

March 31, 2017

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 2017, we are proud to announce that, since launch, we have issued 1,033,878 unique cards to New Yorkers! This quarter IDNYC also debuted new and innovative ways to enroll in the program, while engaging communities across the city on the importance of government issued identification in a time of uncertainty and concern for many New Yorkers.

First, IDNYC launched its Online Portal, enabling applicants to complete their application form prior to their appointment, making the entire enrollment process faster and easier. The portal has a new appointment interface and additional customer self-service tools such as an application status check and a new "Contact Us" page. Consistent with IDNYC's commitment to language access, the portal is available in multiple languages. The program will continue to expand the utility of the portal, adding features for new and current IDNYC cardholders.

Additionally, IDNYC launched IDNYC on the Go!, a mobile command center equipped to enroll New Yorkers across the city, enabling effective engagement at citywide events and areas of high need such as NYCHA housing facilities and other locations. The command center will travel to neighborhoods on the outskirts of the city, providing greater access for those who are not close to permanent enrollment centers. The program operationalized its new data retention policy while maintaining robust program integrity.

Finally, IDNYC conducted focused outreach in partnership with elected officials, agency partners, schools, faith and community leaders, volunteers and more. These outreach engagements provided comprehensive holistic and much needed information on citywide resources and the significant import of IDNYC as a safe and trusted form of ID for all, regardless of immigration status.

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
Kevin O'Brien, Acting Chief of Staff to the Mayor
Jon Paul Lupo, Director of City Legislative Affairs

**New York City Identity Card Program Quarterly Report
December 31, 2016- March 30, 2017**

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, 1,106,418 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 March 30, 2017	Estimated Eligible Population (age 14 & up)¹	% of Borough Population Eligible for IDNYC Card (age 14 & up)
Bronx	195,778	1,131,686	17.30%
Brooklyn	326,731	2,112,126	15.47%
Manhattan	217,251	1,437,418	15.11%
Queens	339,885	1,930,215	17.61%
Staten Island	26,723	390,334	6.85%
Non-NYC P.O. Box	50	-	-
TOTAL	1,106,418	7,001,779	15.80%

The 50 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 1,080,414 identity cards.²

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

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.

As of March 30, IDNYC has issued 37,065 cards to minors (individuals aged 17 or younger). This quarter, IDNYC has expanded on its partnership with DOE as highlighted in item (9) below.

(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 received one judicial subpoena from the Eastern District of New York that is currently under review.

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

To date 116 cases have been detected to have a high likelihood of suspected fraud.

In this reporting period the program's integrity review process detected 11 unrelated instances in which an individual sought 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. In addition, there were three instances 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 14 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 a time of uncertainty at the federal level, in particular for immigrant communities, IDNYC provides a critical resource and service for New Yorkers. As a result, the program has increased collaboration with government partners in order to connect constituencies with the resources and services they need.

An important and ongoing means of collaboration is IDNYC pop-ups and mobile enrollments. This quarter, we hosted six IDNYC pop ups with elected officials, that included the Bronx, with Assembly Member Blake at Community Board 6, Assembly Member Crespo at the Bronx River Community Center, Assembly Member Crespo and Council Member Annabel Palma at Soundview Library and with Council Member Gibson in her district office; in Queens, with Council Member Daniel Dromm in his Jackson Heights district office; and in Brooklyn, with Council Member Vincent Gentile at his district office in Bay Ridge. We also conducted two mobile enrollment events, one with Council Member Mark Levine in his district office in Washington Heights, and the other in coordination with the Brooklyn Borough President's Office during their 2nd Annual "Embrace Your Hyphen" Citizenship Drive event.

IDNYC entered its third year with a focused engagement with immigrant youth and families. In response to increased fear in immigrant communities, DOE schools were an effective way to connect families to both IDNYC and NYC Immigrant Resources. This quarter, IDNYC in partnership with the Department of Education (DOE) presented at 3 Family Engagement Conferences in Arabic, Bengali, and Mandarin. IDNYC gave a presentation to over 100 Parent Coordinators and partnered with the Internationals Network for Public Schools and presented to their leadership and social work staff. The IDNYC outreach team gave IDNYC and Know Your Rights presentations at over 20 DOE schools throughout the five boroughs. The new IDNYC function for accessing DOHMH immunization records online launched this quarter and was promoted through DOE Parent Coordinators, parent leaders, and family-serving CBOs.

IDNYC joined with several City agencies to respond urgently to immigrant communities directly impacted by the President's new Executive Orders. IDNYC outreach was part of four "Days of Action" in this quarter. In January for MLK Weekend, IDNYC was part of a "Now is the Time" weekend of action at over 100 houses of worship. In February, we partnered with the Department of Consumer Affairs (DCA), the City's Commission on Human Rights (CCHR), and the Mayor's Community Affairs Unit (CAU) for a "One New York- Day of Action Protecting Our Muslim Communities" where outreach teams provided IDNYC information and critical City resources outside 12 subway stations in communities with large Muslim populations. In March we

connected faith communities to IDNYC through an “I Stand by My Neighbor” Day of Action reaching over 80 houses of worship with a resource tool kit, and lastly a Thrive/IDNYC Day of Action where IDNYC and the City’s Thrive Mental Health Initiative partnered to conduct outreach at six Sikh Temples. In addition, IDNYC was part of over 100 Immigrant “Know Your Rights” presentations throughout the City this quarter, reaching thousands of New Yorkers.

In March the City launched the IDNYC on the Go! mobile enrollment center. IDNYC on the Go! is an ADA-accessible enrollment facility that will serve New Yorkers where they live and work. The command center debuted at New York City Football Club’s home opener at Yankee Stadium, where the team—an IDNYC partner—celebrated the diversity of their fans and surpassing 1 million fans at Yankee Stadium. The mobile enrollment center also serves as an emergency recovery vehicle. IDNYC on the Go!’s next stop was NYCHA’s Edenwald development where it enrolled NYCHA residents and community members over four days. IDNYC on the Go! will continue to move around the City, increasing opportunities for New Yorkers to enroll.

(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 and the Department of Consumer Affairs (DCA) expanded a marketing push, connecting New Yorkers to the program’s financial institution partners, through small businesses with coffee cup advertisements, online, and across City kiosks.

(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 IDNYC ushered in new benefit partners, along with the return of some of our favorite cultural institutions.

Culture, Entertainment and Sports

- This quarter IDNYC cardholders redeemed more than 51,594 free one-year memberships at the 40 benefit partners comprising the cultural institution benefits , including the American Museum of Natural History, Bronx Museum of the Arts, the Metropolitan Museum of Art, MoMA, and the Staten Island Museum, along with the city’s zoos, aquariums and performing arts centers. The total number of memberships redeemed since January 2015 is 525,662. 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 39,959 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 new partners including Baruch Performing Arts Center and the Chelsea Film Festival.

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, 49,080 IDNYC cardholders have added this functionality to their IDNYC cards.

Education Benefits

This quarter CourseHorse.com joined IDNYC as a benefits partner, giving cardholders exclusive discounts on more than 75,000 classes at 1,000 educational institutions in New York City. Classes are offered in myriad subjects including coding, business, cooking, the arts and more. This partnership offers cardholders an opportunity to enhance their professional skills, and to pursue personal interests.

Health and Fitness

The IDNYC card continues to facilitate access to better health.

- Since program launch, 18,162 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 3,100 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 over \$513,000 on their prescription purchases.
- At **Food Bazaar** stores in Queens, Brooklyn, and the Bronx, IDNYC cardholders saved over \$163,000 in discounted grocery purchases, for a total of over \$763,000 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 3,996 cardholders have linked their IDNYC cards to their H+H accounts.
- In January, DOHMH and MOIA announced that parents, guardians, and other individuals with IDNYC cards can go online to My Vaccine Record to access their own or their children's official immunization records from the Citywide Immunization Registry. Parents can use the records to see a list of vaccinations their child still needs, and to print out a vaccination history to complete medical forms for child care and school registration, college admission, camp enrollment and more.

Veterans

- Since IDNYC launched the **Veteran Designation** in July 2015, 6,644 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.