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Artificial Intelligence (AI) Guidance

For Everyday Use

This guidance supports the responsible and practical use of AI tools in our daily work. It pairs with the Responsible AI Statement, which outlines our overarching philosophy and principles. We encourage thoughtful exploration of AI technologies, from improving efficiency of routine tasks to more advanced uses. That exploration comes with fundamental requirements: full human review of AI outputs and protection of client and company confidentiality. Many project contracts include strict confidentiality expectations. The guidance below helps us use AI tools in ways that keep our work secure and aligned with those commitments.

At Fehr & Peers, AI is used in a range of ways. Much of our current use supports routine writing, editing, and research tasks, such as summarizing and organizing information, or reviewing long materials. We are also exploring AI to advance our technical work, including testing new tools, workflows, visual approaches, and process improvements. Regardless of use case, the same expectations apply around confidentiality, tool approval, human review, and accountability.

You're encouraged to explore responsibly as new opportunities arise. Talk with your office's AI Champion, or join the Artificial Intelligence (AI) Team to share ideas, learn from others, and highlight interesting use cases you've identified.

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Foundational Concepts

AI Features Embedded in Everyday Tools

Many common tools include AI powered features such as grammar suggestions, background removal, or layout helpers. What matters is whether the AI feature is built into the tool itself or added through a third-party service, as this affects how information is handled.

- Built-in AI features in licensed business software are generally appropriate for routine editing and formatting.
- Third party AI extensions or add-ons (e.g. Grammarly), even when used within familiar applications, should be reviewed by IT before using with client or company content.

What People Usually Mean by "AI"

In practice, when people say "AI" today, they are usually referring to generative AI. Generative AI is a category of AI focused on creating new content, such as text, images, visuals, audio, or code, with the following two subcategories:

- **Text based generative AI (LLMs)**: Tools that generate or work with text and are typically powered by large language models. These tools are commonly used to support efficiency and quality, such as summarizing, brainstorming, and structuring work.
- **Visual and other generative tools**: Tools that generate images, visuals, video concepts, audio, or other media. These tools are often more exploratory or innovative in nature and may introduce additional considerations, especially when outputs are shared externally.

A second category of AI is automation and analytical AI tools, defined as follows:

- **Automation and analytical AI tools**: Tools that apply algorithms, rules, or machine learning models to automate repetitive tasks, analyze data, or support decision-making, often operating in the background to improve consistency, speed, and scalability of technical and operational workflows.

Both categories are covered below.

Using AI Tools Safely

Approved Tools

Approved AI tools are those that have been reviewed, licensed, and configured by IT to meet company requirements for data protection, confidentiality, and legal use.

Additional tools may be added as they are reviewed and approved by IT.

Internal tool and implementation details have been omitted from this version.

Unapproved Tools

Unapproved tools are those that have not yet been reviewed and approved by IT for company use. This includes browser extensions, plug ins, meeting companions, or applications that may store or reuse your inputs or may not meet confidentiality, security, or contract requirements.

To allow for reasonable experimentation, any tools used for technical innovations should be vetted by the relevant DG leaders, and expenses approved by them or your local Operations Manager, unless they can be supported by a project budget.

If you are unsure about a tool, check with IT first. Never use unapproved AI tools on a project with a confidentiality requirement or other contractual limitation on AI usage. If you aren't sure, ask your PIC, or our Legal team to make sure you understand what the contract allows. The goal of this review process is to enable safe use and responsible exploration, not to limit creativity or innovation. Even with approved tools, certain uses may introduce additional risk.

Copyright

Creating images, figures, charts, graphs, and other media created or generated by AI can have copyright infringement implications. AI-generated content is a compilation or merging of third-party content. Including AI-generated content in our publicly available deliverables may subject us to a copyright infringement claim for using a third-party's content without their permission. Refer to the company's Copyright Guidance for full details or contact Legal if you have questions.

Your Responsibility as the Professional

AI can support early steps in your work or help refine a final product, but it cannot replace your professional judgment. AI tools may miss context, make incorrect assumptions, or reflect biased patterns. You are responsible for:

- the accuracy and quality of all work you deliver
- validating and refining any AI assisted output
- ensuring AI is used in ways that follow client and contract requirements
- making planning and engineering decisions yourself
- reviewing outputs for potential bias as you interpret results

You're the Consultant

Before using any AI assisted output, ask yourself:

- **Direction**: Did I give the tool clear instructions and context? Did I give the same context I'd give a colleague if I asked them to do the same task?
- **Validation**: Did I check the output for accuracy, logic, and alignment with company and professional standards? Did I review the source material references or summarized in the AI response?
- **Refinement**: Did I revise and improve the output using my expertise?
- **Accountability**: Would I feel comfortable standing behind this as if I created it myself? Have I asked for a peer review and has a qualified staff member completed a QC review?

Risk Awareness

These reminders highlight common situations where AI use may introduce additional risk and warrant extra care, even when using approved tools.

- **Tool approval and licensing**: If a tool has not been reviewed or approved, pause and contact IT and Legal so it can be evaluated and licensed.

- **Sensitive information**: With exceptions for approved tools, if you would not share the input externally, do not paste it into a tool.
- **Analysis and interpretation**: Treat AI outputs as drafts. Double check assumptions, logic, and context.
- **Data sources**: If you are using AI to analyze, summarize, or extract data, confirm the original source allows its data to be reused or shared. AI outputs do not change the underlying permissions or restrictions of the source material.
- **Visual and creative outputs**: Copyright and usage rights for AI generated visuals are evolving. Do not assume outputs are automatically safe to share externally.

Transparency With Clients

If AI meaningfully informs our work, we may need to:

- confirm the client's comfort level
- explain how human review strengthens the work
- document how AI contributed and how we validated results

Contract Language to Watch For

Some contracts include specific language about AI and may even require us to disclose how we intend to use before the project begins. If you see any of the following terms, check with Legal.

- **No AI Use**: The contract states that we cannot use AI in any part of the project. This requirement is rare and can be challenging to apply because AI features are increasingly embedded in common tools and internet searches. Legal will help navigate the requirement and determine an appropriate approach.
- **Disclosure Required**: The contract allows AI use but requires us to identify which tools we may use and how we plan to use them. Legal will help confirm what needs to be shared with the client and when.
- **Responsible Use**: The contract allows AI use but asks us to follow the client's guidance and expectations for responsible use. Project managers can coordinate with Legal to make sure our approach aligns with the contract.

Client Conversations

For copy ready language, you may want to use the Marketing Statements. You can also point clients to our website's Responsible Use of AI statement for a clear, high-level overview of our approach.

QA and Technical Review

AI assisted work must follow the same QA and QC steps as all other work. This includes:

- Technical review
- Managerial review
- Documentation of revisions and decisions

Governance and Support

How IT Evaluates AI Tools

IT reviews AI tools and features to make sure they protect client and company information. This includes looking at factors such as:

- whether the tool sends your inputs to an external model
- where the data is stored and whether we can control or limit that storage
- who can access data that is processed through the tool
- whether the tool uses cloud services that meet client and contract requirements
- whether the tool keeps data within required geographic regions
- whether the tool aligns with our privacy, security, and confidentiality standards
- whether the vendor and platform is stable and cost-effective over time
- whether the tool allows us to avoid over-reliance on a single vendor as the AI landscape evolves

If a tool meets these expectations, IT can configure it for secure use. This is what "approved" means in this guidance.

When to Check With IT

You should not evaluate a tool yourself. Contact IT first if the tool:

- is new to you
- requires you to upload files or copy content into a prompt
- claims to "analyze," "rewrite," "generate," or "review" text or images
- appears to send data outside the company
- may use external processing and you are unsure

IT will be your first stop to help confirm whether the tool is approved, safe, or not appropriate for client work.

Knowledge Sharing

We encourage responsible exploration of AI tools. Training, examples, and tips will be shared regularly in the Artificial Intelligence (AI) Team and in the Hub. If you discover helpful workflows or creative applications, you're encouraged to participate in the Teams conversations and to share with the AI Champions so others can benefit.

Questions or Ideas?

- For general AI use or workflow questions, contact your **AI Champion**.
- For data security questions and governance, contact **IT**.
- For copyright, contract, or compliance questions, contact **Legal**.
- For questions about creative process, tool use, or whether a use case fits Creative Studio's approach, contact our **Creative Studio Discipline Group Leaders**.
- Passionate about AI in transportation? Enquire about joining the AI Working Group by reaching out to our **AI Working Group Leaders**.