



Scenic Pacifica  
Incorporated Nov. 22, 1957

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## CITY OF PACIFICA

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# PRESS RELEASE

## August 1, 2025

### City of Pacifica Unveils “Rose AI,” a 24/7 Digital Front Desk Assistant for Smarter and More Accessible Public Service

**Pacific, CA – August 1, 2025** After a soft launch and testing for several months, the City of Pacifica is proud to announce the full deployment of **Rose AI**, its groundbreaking 24/7 AI virtual front desk assistant, now fully integrated across all key service areas, designed to help residents, businesses, and visitors find City information quickly and efficiently—anytime, anywhere. Originally introduced in pilot form last year, Rose AI helped resolve more than 7,000 public inquiries and significantly reduced response times across City departments.

Now operating at full scale, it marks Pacifica as one of the first cities in the nation, and a recognized innovation champion in California to bring an AI-powered solution to municipal services. The City's leadership was recently honored with the 2023 Municipal Information Systems Association of California (MISAC). Developed in partnership with [Polimorphic](#), Rose AI is designed to make City information and services instantly accessible across a variety of channels and communication preferences through **web search, online chat, phone call, or text message**. Whether you are hoping to apply for a building permit, look up City Council agendas, or find out about events in the City, Rose AI can help you get to the right place with ease.

“Rose AI represents a big step forward in our commitment to modern, responsive, inclusive and resident-centered service,” said Yulia Carter, Assistant City Manager. “We're using technology to better serve our community and meet people where they are, whether that's on their phone at home or through a quick search during their lunch break. Rose is now fully online, trained and ready to assist 24/7.”

#### What Can Rose AI Do?

Available 24 hours a day, 7 days a week, Rose AI uses artificial intelligence to understand and respond to questions based on information published on the City of Pacifica's website. Her capabilities are designed to expand access and reduce confusion, acting as a helpful first step for self-service before residents need to contact staff directly. Rose AI can:

- Direct users to forms, applications, and instructions
- Answer commonly asked questions about City services, departments, and events
- Provide information about City Council meetings, permits, City codes, and more
- Respond in more than 75 languages

- Communicate via multiple channels:
  - **Search bar** on the City's website
  - **Web chat** on desktop or mobile
  - **Voice call** (automated phone line)
  - **Text message**

Rose's capabilities are designed to supplement, not replace, human staff. She serves as a first stop for self-service, helping residents find what they need quickly without waiting on hold or digging through webpages.

"Residents don't want to guess which department handles what—they just want answers," said Parth Shah, CEO and Co-founder of Polimorphic, the company behind Rose AI. "That's the reality of interacting with government today. Residents are busy, and navigating city services shouldn't feel like solving a puzzle. Rose AI acts as a smarter front door to Pacifica's digital services, helping users quickly find the information they need, whether that's through a search bar, voice call, chat, or text. We're proud to partner with a city that's embracing this kind of innovation, and we're honored to support Pacifica in making government more accessible and responsive to everyone in the community."

### **Clear Scope, Transparent Technology**

To ensure clarity and trust, the City of Pacifica emphasizes that Rose AI is **not a live human operator** and cannot provide personalized advice or legal interpretation. She draws answers **only** from the City's public website content, so her responses are limited to what is already posted and accessible. Rose is constantly learning and improving, using interactions to better understand how to guide people to the right place.

When Rose cannot find an answer, or if the topic is too complex, she routes the user to the appropriate department for further assistance. A full overview of how Rose AI works and what to expect is available at [www.cityofpacifica.org/AskRose](http://www.cityofpacifica.org/AskRose).

### **Ready to meet Rose?**

Residents can try Rose AI today by calling 1-650-738-7300, texting 1-650-613-4908, or visiting [www.cityofpacifica.org/AskRose](http://www.cityofpacifica.org/AskRose).

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*\* Disclaimer: Recognizing Rose AI as an evolving technology and that artificial intelligence and machine learning are rapidly evolving fields of study, we value your understanding and patience as we continue to embrace new advancements for the betterment of our community. Polimorphic and Pacifica are committed to Press Release: Rose AI, Pacifica's Virtual Assistant Page 2 of 2 enhancing the search engine's capabilities continually. Feedback from users is invaluable to this process and can be provided at [www.cityofpacifica.org/AskRose](http://www.cityofpacifica.org/AskRose) or by clicking [here](#).*