

September 30, 2015

The Honorable Bill de Blasio
Mayor
City Hall
New York, NY 10007

The Honorable Melissa Mark-Viverito
Speaker
New York City Council
New York, NY 10007

Dear Mayor de Blasio and Speaker Mark-Viverito:

We are pleased to provide you with the attached quarterly report on the IDNYC program as required by Local Law 35 of 2014.

This is the third report issued by IDNYC since the program's launch in January 2015, and it reflects a program operating at a steady state where demand is fully met by program capacity. In just over 8 months, 568,915 New Yorkers have enrolled to receive IDNYC cards, representing over 8% of the City's eligible population. The IDNYC program has inspired sister cities across the nation to create their own municipal ID card programs, while seeking guidance and insight from the experience of New York City.

This quarter, IDNYC focused on making the program more accessible for all New Yorkers through expanded use of pop-up enrollment centers. IDNYC now uses four pop-up teams that relocate every few weeks, enabling more New Yorkers to enroll in their own communities and at locations they know and trust. IDNYC popped up at 26 locations citywide since the launch of the program, ranging from libraries, churches, and offices of elected officials, to organizations serving veterans, the LGBTQ community, and homeless New Yorkers. Recent pop-ups included the Bronx VA, the Sikh Cultural Center, Campaign Against Hunger, and the Flatbush YMCA, to name a few.

The program made great strides working closely with community partners to create and coordinate enrollment opportunities for New Yorkers who have traditionally had difficulty obtaining identification. Collaboration with youth, senior and homeless serving organizations led to increased enrollment and easier access to IDNYC centers. In this period alone, due to strong partnerships with the Department of Youth and Community Development and the Department of Education, youth enrollment increased 43% compared to the previous quarter.

Cardholders continue to embrace the benefits offered by the IDNYC card, taking full advantage of the memberships, discounts and other perks that come with the card. To date, IDNYC cardholders obtained 71,932 memberships at cultural institutions. They saved \$106,435 on prescription drug discounts and \$82,157 on discounted groceries. In addition, 67,209 New Yorkers have signed up as organ donors. The card continues to change lives, not only as a form of identification, but also as a key to help all New Yorkers get the access they deserve to this great city.

In July, IDNYC introduced an important development in its service to New Yorkers – the introduction of a special marker for our nation's armed services veterans. The Veteran Designation both connects veterans to services and discounts and serves as an expression of honor and respect for their service to our country. Since July 2015, 1,619 veterans now have a Veteran Designation on their IDNYC cards.

Throughout the first three quarters of the program, IDNYC has maintained its focus on robust program integrity and quality customer service. As documented in the attached report, IDNYC's integrity review processes continue to detect and protect against fraud and ensure that the IDNYC card is a trusted and secure form of identification. In its continued delivery of high quality service, IDNYC has increasingly focused on customer service by expanding the team and reducing inquiry response times.

IDNYC continues to be grateful for the leadership and partnership of the New York City Council and Speaker Melissa Mark-Viverito. Council Members have not only led by example with their own enrollment for IDNYC but they have consistently supported outreach efforts in their districts, including local events, small business canvasses and sharing enrollment information with constituents.

We are available at your convenience to answer any questions or concerns that you may have.

Very truly yours,



Steven Banks
Commissioner
Human Resources Administration



Nisha Agarwal
Commissioner
Mayor's Office of Immigrant Affairs



Mindy Tarlow
Director
Mayor's Office of Operations

cc: Anthony Shorris, First Deputy Mayor
Thomas Snyder, Chief of Staff to the Mayor
Jon Paul Lupo, Director of City Legislative Affairs

New York City Identity Card Program Quarterly Report June 29, 2015 through September 28, 2015

As required by Local Law 35 of 2014, the Human Resources Administration (HRA), as the administering agency of the IDNYC program, shall prepare and submit to the Mayor and the Speaker of the City Council a report on the New York City municipal identification card program that includes the information below.

(1) The number of applications received by the city for the New York City identity card disaggregated by applicant borough of residency:

Since the launch of the IDNYC program to date, 568,915 New Yorkers have had their applications processed to receive IDNYC cards.

The following table depicts the number of applications disaggregated by borough of residence.

Borough	Total Applications Processed to Date as of September 28, 2015	Estimated Eligible Population (age 14 & up) ¹	% of Borough Population Eligible for IDNYC Card (age 14 & up)
Bronx	102,994	1,131,686	9.10%
Brooklyn	165,334	2,112,126	7.83%
Manhattan	101,289	1,437,418	7.05%
Queens	185,938	1,930,215	9.63%
Staten Island	13,346	390,334	3.42%
Non-NYC P.O. Box	14	-	-
TOTAL	568,915	7,001,779	8.13%

The 14 non-NYC addresses reflect applicants who participate in the New York State Address Confidentiality Program for domestic violence survivors, which includes an Albany P.O. Box address.

(2) The number of New York City identity cards issued:

To date, IDNYC has issued 545,396 identity cards². Overall, 552,130 New Yorkers have had their IDNYC applications approved for card issuance with roughly 7,260 cards approved and currently slated for imminent printing.

¹ Based on percent of population 14 years old and above according to 2013 American Community Survey 2013. Analysis completed by HRA Office of Evaluation and Research.

² IDNYC cards are printed by a vendor at its facility and then mailed by the vendor directly to the applicant. The vendor currently prints cards five days a week.

(3) The number of New York City identity cards issued to minors:

As of September 28, 2015, IDNYC has issued 16,794 cards to minors (individuals aged 17 or younger). During this reporting period, IDNYC issued 9,036 cards to minors, an increase of over 43% over the last quarter. The City's young adult population remains a particular focus for IDNYC. In this quarter, IDNYC continued systematic outreach with the Department of Youth and Community Development (DYCD). Specifically, the program partnered with DYCD to deliver information to summer youth through multiple channels, via email, orientation and at the job placement sites. The IDNYC outreach team targeted Summer Youth Employment sites for engagement and information sharing among all youth. These ongoing outreach efforts have resulted in increased program visibility and enrollments among young adults.

(4) The number of requests made by city agencies for information collected about applicants for the New York City identity card disaggregated by requesting agency:

None.

(5) The number of times the administering agency shared documents submitted by applicants to establish eligibility for the New York City identity card with other city agencies disaggregated by agency:

None.

(6) The number of denials made to requesting agencies for information collected about applicants for the New York city identity card:

Not applicable.

(7) The number of New York city identity card applicants whose information was disclosed to law enforcement, disaggregated by whether such disclosure was pursuant to a judicial warrant or judicial subpoena:

None.

To date, the City has not received any request for individual applicant data from New York City agencies or law enforcement. Further, IDNYC has not released any individual applicant data to agencies or law enforcement.

(8) The number of occurrences of fraud or other criminal activity related to issuance of the New York City identity card:

To date the IDNYC program has denied 5,322 applications based on an inability to confidently verify applicant identity and residency or for applicant failure to establish eligibility for IDNYC. Of these total denials, 29 instances were detected to have a high likelihood of fraud, 14 of which were detected in this quarter.

Specifically, in ten unrelated instances in this period, the program's integrity review process detected an individual seeking to obtain an IDNYC card under another name and/or identity. These instances were first detected by the program's duplicate image search technology, which automatically seeks to match the photographs taken of new applicants against the database of previous IDNYC cardholders or applicants to prevent the improper issuance of a second IDNYC card to one applicant. After the perceived match, the investigators on the program integrity team proceeded with an investigation in accordance with program protocols. All ten applications were denied, and there

have been no appeals of these denials to date. Where possible, the potential victims in these cases were alerted by letter about the improper use of their identity information.

In four other instances in this period, the program's integrity review process detected an individual seeking to obtain an IDNYC card with one or more documents which could not be authenticated and were considered suspicious. These cases are currently under further investigation by IDNYC investigative staff. All four applications have been denied and there have been no appeals of these denials to date.

(9) The city's efforts to conduct outreach to prospective applicants relating to the New York City identity card program:

During this quarter, summer activities created new outreach opportunities for the IDNYC program. The IDNYC outreach team attended 646 events and meetings while reaching some 57,000-plus New Yorkers with information on the IDNYC program.

In addition to extensive engagement across all Summer Youth Employment Program participants, IDNYC outreach staff partnered with the Mayor's Office of Criminal Justice, attending meetings with students participating in summer programs. With the support of the Mayor's Office of Community Affairs IDNYC team members presented on the program to the Organization of Hispanic Ministers of New York and began engagement across churches. Additionally, outreach staff was invited to attend Eid and Iftar celebrations during Ramadan to educate community members about the ID program.

Summer events allowed for outdoor and large-scale community engagement. For instance, BRIC Arts Media created outreach space at the Celebrate Brooklyn concert series. IDNYC staff also conducted outreach at community parades like the West Indian Day Parade and community festivals like Harlem festival as well as across the City with the New York Police Department at National Night Out. Further, IDNYC hosted its third Name Change clinic, with Gay Men's Health Center, Sylvia Rivera Law Project, the LGBT Caucus, New York Legal Assistance Group and other local partners.

Launching a series of IDNYC Borough Weeks, the outreach team began engagement in the Bronx with two weeks of intensive community, partner and elected outreach. The Bronx engagement included a kick off event with Dr. Raju, Health and Hospitals Corporation President, along with local elected officials to highlight the health benefits of the IDNYC card. The Bronx events continued with outreach at benefit partner locations, including banking, grocery and cultural institutions, as well as small business canvasses with local assembly members. These events generated tremendous local and community press interest as well as a significant increase in digital and social media engagement. Brooklyn Borough engagement launched toward the conclusion of the quarter, which included targeted engagement with the Chinese community leadership in Sunset Park, small business canvasses, and partner engagement. The borough specific engagement will continue into the next quarter.

To celebrate the program's major achievements to date Mayor de Blasio and Speaker Mark-Viverito held a press event at IDNYC benefit partner location, the American Museum of Natural History, which featured IDNYC cardholders. These cardholders, all walking very distinct paths, embodied the diverse and compelling successes that have marked the program's first three quarters. From the proud WWII Veteran, to a young immigrant mother of two engaging in her children's PTA for the first time, to a young woman opening up her first bank account, and to a woman whose gender identity was finally reflected accurately on her government issued identification card for the first time, IDNYC has touched the lives of so many New Yorkers and has realized its ambitious and transformative goals. The outreach team has worked to tell cardholder stories and inspire confidence in all New Yorkers that this is truly a program for them.

In partnership with the Hispanic Federation, IDNYC engaged in a two-day hotline, promoted extensively over a week period by Univision and Radio Wado. The hotline generated over 3,000 calls from viewers seeking to learn more about IDNYC and how they could access the program and services it offers. Additionally, the program generated positive, local collaborations around pop-ups. Of particular note were collaborations with elected officials and community partners at specific engagements at the Jackson Heights library, the Archdiocese Our Lady of Assumption parish in the Bronx, Queens Borough Hall, and Bay Ridge Library.

(10) The City's efforts to promote acceptance of the New York City identity card by banks and other public and private institutions: [and]

Currently, 12 financial institutions with 77 branches across the five boroughs accept the IDNYC card as a primary form of identification.

The IDNYC program has received constructive and supportive input from relevant federal banking regulators. The IDNYC program along with its pro bono counsel, Gibson Dunn and Crutcher, has been regularly engaging financial institutions and financial institution trade associations to encourage more banks and credits unions to accept the IDNYC card as primary form of identification.

(11) The types of services, other than city services, for which the New York City identity card is permitted as acceptable proof of identity and residency:

In July 2015, IDNYC launched the Veteran Designation, a special marker on the IDNYC card indicating that the cardholder has served in the U.S. Armed Services. The designation better connects veterans to the services and discounts they deserve and it expresses the City's gratitude and respect for those who have served our country. Veteran Designation entitles the cardholder to receive additional exclusive benefits including a free one-year membership at the Intrepid Sea, Air and Space Museum; and a free one-year digital membership with Veterans Advantage, which offers online access to exclusive military discounts from national retailers and leading travel providers.

IDNYC cardholders have embraced the dynamic set of benefits associated with the card. Through the summer months, the rate of benefit use continued to accelerate:

- The City's partnership with the Brooklyn, New York, and Queens Public Library Systems allows New Yorkers to use their IDNYC cards as a single city-wide library card. In this quarter, 10,503 people added this functionality to their IDNYC cards, almost tripling the number that signed up in the first two quarters combined.
- The 33 cultural institutions that comprise the Cultural Institutions Group, including the Metropolitan Museum of Art, the Bronx Zoo, and the Brooklyn Academy of Music, have offered a one year free membership to any New Yorker with an IDNYC card who signs up by December 31, 2015. As of August 2015 71,932 memberships have been redeemed across all institutions.

- Cardholders can take advantage of the best New York City has to offer, using their exclusive IDNYC entertainment discounts at landmarks like the Empire State Building and the Statue of Liberty, and at entertainment venues such as Broadway, movie theaters, and more. So far this year, New Yorkers used these benefits 6,523 times.
- Since program launch, 1,652 New Yorkers signed up for their IDNYC discounts on public tennis permits, adult memberships at NYC Departments of Parks and Recreation' Centers. YMCA facilities throughout the city provided discounts to 1,289 families with their IDNYC.
- The City's official prescription drug discount card, Big Apple Rx, has been integrated into the IDNYC card to provide prescription drug discounts at more than 2,000 pharmacies citywide. New Yorkers have saved \$106,435 on their prescription purchases, bringing the total YTD savings to \$106,435.
- And at Food Bazaar stores in Queens, Brooklyn, and the Bronx, IDNYC cardholders have saved a total of \$82,157 on discounted grocery purchases since the program launched in January.

The City continues to seek meaningful additions to the program that reflect the program's vision of greater access to government services and programs, financial services, education, cultural benefits, and health and wellness for all New Yorkers. The City is focused on developing new card integrations that can expand the utility and functionality of the IDNYC card and ensure that New Yorkers have access to a broad array of additional programs, services, and benefits through this one card.