

December 31, 2019

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

The Honorable Corey Johnson  
Speaker  
New York City Council  
New York, NY 10007

Dear Mayor de Blasio and Speaker Johnson:

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

On October 29, 2019, IDNYC announced its first ever renewal campaign, new and returning benefit partners, and the IDNYC Middle School Card.

On December 2, 2019, IDNYC began accepting renewal applications. New Yorkers, whose IDNYC is expiring in less than 60 days or whose card has been expired for less than 6 months, can apply to renew their IDNYC through a new online portal or in person at Enrollment Centers in all five boroughs.

During this quarter, IDNYC launched the IDNYC Middle School Card. Middle school students ages 10 and up, who attend middle schools that partner with the IDNYC program, can enroll in IDNYC at their middle school's pop-up enrollment site without a parent or guardian present and have the name of their middle school displayed on their IDNYC card. IDNYC—in close partnership with the NYC Department of Education—launched a series of pop-up enrollment sites in Brooklyn at J.H.S. 291 Roland Hayes in Bushwick, M.S. 51 William Alexander in Park Slope, and M.S. 562 Evergreen Middle School for Urban Exploration in Bushwick.

Adding to the dozens of cultural and benefit partners that have offered free memberships, discounts, and other benefits to IDNYC cardholders, IDNYC was pleased to announce new partners joining the program for renewals, including 1-800-FLOWERS, The Apollo Theater, Bargemusic, Cookie's Department Stores, Inc., Historic Richmond Town, Jazz at Lincoln Center, National Sawdust, The Shed, and Whitney Museum of American Art.

IDNYC was also excited to announce that many of its longtime cultural partners—including the American Museum of Natural History, the Bronx Museum of Arts, Flushing Town Hall, Brooklyn Children's Museum, and Snug Harbor Cultural Center—have renewed their partnerships this season and will offer renewing IDNYC card members a free new membership beginning in 2020 and after.

Four new IDNYC pop-up enrollment sites that opened this quarter included two successful Mobile Command Center deployments. IDNYC partnered with Assembly Member Catalina Cruz to hold a pop-up at her district office in Corona,

Queens from September 9- October 9, 2019. IDNYC also held a pop-up in the Bronx at NYC Health + Hospitals/ Jacobi from September 20- October 15, 2019. The Mobile Command Center was deployed to two transitional and temporary housing shelters in Brooklyn this quarter—the CORE Beach Residence on October 1, 2019 and the Bergen Street Residence, part of an external affairs working group by the Department of Social Services and the Human Resources Administration, on November 13, 2019.

At this quarter's end, there were 1,365,828 unique cardholders enjoying the meaningful benefits of the IDNYC program. IDNYC is grateful for the ongoing leadership and partnership of Mayor de Blasio, Speaker Johnson, and the New York City Council.

Very truly yours,



Steven Banks, Commissioner, Human Resources Administration



Bitta Mostofi, Commissioner, Mayor's Office of Immigrant Affairs



Jeff Thamkittikasem, Director, Mayor's Office of Operations

cc: Dean Fuleihan, First Deputy Mayor  
Phil Thompson, Deputy Mayor  
Dr. Raul Perea-Henze, Deputy Mayor  
Emma Wolfe, Chief of Staff to the Mayor  
Jeff Lynch, Director of City Legislative Affairs

**New York City Identity Card Program Quarterly Report October 1, 2019 – December 31, 2019**

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, 1,517,922 applications have been received.

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

Borough	Total Applications Processed to Date as of December 31, 2019 (age 10 & up)	Estimated Eligible Population (age 10 & up) <sup>1</sup>	% of Borough Population Eligible for IDNYC (age 10 & up)
Bronx	273,003	1,262,608	21.62%
Brooklyn	442,136	2,301,475	19.21%
Manhattan	305,512	1,523,735	20.05%
Queens	460,469	2,084,645	22.09%
Staten Island	36,738	424,051	8.66%
Non-NYCP.O. Box	64	N/A	
<b>TOTAL</b>	<b>1,517,922</b>	<b>7,596,514</b>	<b>19.98%</b>

The 64 non-NYC addresses reflect applicants who participate in the New York State Address Confidentiality Program for domestic violence survivors and use 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 1,477,207 identity cards.

<sup>1</sup> Based on percent of population 10 years old and above, according to U.S. Census Bureau American Community Survey, 2016. Analysis completed by HRA Office of Evaluation and Research.

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

As of December 31, 2019, IDNYC has issued 62,352 cards to minors (individuals ages 10 to 17).

**(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:**

During this reporting period, IDNYC did not receive requests for information collected about applicants from any City agencies. For information about requests from law enforcement, see response to question 7 below.

**(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:**

During the reporting period, IDNYC did not share any documents submitted by applicants with other City agencies.

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

During the reporting period, IDNYC did not receive any requests for applicant information from any City agencies.

**(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:**

During the reporting period, IDNYC received one judicial subpoena for IDNYC applicant information, which is under review. The program disclosed information concerning one applicant pursuant to a grand jury subpoena that was received during the last reporting period.

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

Since the program's launch in January 2015, 255 cases have been detected to have a high likelihood of suspected fraud. In this reporting period, the program's integrity review process detected 10 unrelated instances in which an individual sought 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 a single applicant. After the perceived match, investigators on the program integrity team proceeded with an investigation in accordance with program protocols. There were 10 instances where the program's integrity review process detected an individual seeking to obtain an IDNYC card with documents that were suspicious and could not be authenticated. All 20 applications were denied. Where possible, in cases where the program suspects an individual is applying for a card under someone else's identity, the potential victim is notified by letter about the improper use of their identity information.

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

Throughout this quarter, IDNYC launched a multilingual ad campaign to promote renewals and new enrollments, conducted outreach across the five boroughs, and enrolled 1,797 New Yorkers at pop-up sites and aboard *IDNYC on the Go!*, the mobile command center. In addition, IDNYC teams were deployed to locations citywide, partnering with health centers, government entities, and nonprofits.

Related highlights:

- IDNYC's multilingual ad campaign to promote renewals kicked off in November 2019 and will run through June 2020 spanning community and ethnic print, digital, and broadcast media, in addition to transportation platforms, small businesses, and direct mail. This effort is paired with targeted community outreach and inter-agency efforts.
- IDNYC is committed to ensuring that the program is accessible to all New Yorkers, including vulnerable and hard-to-reach New Yorkers. IDNYC distributed information at health centers in multiple boroughs through partnerships with the Morrisania DOHMH Health Center, Bellevue and Jacobi Hospital Centers, and Metroplus Health Plan Community Room on Staten Island. IDNYC information was also distributed to students at events hosted with Pathways to Graduation. In collaboration with the Endangered Language Alliance, IDNYC information was shared in over 30 languages.
- MOIA outreach staff promoted IDNYC enrollment and delivered presentations at events across Staten Island including, for the first time, events with Sri Lankan communities. Staff attended Jummah prayers, and shared information about the IDNYC program with taxi cab drivers.
- Outreach teams attended and presented on IDNYC at events citywide. In Manhattan, Brooklyn and Queens, staff reached Mandarin, Cantonese and Fujianese-speaking New Yorkers, attended a Diwali event at Brooklyn Borough Hall in October 2019, and provided workshops for attendees at Ecuadorian and Peruvian consular events.
- IDNYC continues to deepen its relationships with elected officials across the city, making presentations and participating in events to share information with City Council, State Assembly, State Senate, and Congress members. In October 2019, IDNYC opened a permanent enrollment center in Sunset Park, Brooklyn with the support of Congressmember Nydia Velazquez and Council Member Carlos Menchaca. On December 2, 2019, IDNYC launched its renewal campaign, including its online portal, with more than 30 elected officials committed to participate in a social media day of action. State Senator Zellnor Myrie, State Senator Luis Sepulveda, Assembly Member Michael Blake, Assembly Member Brian Barnwell, Assembly Member Catalina Cruz, and Council Member Carlina Rivera were among the elected officials who participated in these and other events to expand and support access to the IDNYC program.

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

The program continues to seek new ways to expand the card's acceptance and utility as evidenced by the October 2019 announcement of new and returning benefit partners and the IDNYC Middle School Card. IDNYC was excited to introduce new partners including 1-800-FLOWERS, The Apollo Theater, Bargemusic, Cookie's Department Stores, Inc., Historic Richmond Town, Jazz at Lincoln Center, National Sawdust, The Shed, and Whitney Museum of American Art, joining its many returning partners, including, American Museum of Natural History, the Bronx Museum of Arts, Flushing Town Hall, Brooklyn Children's Museum, and Snug Harbor Cultural Center.

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

IDNYC cardholders continue to take advantage of the cultural, entertainment, educational, sports, and health-related opportunities that the card offers. The City continues to offer New Yorkers their first IDNYC card and renewal card at no charge, ensuring its accessibility to all.

**Culture, Entertainment, Sports, and Education**

- IDNYC continues to work closely with cultural partners to identify opportunities for further collaboration and for the expansion of IDNYC benefits. This quarter, 2,321 free one-year memberships were redeemed across 40 participating cultural organizations, with 683,044 memberships issued since January 2015.
- Since the start of the program, 86,071 cardholders have used IDNYC to purchase discounted tickets to Broadway and Off-Broadway theater performances, classes, sporting events, movies, and city landmarks like the Empire State Building and the Statue of Liberty. These discounts are provided by A.R.T./NY, a consortium of Off-Broadway theaters; New Victory Theater; the Entertainment Benefits Group; The New York Theatre Ballet; SoHo Playhouse; National Geographic Encounter; the Chelsea Film Festival; Entertainment Cruises; CourseHorse; KidPass; and BAAD!

**Libraries**

The City's partnership with the Brooklyn, New York, and Queens Public Library systems allows New Yorkers to use their IDNYC card as a single, citywide library card. Since January 2015, over 101,329 cardholders have added this functionality to their IDNYC.

**Health and Fitness**

The IDNYC card continues to facilitate access to better health.

- Since the program's launch, over 51,547 New Yorkers have signed up for discounted fitness options, including public tennis permits and adult memberships at NYC Department of Parks and Recreation Centers; family and individual memberships at YMCA facilities throughout the city; and memberships and classes with Bike New York, Citi Bike, NY Roadrunners, Chelsea Piers, and Aviator Sports and Events Center.
- The City's official prescription drug discount plan, Big Apple Rx, is integrated into the IDNYC card to provide prescription drug discounts at more than 2,000 pharmacies citywide. Since the program's launch, IDNYC cardholders have used this benefit to save over \$1,007,025 on their prescription purchases.
- At Food Bazaar stores in Queens, Brooklyn, and the Bronx, IDNYC cardholders saved over \$238,247 in discounted grocery purchases this quarter, bringing total grocery savings to more than \$2.8 million dollars (\$2,870,811) since January 2015.

- IDNYC's partnership with Health + Hospitals (H+H) allows cardholders to link their IDNYC cards to their H+H accounts, thereby speeding up the check-in process for subsequent appointments. Since this partnership began in May of 2016, 9,664 cardholders have linked their IDNYC cards to their H+H accounts.
- Since January 2017, parents, guardians, and other individuals have been able to use their IDNYC numbers online to access their own or their children's official immunization records from the Citywide Immunization Registry, at My Vaccine Record. Parents can check which vaccinations their child still needs, and can print out a vaccination history to complete medical forms for child care, school registration, college admission, camp enrollment and more. To date 3,937 cardholders have accessed vaccine records using an IDNYC number.

### **Veterans**

Since IDNYC launched the Veteran Designation in July 2015, 10,141 veterans have chosen to have this special marker on their IDNYC cards to indicate service in the U.S. Armed Services. The designation entitles veterans to exclusive benefits, better connects veterans to the services and discounts they deserve, and is an expression of the City's gratitude and respect for those who have served our country.

IDNYC continues to field inquiries from public and private institutions eager to partner with us. Our goal is to make meaningful additions to the program that reflect 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 focused on developing 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.