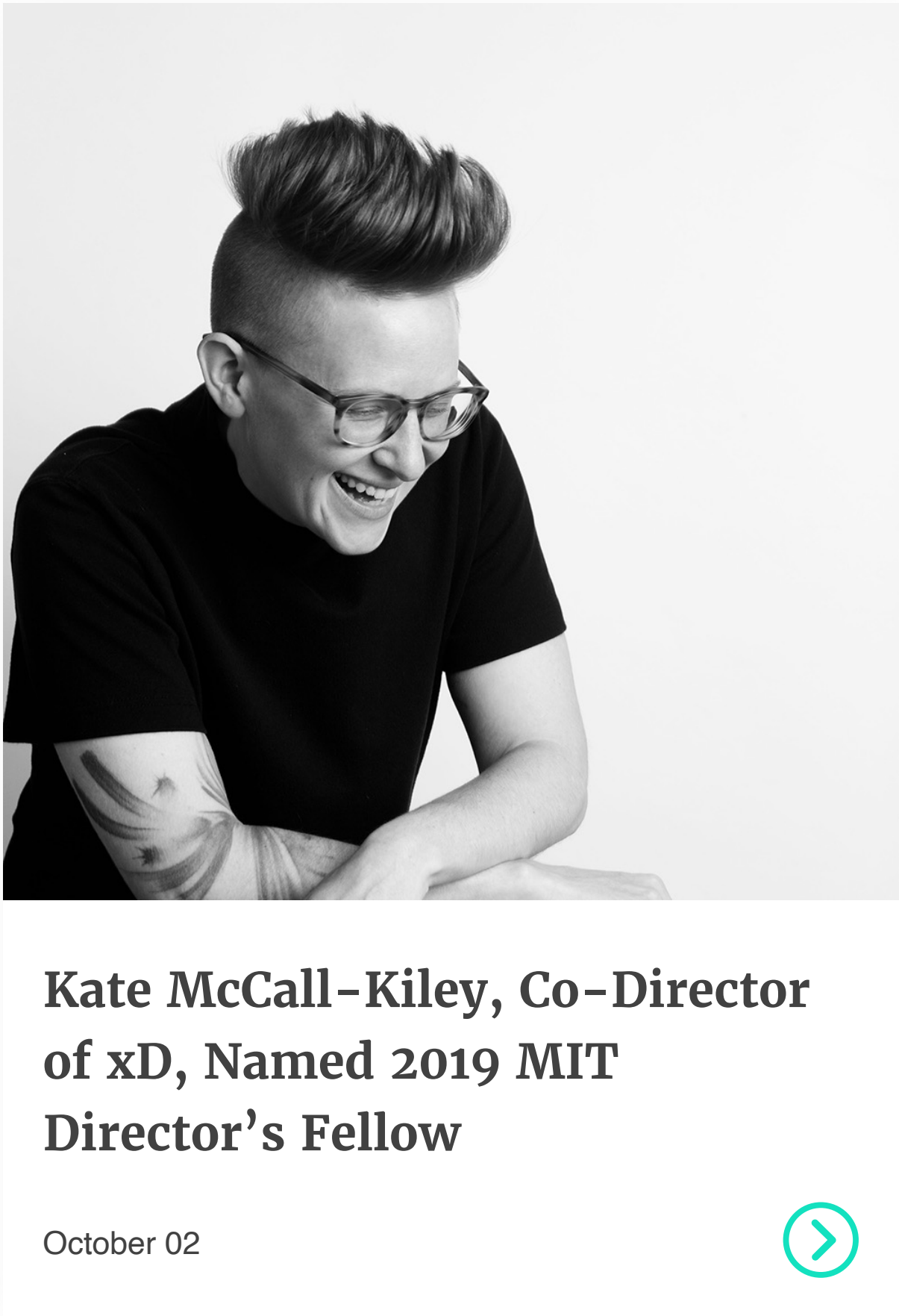
Homepage-card-default



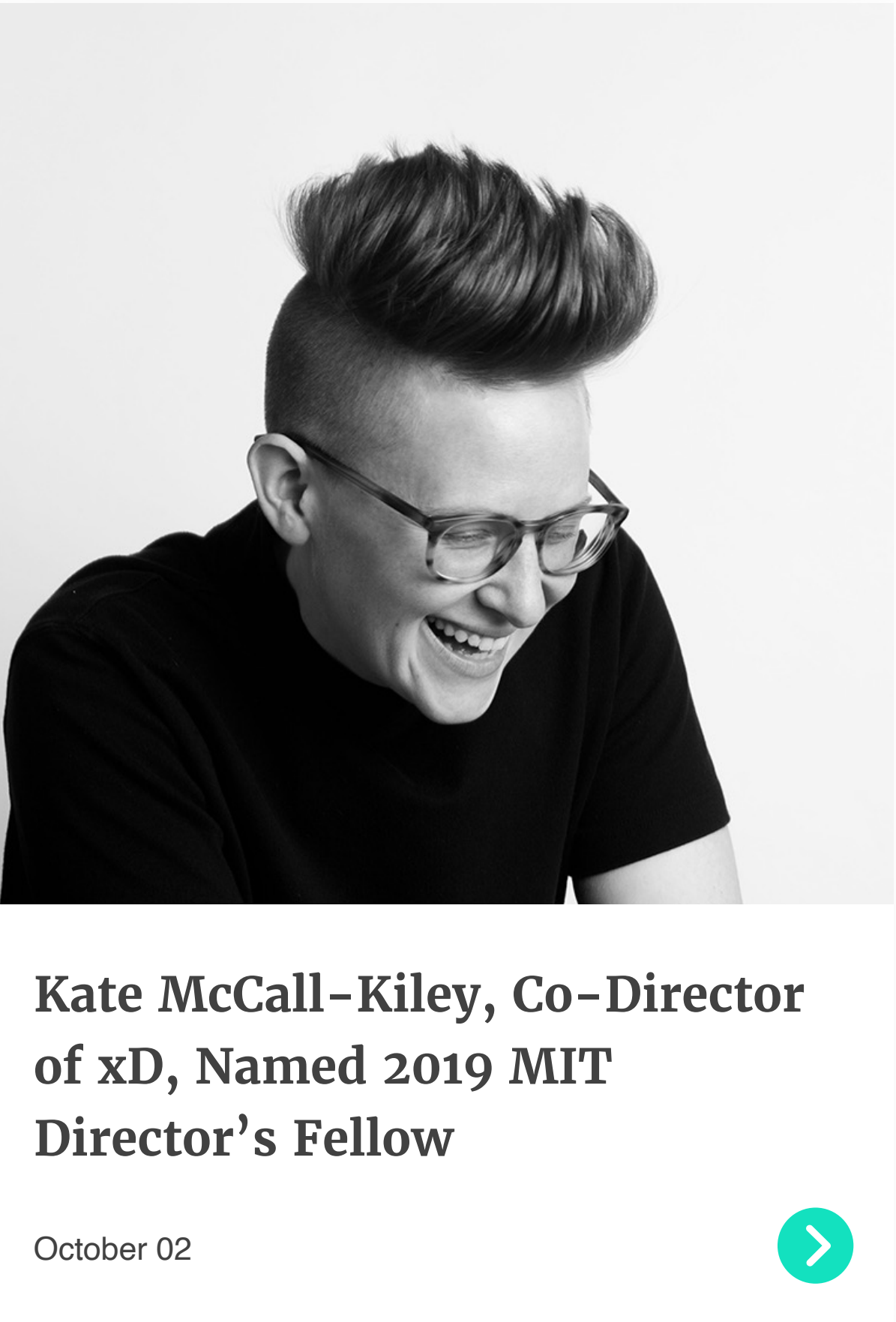
Homepage-card-hover



Big-card-default



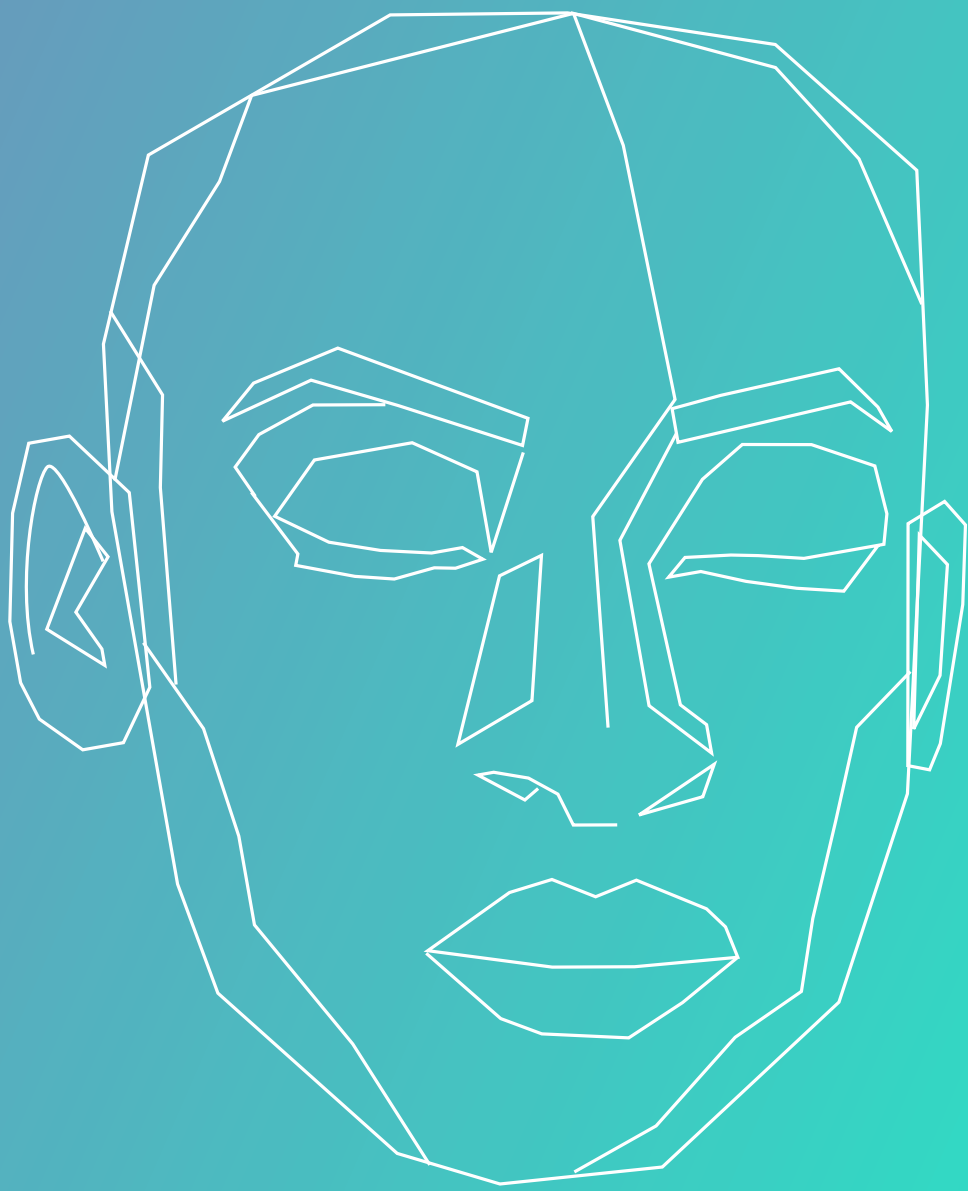
Big-card-hover





# AI/ML Anti-Bias Toolkit

Tools for serving communities better when leveraging AI/ML in public sector services



## Building AI/ML Right

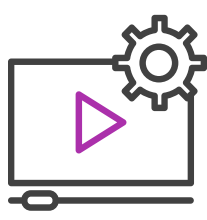
Whether you are a city analytics lead, a state chief data officer, or federal agency director, this toolkit offers the tools for you to drive impact in building ethical and equitable AI/ML for the communities you serve.

Get directed to relevant resources



### Featured Resources

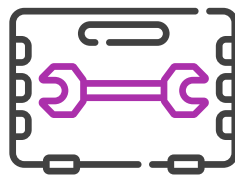
Ready to dive straight into the resources? See our tools below. [Don't know if we need this text box]



Education Resources:  
Learning about Data,  
AI/ML and Bias



Mapping Out How  
to Design Public  
Sector AI/ML



Technical Tools  
for Mitigating Bias



### Recent News



Kate McCall-Kiley, Co-Director  
of xD, Named 2019 MIT  
Director's Fellow

October 02



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#### Upcoming Webinar (12/20)

Come learn about the toolkit and how to best leverage it within your team! RSVP here by 12/18.



EMERGING  
TECHNOLOGY  
FELLOWSHIP

#### Join us at [conference]

Attend our panel at the \_\_\_\_ conference on 1/20. RSVP here for the conference.



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FELLOWSHIP

#### Coming soon: New Tools!

We'll be rolling out updated guidelines and technical tools in the new year!



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#### Coming soon: Slack!

Watch out for the Slack community we'll be creating in the new year!

Load More >>

# Get Directed to Relevant Resources

## What industry do you work in?

Government: agency

Government: data/information office

Private sector

Academia

## What most closely describes your role?

I manage public sector services that could benefit from AI/ML models

I lead or facilitate the procurement process for IT and/or data systems

I code/develop algorithms as a data scientist or ML engineer

Others

## What is your knowledge base on Artificial Intelligence and Machine Learning (AI/ML)?

I am new to AI/ML as a concept, have not implemented

I have conceptual knowledge of AI/ML, limited implementation experience

I am a data scientist/ML engineer

## What is your depth of knowledge on bias in data and algorithms?

I am just starting to learn about this topic

I understand how bias occurs in either data or algorithms

I understand how bias shows up in both data in algorithms

## What brings you to the toolkit?

I am current building an AI/ML model

I am just interested in learning more about AI/ML in the public sector

Submit



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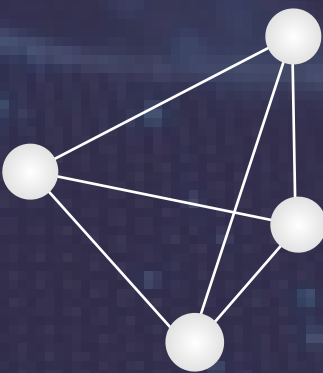
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Submit





# Your Personalized Resources

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et



## Mapping the Process

Ready to integrate AI/ML into your department's processes? Here's a map on how to do it right.



## Understanding Bias

What does it mean for data to be biased? How does bias show up in AI/ML models?



## Case Studies

Examples/case studies of states, cities, counties



## Templates

Create your journey map of implementing AI.



## Technical Tools

Share these technical tools for addressing bias with your AI/ML engineers and partners.



## Understanding AI/ML

What is artificial intelligence? What is machine learning? How are these concepts present in daily life?

[About Bias Tools](#)[Our Team](#)[Our Partners](#)[Contact Us](#)[Privacy Policy](#)[Give Us Feedback](#)[GO](#)

# Your AI Bias Journey

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et



## Identify the Problem/Challenge

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This may feel obvious, but the first step in the process is identifying **what needs to or can be improved upon**. It is critical here that AI/ML—or any solution for that matter—is not introduced into the conversation.

In this step, define the status quo. What are the challenges you are trying to solve? Why do they need solving? Who is asking for them to be solved?

Then envision the future state. What do you consider success?

Consider testing your assumptions around this challenge as well as what success looks like by discussing with other departments that may deal with the same challenges, and also facilitating listening sessions with the community.

## Write and Release Request for Proposals (RFP)

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The RFP process is something you're quite familiar with, but when it comes to requesting proposals for AI development, specific additional language/callouts are helpful for signaling the importance of identifying and minimizing bias for any potential partners. This will streamline your evaluation process by enabling you to have prepared responses on addressing bias rather than requiring follow-up after submissions.

### Relevant resources:

- [Language and other recommendations on how to adapt your RFPs for AI/ML models](#)
- [Example RFP](#)
- [Case study: Family Screening Tool](#)