

March 31, 2020

The Honorable Bill de Blasio
Mayor
City Hall
New York, NY 10007

The Honorable Corey Johnson
Speaker
New York City Council
New York, NY 10007

Dear Mayor de Blasio and Speaker Johnson:

We are pleased to provide you with the attached quarterly report on the IDNYC program as required by Local Law 35 of 2014.

On January 15, 2020, IDNYC celebrated its fifth anniversary by announcing the introduction of braille embossing to the card, a new partnership with Costco, new local benefits, and a new regional partnership with the Sullivan Catskills Visitors Association.

To further expand access, beginning mid-January 2020, IDNYC began embossing all new cards with "idnyc" to help IDNYC cardholders who are blind or have low vision and read braille to identify and utilize the card. Cards without "idnyc" embossed in braille may be replaced with a new card at no cost by visiting any Enrollment Center and requesting a replacement.

IDNYC was thrilled to announce its new partnership with Costco, through which IDNYC cardholders who sign up for new Costco memberships by purchasing a Membership Activation Certificate can receive a set of exclusive Costco coupons valued at over \$60 plus additional free items.

Adding to the dozens of cultural and benefit partners that have offered free memberships, discounts, and other benefits to IDNYC cardholders, IDNYC was pleased to announce new partners joining the program, including Atlantic Theater Company, The Juilliard School, Signature Theatre, The South Street Seaport Museum, and Queens Botanical Garden.

IDNYC was also excited to announce its first regional partnership outside New York City's five boroughs, with the Sullivan Catskills Visitors Association, in Sullivan County's Catskill Mountains. Cardholders can receive discounts with partnering businesses including The Kartrite Resort & Indoor Waterpark, Catskill Mountains Resort, Forestburgh Playhouse and Forestburgh Tavern, Funky Hippy Chic Boutique, Holiday Mountain Ski and Fun Park, The Sullivan Hotel & Event Center, Sullivan Catskills Visitor Center, and Once Upon a Trinket.

During this quarter, IDNYC continued enrollments for the IDNYC Middle School Card. Middle school students ages 10 and up attending middle schools that partner with the IDNYC program can enroll in IDNYC at their middle school's pop-up enrollment site without a parent or guardian present and will have the name of their middle school displayed on their IDNYC card. This quarter, IDNYC—in close partnership with the NYC Department of Education—offered a series of pop-up enrollment sites in Brooklyn at P.S./I.S. 41 Francis White in Brownsville, I.S. 136 Charles O. Dewey in Sunset Park, and M.S. 839 in Kensington and in Manhattan at Community Math and Science Prep in Washington Heights.

The Mobile Command Center was successfully deployed at nine locations this quarter. IDNYC partnered with the Department of Education to deploy the Mobile Command Center at Pathways to Graduation at August Martin High School in Jamaica, Queens on February 19, 2020, for students who need identification in order to take the GED exam. IDNYC also partnered with Queens Library to deploy the Mobile Command Center at Flushing Library from February 5-6, 2020, and with the Department of Environmental Protection to deploy to Rego Park, in Queens, on March 4, 2020. Lastly, the Mobile Command Center was deployed to two transitional and temporary housing shelters in Queens this quarter—the Borden Avenue Men's Residence on February 11, 2020 and the Bergen Street Residence, on February 19, 2020, as part of an external affairs working group by the Department of Social Services and the Human Resources Administration.

In light of the COVID-19 virus outbreak, IDNYC has worked with its partner agencies and organizations to best accommodate and communicate with cardholders and applicants. As of March 20, 2020, all permanent IDNYC enrollment sites have been temporarily closed. IDNYC has also suspended all homebound and Mobile Command Center enrollment, and enrollment in partnership with the Department of Education has also been suspended until further notice.

At this quarter's end, a total of 1,391,482 cardholders have been able to enjoy the meaningful benefits of the IDNYC program. IDNYC is grateful for the ongoing leadership and partnership of Mayor de Blasio, Speaker Johnson, and the New York City Council. We look forward to re-opening our enrollment centers in due course and supporting New Yorkers in our city as we move to recovery.

Very truly yours,



Steven Banks, Commissioner, Human Resources Administration



Bitta Mostofi, Commissioner, Mayor's Office of Immigrant Affairs



Jeff Thamkittikasem, Director, Mayor's Office of Operations

cc: Dean Fuleihan, First Deputy Mayor
Phil Thompson, Deputy Mayor
Dr. Raul Perea-Henze, Deputy Mayor
Emma Wolfe, Deputy Mayor for Administration
Jeff Lynch, Director of City Legislative Affairs

New York City Identity Card Program Quarterly Report January 1, 2020 – March 31, 2020

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, 1,577,907 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 31, 2020 (age 10 & up)	Estimated Eligible Population (age 10 & up)¹	% of Borough Population Eligible for IDNYC (age 10 & up)
Bronx	282,088	1,262,608	22.34%
Brooklyn	458,537	2,301,475	19.92%
Manhattan	316,140	1,523,735	20.75%
Queens	482,857	2,084,645	23.16%
Staten Island	38,221	424,051	9.01%
Non-NYC P.O. Box	64	N/A	
TOTAL	1,577,907	7,596,514	20.77%

The 64 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 1,540,107 identity cards.

¹ Based on percent of population 10 years old and above, according to U.S. Census Bureau American Community Survey, 2016. Analysis completed by HRA Office of Evaluation and Research.

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

As of March 31, 2020, IDNYC has issued 64,059 cards to minors (individuals ages 10 to 17).

(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 not receive requests for information collected about applicants from any City agencies. For information about requests from law enforcement, see response to question 7 below.

(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 the reporting period, IDNYC did not share any documents submitted by applicants with other City agencies.

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

During the reporting period, IDNYC did not receive any requests for applicant information from any City agencies.

(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 applicant pursuant to a grand jury subpoena.

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

Since the program's launch in January 2015, 280 cases have been detected to have a high likelihood of suspected fraud. In this reporting period, the program's integrity review process detected 20 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 a single applicant. After the perceived match, investigators on the program integrity team proceeded with an investigation in accordance with program protocols. There were 5 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 25 applications were denied. Where possible, in cases where the program suspects an individual is applying for a card under someone else's identity, the potential victim is notified 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:

Throughout this quarter, IDNYC launched a multilingual ad campaign to promote renewals and new enrollments, conducted outreach across the five boroughs, and enrolled 1,254 New Yorkers at pop-up sites and aboard *IDNYC on the Go!*, the mobile command center. In addition, IDNYC teams were deployed to locations citywide, partnering with health centers, government entities, and nonprofits.

Related highlights:

- IDNYC's multilingual ad campaign to promote renewals kicked off in November, 2019spanning community and ethnic print, digital, and broadcast media, in addition to transportation platforms, small businesses, and direct mail. Ads were released in multiple languages, including Bengali, Hini, Mandarin, Cantonese, Haitian Creole, Polish, French, Wolof, Korean, Spanish, Russian, Urdu, Arabic, Japanese, Yiddish, Gujarati, and English. This effort is paired with targeted community outreach and inter-agency efforts.
- MOIA outreach staff promoted IDNYC enrollment and renewal, delivering presentations at more than 55 citywide locations in over 5 languages and at 175 unique engagements. Staff also distributed flyers about IDNYC in local communities across the city, visiting more than 24 locations.
- As part of a targeted effort to reach Chinese New Yorkers, MOIA deployed staff to more than 20 events with the Chinese-speaking community, including three Lunar New Year parades, reaching more than 10,000 people with IDNYC branded promotional material and information about IDNYC renewal and enrollment options.
- To more effectively reach indigenous and less commonly engaged linguistic groups citywide, MOIA worked with the Endangered Languages Alliance to produce IDNYC promotional videos in more than a dozen languages including Arabic, Yiddish, Fulani, Garifuna, and Mande.
- In cooperation with the Brooklyn, Queens, and New York Public Libraries, MOIA hosted events to promote IDNYC renewals and enrollment, resulting in 99 renewals and 198 appointments. Library events took place in Brooklyn at the Macon Library from January 27-31, 2020, and the Flatbush Library from March 9-13, 2020; in Manhattan at the Grand Central Library from January 27-31, 2020, the Aguilar Library in East Harlem from January 28-31, 2020, the Hamilton Fish Park Library on the Lower East Side, and the Hamilton Grange Library in Washington Heights from March 9-13, and March 16-20, 2020; in the Bronx at the Kingsbridge Library from February 3-7,2020, the Highbridge Library from February 3-7,2020, and the West Farms Library from February 24-28, 2020; and in Queens at Jackson Heights Library, from March 2-6,2020, and Langston Hughes Library in Corona from March 9-13, 2020. These events were sponsored by elected officials throughout New York City, including Representative Adriano Espaillat; Assembly Members Jeffrion Aubry, Rodneyse Bichotte, Catalina Cruz, Jeffrey Dinowitz, Harvey Epstein, Latoya Joyner, Dan Quart, Karines Reyes, Diana Richardson, Robert Rodriguez, Al Taylor, and Jaime Williams; State Senators Brad Hoylman, Robert Jackson, Brian Kavanagh, Elizabeth Krueger, Zellnor Myrie, Roxanne Persaud, Jessica Ramos, José Serrano, and Luis Sepulveda; and Council Members Diana Ayala, Andrew Cohen, Robert Cornegy, Daniel Dromm, Vanessa Gibson, Mark Levine, Carlos Menchaca, Francisco Moya, Keith Powers, Carlina Rivera, and Rafael Salamanca.

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

The program continues to seek new ways to expand the card's acceptance and utility as evidenced by the January, 2020 announcement of new partners and the addition of braille to the card. IDNYC was excited to introduce new partners including Atlantic Theater Company, Costco, The Juilliard School, Signature Theatre, The South Street Seaport Museum, and Queens Botanical Garden, plus regional partners in Sullivan County including The Kartrite Resort & Indoor Waterpark, Catskill Mountains Resort, Forestburgh Playhouse and Forestburgh Tavern, Funky Hippy Chic Boutique, Holiday Mountain Ski and Fun Park, The Sullivan Hotel & Event Center, Sullivan Catskills Visitor Center, and Once Upon a Trinket. Additionally, IDNYC continues to provide access to transportation alternatives, including Zipcar and CitiBike. As of this quarter, 2,568 of cardholders have used their card to join Zipcar, and just this quarter, 97 cardholders used their card to sign up for a discounted CitiBike membership.

(11) The types of services, other than City services, for which the New York City identification card is permitted as acceptable proof of identity and residency:

IDNYC cardholders continue to take advantage of the cultural, entertainment, educational, sports, and health-related opportunities that the card offers. The City continues to offer New Yorkers their first IDNYC card and renewal card at no charge, ensuring its accessibility to all.

Culture, Entertainment, Sports, and Education

- IDNYC continues to work closely with cultural partners to identify opportunities for further collaboration and for the expansion of IDNYC benefits. This quarter, 7,621 free one-year memberships were redeemed across 40 participating cultural organizations, with 690,665 memberships issued since January 2015.
- Since the start of the program, 93,510 cardholders have used IDNYC to purchase discounted tickets to Broadway and Off-Broadway theater performances, classes, sporting events, movies, and 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; New Victory Theater; the Entertainment Benefits Group; The New York Theatre Ballet; SoHo Playhouse; Hornblower Cruises and Events, National Geographic Encounter; the Chelsea Film Festival; New York City Football Club; CourseHorse; and KidPass.

Libraries

The City's partnership with the Brooklyn, New York, and Queens Public Library systems allows New Yorkers to use their IDNYC card as a single, citywide library card. Since January 2015, over 81,298 cardholders have this added functionality to their IDNYC.

Health and Fitness

The IDNYC card continues to facilitate access to better health.

- Since the program's launch, over 52,236 New Yorkers have signed up for discounted fitness options, 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 memberships and classes with Bike New York, Citi Bike, NY Roadrunners, Chelsea Piers, and Aviator Sports and Events Center.

- 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 the program's launch, IDNYC cardholders have used this benefit to save over \$1,084,970 on their prescription purchases.
- IDNYC's new partnership with Costco resulted in 468 offer views and 36 offer purchases, including 9 Executive Memberships, in its first three months. Each cardholder who signed up for a Costco membership by purchasing a Membership Activation Certificate received coupons valued at over \$60 plus additional items, with Executive Members receiving an annual 2% reward on eligible Costco and Costco Travel purchases, adding up to more than \$2,160 in membership fee savings.
- At Food Bazaar stores in Queens, Brooklyn, and the Bronx, IDNYC cardholders saved over \$309,31.55 in discounted grocery purchases, this quarter, bringing total grocery savings to more than \$3.1 million dollars (\$3,179,842.55) since January 2015.
- IDNYC's partnership with Health + Hospitals (H+H) 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, 9,883 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 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 4,103 cardholders have accessed vaccine records using an IDNYC number.

Veterans

Since IDNYC launched the Veteran Designation in July 2015, 10,351 veterans have chosen to have this special marker on their IDNYC cards to indicate service in the U.S. Armed Services. The designation entitles veterans to exclusive benefits, better connects veterans to the services and discounts they deserve, and is an expression of the City's gratitude and respect for those who have served our country.

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 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.