

May 1, 2015

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Before a hearing of the New York City Council Committee on Immigration  
"Oversight - Implementation of IDNYC - New York City's Municipal Identification Program."

Thank you to Committee Chair Menchaca and the members of the Committee on Immigration, Committee Chair Levin and the members of the Committee on General Welfare, and Committee Chair Kallos and the members of the Committee on Government Operations.

It is with great pleasure that I am here to present to the committee on the IDNYC program. I would like to begin by thanking the committee and Speaker Melissa Mark-Viverito for their tremendous support and partnership not just on the IDNYC program but on all immigration issues.

As Commissioner of the New York City Mayor's Office of Immigrant Affairs I have had worked closely with my colleagues, Commissioner Banks of the Human Resources Administration and Director Tarlow of the Mayor's Office of Operations, to implement the IDNYC program. On March 31<sup>st</sup>, 2015 we delivered to the Speaker and the Council the program's first quarterly report. As laid out in this report, in the first ten weeks of operation the IDNYC card program enrolled over 1% of the City's population and made appointments for more than 350,000 New Yorkers to apply for their IDNYC. These numbers surpassed the enrollments of all other municipal ID programs throughout the country. And just one month later, I am pleased to report to you, that we have now been able to put IDNYC cards in the hands of more than 160,000 New Yorkers – or, 2% of New York City residents—and have processed more than 450,000 appointments.

Through extensive outreach and community engagement we hear wonderful stories each and every day of the various ways New Yorkers are using their IDNYC cards. From the mother who has been able to enter her child's school in Corona for the first time without being accompanied by the school safety officer, to the 17 year old from Central Brooklyn interacting safely with law enforcement, to the family receiving a free membership at the Bronx Zoo, the response to IDNYC has been inspiring across the City. The overwhelming majority of feedback the program receives has been positive and embodies the multitude of ways New Yorkers can and are using their IDNYC.

## **Overview: The New York City Municipal ID Program—IDNYC**

Recognized identification is essential to New Yorkers being able to access basic needs, including entering city buildings and applying for services, interacting with law enforcement, opening a bank account, and receiving health services. While U.S. government issued photo identification has increasingly become necessary, the ability to access ID has remained out of reach for many people in our community—in particular the most vulnerable. Be it because of immigration status, unstable housing, gender identity or other barriers, some of our most vulnerable communities have faced the greatest obstacles to obtaining secure and broadly recognized identification.

Mayor de Blasio entered office committed to addressing this need. With the support of this Committee, the Speaker, and Council at large we passed legislation in a mere six months creating the municipal ID card. Thereafter, in consultation with the Council and advocates, the administration moved to build a program in which all New Yorkers could more readily obtain photo identification. The IDNYC program aims to serve the very communities that need ID most, but has been designed to be inclusive of and beneficial to all New Yorkers.

IDNYC launched on January 12, 2015 allowing New York City residents aged 14 or older to apply for a *free* IDNYC card. All applicants are required to provide proof of identity and residency. The 65-plus list of documents that may be used to establish identity and residency were created in concert with Council members, government agencies like the New York City Police Department (NYPD), advocates, and other key stakeholders. Special rules establish alternative ways to show residency for homeless individuals, domestic violence survivors and young adults.

To further ensure all communities have access to IDNYC, the program has robust language and disability access practices that include translation of materials in 20 plus languages, live phone interpretation language line translation in 200 plus languages, American Sign Language translation services, and ADA accessibility of all permanent enrollment centers and more. [Virtually all of our front-line staff are bi- or multi-lingual.] In collaboration with the Mayor's Office of Veterans Affairs the program is working to ensure that all New York City Veterans may choose to designate their service on their IDNYC card in the near future.

The program worked closely with the NYPD and HRA's Investigation, Revenue, and Enforcement Administration to implement the best anti-fraud practices and strong program integrity procedures. Additionally, Commissioner Banks issued three executive orders articulating security and confidentiality protocols designed to protect applicant information.

These protocols address data storage and access, the use of the duplicate image search anti-fraud tool, and third party requests for applicant information.

The benefits associated with the IDNYC card help New Yorkers access vital services while enhancing the card's broad appeal. The card may be used to enter City buildings and schools, is recognized by City Agencies, such as the NYPD, and may be used at over a dozen financial institutions to open banking accounts, including Amalgamated Bank, Popular Community Bank, Carver Bank, Neighborhood Trust Federal Credit Union and others. The card also serves as a key to many of the City's educational and cultural venues. IDNYC can be used across all three library systems as a single library card. IDNYC may be used to obtain a free one-year membership at 33 of the City's premiere institutions including the Metropolitan Museum of Art, the Bronx Museum of Art, the Museum of the Moving Image, Carnegie Hall, the Brooklyn Academy of Music and others. Additionally, all IDNYC cards are integrated with the City's official prescription drug discount card, Big Apple Rx, providing discounts at 95% of pharmacies citywide. Discounts at Food Bazaar grocery store, the NYC Parks and Recreation Centers, YMCA, moving tickets and others provide an array of benefits for New Yorkers to pick from. The diversity of these benefits and others has shown to attract a diversity of interest in the program and use by IDNYC cardholders. The city is continuing to seek meaningful additions to the program that reflect a vision of more efficient access to government services and programs, greater access to financial services, education and cultural benefits as well as health and wellness opportunities for all New Yorkers.

## **Outreach and Marketing**

Recognizing the importance of outreach in many of the target communities the program began meeting with advocates early on and continued outreach engagement across city agencies, program partners, CBOs, unions and faith based institutions amongst others. These efforts informed the outreach strategy and scope. Since launch the outreach team has worked diligently to engage community where they live and work and to provide good and consistent information. The outreach team has conducted nearly three-hundred trainings and workshops to providers, briefings for community and one on one engagement across the all five boroughs city. In addition, IDNYC has partnered with the Speaker and Council on three Town Hall briefings to community in Manhattan, the Bronx and Queens.

The IDNYC marketing campaign and outreach efforts have been informed by extensive community engagement and data analysis. IDNYC organized multiple paid focus groups and numerous informal focus groups with New Yorkers from target communities to solicit feedback on the most compelling messages and strategies for reaching target New Yorkers. In partnership with the Mayor's Community Affairs Unit, we have conducted extensive mapping of community infrastructure, including religious institutions, community based organizations, and City agencies in communities that would most benefit from IDNYC.

Central to the outreach efforts has been a focus on language access. The City looked at U.S. census data that shows limited English proficient populations by languages spoken at home. The languages drawn from this data were used to determine outreach material languages, applications and document lists, advertising in print and radio as well as community outreach and engagement in multilingual presentations.

IDNYC has a team of Neighborhood Organizers that have engaged in significant direct outreach efforts. The teams work includes, educational trainings and workshops, community presentations, and partnerships with groups such as: Atlas DIY, the Center for Family Life, Chhaya CDC, Make the Road New York, Flatbush Development, Minkwon Center, the Northern Manhattan Coalition for Immigrant Rights, the Chinese American Planning Council and others. Additionally, the outreach team has engaged agency partners such as the Department of Youth and Community Development, Department of Education, the New York Police Department, Administration of Child Services, the Mayor's Office of International Affairs and others. Police engagement has been led by the IDNYC Field Director as well as School Safety Officer presentations.

IDNYC has begun the planning of pop-up enrollment centers. The pop-ups allow IDNYC enrollment to occur in communities where permanent locations may be less accessible, target populations with difficulty traveling may live, or demand is great for the card. The City has great partnership with Council in identifying the locations to be in and working with Council Member offices to realize pop-ups in their districts.

IDNYC developed a citywide marketing campaign that embodies the spirit of IDNYC—a card that symbolizes unity and inclusion for all New Yorkers. The City conducted focus groups with New Yorkers from all walks of life to determine what card features, elements and messaging resonated best. The “I AM NYC” campaign reflects the diversity of New York City residents as well as the geography of our city. The outdoor campaign includes subway and bus ads, check cashing, laundromat and hair and nail salon ads as well as a taxi cab PSA. Further, the city engaged ethnic media from the onset with roundtable briefings, Telemundo hotlines and PSAs, and radio and print ad buys. In fact, 57% of all print advertisements to date were placed in ethnic media publications such as El Diario, Chinese World Journal, Korea Times, Haiti Progress, Weekly Thikana and others. Further 100 % of all advertisements to date were on ethnic media stations such as La Mega, Univision, Radio Soleil and more.

While the program does not track or indicate immigration status in any way, we can say confidently that it has been very well received by immigrant communities. By way of example, 311 has received the largest number of non-English call requests in its history for this program. Of the call volume received for IDNYC nearly 50% of callers request Spanish language service. The tremendous response to the program and interest from New Yorkers of all walks of life to enroll in the program demonstrates the success of this engagement and work the program can do to continue and deepen awareness in target communities.

Additionally, the outreach team has focused on connecting New Yorkers with the benefits the card provides. Through events, meetings and social media the program works to highlight the myriad of ways a cardholder can In March alone some 2000 IDNYC cardholders enrolled in cultural institution memberships across the city. Of further note is that over 20,000 applicants are now registered organ donors in New York State.

## Conclusion

In closing, I have had the pleasure of spending time at each of our more than two dozen IDNYC enrollment centers and it has been inspiring to see the true collective impact this initiative is having in touching the lives of thousands of New Yorkers every single day. For far too long, hundreds of thousands of New Yorkers have been living on the margins of our communities and in the shadows of our society, the IDNYC card has embraced all of our neighbors as New Yorkers and has welcomed them into the mainstream of our civic life.

Being out at our enrollment centers has also provided me with the opportunity to witness firsthand the commitment of IDNYC program staff, who are HRA employees, delivering high quality, friendly, and multi-lingual customer service to all New York City applicants. I want to recognize the efforts of Human Resources Administration and the Mayor's Office of Operations for their tremendous contribution to program implementation, support and expansion. I would also like to thank New York City's agencies, the City Council, the community-based organizations, and others who have truly championed the program. We look forward to continuing to work closely with all of these partners and remain committed to delivering an identification card program that serves the interests and needs of all New Yorkers.