

June 30, 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.

Building on advancements in program technologies and efficiencies at the start of the year, in the second quarter of 2017 IDNYC launched an online payment system, giving cardholders the ability to pay to replace lost or stolen cards from the comfort of their home. Further, at this year's Smart Cities conference, the program had the opportunity to showcase the ways it has led on innovative technologies, accessibility, inclusion, and meaningful benefits for the 1,078,804 unique cardholding New Yorkers.

Headed into the summer season, the program launched a series of family-centered benefits, welcoming the following benefit partners: Victorian Gardens Amusement Park, the New Victory Theater, Gulliver's Gate, Bike New York, and KidPass. These organizations will offer IDNYC cardholding New Yorkers unique benefit and discount offers to explore their City's attractions.

Finally, this quarter's report reflects focused outreach, designed to ensure enrollment access for hard-to-reach communities and those most in need of government identification, including youth, homeless individuals, immigrant communities and more. This quarter our cardholders also reminded us of their commitment to serve with and alongside their fellow New Yorkers, with over 4,000 cardholders responding to a call for volunteers to welcome and connect the newest New Yorkers to services and programs available to them.

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



Emily W. Newman
Acting 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
 March 30, 2017-June 29, 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, 1,159,200 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 29 30, 2017	Estimated Eligible Population (age 14 & up) ¹	% of Borough Population Eligible for IDNYC Card (age 14 & up)
Bronx	206,178	1,131,686	18.22%
Brooklyn	341,775	2,112,126	16.18%
Manhattan	228,416	1,437,418	15.89%
Queens	354,879	1,930,215	18.39%
Staten Island	27,899	390,334	7.15%
Non-NYC P.O. Box	53	-	
TOTAL	1,159,200	7,001,779	16.56%

The 53 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 1,131,158 identity cards.

(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.

As of June 29, 2017 IDNYC has issued 40,470 cards to minors (individuals aged 17 or younger).

- (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 received an administrative subpoena from the Bronx District Attorney's office. In response, we informed the DA's office that we require a judicial subpoena. For information about responses to other requests from law enforcement, see the response to item (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, we disclosed information concerning four applicants pursuant to a judicial subpoena from the Eastern District of New York that was received during the previous reporting period. IDNYC also received one judicial subpoena, also from the Eastern District of New York, during this reporting period. The program did not have any responsive information.

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

To date, 135 cases have been detected to have a high likelihood of suspected fraud.

In this reporting period, the program's integrity review process detected 15 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 four 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 19 applications were denied. Where possible, in cases where we suspect someone is applying for the card under someone else's identity, we notify the potential victim 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:

This quarter, IDNYC sustained a focused education and outreach engagement on harder to reach communities, while increasing enrollment opportunities for vulnerable populations.

Building on MOIA's outreach initiatives with immigrant communities, IDNYC joined NYC Health + Hospitals for a series of Immigrant Health Forums coordinated with IDNYC pop-up enrollment centers at Queens Hospital, Metropolitan Hospital, and Woodhull Medical Center. Additionally, in partnership with the Department of Homeless Services (DHS), the program continued to build dedicated enrollment opportunities for shelter populations, including a pop-up for residents of Bellevue Men's Shelter in Manhattan.

Connecting youth to IDNYC remains a priority for the program. IDNYC continues to work with the Department of Youth and Community Development (DYCD) and the Department of Education (DOE) to enroll Summer Youth Employment Program (SYEP) participants and DOE students through a series of on-site pop up enrollment centers. IDNYC remains popular among high school students, and we enrolled 1,240 students at Brooklyn Tech High School, Pan American High School, and Grand Street Campus High School in April and May.

Effective utilization of IDNYC on the Go!, the program's new Mobile Command Center, increased our reach in communities throughout the city. The Mobile Command Center traveled to NYCHA developments in the Bronx and Brooklyn-Edenwald, Boston Secor, Bronx River, and Linden Houses, enrolling 708 residents. The Center also provided special enrollment opportunities at the Staten Island and Bronx Borough Halls.

Community and elected leaders remain extremely supportive of IDNYC and have worked with the program to deliver this important service to New Yorkers. Notably in this quarter, the program partnered with community-based organizations and elected officials to host pop-ups at new and unique community locations. These pop-ups included The Jewish Community Center, sponsored by Council Members Helen Rosenthal and Mark Levine; Sauti Yetu Center for African Women and Families, sponsored by Speaker Melissa Mark-Viverito and Community Board 12, in coordination with NYS Comptroller Thomas DiNapoli; The Muslim Women's Research Center; and the United Sherpa Association, with the support of Council Member Daniel Dromm. Notably, the United Sherpa Association pop-up coincided with the release of the IDNYC application in Tibetan and Nepali,

furthering the program's commitment to language access.

Finally, this quarter saw the launch of "CycleNews," a project created through the Public Artist in Residence Program with the Mayor's Office of Immigrant Affairs and the Department of Cultural Affairs, Artist Tania Bruguera, and Corona-based group, Mujeres en Movimiento. "CycleNews" aims to strengthen direct lines of communication between policymakers and those most affected by immigration policies by building trust between government agencies and new and undocumented immigrants and by connecting immigrant populations to critical City services, with a focus on IDNYC, among other programs. Together with Kollektiv Migrantas, picture-based materials have been developed to outline critical services like IDNYC, while centering on the immigrant experience. Providing information to immigrants from a trusted source in the community and in their language will further educate and connect individuals to City services available to them.

(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, outreach teams, and coffee days in key communities.

(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.

- In June, IDNYC added five new benefit partners offering our cardholders discounts on a range of summertime family-friendly activities and entertainment. These include KidPass.com, which aggregates and offers discounts on over 20,000 kids activities throughout the city, including music classes, indoor play spaces, sports, arts & crafts workshops, camps, and more; Bike New York, which organizes the annual Five Boro Bike Tour, Bike Expo New York, and smaller regional and community rides; Gulliver's Gate, a 50,000 square foot interactive model of great monuments and moments from human history; Victorian Gardens, a traditional family amusement park with one-of-a-kind handcrafted rides, located in Central Park; and the New Victory Theater, which presents extraordinary kid-friendly productions of theater, dance, circus, opera and music.

Culture, Entertainment and Sports

- This quarter IDNYC cardholders redeemed more than 23,200 free one-year memberships at the 40 cultural institution benefit partners, 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 548,862.

- Since the start of the IDNYC program, cardholders have made 45,472 purchases of discounted tickets to Broadway and Off-Broadway theater performances; sporting events; movies; visits to city landmarks like the Empire State Building and the Statue of Liberty; and classes in myriad subjects throughout the City. 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 City Football Club, NYC's Major League Soccer team; Brooklyn Sports and Entertainment, owner of Barclays Center; 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, 53,084 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, 23,212 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 4,989 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 \$569,000 on their prescription purchases.
- At Food Bazaar stores in Queens, Brooklyn, and the Bronx, IDNYC cardholders saved over \$145,000 in discounted grocery purchases this quarter, for a total of over \$908,000 in discount grocery purchases since the program launched in January 2015.
- IDNYC's partnership with Health + Hospitals allows cardholders to link their IDNYC cards to their H+H accounts, thereby speeding up the check-in process for subsequent appointments. Since this partnership began in May of 2016, 4,249 cardholders have linked their IDNYC cards to their H+H accounts.
- Since January 2017, parents, guardians, and other individuals have been able to use their IDNYC numbers online to access their own or their children's official immunization records from the Citywide Immunization Registry, at My Vaccine Record. Parents can check up on which vaccinations their child still needs, and can print out a vaccination history to complete medical forms for child care, school registration, college

admission, camp enrollment and more. To date, 1,174 cardholders have accessed vaccine records using an IDNYC number.

Veterans

Since IDNYC launched the Veteran Designation in July 2015, 7,145 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 in addition to 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.