



March 31, 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.

In the first quarter of 2016, IDNYC celebrated the completion of the program's exceptional, inaugural year. In just 14 months, 835,364 New Yorkers have enrolled to receive IDNYC cards, representing 11.93% of the City's total eligible population. In just one year IDNYC has become a singular portal by which New Yorkers are connected to their City, with access to services, benefits, and ultimately the peace of mind that comes with government issued identification.

Building on the program's success, this quarter IDNYC focused attention on expanding access and information for discrete populations. IDNYC, with program partner the Mayor's Office of Immigrant Affairs (MOIA), implemented a streamlined referral system to IDNYC from ActionNYC, a new immigrant legal assistance program. All ActionNYC subcontractors provide automatic referrals to IDNYC for clients they are serving. Immigrant New Yorkers receive these services at community based organizations citywide.

Additionally, IDNYC provided its first home visit enrollment, delivering on a promise to provide reasonable accommodations to applicants who due to disability are unable to enroll at an enrollment location. IDNYC staff enrolled a 90 year old veteran applicant in his home. This technology development and service goes to the heart of the program's purpose, to ensure that every New Yorker in need of identification is able to access it. Further, IDNYC is working closely with the Department for the Aging and the Mayor's Office for People with Disabilities to conduct outreach across community groups, local Independent Living Centers, non-profit organizations, and with case managers serving this population.

IDNYC continued to use pop-up enrollment centers to reach new neighborhoods and expand the reach of the program. IDNYC has held pop-ups at 69 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 Bronx Community College, Red Hook Community Justice Center, The Manny Cantor Center, and the Ecuadorian Consulate.



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The IDNYC program remains committed to improving program operations and maintaining the high degree of integrity and reliability that makes the card so valuable. Accordingly, this quarter IDNYC worked with partners across the administration including the New York Police Department (NYPD), City Council, advocates and other program stakeholders to assess, and propose a rule change. A final rule will take effect in the coming weeks.

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

December 31, 2015- March 30, 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, 835,364 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 March 30, 2016	Estimated Eligible Population (age 14 & up) ¹	% of Borough Population Eligible for IDNYC Card (age 14 & up)
Bronx	148,051	1,131,686	13.08%
Brooklyn	245,755	2,112,126	11.64%
Manhattan	161,525	1,437,418	11.24%
Queens	259,728	1,930,215	13.46%
Staten Island	20,275	390,334	5.19%
Non-NYC P.O. Box	30	-	-
TOTAL	835,364	7,001,779	11.93%

The 30 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 814,403 identity cards². Overall, 816,098 New Yorkers have had their IDNYC applications approved for card issuance with roughly 1,695 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.



The IDNYC program has denied 9,166 applications based on an inability to confidently verify applicant identity and residency or for applicant failure to establish eligibility for IDNYC.

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

As of March 30, 2016, IDNYC has issued 24,327 cards to minors (individuals aged 17 or younger). This quarter IDNYC conducted bulk enrollment opportunities to youth, worked with Department of Education (DOE) to expand partnership on a new rule proposal specific to youth enrollment at DOE schools, and continued outreach efforts amongst parent coordinators.

(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:

To date, IDNYC has not received any requests for information collected about applicants from any city agencies. For information about requests from law enforcement, see response to item (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:

IDNYC has not shared any documents submitted by applicants to establish eligibility for the card with any city agencies. For information about requests from law enforcement, see response to item (7) below.

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

To date, 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 application materials concerning two cardholders to the Manhattan District Attorney's office, both pursuant to judicial subpoenas. The original requests for such information were received during the previous reporting period. No new requests for information were received from law enforcement between January 1 and March 30, 2016.

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.



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

To date 60 cases have been detected to have a high-likelihood of suspected fraud.

In this reporting period, there were 17 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 17 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 outreach worked to deepen engagement with key populations including seniors, youth, and homeless persons. This work included an increase in bulk enrollment coordination with senior centers, students, and homeless individuals, involving community based partners such as West Side Campaign Against Hunger, Pathways to Graduation, Archcare, Roosevelt Island Seniors Association and others. Additionally the program did numerous pop-up enrollment centers at host locations serving these discrete populations, such as the Manny Cantor Center, the Red Hook Community Justice Center, the Brooklyn Community Services East New York Family Center, the Chinese Chamber of Commerce and others.

Further, pop-up enrollment locations continued to offer meaningful access to these and other New Yorkers. The IDNYC program had its first consulate pop-up at the Ecuadorian Consulate Community Center in the Queens, with expanded enrollment opportunities at library partners in all five boroughs, among others.

Continuing integration across agencies and programs, IDNYC has partnered with ActionNYC, a new immigrant legal services initiative, to train all service and outreach providers citywide on IDNYC in order to facilitate referrals to the program. IDNYC served as a key program in MOIA's, International Mother Language Day event hosted by Queens Museum benefit partner, celebrating the diversity and beauty of language among all New Yorkers. Additionally, the program was a centerpiece at a Town Hall hosted by MOIA and Council Member Lancman, bringing immigrant populations in Eastern Queens together to increase access to city services and initiatives. The program continued collaboration with City Council's Key to the City events as well as the Mexican Mobile Consulate.

Additionally, in order to ensure that New Yorkers requiring reasonable accommodations due to disabilities receive this service, IDNYC is working closely with the Department for the Aging and the Mayor's Office for People with Disabilities to conduct outreach across community groups, local Independent Living Centers, non-profit organizations, and with case managers serving these populations.



The quarter also celebrated library partners, the Queens Public Library, New York Public Library, and Brooklyn Public Library as recipients of the LibraryAware Community Award in recognition of their role in IDNYC implementation.

Finally, this quarter IDNYC worked with Agency partners including NYPD, Council, advocates and community members to propose new IDNYC administrative rules. The program held a public hearing to receive comment and feedback and has published a final that will take effect on April 25, 2016.

(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, MOIA and DCA OFE hosted an event to promote NYC Free Tax Prep and encourage tax filers to also open a bank account at Spring Bank. This year tax filers could use their IDNYC cards for tax filing with NYC Free Tax Prep and opening a bank account at Spring Bank and 11 other financial institutions. The event was hosted at the Ariva free tax prep site, which is located inside Spring Bank. Both Spring Bank and Ariva have been key partners of the City in serving the residents in the Bronx (District 16) with free tax prep and financial empowerment services.

As a result of continued engagement, J.P. Morgan Chase will begin accepting IDNYC as secondary identification by the end of this year, joining other national financial institutions including Bank of America, Capital One, Citibank, Wells Fargo, and HSBC.

IDNYC and high-level administration members are continuing outreach to expand the list of financial institutions that accept IDNYC.

(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:

The New Year brought an exciting expansion of cardholder benefits in the areas of culture, entertainment, sports events, health, and fitness.

Culture, Entertainment and Sports

- In 2016 the total number of benefits partners comprising the Cultural Institutions Group grew to forty, including the Museum of Modern Art, the Guggenheim Museum, the Metropolitan Museum of Art, the Brooklyn Academy of Music, and all of the city's zoos. To date IDNYC cardholders have redeemed over 350,000 memberships since IDNYC's launch 14 months ago;



- A.R.T./NY, a consortium of Off-Broadway theaters throughout the city, offers cardholders discounted tickets to Off-Broadway theatre productions. So far this year, more than three hundred cardholders enjoyed performances at these intimate venues;
- Through EBG, a returning partner, IDNYC cardholders used their exclusive IDNYC entertainment discounts to purchase 5,659 discounted tickets to performances at Broadway theaters and movie theaters, and visits to landmarks like the Empire State Building and the Statue of Liberty.
- This month the New York Football Club opened its home game season at Yankee Stadium, which will allow cardholders to attend soccer matches at discounted prices;
- Since January, twelve cardholders received a \$25 discount when they adopted a pet 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 6,053 people added this functionality to their IDNYC cards, bringing the total to 22,151.

Health and Fitness

The IDNYC card continues to facilitate access to better health.

- Since program launch 1,294 New Yorkers have signed up for their IDNYC discounts on public tennis permits and adult memberships at NYC Departments of Parks and Recreation' Centers.
- Another 1,789 cardholders registered for discounted family and individual memberships at YMCA facilities throughout the City, more than twice the number who signed up in all of 2015, bringing the total to 3,031 IDNYC-YMCA memberships.
- Ninety-six IDNYC cardholders enjoyed a 15% discount on new annual Citi Bike memberships over the winter, and we anticipate many more will become members this coming Spring ;
- 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. This quarter, IDNYC cardholders used this benefit to save a total of \$257,708 on their prescription purchases.
- And at Food Bazaar stores in Queens, Brooklyn, and the Bronx, IDNYC cardholders saved a total of \$119,543 on discounted grocery purchases this quarter.
- Since IDNYC launched the Veteran Designation in July 2015, more than four thousand 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.



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IDNYC continues to field inquiries from organizations eager to partner with us. Our goal is to continue to add 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.