



June 30, 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.

IDNYC has experienced an exciting second quarter of 2016. To date, we have received 913,529 applications for IDNYC cards. We continue to find new ways to create efficiencies for card holders and truly make the IDNYC card an important tool for New Yorkers to thrive in their city.

In its second year, IDNYC is focusing on integrations with New York City agencies and expanding the card's applications. Building on the program's success, this quarter IDNYC began its successful integration with New York City Health and Hospitals (H+H). IDNYC cardholders are now able to link their individual IDNYC cards with their H+H records at Coney Island Hospital, Elmhurst Hospital Center, and Queens Hospital Center. We are on track to expand this capability to all H+H hospitals in the coming year. This integration provides cardholders with a unique identifier across the H+H system for their electronic medical records, as well as a streamlined check-in experience at H+H hospitals.

IDNYC continues to partner with other city agencies who serve key target populations. For example, this quarter, IDNYC partnered with the Department of Homeless Services and launched pop-ups at three family shelters. This partnership was a huge success and we will continue to work with DHS to provide on-site services to this population. Additionally, IDNYC is working closely with the Department of Corrections and service providers to reach the criminal justice population throughout the city. The IDNYC program held a Criminal Justice Provider Roundtable at City Hall on June 7, 2016, attended by 43 providers from 19 agencies.

We are also bringing IDNYC directly to the community, using pop-up sites to expand the reach of the program into new neighborhoods. To date, we have enrolled cardholders at 87 pop-up locations citywide, at sites ranging from libraries, churches, and offices of elected officials, to organizations serving veterans, the LGBTQ community, and seniors.

New technology is helping connect New Yorkers to IDNYC, which is now featured on NYC.gov's newest platform, Alpha. Launched this quarter, Alpha makes it easier for the public to access information and



**Human Resources  
Administration**  
Department of  
Social Services

**Mayor's Office of  
Immigrant Affairs**

**Mayor's Office  
of Operations**



services on NYC.gov's three most searched items, including IDNYC. The IDNYC program remains committed to improving program operations and maintaining the high degree of integrity and reliability that makes the card so valuable. 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**  
**March 31, 2016- June 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, 913,529 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 June 30, 2016	Estimated Eligible Population (age 14 & up) <sup>1</sup>	% of Borough Population Eligible for IDNYC Card (age 14 & up)
Bronx	162,037	1,131,686	14.32%
Brooklyn	268,978	2,112,126	12.73%
Manhattan	176,676	1,437,418	12.29%
Queens	283,607	1,930,215	14.69%
Staten Island	22,197	390,334	5.69%
Non-NYC P.O. Box	34	-	
<b>TOTAL</b>	<b>913,529</b>	<b>7,001,779</b>	<b>13.05%</b>

The 34 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 887,525 identity cards.<sup>2</sup>

<sup>1</sup> 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.

<sup>2</sup> 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 June 29, 2016, IDNYC has issued 26,695 cards to minors (individuals aged 17 or younger). This quarter, IDNYC has implemented a new rule that allows DOE students and DYCD participants to use templates, issued by both agencies, to prove both identity and residency. This new rule has made the IDNYC card more accessible to NYC youth and young adults. Further, this allows IDNYC to expand its partnerships and outreach efforts with DOE schools, which includes coordinating bulk enrollments and operating pop-up enrollment centers located in DOE high schools.

**(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 did receive a research request from the Department of Cultural Affairs for aggregate zip code information. This information is already public on our website.

**(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. 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:**

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 the reporting period, IDNYC disclosed information concerning one cardholder to law enforcement pursuant to a judicial subpoena, which was received from the Manhattan District Attorney's Office. IDNYC also received a grand jury subpoena from the Federal Bureau of Investigation for applicant information, but the program did not have any responsive materials, so no disclosure was made pursuant to that subpoena.

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

To date 79 cases have been detected to have a high-likelihood of suspected fraud.



In this reporting period, there were 13 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. There were 2 instances where the program's integrity review process detected an individual seeking to obtain an IDNYC card with documents that were suspicious and could not be authenticated. All 15 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 vulnerable populations including seniors, youth, homeless persons and justice involved individuals. This work included an increase in bulk enrollment coordination with community based partners such as Holy Apostles Soup Kitchen, World Journalism Preparatory School, Mercy Center, Mid-Manhattan Adult Learning Center, Amalgamated Housing Cooperative, CMP (Chinatown Manpower Project), BCS, Good Shepherd Services, Henry Street Settlement, and others. The IDNYC outreach team has been instrumental in coordinating large groups and blocking off hours at sites allowing organizations to have bulk enrollments for their constituents.

IDNYC also held numerous pop-up enrollment centers at host locations serving these discrete populations such as Mercy College in the Bronx, Community Board 12 in the Bronx, Jamaica Bay Library, Los Sures, Gouverneur Hospital, The Women's Pavilion at Elmhurst Hospital, Assemblyman Michael Miller's Office, the Queens Borough President's Office, Great Kills Library, and more.

This quarter saw two firsts for the IDNYC pop-up program: pop-ups at homeless shelters and a pop-up with an IDNYC bank partner. Three homeless shelters hosted a pop-up for one week: Nelson Family Residence in the Bronx, and Saratoga Family Inn and The Boulevard Family residence in Queens. Staff and residents were briefed about the benefits of the IDNYC card and documents needed to apply. A Spring Bank branch in the Highbridge neighborhood of the Bronx, was chosen as the first ever IDNYC pop-up at a bank site.

The IDNYC program held a Criminal Justice Provider Roundtable at City Hall on June 7, 2016. IDNYC gave a presentation on the benefits of IDNYC for the populations they serve followed by a discussion on steps to facilitate IDNYC enrollment for individuals served by these providers. Red Hook Community Justice Center shared their positive experience as a pop-up host, successfully enrolling hundreds of clients and community members. Providers were able to enroll in IDNYC at City Hall during the meeting to see the enrollment process in action.

Continuing integration across agencies and programs, IDNYC has partnered with the Mayor's Office of Immigrant Affairs in their ActionHealthNYC initiative. The IDNYC card is integrated into the enrollment process for ActionHealthNYC. Two H+H hospitals have participated in IDNYC pop-up sites hosted by ActionHealthNYC: Gouverneur Hospital and Elmhurst Hospital.



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

IDNYC has partnered with the Department of Consumer Affairs' Office of Financial Empowerment (OFE) to help the unbanked achieve greater financial security.

The Mayor's Office of Immigrant Affairs and OFE hosted a Financial Empowerment "Day of Action" on April 2, 2016 at the New York Public Library in Harlem, Manhattan. Workshops were led by the City Commission on Human Rights (CCHR), Department of Small Business Services, Quality of Life Foundation, and the Pan African Community Development Initiative. Attendees were encouraged to use their IDNYC to open a bank account at a partner institution.

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

**(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**

- In the second quarter of 2016, IDNYC cardholders redeemed more than 43,750 free one-year memberships at the 40 benefits partners comprising the Cultural Institutions Group, which includes Lincoln Center, Carnegie Hall, the New York City Ballet, the Brooklyn Museum, the city's zoos and botanic gardens, and many more. The total number of memberships redeemed since January 2015 is 391,171.
- Since the start of the IDNYC program, cardholders have made 21,543 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; and the New York Football Club, NYC's Major League Soccer team.
- In June the Park Avenue Armory began offering IDNYC cardholders free admission to its summer visual art installation: THE BACK DOOR by Martin Creed. This special promotion was highlighted in an IDNYC email campaign in June.
- Since January 2016, 36 cardholders used their IDNYC discount to adopt homeless pets 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 4,857 people added this functionality to their IDNYC cards, bringing the total to 31,109.

## Health and Fitness

The IDNYC card continues to facilitate access to better health.

- Since program launch, 9,732 New Yorkers have signed up for their IDNYC discounts on public tennis permits and adult memberships at NYC Departments of Parks and Recreation' Center; on family and individual memberships at YMCA facilities throughout the City; and on new Citi Bike memberships.
- 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 have used this benefit to save a total of \$321,642 on their prescription purchases.
- At Food Bazaar stores in Queens, Brooklyn, and the Bronx, IDNYC cardholders saved a total of \$86,561.94 on discounted grocery purchases this quarter for a program total of \$389,571.
- Since IDNYC launched the Veteran Designation in July 2015, 4,906 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 continue 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 ensure that New Yorkers have access to a broad array of additional programs, services, and benefits through this one card.