

September 29, 2016

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.

IDNYC had an exciting third quarter of 2016. To date, we have received 996,297 applications for IDNYC cards. We continue to create opportunities for cardholders to connect with IDNYC and to make IDNYC the premier card for New Yorkers to thrive in their city. In its second year, IDNYC has focused on evaluating the program's successes and on finding new ways to improve the card.

In August IDNYC released a comprehensive evaluation report issued by an independent research group that surveyed more than 70,000 cardholders, and conducted focus groups and individual interviews. The report was an overwhelming affirmation of the card's tremendous value to city residents. Among its findings are:

- **IDNYC fills a formerly unmet need for government-issued identification, particularly for immigrant communities:** More than 50% of all survey respondents now use the IDNYC card as their primary ID. Among immigrant survey respondents, 66.6% reported that IDNYC is the photo ID they use most.
- **IDNYC promotes a sense of belonging:** 77% of immigrants surveyed reported that IDNYC has increased their sense of belonging in the City.
- **Cardholders feel safer and more secure than they did before:** 59% of survey respondents who answered the question about law enforcement interactions reported that the card gives them greater confidence about potential encounters with police officers.
- **IDNYC is easy to get:** 94% of survey respondents reported that the application and enrollment process was either somewhat or very easy.

The IDNYC Week of Action kicked-off on Wednesday, September 21, 2016 with hundreds of staff and volunteers stationed at 21 subway stations, 26 IDNYC enrollment centers, CUNY campuses and NYC Health+Hospitals locations throughout the day. City Agencies participated with 9 Commissioners stationed at key locations, promoting IDNYC in the community. There was also ongoing outreach throughout the week, by 21 City Council Members, 3 Borough Presidents and 18 cultural institutions. Faith organizations

joined in with a “Faith in Action” weekend, where IDNYC engaged over 25 mosques and churches in connecting their congregations to IDNYC. We also hosted a press event with city leadership at the Chelsea Recreation Center, announcing new sports and fitness benefits that include up to 25% off on select events at the Barclays Center, 10% off on in-store purchases at NYC Modell’s Sporting Goods stores, and a free one year membership to New York Road Runners.

IDNYC continues to use pop-up sites to expand the reach of the program into new neighborhoods. This quarter the program celebrated it’s 100<sup>th</sup> unique pop-up, bringing the total number of pop-ups to 111. We are very proud to have reached so many neighborhoods citywide, at sites ranging from libraries, churches, and offices of elected officials; to community-based organizations serving veterans, the LGBTQ community, and seniors. This quarter, IDNYC partnered with TLC and hosted two pop ups at licensing centers; began a year-long pop-up initiative with CUNY; and launched a pop-up at the Mexican Consulate.

IDNYC continues to partner with other city agencies that serve key target populations. For example, IDNYC partnered with the Department of Education to promote youth enrollment by holding a series of pop-ups inside large high schools. The first high school in this lineup was at Fort Hamilton High School in Brooklyn, which held a wonderful back to school event during which Chancellor Fariña applied for her IDNYC.

IDNYC also collaborated with NYCHA on a series of pop-ups in housing developments. At the first such pop-up, CEO Shola Olatoye enrolled in the program, and we are grateful for NYCHA’s commitment to enable residents to get their IDNYC cards. IDNYC will continue to reach out to NYCHA residents throughout fall 2016 and beyond.

IDNYC is grateful for the ongoing leadership and partnership of the New York City Council and Speaker Melissa Mark-Viverito. 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  
Richard Buery, 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  
March 31, 2016- June 29, 2016**

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, 996,297 applications have been received.

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

<b>Borough</b>	<b>Total Applications Processed to Date as of June 30, 2016</b>	<b>Estimated Eligible Population (age 14 &amp; up)<sup>1</sup></b>	<b>% of Borough Population Eligible for IDNYC Card (age 14 &amp; up)</b>
Bronx	176,142	1,131,686	15.56%
Brooklyn	293,277	2,112,126	13.89%
Manhattan	193,985	1,437,418	13.50%
Queens	308,564	1,930,215	15.99%
Staten Island	24,291	390,334	6.22%
Non-NYC P.O. Box	38	-	
<b>TOTAL</b>	<b>996,297</b>	<b>7,001,779</b>	<b>14.23%</b>

The 38 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 968,650 identity cards.<sup>2</sup>

<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.

<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.

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

As of September 29, 2016, IDNYC has issued 31,069 cards to minors (individuals aged 17 or younger). This quarter, IDNYC has expanded on its partnership with DOE as highlighted in item (9) below. We have begun a major effort to enroll youth citywide.

**(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 received one request from the NYPD for applicant information. IDNYC denied the request it received from the NYPD, which was not accompanied by a judicial subpoena.

**(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 this reporting period, IDNYC has not shared any documents submitted by applicants to establish eligibility for the card with any city agencies.

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

During this reporting period, 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;**

During the reporting period, IDNYC disclosed information concerning two applicants pursuant to judicial subpoenas, received from the U.S. Attorney's Office for the Eastern District of New York (EDNY) and the Brooklyn District Attorney's Office respectively. IDNYC denied the request it received from the NYPD, which was not accompanied by a judicial subpoena.

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

To date 92 cases have been detected to have a high likelihood of suspected fraud.

In this reporting period the program's integrity review process detected 18 unrelated instances in which 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. There was 1 instance where the program's integrity review process detected an individual seeking to obtain an IDNYC card with suspicious documents which could not be authenticated. All 19 applications were denied. Where possible, the potential victims in these cases were alerted 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:**

In this quarter, IDNYC deepened its engagement with key vulnerable populations including seniors, youth, homeless persons and individuals involved in the criminal justice system. Through bulk enrollment coordination with several providers, IDNYC enrolled over 800 Summer Youth Employment Program (SYEP) participants over the summer. The IDNYC outreach team has been instrumental in coordinating organizations to have bulk enrollments for their constituents. Additionally, the team has assisted in conducting mobile enrollments to several communities, including Tibetan elders and other seniors across the city.

IDNYC worked hand-in-hand with NYCHA, organizing a pop-up at the Sedgwick Community Center (the first within a NYCHA facility); mailing IDNYC materials to all tenants; running advertisements; and coordinating tabling and promotional events at various Family Days throughout August and September.

IDNYC also held numerous pop-up enrollment centers at host locations serving priority / hard to reach populations including Cypress Hills Local Development Corporation, Bronx House, Webster Library, Carver Federal Bank, TLC offices in Staten Island and Long Island City, 14<sup>th</sup> Street Y, Bedford Stuyvesant Restoration Corporation, Soundview Library, Red Hook Community Justice Center and more. The partnership with CUNY continues to strengthen as well, and pop-ups were held at Bronx Community College and CityTech.

This quarter IDNYC began a deeper collaboration with DOE to enable more students and families to enroll for their free IDNYC. A pop-up at Fort Hamilton in late September kicked off a series of DOE pop-ups that will run through November 2016. IDNYC-DOE sent brochures home with all 1.1 million DOE students in

kindergarten through high school at the end of June 2016. IDNYC also tabled at various sites during peak school enrollment.

In addition, IDNYC worked with DHS to provide transportation and bulk enrollments to nearby centers for 5 shelters across the city. Staff and residents were briefed about the benefits of the IDNYC card and documents needed to apply, and IDNYC continues to work with DHS to assist those with limited documentation to apply for IDNYC.

Over the summer, IDNYC outreach staff attended several events to promote the card, including Citi Streets, Harlem Week, Go Africa Festival, West Indian Labor Day parade, and several National Night Out events across the city. The outreach team also attended several baby shower events hosted by First Lady Chirlane McCray and Deputy Mayor Richard Buery to provide information and tools for expectant mothers, including one held on Riker's Island.

The IDNYC outreach team organized several large events to promote IDNYC and other services available to immigrants. These included Oye Corona, Himalayan and Tibetan Community Town Hall, West Indian Community Town Hall, and a Consulate Training and Briefing. The IDNYC outreach team also presented at 10 information sessions hosted by the Mayor's Office of Immigrant Affairs (MOIA) where community groups came to learn more about the Supreme Court decision concerning DAPA/DACA.

From August 29 through September 1, Univision promoted IDNYC and Hispanic Federation's hotline, Linea Informativa, to inform viewers about New York City's IDNYC and assist callers in scheduling appointments to apply for the card. This weeklong IDNYC-HF promotion focused on informing viewers of how the IDNYC card can help students and parents start the school year off strong and give students fun and new ways to continue their education outside of the classroom. In the four nights of the campaign, Hispanic Federation received a total of 1,674 calls about IDNYC. They scheduled more than 440 appointments.

Lastly, the IDNYC outreach team, in partnership with several city agencies, libraries, hospitals, cultural partners, elected officials, and community based organizations held a Day of Action to promote IDNYC. On September 21, over 300 volunteers passed out information at 51 sites and made 4300 appointments. This kicked off a Week of Action which included promotion at immigrant serving CBOs, IDNYC cultural partners, elected officials' offices, schools and houses of worship.

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

This quarter IDNYC held press activations at various pop-up sites in order to partner with financial institutions to host pop-up IDNYC enrollment sites and encourage unbanked New Yorkers to use their IDNYC to open a bank account. This includes:

- A press event at the Red Hook Community Justice Center that featured Council Member Carlos Menchaca and spokespeople from Amalgamated Bank discussing IDNYC's banking benefits on Thursday, September 15.
- The Mayor's Office of Immigrant Affairs (MOIA), Department of Consumer Affairs (DCA), and Carver Federal Savings Bank (Carver) launched an IDNYC pop-up enrollment center at the bank's

125th Street branch, giving Harlem residents easy access to IDNYC and its banking benefits. The pop-up ran from July 19-July 29.

This September, the NY State Department of Financial Services joined federal regulators in making it clear that IDNYC can be accepted by all banks and credit unions, in compliance with the relevant customer identification regulations and requirements. As DFS recognizes, IDNYC has an important role to play in expanding access to financial services in New York.

To further IDNYC's goal of promoting the health and fitness of New Yorkers, this September the following sports-related organizations became IDNYC benefits partners:

- **Brooklyn Sports and Entertainment**, which is offering IDNYC cardholders up to 25% off tickets to Nets and Islanders games, and to other sports and entertainment events at Barclays Center in Brooklyn. For every ticket purchased online, BSE is also providing a \$10 food voucher;
- **Modell's Sporting Goods** now gives IDNYC cardholders 10% off items purchased in their 46 NYC stores; and
- **NY RoadRunners** will give cardholders their first year of membership free.

**(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:**

This quarter, cardholders continued to embrace enthusiastically their benefits in the areas of culture, entertainment, sports events, health, and fitness, as outlined below.

**Culture, Entertainment and Sports**

- In the third quarter of 2016, IDNYC cardholders redeemed more than 41,440 free one-year memberships at the 40 benefits partners comprising the Cultural Institutions Group, which includes the American Museum of Natural History, the Public Theater, the Museum of Chinese in America, Pregones Theater and the New York Botanical Garden, the city's zoos and aquariums and many more. The total number of memberships redeemed since January 2015 is 432,611.
- Our cultural benefit partners have had great success with the program and are finding creative ways to engage new IDNYC audiences. The Studio Museum in Harlem enrolled new IDNYC members offsite for the first time at their launch of its *inHarlem: Simone Leigh* exhibition in Marcus Garvey Park. The Museum of Modern Art reports that over half of its IDNYC members are from boroughs outside of Manhattan. The Queens Botanical Garden increased their memberships by six fold through IDNYC since joining the program in 2015. More than half of their IDNYC members are from Flushing, giving the garden a powerful way to connect with their local audiences and neighborhood.
- Since the start of the IDNYC program, cardholders have made 27,692 purchases of discounted tickets to Broadway and Off-Broadway theater performances, sporting events, movies, and visits to 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, the Entertainment Benefits Group, The New York Theatre Ballet, and the New York Football Club.

- 1,965 IDNYC cardholders used their cards to get 3,442 free tickets to the Park Avenue Armory's summer visual art installation: THE BACK DOOR by Martin Creed.
- Since January 2016, 36 cardholders used their IDNYC discount to adopt homeless pets from The Animal Care Centers of New York.

## Libraries

The City's partnership with the Brooklyn, New York, and Queens Public Library Systems continues to allow New Yorkers to use their IDNYC cards as a single city-wide library card. This quarter 10,631 people added this functionality to their IDNYC cards, bringing the total to 39,082.

## Health and Fitness

The IDNYC card continues to facilitate access to better health.

- Since program launch, 11,879 New Yorkers have signed up for their IDNYC discounts on public tennis permits and adult memberships at NYC Departments of Parks and Recreation' Center; on family and individual memberships at YMCA facilities throughout the City; and on new Citi Bike memberships.
- 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 program launch, IDNYC have used this benefit to save a total of \$340,482 on their prescription purchases.
- At Food Bazaar stores in Queens, Brooklyn, and the Bronx, IDNYC cardholders saved a total of \$126,076.71 on discounted grocery purchases this quarter for a program total of \$515,648.
- Barclays, Modells, and NY Roadrunners have partnered with IDNYC, bringing new sports and health benefits to cardholders.

## Veterans

- Since IDNYC launched the Veteran Designation in July 2015, 5650 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.

IDNYC continues to field inquiries from public and private institutions eager to partner with us. Our goal is to continue to make 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 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 through this one card.