subroutine

AI powered tools for government

Presentation to
Boardman City Council

February 4, 2025

Subroutine is…

- AI company
- Headquartered in Portland
- Founded in 2022
- Focused on positively impacting how residents and staff access City information and the improving the quality of the resources

Our founders

Jeremy Stanley

Greg Pstrucha

- Helped build, run, and secure some of the most used websites and apps, incl. Meta, Pinterest, Robinhood, Medium.

My first computers
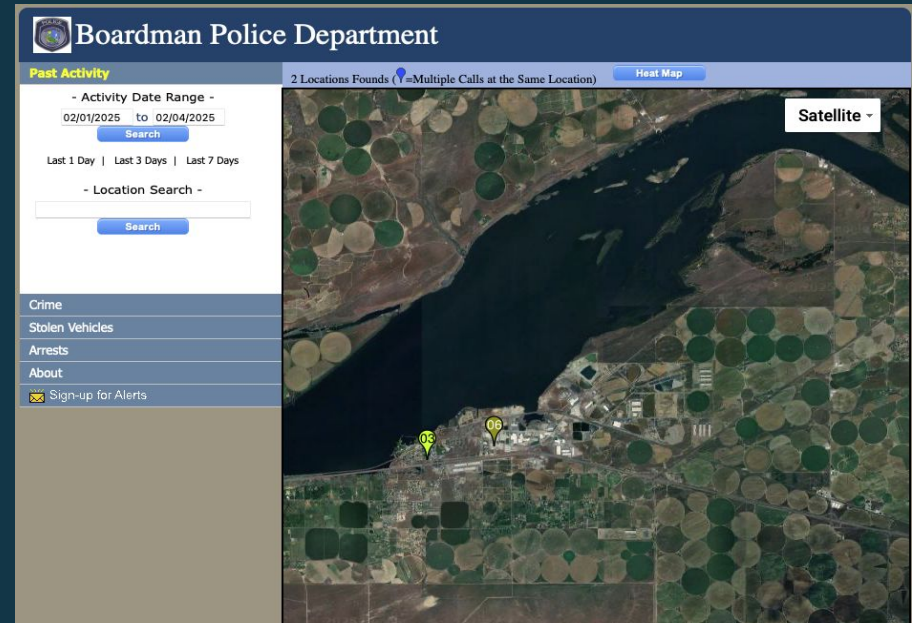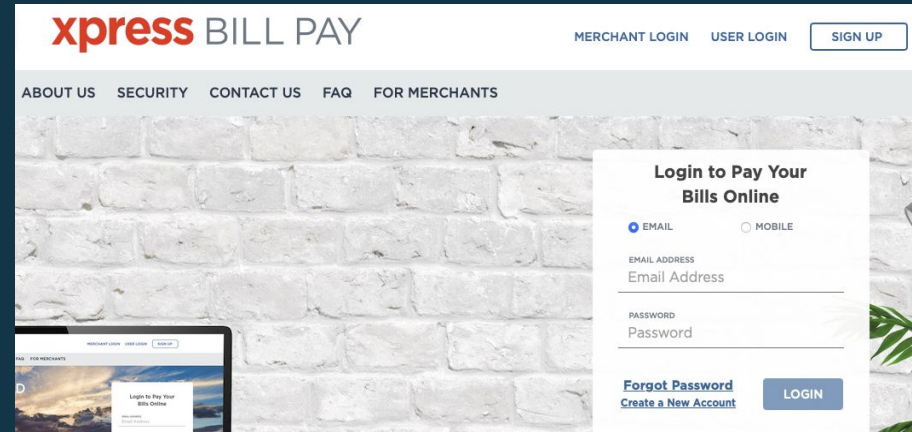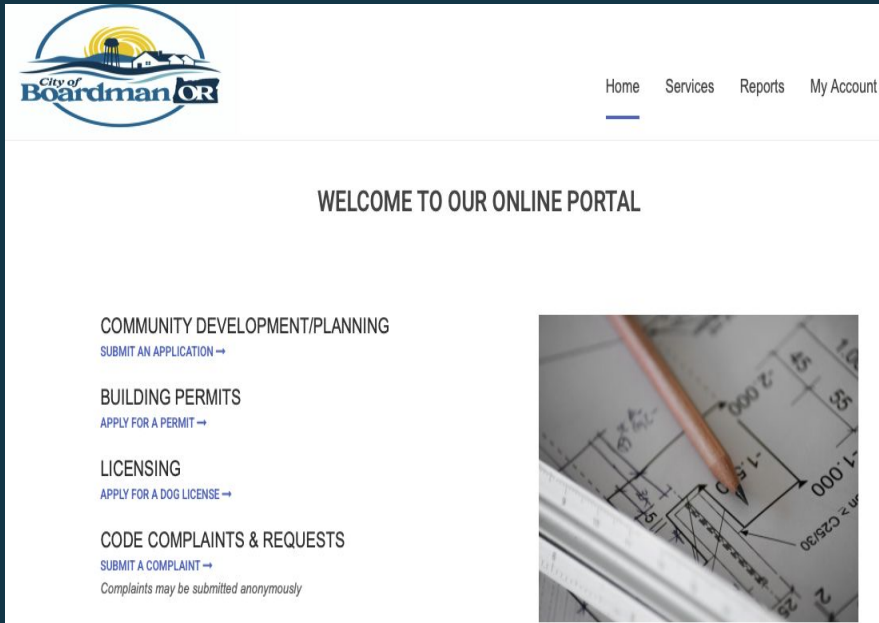
1978

Photo by Keith Pomakis

1981

1987

Photo by Boffy b

How we interact with the world

And increasingly with Government

… but not everyone. Harder if…

- Don't have a computer
- Don't have easy access during work hours
- Don't know the right terminology or how to ask the right question
- Work outside
- Are 1/5 of Americans with a disability
- Websites are just confusing to you

AI is changing this.

- **24 / 7** access, for questions outside work hours, or work hours outside
- **Language of choice** - 60% Boardman residents speak Spanish at home
- In **natural language**, for those who don't speak jargon
- **SMS & phone**, for those without computers or who accessing remotely

AI for Boardman

- Improve resources - question & response tracking
- Expand residents' engagement with Boardman website and services
- Save City staff time and energy
- Cachet for economic development
- More important as budgets continue to tighten and more is pushed to state and local from the Federal level

Subroutine In Process...

- Accessibility tools to expand who can use the site, such as those with visual & cognitive disabilities
- ADA Title II deadline (Apr 26, 2027) efficiencies
- Make PDFs searchable

Cost   Competitors   Subroutine Resou...   ADA / WCAG   Notion   Bonfire Vendor Por...   GitHub - dequelab...   robots.txt Validato...   All Bookmarks

City of **Boardman** OR
SMALL TOWN, BIG DREAMS

Search

Government   **Departments**   **Community**   **How Do I...**

less than a minute ago

Hello there, what can I help you with?

Calendar

News & Notices

Online Payments

Agendas & Minutes

Municipal Code

Contact Us   Staff Login   Select Language ▼   200 City Center Circle | P.O. Box 229 | Boardman, Oregon 97818 | (541) 481-9252

Type message here

subroutine

Agents   Websites   Settings

Boardman, OR ✎

Settings   Content   Analytics

Persona/Personality

Persona
An agent persona defines the agent's character and role, guiding interactions with users. Examples: AI Assistant, Teacher, Researcher

AI Assistant

Personality Traits
Personality traits define the agent's style and tone. For a stronger, and more consistent, personality, use fewer traits. Examples: Friendly and Casual, Professional and Humorous, Technical and Formal.

Friendly ✕   Formal ✕   Reactive ✕

AI Models

Response Synthesis Model
This model processes the query results and generates a user-friendly response message.

Rerank Model
This model re-ranks the query results based on estimated response quality.

Visibility

Agents can have public access enabled. This allows anyone, even without an account, to interact with the agent.

🔵 Is the agent publicly accessible?

Add To Your Website

Script Tag   Iframe

What Are ‹script› Tags?
‹script› tags are used to add special features to a webpage, like making things interactive or loading extra tools. In this example, the ‹script› tag connects your site to our service. To use it, just copy the code we provide and paste it into your webpage. It's quick and easy to set up!

Embed code:

```
<script src="https://cloud.subroutine.com/dist/embed.js?id=iycvg6am&title=Boardman%2C0%
```

Voice & SMS

ⓘ **You haven't set up a Twilio number yet**, but you can still try out phone functionality!

Call this number: **1-866-643-6625**

Enter this code when prompted:**162664**

You can also send text messages to the same number using the conference code as your identifier.

Once you provision a Twilio number, these features will be fully customized for your setup.

Disclaimer

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http://www.cityofboardman.com/

Found 5 WCAG Violation(s) - 1 of 5

← →

CRITICAL: Ensure elements with an ARIA role that require child roles contain them

Fix any of the following: Element has children which are not allowed: li[tabindex]

⊘ **Suggested Fix**

Ensure that the elements with ARIA roles have the required child roles. In this case, for the <li> element inside a <ul> with 'menubar' role, change the <li> role to 'menuitem':

```
<li role="menuitem" class="mega-menu__item mega-menu__item--top-
level ...">
```
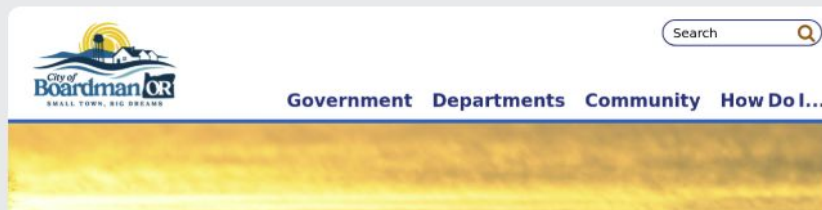
This will ensure that the ARIA structure is valid.

HTML Selector: .mega-menu__wrapper

Load Time: 4089ms

Idle Time: 4842ms

Desktop Screenshot

Government Departments Community How Do I...

Search

Mobile Screenshot

Search

Questions?

Thank you,
Subroutine, Inc.

Mike Aaron,
Public Sector Partnerships Manager
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