

December 31, 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 IDNYC's fourth and final report for 2015, as the program swiftly approaches its one-year anniversary. Since launch, IDNYC has surpassed all expectations and far exceeded records set by other municipal ID programs around the country. In 11½ months, 732,630 New Yorkers have enrolled to receive IDNYC cards, representing 10.46% of the City's eligible population. IDNYC is now woven into the fabric of this city. It is widely known as a sign of belonging, a key to services, a source of local pride, and the best deal in town. Hundreds of thousands of New Yorkers are enjoying unprecedented safety, security, and access to the City thanks to IDNYC.

This quarter, IDNYC focused significant attention on ensuring that the card will continue to draw diverse applicants and provide access and value to all New Yorkers in its second year of operation. On December 14<sup>th</sup>, 2015, Mayor de Blasio and Speaker Mark-Viverito announced that the card would be free in year two and that there would be expanded benefits and discounts for the second year of the program. In addition to welcoming back all of the 2015 benefit partners, IDNYC will now provide New Yorkers with free one-year memberships to seven more cultural institutions – including the Solomon R. Guggenheim Museum, the Museum of Modern Art, the New Museum, the Metropolitan Opera, the Museum of Chinese in America, BRIC Arts | Media and Pregones Theater – and discounted tickets and memberships for Citi Bike, the New York City Football Club, the New York Theatre Ballet and Ballet School, Animal Care Centers of New York, the Alliance of Resident Theatres, Roundabout Theatre Company and others.

The expanded year two benefits reflect the success and popularity of the IDNYC program. To date, IDNYC cardholders obtained over 160,000 memberships at cultural institutions. They saved \$106,505 on prescription drug discounts and \$183,446 on discounted groceries. In addition, 97,292 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.

IDNYC continued to use pop-up enrollment centers to reach new neighborhoods and expand the reach of the program. IDNYC held pop-ups at 53 locations citywide to date, ranging from libraries, churches, and offices of elected officials, to organizations serving veterans, the LGBTQ community, and seniors. Recent pop-ups included the North Central Bronx Hospital, John Jay High School, Middle Collegiate Church, Queens Community House, and Grand Street Settlement, to name a few.

Further, 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 expanded its customer service team and maintained short response times to inquiries.

IDNYC is 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 September 29, 2015 through December 30, 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, 732,630 New Yorkers have applied for IDNYC cards.

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

Borough	Total Applications Processed to Date as of December 30, 2015	Estimated Eligible Population (age 14 & up) <sup>1</sup>	% of Borough Population Eligible for IDNYC Card (age 14 & up)
Bronx	131,242	1,131,686	11.60%
Brooklyn	215,623	2,112,126	10.21%
Manhattan	136,555	1,437,418	9.50%
Queens	231,121	1,930,215	11.97%
Staten Island	18,067	390,334	4.63%
Non-NYC P.O. Box	22	-	
<b>TOTAL</b>	<b>732,630</b>	<b>7,001,779</b>	<b>10.46%</b>

The 22 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. IDNYC has verified that these applicants reside in New York City.

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

To date, IDNYC has issued 703,483 identity cards<sup>2</sup>. Overall, 716,865 New Yorkers have had their IDNYC applications approved for card issuance with roughly 8,792 cards approved and currently slated for imminent printing.

<sup>1</sup> 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.

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

As of December 30, 2015, IDNYC has issued 21,239 cards to minors (individuals aged 17 or younger). The City's young adult population remains a particular focus for IDNYC. In this quarter, IDNYC held its first pop-up at a school, offering enrollment to students at John Jay High School. The program also implemented a new partnership with the Department of Probation (DOP) that enables IDNYC staff to enroll juvenile probationers for the card. Further, the IDNYC program has increased collaboration with the Department of Education and with Parent Coordinators to expand outreach to youth.

**(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:**

Other than requests from law enforcement (see response to question 7 below), IDNYC did not receive any requests by city agencies for information collected about applicants for the New York City identity card.

**(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:**

Zero. To date, IDNYC has not shared any documents or disclosed any information in response to requests. Please see response to (7) for further information.

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

IDNYC has not received any requests for information collected about applicants from any agencies other than law enforcement. For information about responses to requests from law enforcement, see the response to (7) below.

**(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;**

Zero. IDNYC received three requests for applicant information from the New York City Police Department (NYPD). In all three instances, IDNYC informed the NYPD that a court order, judicial subpoena or judicial warrant was required. To date, IDNYC has received judicial subpoenas from the Manhattan District Attorney's Office in connection with two NYPD requests. IDNYC did not possess documents responsive to the first judicial subpoena. The second judicial subpoena is currently under review. To date, we have not received a judicial subpoena in connection with the third (more recent) NYPD request.

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<sup>2</sup> 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.

**(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 7,130 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, 46 instances were detected to have a high-likelihood of fraud.

In this reporting period, there were 18 unrelated instances in which 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 18 applications were denied. Where possible, the potential victims in these cases were alerted by letter about the improper use of their identity information.

In two 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. Both applications have been denied.

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

The year ended with a city-wide campaign on buses, subways, across bus shelters and on phone kiosks. Additionally, the IDNYC outreach team rounded out the year having attended over 1,700 community events and meetings, reaching over 100,000 New Yorkers with information on the IDNYC program and its benefits.

IDNYC continued its Borough Week engagement in this fourth quarter. Boroughs highlighted this quarter included Manhattan, Queens and Staten Island. The launch of Manhattan Borough Week included a panel at City College of New York on the importance of identification for youth, the unbanked, immigrant communities and others. IDNYC's outreach team was joined by State Senator Espaillat and Senator Krueger on small business canvasses, sharing the importance of IDNYC among local business owners and workers in our communities. Queens Borough Week featured tremendous partner and elected participation, outreach initiatives at all cultural institution partner locations, focused outreach to seniors in Cambria Heights and Flushing and presentations across a range of community-based events including farmers markets, libraries, health fairs and others. Notably, the program launched its first Staten Island pop-up at El Centro del Inmigrante during the Staten Island Borough Week.

Since launching the pop-up centers in April IDNYC has held pop-ups at 53 locations throughout the City. This quarter IDNYC expanded enrollment access with pop-ups across all five boroughs. Community engagement around pop-ups and access to vulnerable communities continued to be a focus with a Grand Street Settlement pop-up for the senior program, Boro Park Jewish Community Council, St. James Episcopal Church & City Mission among others. Many of these pop-ups coincided with effective, joint outreach efforts among elected officials and community partners.

The NYC Department of Probation (DOP) and IDNYC led the launch of the 100 Centre Street enrollment location at the Manhattan Criminal Court. This location will not only serve the DOP community but individual New Yorkers that are currently entering or leaving the criminal justice system. The launch was supported by Public Advocate Tish James, Council Member Chin and community organizations including: Fortune Society, Neighborhood Defender Service of Harlem, Services for the Underserved, Office of the Honorable Laura R. Johnson, Criminal Court, Kings County, Harlem United, Queens Detainee Empowerment Project, CASES, and the Center for Court Innovation. Further, 100 Centre Street expands access to the greater Chinatown community.

In partnership with the Hispanic Federation, Univision and Radio Wado IDNYC engaged in the third and final hotline of 2015. The hotline generated over 2,000 calls from viewers seeking to learn more about IDNYC and learn how they could access the program and services it offers. Additionally, IDNYC debuted a Spanish language Public Service Announcement (PSA) featuring New York City Football Club players, including David Villa and others.

The PSA's English language edition aired on NYC Life and NYC Gov 460 times. It also appeared in 14,500 yellow and green cabs.

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

IDNYC has partnered with the Department of Consumer Affairs' Office of Financial Empowerment (OFE) to help the unbanked achieve greater financial security. In this quarter, IDNYC and OFE produced a brochure detailing the benefits of keeping money in a bank account or credit union. The brochure explains how IDNYC can help a cardholder open a bank account, and lists the 12 financial institutions—which together have a total of 77 branches across the five boroughs—that accept IDNYC as a primary form of identification. Beginning in January 2016, IDNYC enrollment staff will offer this brochure to every applicant as part of the enrollment process. It will also be shared at IDNYC outreach events, and OFE will distribute the brochure to their clients.

In addition, IDNYC has published on its website information about each of the 12 financial institutions listed in the banking brochure, including contact information, branch locations and details about the requirements for opening an account.

IDNYC and high-level administration members are continuing outreach to expand the list of financial institutions that accept IDNYC as primary identification. The administration has secured guidance from Federal Regulators indicating banks are permitted to accept IDNYC as government issued ID.

**(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:**

IDNYC's benefit partnerships were a resounding success for both cardholders and the partner organizations, all of which have chosen to continue offering benefits to cardholders in 2016. Throughout the fall of 2015, IDNYC cardholders continued to embrace the dynamic set of benefits associated with the card:

- 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. This year 16,098 people added this functionality to their IDNYC cards.
- By November 30<sup>th</sup>, IDNYC cardholders had redeemed more than 160,000 free one-year memberships at 33 cultural institutions that comprise the Cultural Institutions Group, including the Metropolitan Museum of Art, the Bronx Zoo, and the Brooklyn Academy of Music. For 2016, the list has grown to 40 participating cultural institutions.
- Cardholders used their exclusive IDNYC entertainment discounts 12,077 times in 2015 to visit landmarks like the Empire State Building and the Statue of Liberty, and to attend performances at Broadway theaters, movie theaters, and more.
- Since program launch, 2,600 New Yorkers signed up for their IDNYC discounts on public tennis permits and adult memberships at NYC Departments of Parks and Recreation' Centers. Another 1,316 cardholders registered for discounted family memberships at YMCA facilities throughout the City. In 2016, YMCA will offer discounts on individual adult memberships, as well.
- 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. As of November 30<sup>th</sup> this benefit saved New Yorkers \$106,505 on their prescription purchases.
- And at Food Bazaar stores in Queens, Brooklyn, and the Bronx, IDNYC cardholders saved a total of \$183,446 on discounted grocery purchases since January.
- Since IDNYC launched the Veteran Designation in July 2015, 3,185 veterans have chosen to have this special marker on their IDNYC cards, indicating service 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. The designation also entitles veterans to exclusive benefits above and beyond those offered to all cardholders.

As of January 1, 2016, IDNYC will bring even more value to cardholders:

- More than 40 cultural institutions will offer free one-year memberships, up from 33 institutions in 2015;
- More than 30 theatres citywide will offer discounted tickets to their productions;
- Citi Bike will offer a 15% discount on new annual memberships;

- Cardholders will be able to purchase discounted tickets to New York Football Club soccer matches at Yankee Stadium;
- The New York Theatre Ballet will offer discounts on performances and dance classes; and
- The Animal Care Centers of New York will give IDNYC cardholders a \$25 discount on pet adoptions.

This growing roster of partnerships speaks to IDNYC's reputation as a desirable and reliable partner, as well as the broad base of good will toward the program and its goals. The City continues to seek meaningful additions to the program that reflect the IDNYC's vision of greater access to government services, financial services, education, cultural benefits, and health and wellness for all New Yorkers.

The City is also focused on developing new card integrations that 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.