



March 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 first quarterly report on the IDNYC program as required by Local Law 35 of 2014.

In just 10 weeks, the IDNYC card established itself as a New York City fixture by successfully fulfilling what had been a glaring gap – the lack of government-issued photo identification available to all New York City residents. The unprecedented demand for IDNYC reveals not only the urgency with which New Yorkers have needed this identification card, but also the confidence and trust that New Yorkers place in their municipal government.

Other cities from across the country that have implemented Municipal ID initiatives, such as New Haven, San Francisco, and Oakland, enrolled approximately 1% of their populations during their first year of operation. On March 30th, just the 77th day since the launch of IDNYC, the 100,000th New Yorker applied for an IDNYC card – well exceeding 1% of the City's population (approximately 84,000). Over that period of time, more than 350,000 New Yorkers have scheduled appointments to get their own IDNYC cards with thousands more making appointments each passing day.

The City of New York has rapidly ramped up the capacity of the program to meet this extraordinary demand by adding workstations at IDNYC enrollment centers, extending hours of operation, realizing technology efficiencies, and opening large scale new IDNYC enrollment hubs across the boroughs. New IDNYC centers have opened in Corona, Lower Manhattan, West Harlem, and Long Island City, and the midtown Manhattan center has more than quintupled in size. By mid-April of this year, new sites will launch in the South Bronx and Coney Island and a new, larger Sunset Park center will replace the temporary site that had opened in January. In May the program will launch the second round of pop-up enrollment centers, increasing capacity across a larger geography and in partnership with community-based organizations, City Council offices, and City agencies. This dramatic expansion provides the IDNYC program with the capacity to enroll one million New Yorkers this calendar year, which is approximately four times the capacity of the IDNYC program at the time of launch less than three months ago.

The rapid expansion of enrollment capacity has been coupled with a similar increase in the staff and resources dedicated to the review and approval of applications, to maintain the integrity of the program and



**Human Resources
Administration**
Department of
Social Services

**Mayor's Office of
Immigrant Affairs**

**Mayor's Office
of Operations**



to ensure that the IDNYC card is a trusted and secure form of identification. In addition, the program has created an easy to navigate appointment system that allows applicants to manage their own appointments and a customer service team dedicated to responding to applicant inquiries.

The IDNYC initiative has reached New Yorkers of all backgrounds – but the program has been particularly well-received by immigrant communities. For many foreign-born individuals, the IDNYC card has become the tangible representation of being welcomed, accepted and recognized as New Yorkers. The program has already received stories from New Yorkers who have used their IDNYC to enter their child's school with pride and confidence, to designate their preferred gender for the first time, and to enter city buildings to seek assistance with peace of mind. The importance of these individual successes cannot be overstated.

We greatly appreciate the leadership and partnership of the New York City Council and Speaker Melissa Mark-Viverito in helping to make IDNYC a success.

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
Lillian Barrios-Paoli, Deputy Mayor for Health and Human Services
Jon Paul Lupo, Director of City Legislative Affairs



New York City Identity Card Program Quarterly Report

January 12, 2015 (program launch) through March 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 to date, the City has made 353,861 appointments for unique residents of New York City to obtain their IDNYC cards. To date, 101,063 New Yorkers have had their applications processed to receive IDNYC cards. In response to the extraordinary interest in the program the City has moved swiftly to expand capacity across the five boroughs. At the time of this report the City has more than tripled the program's enrollment capacity. Additional expansion is being implemented in the coming weeks, which will continue to significantly increase the number of New Yorkers applying for the IDNYC card every day.

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

Borough	Enrollments January 12, 2015-March 30-2015
Bronx	17,153
Brooklyn	30,805
Manhattan	14,976
Queens	34,616
Staten Island	3,513
TOTAL	101,063

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

IDNYC has issued 83,285 identity cards¹. Overall, more than 90,000 New Yorkers have had their IDNYC applications approved for card issuance with roughly 7,000 cards currently slated for imminent printing. As the program's increased enrollment capacity continues to become available, the number of identification cards issued will correspondingly increase.

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

As of March 30, 2015, IDNYC has issued 1,401 cards to minors (individuals aged 17 or younger). The City's young adult population represents a particular focus for IDNYC. With government-issued identification like IDNYC, young adults in the City can enjoy greater safety in their neighborhoods, easier entry to government

¹ 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.



buildings and services, access to some of the City's premier cultural institutions and increased peace of mind for their caretakers who may be listed as an emergency contact. Accordingly, the Mayor's Office and HRA are working with the Department of Education, Department of Youth and Community Development, after-school programs, youth development organizations and Council Members to increase outreach and awareness around the IDNYC card.

- (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. Privacy and security of applicant data are foremost priorities for the IDNYC program. As the administering agency of the program, HRA issued a series of executive orders prior to launch implementing strong privacy protections and procedures to ensure program integrity. These executive orders mandate high levels of protection for cardholder information and stringent processes for dealing with third-party requests for such data.

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;

Two instances of possible fraud have been detected since the IDNYC program's launch. Specifically, in two unrelated instances, the program's integrity review process detected an individual seeking to obtain an IDNYC card in another individual's name and identity documents. Both of these applications were found to be an instance of suspected fraud and the potential victims were alerted by letter about the improper use of their identity information. Both applications were denied. New York City has made a tremendous commitment of resources to the IDNYC program to ensure the inclusion of robust security protocols to prevent fraudulent activity and the creation of a fraud-resistant identification card. The City's ability to maintain program integrity and issue an identification card with real value to New Yorkers depends on an ongoing commitment to



identifying fraud. These instances are examples of the importance of these measures and show that they are working as intended.

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

The IDNYC program is for all New York City residents. It is proof that all New York City residents are welcomed as part of this great city. While the program aims to reach all New Yorkers who want the IDNYC card, there are many populations in critical need of the access and inclusion the ID provides. Accordingly the City's outreach plan is calibrated to provide awareness, visibility and incentive to all New York City residents eligible for IDNYC while emphasizing outreach to the vulnerable communities in our city that we particularly aim to serve.

IDNYC Marketing and Outreach	
Presentations, workshops and meetings ² :	282
IDNYC Outreach Brochures Distributed:	515,487
Print Advertisements:	91
Digital Advertising Impressions (does not include social media advertising):	1,375,000
Bus Shelter:	50
Bus Advertisements:	542
Subway Advertisements:	2260
Check Cashing, Nail and Hair Salon Advertisements:	86
Taxi Public Service Announcement:	14,000 Taxis
Radio Station Advertisements:	837
Two IDNYC Telemundo Hotlines with Hispanic Federation:	4000+ calls received

- (10) The City's efforts to promote acceptance of the New York City identity card by banks and other public and private institutions; [and]**
- (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 City has partnered with public and private institutions to create a municipal identification program with benefits, value and integrity for all New Yorkers. NYPD has served as a key program partner in developing

² This figure does not include events at which the Mayor's Community Affairs Unit has promoted IDNYC.



secure and effective identification verification protocols and has incorporated the IDNYC card into the NYPD Patrol Guide for purposes of issuing summons and desk appearance tickets. NYPD has also invited IDNYC outreach staff to conduct information sessions with all training sergeants citywide, all DOE School Safety Officers citywide, the most recent training academy class of 884 recruits, and at community precinct councils across the five boroughs.

The City established a core group of financial institutions that agreed to accept the card as proof of identity for the purposes of opening a bank account, including Amalgamated Bank, Bethex Federal Credit Union, Brooklyn Cooperative Federal Credit Union, Carver Federal Savings Bank, Lower East Side People's Federal Credit Union, Melrose Credit Union, Municipal Credit Union, Neighborhood Trust Federal Credit Union, Popular Community Bank, Spring Bank, University Settlement Federal Credit Union, and Urban Upbound Federal Credit Union. The City continues to work closely with federal regulators to ensure that all financial institutions accept the IDNYC card for purposes of opening a banking account in the near future.

To supplement the card's value as a form of identification, the City has developed a dynamic set of partnerships to enhance the card's appeal to all New Yorkers:

- The City has partnered with all three of the library systems to facilitate use of the IDNYC card as a single library card for the Brooklyn, New York, and Queens Public Library Systems.
- 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.
- To further encourage New Yorkers to take advantage of the best New York City has to offer discounts are available at attractions typically geared toward tourists and at entertainment venues, such as Broadway, movie theaters, and more.
- To advance health and wellness, the City has made discounts available on public tennis permits as well as memberships at NYC Departments of Parks and Recreation' Centers and YMCA facilities. Additionally, the City's official prescription drug discount card, Big Apple Rx, has been integrated into the IDNYC card to provide prescription drug discounts at 95% of pharmacies citywide.
- Food Bazaar, a leading supermarket in Queens, Brooklyn, and the Bronx, has offered a five percent discount on weekdays to all shoppers with their IDNYC card.

The City will continue 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 with just this one card in their wallet.