

June 30, 2015

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.

This is the second report issued by IDNYC since the program's launch in January 2015, and it reflects a program smoothly operating citywide to provide New Yorkers with government-issued photo identification. In this quarter IDNYC maintained a remarkably high enrollment rate. In just over 5 months, over 350,000 New Yorkers have enrolled to receive IDNYC cards, representing over 4% of the City's population. When compared to the experiences of other Municipal ID initiatives, such as those in New Haven, San Francisco, and Oakland, which enrolled approximately 1% of their populations during their first year of operation, it is apparent that the massive demand for, and rapid growth of, New York City's program is truly historic, and is by far the largest municipal identification card program in the nation.

The ability to enroll such a significant number of New Yorkers has been accomplished through a dramatic expansion of enrollment capacity, which has enabled New Yorkers to sign up for IDNYC, quicker and closer to their homes. IDNYC has continued to open new large-scale hub enrollment centers in Sunset Park, Brooklyn and at Lincoln Hospital in the South Bronx, as well as new sites in East Harlem and Coney Island. In addition, the program launched its "pop-up" enrollment centers, enabling New Yorkers to enroll in their own communities and at trusted locations, including the Charles B. Wang Health Center (Manhattan Chinatown), Council Member Donovan Richards' Office (Far Rockaway), the LGBT Community Center, the Brooklyn Public Library Flatbush Branch, and more. IDNYC is pleased to report that all appointments are scheduled within a 90-day period, and many of our locations offer next-day appointments. IDNYC was launched with the mission of becoming the one card all New Yorkers need, and with the program's expansion over the last several months it is now even easier for New Yorkers to get.

As the program has grown, it has still maintained its robust level of program integrity and system security, and IDNYC's integrity review processes continue to detect and protect against fraud and ensure that the IDNYC card is a trusted and secure form of identification. In its continued delivery of high quality service, IDNYC has increasingly focused on customer service and quality assurance by expanding the teams dedicated to these core service areas.

This success would not be possible without the continuing 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
Lilliam Barrios-Paoli, Deputy Mayor for Health and Human Services
Jon Paul Lupo, Director of City Legislative Affairs

New York City Identity Card Program Quarterly Report March 31, 2015 through June 28, 2015

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 to date, 359,375 New Yorkers have had their applications processed to receive IDNYC cards. Over the first four months of program operation, the City more than quadrupled the program's enrollment capacity since launch, and this expansion is reflected in the significantly increased enrollment figures compared to the previous quarter. With newly expanded capacity, the program was able to enroll almost two and a half times the number enrolled in the first quarter (over 250,000 enrollees in April through June 2015 as compared to 101,063 in January through March).

The following table depicts the number of applications disaggregated by borough of residence.

Borough	Applications Processed March 31, 2015-June 28, 2015	Total Applications Processed to Date as of June 28, 2015	Estimated Eligible Population (age 14 & up) ¹	% of Borough Population Eligible for IDNYC Card (age 14 & up)
Bronx	44,683	62,246	1,131,686	5.50%
Brooklyn	73,918	105,509	2,112,126	5.00%
Manhattan	44,100	59,561	1,437,418	4.14%
Queens	87,969	123,608	1,930,215	6.40%
Staten Island	4,890	8,451	390,334	2.17%
TOTAL	255,560	359,375	7,001,779	5.13%

(2) The number of New York City identity cards issued:

To date, IDNYC has issued 334,794 identity cards². 251,509 cards were issued during this reporting period. Overall, more than 340,000 New Yorkers have had their IDNYC applications approved for card issuance with roughly 6,000 cards approved and currently slated for imminent printing.

(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 June 28, 2015, IDNYC has issued 7,662 cards to minors (individuals aged 17 or younger). During this reporting period, IDNYC issued 6,152 cards to minors, an increase of over 400% over the last quarter. The City's young adult population remains a particular focus for IDNYC. In this quarter, IDNYC has entered into partnerships with Pathways to Graduation from the Department of Education, the Summer Youth Employment Program operated by the Department of Youth and Community Development, the Administration of Children's Services, and other community based school and youth programs. These ongoing outreach efforts have resulted in increased program visibility and enrollments among young adults.

(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:

None.

(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:

None.

(6) The number of denials made to requesting agencies for information collected about applicants for the New York city identity card:

Not applicable.

(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;

None.

To date, the City has not received any request for individual applicant data from New York City agencies or law enforcement. Further, IDNYC has not released any individual applicant data to agencies or law enforcement.

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

Thirteen instances of suspected fraud have been detected during this reporting period. Specifically, in seven unrelated instances, the program's integrity review process detected an individual seeking to obtain an IDNYC card under another name and 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. All seven

applications were denied, and there have been no appeals of these denials to date. Where possible, the potential victims in these cases were alerted by letter about the improper use of their identity information.

In six other instances, the program's integrity review process detected an individual seeking to obtain an IDNYC card with one or more documents which could not be authenticated and were considered suspicious. These cases are currently under further investigation by IDNYC investigative staff. All six applications have been denied and there have been no appeals of these denials to date.

(9) The city's efforts to conduct outreach to prospective applicants relating to the New York City identity card program:

The IDNYC program has continued outreach and education engagement with City agency, faith-based and community partners, as well as an increased advertising campaign to mark program expansion and appointment availability. Partnerships this quarter with education, homeless and senior programs have generated enrollment opportunities for target populations. Outreach team members have built particularly strong relationships with Pathways to Graduation at the Department of Education, working to coordinate group enrollments for youth citywide, while similarly coordinating large enrollments of seniors with the help of Bensonhurst Community Center and other organizations. These initiatives represent some of the many collaborations that demonstrate the program's commitment to reaching vulnerable communities through trusted and effective partnerships.

On the heels of the dramatically expanding program capacity, IDNYC invested in increased ethnic media advertisements, expansion of radio airplay, neighborhood mailings and more marketing initiatives. Further, the outreach team has begun to engage communities to help ensure that once cardholders receive their IDNYC they are accessing the services and benefits associated with the program as quickly and easily as they were able to get their IDNYC.

IDNYC Marketing and Outreach	
Presentations, workshops and meetings: ³	538
IDNYC Outreach Brochures Distributed:	540,000
Print Advertisements:	74
Digital Advertising Impressions:	22,040,385
Bus King Advertisements:	124
Check Cashing, Nail and Hair Salon Advertisements:	86
Taxi Public Service Announcements:	14,000 Taxis
Radio Station Advertisements	1,532

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

³ This figure does not include events at which the Mayor's Community Affairs Unit has promoted IDNYC.

Currently, 12 financial institutions with 77 branches across the five boroughs accept the IDNYC card as a primary form of identification.

The IDNYC program has received constructive and supportive input from relevant federal banking regulators. The IDNYC program along with its pro-bono counsel, Gibson Dunn and Crutcher, has been regularly engaging financial institutions and financial institution trade associations to encourage more banks and credits unions to accept the IDNYC card as primary form of identification.

(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:

IDNYC cardholders have embraced the dynamic set of benefits associated with the card. As the number of cardholders grows and the weather improves, the rate of benefit use has accelerated. The suite of benefits available to IDNYC cardholders includes:

- The City has partnered with all three of the library systems to facilitate use of the IDNYC card as a single library card for the Brooklyn, New York, and Queens Public Library Systems.
- The 33 cultural institutions that comprise the Cultural Institutions Group, including the Metropolitan Museum of Art, the Bronx Zoo, and the Brooklyn Academy of Music, have offered a one year free membership to any New Yorker with an IDNYC card who signs up by December 31, 2015.
- To further encourage New Yorkers to take advantage of the best New York City has to offer, discounts are available at attractions typically geared toward tourists, such as the Empire State Building and the Statue of Liberty through the New York Pass, and at entertainment venues, such as Broadway, movie theaters, and more through a partnership with Entertainment Benefits Group.
- To advance health and wellness, the City has made discounts available on public tennis permits as well as memberships at NYC Departments of Parks and Recreation' Centers and YMCA facilities.
- Additionally, the City's official prescription drug discount card, Big Apple Rx, has been integrated into the IDNYC card to provide prescription drug discounts at 95% of pharmacies citywide.
- Food Bazaar, a leading supermarket in Queens, Brooklyn, and the Bronx, offers a five percent discount on weekdays to all shoppers with the IDNYC card.

The City continues to seek meaningful additions to the program that reflect the program's vision of greater access to government services and programs, financial services, education, cultural benefits, and health and wellness for all New Yorkers. The City is focused on developing new card integrations that can 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.