

December 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 fourth and final quarter of 2016, IDNYC has done what it does best—create opportunities for New Yorkers across the city to connect to the services and benefits that it has to offer with ease and accessibility. Just shy of its two-year program anniversary, IDNYC has received 1,051,910 applications and has issued 988,407 unique cards to New Yorkers.

Specifically, this quarter IDNYC partnered with the Department of Education (DOE), the Department of Homeless Services (DHS), the City University of New York (CUNY) and others to increase enrollment and provide information on the program and its benefit offerings. Through pop-up enrollments, community forums, campus outreach, and on-site collaboration, these and other outreach efforts culminated in increased enrollments for key populations, including youth, the elderly and homeless individuals.

IDNYC continues to use pop-up sites to expand the reach of the program into new neighborhoods, such as Roosevelt Island, Laurelton and Edenwald, to help bring the total number of unique pop-ups to 125. The program hosted pop-up enrollment centers inside high schools, homeless shelters, offices of elected officials and college campuses. This quarter, IDNYC partnered with the Human Resources Administration (HRA), the New York City Housing Authority (NYCHA), and the DHS to host pop-ups at their employee headquarters to enroll City government employees and bolster IDNYC's strong partnerships with the individuals these agencies serve. The program also partnered with CUNY to promote student enrollment by holding a series of pop-ups inside college campuses during November. IDNYC continues to work closely with CUNY to provide on-site services to students and faculty members.

This quarter IDNYC partnered with the Department of Consumer Affairs (DCA) to launch the first phase of a marketing campaign targeting unbanked New Yorkers with information on where to access a bank account using IDNYC. Further, the program launched a series of radio and print ads in over 45 community and ethnic media outlets encouraging New Yorkers to enroll for the program.

Finally, in accordance with local law 35 of 2014, IDNYC modified its data retention policy. Specifically, for applications filed on or after December 7, 2016, the IDNYC program will no longer retain copies of the documents presented by applicants in order to establish identity and residence. The program looks forward to continuing to serve all New Yorkers with the utmost customer service, commitment to protecting the confidentiality and privacy of cardholders, and continuation of the comprehensive security and integrity processes that are hallmarks of IDNYC.

IDNYC is grateful for the ongoing leadership and partnership of the New York City Council and Speaker Melissa Mark-Viverito.

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
October 1, 2016- December 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, 1,051,910 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 30, 2016	Estimated Eligible Population (age 14 & up) ¹	% of Borough Population Eligible for IDNYC Card (age 14 & up)
Bronx	185,779	1,131,686	16.42%
Brooklyn	310,776	2,112,126	14.71%
Manhattan	205,544	1,437,418	14.30%
Queens	324,310	1,930,215	16.80%
Staten Island	25,457	390,334	6.52%
Non-NYC P.O. Box	44	-	-
TOTAL	1,051,910	7,001,779	15.02%

The 44 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 1,029,618 identity cards.²

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.

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.

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

As of December 29, 2016, IDNYC has issued 35,138 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 no requests from City agencies for applicant information.

(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 this reporting period, IDNYC disclosed information concerning three applicants pursuant to judicial subpoenas, one from the U.S. Attorney's Office for the District of Connecticut and two from the Manhattan District Attorney's Office.

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

To date 102 cases have been detected to have a high likelihood of suspected fraud.

In this reporting period the program's integrity review process detected 19 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 one 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 20 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:

Building on its efforts in the previous quarter, IDNYC continued to increase engagement with vulnerable communities who experience challenges obtaining government issued identification across the city, particularly among immigrant seniors and youth.

This quarter, IDNYC in partnership with the Department of Education (DOE) enrolled 3,187 students, staff and parents at six high school-based pop-ups: Fiorello H. LaGuardia High School of Music & Art and Performing Arts, George Washington Educational Campus, Francis Lewis High School, Fort Hamilton High School, Edward R. Murrow High School, and Stuyvesant High School. Additionally, in December of 2016 all UPK schools received and distributed IDNYC information materials to parents and the outreach team engaged over 100 DOE Parent Coordinators.

The IDNYC partnership with the City University of New York (CUNY) continues to strengthen, exemplified by pop-up enrollments at Brooklyn College, Hunter College, Borough of Manhattan Community College (BMCC), Queensborough Community College, and Kingsborough College, where some 2,824 students and staff were enrolled. As part of this engagement, IDNYC brought together over 30 CUNY Student Government leaders from several campuses for an event at BMCC to join in promoting IDNYC to their fellow students.

Outreach to seniors focused on mobile enrollments at the following senior communities: Shri Laxmi Narayan Mandir in Queens, Homecrest Community Services in Brooklyn, Health Essential Association in Brooklyn, Cooper Square Naturally Occurring Retirement Community (NORC) in Manhattan. Additionally, IDNYC outreach began collaboration with the Department for the Aging (DFTA) to train caseworkers on the IDNYC program and facilitate future mobile enrollments. Similarly, IDNYC presented at a meeting of over 100 DHS shelter directors and staff resulting in a high demand for pop-ups and presentations at homeless shelters. Subsequently, IDNYC kicked off a series of IDNYC pop-ups scheduled for homeless shelters in partnership with the DHS.

During this quarter, through engagement at the City and State level, IDNYC saw an increased demand for pop-ups and mobile enrollments by a number of elected officials. As a result, IDNYC conducted a series of pop-ups with elected officials, specifically: Council Members Ben Kallos at the Roosevelt Island Senior Center, Donovan Richards at the Laurelton Library in Queens, Rafael Salamanca at his district office in the Bronx, and Assembly Member Pichardo at Davidson Community Center in the Bronx. We also conducted a number of one day mobile enrollments with Council Members Fernando Cabrera during their CUNY Citizenship Now event in the Bronx, and James Van Bramer at Six Towers Co-Op in Woodside, Queens, with the Manhattan Borough President's office during their Access Manhattan Workshop on IDNYC and with Senator Kevin Parker during his Citizenship Now event in Brooklyn.

Ongoing community engagement and resource sharing included special events in Bengali, Spanish, Mandarin, Korean and Haitian Creole speaking neighborhoods. These forums continue to build awareness of city services and particular connection to the IDNYC program throughout the City.

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

This quarter the program welcomed PNC bank as a new financial partner, accepting IDNYC as primary identification to open a bank account. Additionally, IDNYC, in partnership with the Department of Consumer Affairs (DCA), launched the first phase of its citywide marketing campaign, connecting New Yorkers to the program's financial institution partners through bus and subway ads.

Secretary Lew of the U.S. Department of Treasury also commended New York City's efforts to address banking access stating at a national meeting that "IDNYC was a bold move to overcome a hurdle that was keeping people from being able to open bank accounts."

(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 enthusiastically embrace their benefits in the areas of culture, entertainment, sports events, health, and fitness, as outlined below.

Culture, Entertainment and Sports

- This quarter IDNYC cardholders redeemed more than 40, 247 free one-year memberships at the 40 benefit partners comprising the cultural institution benefits , including the Brooklyn Museum, El Museo del Barrio, Museum of the Moving Image, Solomon R. Guggenheim Museum, and Staten Island Museum, along with the city's zoos, aquariums and performing arts centers. The total number of memberships redeemed since January 2015 is 472,844. This past October, the IDNYC newsletter highlighted some of the great programming taking place at participating cultural institutions throughout the five boroughs, encouraging hundreds of thousands of card holders who had yet to make the most of these benefits, to sign up for free one-year memberships.
- Since the start of the IDNYC program, cardholders have made 34,311 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**; **the New York Football Club**, NYC's Major League Soccer team; Brooklyn Sports and Entertainment, owner of **Barclays Center**; and tickets to the **Park Avenue Armory's** summer visual art installation.

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. Since January 2015, 44,055 IDNYC cardholders have added this functionality to their IDNYC cards.

Health and Fitness

The IDNYC card continues to facilitate access to better health.

- Since program launch, 13,856 New Yorkers have signed up for the many discounted fitness options offered through IDNYC, 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 Citi Bike and NY Roadrunners memberships.
- Since Modell's Sporting Goods became an IDNYC benefits partner in October, cardholders have made over 1,800 clothing and sports equipment purchases using their IDNYC discount.
- 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 cardholders have used this benefit to save a total of \$452,877 on their prescription purchases.
- At **Food Bazaar** stores in Queens, Brooklyn, and the Bronx, IDNYC cardholders saved over \$600,000 in discounted grocery purchases since the program launched in January 2015.
- In May of 2016, IDNYC launched a partnership with Health + Hospitals (H+H) allowing cardholders to link their IDNYC cards to their H+H accounts, thereby speeding up the check-in process for subsequent appointments. To date, 3,721 cardholders have linked their IDNYC cards to their H+H accounts.

Veterans

- Since IDNYC launched the **Veteran Designation** in July 2015, 6,189 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 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 ensures that New Yorkers have access to a broad array of additional programs, services, and benefits.