

Committee on Licenses and Inspections
September 18, 2018

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COUNCIL OF THE CITY OF PHILADELPHIA
COMMITTEE ON LICENSES AND INSPECTIONS

Room 400, City Hall
Philadelphia, Pennsylvania
Tuesday, September 18, 2018
1:10 p.m.

PRESENT:

COUNCILWOMAN MARIA D. QUINONES-SANCHEZ, CHAIR
COUNCILMAN ALLAN DOMB
COUNCILMAN WILLIAM K. GREENLEE
COUNCILWOMAN HELEN GYM
COUNCILMAN CURTIS JONES, JR.
COUNCILMAN MARK SQUILLA

BILL 160151 - An ordinance amending The Philadelphia Code by adding a new provision authorizing the City of Philadelphia to issue municipal identification cards to City residents, establishing standards, confidentiality provisions, and other related items regarding the cards; all under certain terms and conditions.

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2 COUNCILWOMAN SANCHEZ: Good

3 afternoon. The Committee on Licenses and
4 Inspection will now come to order, having
5 established quorum. To my left,
6 Councilman Greenlee. To my right,
7 Councilman Squilla. To his right,
8 Councilman Curtis Jones.

9 Will the Clerk read the title
10 of the bill.

11 THE CLERK: Bill No. 160151, an
12 ordinance amending The Philadelphia Code
13 by adding a new provision authorizing the
14 City of Philadelphia to issue municipal
15 identification cards to City residents,
16 establishing standards, confidentiality
17 provisions, and other related items
18 regarding the cards; all under certain
19 terms and conditions.

20 COUNCILWOMAN SANCHEZ: Thank
21 you so much. Can you call up our first
22 panel.

23 THE CLERK: Joanna Otero-Cruz
24 and Lionel Rabb.

25 COUNCILWOMAN SANCHEZ: Thank

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2 you.

3 And as our panelists come to
4 the table, I want to go on the record in
5 thanking the Administration. We started
6 this journey in 2014 and, over the course
7 of the last year, have been working with
8 the Managing Director's Office in a very
9 thorough process that I'll let our
10 panelists speak to.

11 We'd like to thank the Sheller
12 Institute for their initial work in this
13 and Joanna Otero-Cruz whose portfolio
14 this project is under. I want to thank
15 the Mayor for his personal commitment to
16 seeing us get to this point, and I really
17 look forward to the implementation.

18 I'm going to allow both
19 panelists to issue their testimony. I
20 have a few questions to frame the
21 discussion and then I'll open it up to
22 the rest of my colleagues. So thank you
23 to everyone for today.

24 So with that...

25 MS. OTERO-CRUZ: Good

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2 afternoon, Madam Chair Quinones-Sanchez
3 and members of the Committee of License
4 and Inspection. I am Managing Director
5 Joanne Otero-Cruz testifying on behalf of
6 the Managing Director's Office.
7 Accompanying me today are Lionel Rabb and
8 Audra Chadwell of Omicron Technologies,
9 our selected vendor. I am here to
10 testify in support of Bill No. 160151
11 with the proposed amendments that
12 authorize the City of Philadelphia to
13 issue municipal identification cards to
14 City residents.

15 The Managing Director's Office
16 (MDO) supports the authorization of a
17 municipal identification card (municipal
18 ID) program and is currently working to
19 develop a municipal ID program in
20 Philadelphia for the implementation in
21 Fiscal Year 2019. The MDO supports Bill
22 No. 160151 with the proposed amendments
23 to allow the MDO to establish regulations
24 regarding required proof of identity and
25 residency, as well as requirements for

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issuance of ID's for minors 13 and older.
The proposed amendments will allow the
MDO to utilize consultant expertise and
stakeholder input to develop standards to
create a municipal ID that hopefully will
be accepted by various agencies and
organizations, including financial
institutions.

We understand the need for a
municipal ID program in Philadelphia.
Government-issued ID's are an essential
part of modern life. They are often
required to open a bank account, cash a
check, sign a lease, receive medical
treatment such as medically assisted
treatment for opioid addiction, interact
with law enforcement or obtain government
benefits or other services. We also
recognize there are significant barriers
to obtaining a government-issued ID,
particularly among marginalized
populations such as the elderly,
returning citizens, individuals living in
poverty, undocumented immigrants, LGBTQ

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2 individuals, homeless individuals, and
3 survivors of domestic violence or sexual
4 assault. Municipal ID programs offer a
5 more accessible path to obtaining a
6 government-issued ID and the essential
7 services and benefits that accompany it
8 and would be welcomed by the thousands of
9 Philadelphians that face these
10 significant barriers to obtaining
11 government-issued identification.

12 At the direction of Mayor
13 Kenney, the Managing Director's Office,
14 in partnership with Temple University,
15 conducted a study to evaluate the various
16 models utilized by municipalities that
17 have implemented a municipal ID program
18 to determine the feasibility of launching
19 a municipal ID program in Philadelphia.
20 We conducted an in-depth research and
21 interviewed a number of jurisdictions to
22 obtain best practices and lessons
23 learned. Based on the research, three
24 key themes emerged that will serve as
25 central tenets in developing and

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2 implementing a City of Philadelphia
3 municipal ID program.

4 First, for a municipal ID
5 program to be successful and sustainable,
6 the program must be inclusive and
7 accessible, meaning it is for the benefit
8 and use of all residents, no matter their
9 primary language, cognitive or physical
10 abilities, or social or economic status.

11 Second, a municipal ID program
12 must be protective of cardholders'
13 privacy and engender trust in the
14 community as a safekeeper of privacy.
15 Municipalities have a responsibility to
16 protect cardholders from unwanted access
17 or disclosure of their personal
18 information, which could have negative
19 personal, legal, and/or financial
20 impacts, particularly on those vulnerable
21 and traditionally marginalized
22 populations often served by municipal ID
23 programs. Municipalities cannot just
24 rely on best practice, but must do
25 significant outreach in the community and

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2 form and strengthen relationships with
3 trusted community organizations and
4 leaders.

5 Third, municipal ID programs
6 must offer a wide range of services and
7 benefits to attract as many cardholders
8 as possible. This ensures the program is
9 financially sustainable, reduces the
10 potential for creating stigma by ensuring
11 wide adoption, and provides a more useful
12 and enjoyable cardholder experience.

13 We believe that this
14 legislation addresses these central
15 tenets and that the MDO incorporated
16 these core concepts and this ordinance in
17 the development of a request for
18 proposals (RFP) for vendor support in the
19 design, development, and administration
20 of the City of Philadelphia municipal ID.
21 We are also pleased to announce that we
22 have completed our review of the
23 proposals received and selected our
24 vendor, Omicron. Omicron is a technology
25 firm with over 20 years' experience that

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2 provides consulting, development, card
3 printing and fulfillment, information
4 management, and security solutions.

5 Omicron recently launched the City of
6 Chicago's municipal ID program. We
7 believe Omicron's expertise, experience,
8 and secure and adaptable platform will
9 provide the support needed to
10 successfully implement our municipal ID
11 program.

12 The RFP and vendor proposal
13 promotes inclusiveness and access. The
14 vendor will provide services in all
15 languages, as is the citywide requirement
16 for services. This requirement extends
17 to the application itself, both in paper
18 or web form, and all customer-facing
19 materials. Additionally, appointments
20 will be made online or by phone. A
21 central enrollment site will be
22 complemented by the capability and use of
23 mobile sites that can be deployed
24 directly in Philadelphia communities.

25 The RFP and vendor proposal

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2 also ensures a resident's right to
3 privacy is protected. No original
4 documents would be saved under the
5 proposed process to minimize the chance
6 of unwanted disclosure of cardholder
7 personal information. However, the
8 vendor will help ensure a process to
9 address duplicates and lost cards. The
10 MDO has been working with the Office of
11 Innovation and Technology, known as OIT,
12 to ensure the selected vendor and system
13 will be secure. The MDO has begun and
14 will continue significant outreach to
15 community organizations and advocates to
16 build a relationship of trust and raise
17 awareness of the program.

18 The RFP and vendor proposal
19 also seek to provide a mechanism on the
20 municipal ID to offer a wide range of
21 services. The RFP requires the municipal
22 ID system to easily integrate new
23 partners, benefits, and services and the
24 ability for the municipal ID card to be
25 accepted as a primary form of ID at

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financial institutions.

Additionally, we will also be bringing on a full-time municipal ID program manager to manage the vendor and lead planning and implementation. The program manager will also lead efforts to develop service and benefit partnerships such as with banks and credit unions, government agencies, cultural institutions, and community partnerships that can facilitate education and outreach.

The MDO Office has identified and begun to work with various internal operational departments, including Public Property, the Free Library, and Prisons. The program project plan is divided into four specific phases: Number one, design, planning, and development, August through January; number two, implementation, pilot, training, and engagement, that's January through March; number three, transition, administration, management, April through June; and, four

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2 and final, ongoing support and program
3 growth, July onward.

4 A noted priority of the RFP and
5 key driver of the need for MDO's proposed
6 amendment is to ensure our municipal ID
7 can be accepted at some financial
8 institutions. Under Title III of the
9 U.S. Patriot Act, entitled the
10 "International Money Laundering Abatement
11 and Anti-Terrorist Financing Act of
12 2001," financial institutions are
13 required to have a customer
14 identification program known as CIP.
15 CIPs have the general requirement that
16 enable banks to form a reasonable belief
17 it knows the true identity of its
18 customer. Each bank has its own unique
19 CIP program, so there is no
20 one-size-fits-all solution to have a
21 municipal ID accepted by an institution.
22 MDO would like to work directly with
23 local financial institutions and utilize
24 the expertise of our selected vendor to
25 establish standards for required proof of

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2 identity and residency by regulation to
3 ensure our municipal ID is accepted at as
4 many financial institutions as possible.
5 Similarly, we want to ensure the unique
6 process for issuance of municipal ID
7 cards for minors can similarly be
8 accepted at financial institutions.

9 MDO's goal is to hire program
10 staff that will consist of one program
11 manager, one program coordinator who has
12 been hired and starts on September 24th,
13 and three outreach workers to develop and
14 implement the program.

15 Thank you for the opportunity
16 to testify today. We look forward to
17 working with members of Council and
18 implement the municipal ID program. Also
19 present today is Barbara Thomson from
20 Thomson Consulting who is Omicron's
21 marketing subcontractor.

22 We are happy to answer any
23 questions the Committee may have at this
24 time.

25 COUNCILWOMAN SANCHEZ: Thank

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2 you so much. I'm going to quickly just
3 put some framing questions.

4 Just for the purposes of my
5 colleagues, the amendment that has been
6 circulated outside of the technical
7 amendments that are traditionally
8 provided has three components of it. One
9 at the request of the Administration to
10 allow identification and residency
11 requirement documentation to be done by
12 regulation. We are going to trust that
13 the Administration will ensure that these
14 documents are documents that are easily
15 attainable. I don't know if folks have
16 seen a recent article that just even
17 talked about the acquisition of birth
18 certificates and the complication it
19 creates, particularly for the poor in the
20 State of Pennsylvania. So we've agreed
21 to regulatory documents by regulation.

22 We are asking the
23 Administration to submit reports to the
24 Clerk's Office for purposes of
25 transparency and public accountability.

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2 And we're asking for the establishment of
3 a working group so that our stakeholders
4 who have worked with us through this
5 process will have some say in the
6 implementation process to, again, ensure
7 accountability and transparency.

8 So those are the three
9 components of the amendments as
10 circulated to the Committee.

11 The Chair wants to recognize
12 that the Vice-Chair, Councilman Domb, has
13 also joined us.

14 Very quickly, what is the
15 budget allocation for this year and what
16 is the projected budget allocation for
17 next year?

18 MS. OTERO-CRUZ: So the
19 original budget for the municipal ID that
20 the Administration has proposed was
21 \$578,000, but that figure assumes that we
22 would have a year's worth of expenditures
23 and staffing. So with the lower -- so
24 basically we anticipate right now about
25 \$370,000.

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2 COUNCILWOMAN SANCHEZ: Has the
3 Administration begun to identify the
4 efficiencies that might be gained as you
5 work with other different departments?
6 Is that one of the things you're looking
7 at, and is there anything that you can
8 report back in the initial conversations
9 for potential efficiencies?

10 MS. OTERO-CRUZ: So as stated
11 in the testimony, we have begun to have
12 conversations with various partners, in
13 particular Public Property, where our
14 vendor can speak to the systems in place
15 and the terminology regarding technology,
16 but we think that both Public Property
17 working with our HR, it's very comparable
18 and we're able to integrate the system
19 and ensuring that the municipal ID will
20 become the City employer ID as well as
21 the Philadelphia Free Library. The
22 systems are very comparable and we're
23 able to have some form of integration.
24 All the specifications are still underway
25 and in conversation, but our vendor has

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2 done this in Chicago.

3 So, Lionel, if you can expand
4 upon that.

5 COUNCILWOMAN SANCHEZ: State
6 your name for the record.

7 MR. RABB: Yes. Thank you. My
8 name is Lionel Rabb with Omicron
9 Technologies. I'm the CEO.

10 Yes. Well, thank you, first,
11 to the Committee and we're happy to be
12 here and happy to be working with MDO and
13 the City of Philadelphia and the various
14 stakeholders and departments in the
15 municipal ID program.

16 As mentioned, we did deploy the
17 City of Chicago's municipal ID, and there
18 was a conversation and discussion around
19 efficiencies and opportunities. Here in
20 meeting with your Public Property, your
21 staff in various departments carry
22 multiple identity cards. Some are just
23 for identity; some are for door access.
24 The identity portion, the non-door access
25 because you own multiple facilities, is

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2 definitely an opportunity to drive some
3 efficiency around that. That would also
4 help Public Property on some, I think,
5 some staffing fronts and people getting
6 pooled and all these other opportunities
7 there.

8 And then on the public library
9 process, by applying the Free Library bar
10 code or their member ID to the municipal
11 ID gives an opportunity for residents and
12 people to not have to go get the
13 additional card from the public library.
14 Those are the two initial ones that we've
15 come across.

16 COUNCILWOMAN SANCHEZ: Well,
17 for us, that was an important part of
18 this process, the partnerships. I mean,
19 as you know, that's what leads to the
20 effectiveness of this program.

21 Can you speak to from the
22 Managing Director's Office, we were very
23 intentional in trying to include young
24 people particularly, because we have such
25 a wonderful summer employment program.

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2 What, if any, conversations have happened
3 with the School District about young
4 people 13 and older who need this for
5 working papers and to cash their checks?

6 MS. OTERO-CRUZ: So with the
7 School District, we are still pending
8 conversations with -- we have had
9 conversations with the Philadelphia Parks
10 and Rec Department. They have a youth
11 program through PYN, and they are
12 definitely embracing this. Thirteen
13 allows them to really -- that's a good
14 time for young people to really start
15 thinking about identification cards.
16 They're also thinking about I want to
17 start my working papers next year. So we
18 thought that that would be a good merge.
19 And they are definitely in favor, in
20 support. I think logistically we still
21 need to figure out lots of things, but
22 they're definitely in favor.

23 COUNCILWOMAN SANCHEZ: To our
24 vendor, in your initial conversations
25 with some of our departments, do you

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2 foresee some technology problems with
3 interfacing our data systems for purposes
4 of implementation?

5 MR. RABB: So in working with
6 your OIT, your Office of Innovation and
7 Technology, and some of the departments,
8 I mean, there's always unknown questions.
9 We've had some initial discussions. Your
10 processes are pretty clean around how
11 things function and work, so from a
12 process perspective and from a business
13 perspective, it makes a lot of sense.
14 But from a data perspective, there's
15 always a question. We haven't gotten
16 into that that deep yet, but we feel that
17 the City of Philadelphia has really
18 strong process, and that's a huge step
19 in -- creating process is a whole other
20 or fixing a process. So from getting
21 people in, enrolled, and assigned,
22 especially from an HR perspective, seems
23 very good, and there's an opportunity to
24 replace some existing stuff at a lower
25 cost.

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2 COUNCILWOMAN SANCHEZ: Okay. I
3 think it's hugely important if we're
4 going to get community buy-in before we
5 even market externally, showing that
6 internally we've bought in is hugely
7 important.

8 MR. RABB: Absolutely.

9 MS. OTERO-CRUZ: I think I also
10 want to add that in conversations with --
11 and you can probably expand about this,
12 Lionel, but that we want to ensure that
13 we're not collecting data and so we're --
14 as minimal as possible. We still have to
15 address how do we do duplicates, for
16 example, if someone loses their card. So
17 we still have to define what that looks
18 like.

19 However, with the Philadelphia
20 Library, I think one of the things that
21 we discussed is they have their own
22 individual system and obviously they have
23 different standards to go by. So I
24 believe that the way it's worked in
25 Chicago and in New York and in different

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2 places, while we would have a batch of
3 their bar codes, for example, that we
4 would be able to utilize and integrate
5 into the municipal ID, it's actually
6 not -- it's actually -- the library card
7 is not activated until that individual
8 goes to the Free Library to utilize that,
9 at which time they would be buying into
10 their service product, right? And so
11 they store different data and whatever
12 their system is would take into effect.
13 So I think that would be extremely
14 important as part of the promotional and
15 marketing materials and all of that will
16 allow -- which is why we need to engage
17 different community partners on the
18 educational piece, because we want to
19 make sure that they understand it's two
20 separate systems. In our data, we won't
21 have that. For example, we won't have
22 their addresses or anything. It's two
23 separate systems once they activate it.

24 MR. RABB: And to that point,
25 just to follow up, a practice from

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2 Chicago that makes a lot of sense is that
3 once the City generates a card for a
4 stakeholder or for a resident, what they
5 opt into after that is not the City's
6 responsibility. So you follow -- the
7 individual follows the Free Library's
8 process, and that creates a different
9 record that has nothing -- that does not
10 come back to the City in any way, shape
11 or form.

12 COUNCILWOMAN SANCHEZ: Right.

13 I know there's an issue of access versus
14 liability, right? And so you need arm's
15 length of that.

16 So I don't want to manipulate
17 the conversation, but I want to allow
18 Councilman Jones has a question.

19 COUNCILMAN JONES: Madam Chair,
20 first of all, thank you for staying on
21 top of this issue. It goes back and it
22 is evolving a great deal.

23 And thank you, Councilwoman
24 Gym, for being a part of this as well.

25 So just on a practical note, I

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2 have a young person who is starting out
3 in his life and can't find a way to get
4 ID. So this helps to address that issue
5 for them to establish themselves as a
6 citizen, as a resident and avoid
7 sometimes being stopped at night by law
8 enforcement, well-meaning law
9 enforcement, and saying who are you, and
10 they cannot prove who they are. That's
11 an issue.

12 Second one goes the whole other
13 end of the spectrum where a gentleman
14 wanting to participate in the elections,
15 although voter ID -- this is very
16 different from that -- could not prove he
17 was born, because the town that he came
18 from the South in didn't keep records
19 modernized. So when the courthouse got a
20 flood or caught fire, he could not prove
21 who he was, and affected his Social
22 Security status, couldn't apply for it.
23 So this thing has wide-ranging
24 ramifications. So thank you for taking
25 it on.

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2 Two quick questions. One, what
3 possibly could it look like? Is it more
4 like City ID's or is it more like a
5 driver's license?

6 COUNCILWOMAN SANCHEZ: It's
7 going to have the Eagles logo.

8 COUNCILMAN JONES: That's
9 mandatory.

10 MS. OTERO-CRUZ: That will be
11 everybody outside the City wants that.

12 I think we definitely -- Lionel
13 can speak to the authenticity of the
14 card, because it definitely will have
15 features for security. In terms of the
16 actual look and feel, I would say it
17 looks more like a license than anything
18 else.

19 But I did want to say that this
20 is -- our hope is really to be able to
21 accommodate as many people as possible,
22 but I definitely don't think that -- we
23 still have things to figure out. We do
24 know that there are stateless
25 individuals, as you indicated in your

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2 scenario, that pose a challenge as to
3 what is the verification process for
4 identity. So I think that that is still
5 going to be an ongoing challenge that
6 we're trying to figure that stuff out
7 now.

8 COUNCILMAN JONES: In light of
9 national security, you cited some of the
10 regs involved in that. We want to be
11 lockstep in that regard so that -- so
12 when they told us about a year ago that
13 licenses weren't going to allow people on
14 planes anymore until they were -- so this
15 is cutting edge. So I would hope that we
16 would be forward-thinking to be able to
17 say that in a case of a kid trying to go
18 out to the West Coast to visit a
19 relative, that this would be at least one
20 piece of ID that might meet all of the
21 benchmarks for the federal government's
22 security. How realistic is that?

23 MS. OTERO-CRUZ: Maybe you can
24 talk a little bit about the features and
25 the requirements to ensure that it's an

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2 authentic document.

3 MR. RABB: So I'll step back
4 for a minute and discuss the look and
5 feel first. So the look -- the goal of
6 an ID card, especially for municipal use,
7 is to, one, make it look professional,
8 secure, and high quality. So it is
9 closer to a driver's license than some of
10 the other cards you may see.

11 When you get into security, so
12 the next big question is, how do you know
13 that it's real, and there's a requirement
14 that we've made to the City and the City
15 has accepted -- or recommendation, I
16 should say, of various covert and overt
17 and forensic security features built into
18 the card so that it can be authenticated
19 both by visual or by inspection. With
20 that, along with other requirements, are
21 various steps in the process to meet
22 different standards, one being the
23 Patriot Act for banks where you need
24 to -- as you stated in the testimony,
25 there's a reasonable knowledge that this

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2 is this person's identity. That process
3 can be handled without data storage
4 around the individual who is applying.

5 Some of the further federal
6 requirements are much more stringent and
7 much deeper, and so there is a difference
8 between municipal ID, voter ID, and real
9 ID. And real ID is what you're talking
10 about, and that's a bit of a larger leap
11 for a municipal ID program to take and we
12 talk about that in our RFP response of
13 the differences and where there is
14 opportunity for municipal ID, that the
15 City can embrace a platform that can
16 eventually reach that point, but it will
17 not start at that point.

18 COUNCILMAN JONES: So
19 reciprocity issues; for example, would a
20 youth that worked in the summer program,
21 as Councilwoman Sanchez talked about, got
22 his first piece of ID, cashed his first
23 check with it, proud, would that be a
24 reciprocity with the School District, for
25 example? Have we begun those kinds

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2 of discussions?

3 MS. OTERO-CRUZ: So those
4 conversations are pending with the School
5 District. Definitely with, as I
6 mentioned, with Parks and Rec and
7 recognizing it as an ID. That is
8 something that they're embracing. And in
9 terms of whether or not that individual
10 is going to be able to open up a bank
11 account or go cash his or her check,
12 those are conversations we need to have
13 with different vendors. So our hope is
14 that we get as many different providers
15 to really recognize this as a municipal
16 and valid with lots of integrity that the
17 security features have on the card and
18 recognize it and accept it as widely as
19 possible.

20 COUNCILMAN JONES: So, finally,
21 one of the ones that I really need you to
22 negotiate with is SEPTA. Our seniors, we
23 take photos for them. We set them up in
24 our offices now where we take that. That
25 reciprocity I think is probably, pound

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2 for pound, one of the most important.

3 Thank you, Madam Chair.

4 COUNCILWOMAN SANCHEZ: Thank
5 you. And for financial institutions as
6 well as SEPTA, I would think that anyone
7 who we financially support would play
8 nice in the sandbox, right?

9 COUNCILMAN JONES: You would
10 think.

11 COUNCILWOMAN SANCHEZ: Because
12 if not, we can always put it in their
13 contracts, right? They have to come
14 before us every year, so let's hope they
15 willingly cooperate and that we don't
16 have to institutionalize it in our
17 agreements with them.

18 I want to recognize
19 Councilwoman Gym, who has been extremely
20 helpful in this process, and then
21 Councilman Domb. Councilwoman Gym.

22 COUNCILWOMAN GYM: Thank you so
23 much, Madam Chair, and thank you so much
24 for your leadership on this. It's great
25 to be in partnership with Councilman

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2 Jones as well and other members of the
3 Committee to see something go forward. I
4 think municipal ID is one of the most
5 powerful things we can do as a
6 municipality to help many of our
7 vulnerable citizens get access to the
8 public institutions and spaces that they
9 desperately need. So I really want to
10 thank you. It's been two years since we
11 visited New York City to see a pretty
12 expansive program, so thank you for all
13 the hard work that you and your staff put
14 in to get us this far.

15 So thank you very much. It's
16 wonderful to have you both here. My
17 question is, how are you measuring
18 success of the program? So beyond even
19 just the numbers of people who enroll.
20 Of course, I care about how many people
21 enroll. It also matters making sure that
22 youth and immigrants and seniors and
23 returning citizens all have an
24 opportunity.

25 Are you establishing some

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2 metrics of success about how you're going
3 to see this roll out?

4 MS. OTERO-CRUZ: We're still
5 definitely developing that in terms of
6 what our metrics would be, which we've
7 obviously committed to doing semi-annual
8 reports to the Council. So we're still
9 in that phase. I mean, obviously I like
10 to say we're counting widgets. We would
11 love to do more than that, how does that
12 impact the residents who have them, how
13 many people are accessing their benefits
14 if the provider is able to work with us.

15 In addition, other things that
16 they have done is satisfactory surveys.
17 So those are some things that we are
18 exploring and whether or not we can
19 implement here in terms of evaluating the
20 success of the program.

21 And, Lionel, I know you had
22 some recommendations too from Chicago and
23 some of the work with even San Francisco.

24 MR. RABB: So the challenge of
25 not storing data about people that are

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2 getting the card creates a challenge of
3 how do you measure the success. So we
4 don't have age. We don't know if they're
5 senior. So we don't know where they may
6 live. We don't store address. So asking
7 what area or what age is getting the
8 most -- or we definitely don't store
9 their status of legal citizenship or not.

10 But on the other side of that,
11 there is opt in, where it's the
12 identified data when they're at the point
13 of creation you could ask is it okay for
14 us to put your zip code over here. It's
15 not related to the creation of your ID at
16 all. So that the Council and the City
17 can say we know from this area.

18 There's surveys after or pre or
19 post of the process, especially around
20 marketing materials. Again, all data
21 that is collected is de-identified.
22 There is sheer-on just numbers. That's
23 initial benchmark. And then when you're
24 working with partners like the Free
25 Library or even with Prisons, they again

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2 have their own systems that have the
3 opt-in opportunity to say we'll have a
4 bank of numbers who also have a bank of
5 assigned cards that we say how many of
6 these cards did go out or how many of
7 these accounts were activated, with
8 certain incentives that you may bring
9 into fruition.

10 Again, I can't say enough that
11 a focused action by dedicated staff
12 around the program is key to build
13 partnerships and build trust and, with
14 that, can be the notion that people keep
15 track of, from the partner side, what
16 they're giving out as the incentive.

17 So the ones that are more
18 advanced may be able -- like in Chicago,
19 there's a partnership with Lyft. Lyft
20 gave out a series of coupon codes.
21 There's no identified information back to
22 the municipal ID or the recipient or
23 anything about them, but the city can ask
24 how many of the coupon codes got used,
25 right? So it gives some notion of usage.

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2 There's lots of different ways
3 to approach it, and we're here to work
4 with the City to identify the best.

5 COUNCILWOMAN GYM: And just
6 really quickly, so in Chicago, do you
7 track usage -- so if ours were
8 associated, for example, with our Free
9 Libraries or access into schools, is
10 there any way to track how frequently
11 people use those as a measure of success?
12 I mean, I assume they're not really
13 swipeable, because we're not trying to
14 like track people like a big brother
15 system, but is there a way for us to
16 demonstrate in some way some measure of
17 the municipal ID not only just being
18 passed out but actually being used in a
19 significant way?

20 MR. RABB: So it goes back to
21 the City requesting the information from
22 your library, right? So in Chicago, they
23 could say you've given us these 20,000 ID
24 numbers, how many of these ID numbers
25 have been activated. So it's not -- the

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2 City will not be able to generate a
3 report live from your library, because
4 that becomes a bridge of
5 information-sharing, right? So what you
6 can do is, this office can send a request
7 to the library to say, these are our
8 assigned numbers, how many have been
9 activated. We don't want any other
10 information. Just send us back 3,000
11 have been activated. So that's the way
12 Chicago has approached it, same with
13 commercial partners like Lyft.

14 COUNCILWOMAN GYM: All right.

15 Thank you very much.

16 Thank you.

17 COUNCILWOMAN SANCHEZ: Thank
18 you, Councilwoman Gym.

19 Councilman Domb.

20 COUNCILMAN DOMB: Thank you,
21 Madam Chair.

22 Good afternoon. I have just
23 some questions about, Chicago is doing
24 this right now?

25 MR. RABB: Correct.

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2 COUNCILMAN DOMB: And how long
3 have they been doing it for?

4 MR. RABB: They deployed --
5 December was the kickoff. They went into
6 a pilot for a few months and went full
7 bake since April 1.

8 COUNCILMAN DOMB: And how did
9 they work with the banks there to get the
10 banks to accept the municipal ID's?

11 MR. RABB: It's still a work in
12 progress. They're starting, as I believe
13 the Chair had said, with their strategic
14 partners to discuss further. So, yeah,
15 it's a work in progress.

16 COUNCILMAN DOMB: And have you
17 experienced any fraud or misuse in
18 Chicago yet?

19 MR. RABB: So you're always
20 surprised what people will do. Before
21 the program started in December, yes,
22 there was two small cases. One was
23 someone took a picture off the Internet,
24 they printed the picture, put their
25 picture in place of our city clerk with

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2 the City Hall address and laminated it
3 and then attempted to cash a check at a
4 currency exchange in, I believe, Iowa or
5 Missouri. They called City Hall and
6 asked if this was real, and it was not
7 because the program hadn't started.

8 The second was a similar
9 situation. But we have not seen any sort
10 of widespread attempts or usage that we
11 know of.

12 COUNCILMAN DOMB: Are most
13 people getting municipal ID's, do they
14 file tax returns?

15 MR. RABB: Do they file tax
16 returns?

17 COUNCILMAN DOMB: Yes.

18 MR. RABB: I can't speak to
19 whether they do. I'm not sure of that.

20 COUNCILMAN DOMB: The only
21 reason why I say that is because we have
22 the EITC program that at least we should
23 make available to those getting municipal
24 ID's over the federal money that they
25 could possibly get through EITC.

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2 MR. RABB: Yeah, and we
3 haven't -- we have an extensive -- a lot
4 of those programs also, and I think it's
5 a great recommendation. I have not heard
6 that mentioned in Chicago yet. I will
7 absolutely bring that back.

8 COUNCILMAN DOMB: Because if we
9 could incorporate the EITC reimbursements
10 with the program, it would help those
11 getting municipal ID's.

12 MR. RABB: That would be
13 brilliant.

14 COUNCILMAN DOMB: Thank you.
15 Thank you, Madam Chair.

16 COUNCILWOMAN SANCHEZ: Thank
17 you.

18 Yes. And that's come up in the
19 conversations with stakeholders, is how
20 do we get benefits, discounts, all those
21 other things so that there's an added
22 value to the marketing of this.

23 So one last question in terms
24 of you gave a timeline in your testimony.
25 Originally there were press reports that

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2 you were looking to launch in January.
3 Your timeline is a little bit different.
4 Realistically what do you think would be
5 the launch date?

6 MS. OTERO-CRUZ: Our aim
7 continues to be in January.

8 COUNCILWOMAN SANCHEZ: Okay.
9 And that would be with kind of the
10 internal departments first?

11 MS. OTERO-CRUZ: Internal
12 departments and we have some stakeholders
13 in particular who are addressing a lot of
14 the opioid issues that we definitely have
15 had initial conversations with as being
16 one of our remote mobile sites.

17 COUNCILWOMAN SANCHEZ: So the
18 one thing, and we've talked about it and
19 you alluded to it in your testimony, the
20 Prisons. I feel very, very strongly.
21 With our returning citizens, no one
22 should be leaving our prisons without
23 that. I mean, that becomes an impediment
24 for them accessing anything, right? So
25 is that going to be one of the priority

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2 departments?

3 MS. OTERO-CRUZ: Yes. We've

4 had a walkthrough with Prisons.

5 Commissioner Carney is extremely

6 supportive. It's just really logistics

7 in terms of where it fits. And in terms

8 of the identity piece, there is

9 definitely lots of documentation that

10 they obtain that would definitely fit in

11 the scope of the regulations that we're

12 talking about. We need to --

13 COUNCILWOMAN SANCHEZ: Except

14 the photo. Let's not use those photos,

15 right?

16 MS. OTERO-CRUZ: No. We would

17 issue out new photos, because there would

18 be a remote spot. But, yes, there's

19 interest in that. We just don't have a

20 timeline as to when that department will

21 roll out.

22 COUNCILWOMAN SANCHEZ: Okay.

23 Councilman Squilla.

24 COUNCILMAN SQUILLA: Thank you,

25 Madam Chair.

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2 These are going to be issued
3 within the City limits, correct?

4 MS. OTERO-CRUZ: Yes.

5 COUNCILMAN SQUILLA: So there
6 has to be a certified address to --

7 MS. OTERO-CRUZ: They need to
8 prove residency, that's correct.

9 COUNCILMAN SQUILLA: So that's
10 still going to be a challenge for some
11 folks, right?

12 MS. OTERO-CRUZ: We are trying
13 to be as exhaustive as possible with the
14 regulations that's been formulating them,
15 which is why it's so important to talk to
16 the stakeholders to see what they're
17 seeing at their end. We want whatever
18 documents are incorporating the
19 regulations that are attainable to
20 individuals who are either homeless or
21 addressing any of their needs. So it's
22 still a work in progress, but there would
23 be a piece of residency that would be
24 required, including it could be a social
25 service, like a homeless shelter or a

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2 respite that would work with us as a
3 partner to be able to verify, as we do
4 with our homelessness services.

5 COUNCILMAN SQUILLA: All right.

6 Thank you.

7 COUNCILWOMAN SANCHEZ: Any
8 other questions from our panel?

9 (No response.)

10 COUNCILWOMAN SANCHEZ: Anyone
11 else here to testify on this bill?

12 (No response.)

13 COUNCILWOMAN SANCHEZ: Seeing
14 none, the Committee on Licenses and
15 Inspections will now move to our public
16 meeting.

17 The Chair will recognize the
18 Vice-Chair, Councilman Domb, for a motion
19 on the amendment.

20 COUNCILMAN DOMB: Thank you,
21 Madam Chairwoman. I offer an amendment
22 to Bill No. 160151. A copy of the
23 amendment has been circulated to all
24 members of the Committee, and I move the
25 amendment to Bill No. 160151 be approved.

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2 (Duly seconded.)

3 COUNCILWOMAN SANCHEZ: All

4 those in favor?

5 (Aye.)

6 COUNCILWOMAN SANCHEZ: Any

7 opposition?

8 (No response.)

9 COUNCILWOMAN SANCHEZ: Seeing

10 none, the amendment to Bill No. 160151 is

11 adopted.

12 The Chair recognizes Councilman

13 Domb for a motion on the amended bill.

14 COUNCILMAN DOMB: Thank you,

15 Madam Chairwoman. I move that Bill No.

16 160151, as amended, be reported from this

17 Committee with a favorable recommendation

18 and further move that the rules of

19 Council be suspended to permit first

20 reading of this bill at the next session

21 of Council.

22 (Duly seconded.)

23 COUNCILWOMAN SANCHEZ: All

24 those in favor?

25 (Aye.)

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2 COUNCILWOMAN SANCHEZ: Any
3 opposition?

4 (No response.)

5 COUNCILWOMAN SANCHEZ: Seeing
6 none, Bill 160151, as amended, will be
7 moved out of this Committee with a
8 favorable recommendation and rules
9 suspension for our next Council session.

10 This concludes the hearing.
11 Once again, I want to thank all of the
12 stakeholders, the Managing Director's
13 Office, and the Mayor's Administration
14 for their work, and we look forward to
15 the establishment of the working group
16 and the launch of the Philadelphia-based
17 muni ID program.

18 Thank you, everyone.

19 (Committee on Licenses and
20 Inspections concluded at 1:50 p.m.)

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CERTIFICATE

I HEREBY CERTIFY that the
proceedings, evidence and objections are
contained fully and accurately in the
stenographic notes taken by me upon the
foregoing matter, and that this is a true and
correct transcript of same.

MICHELE L. MURPHY
RPR-Notary Public

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