

Andrew W. Kleine

FROM	NAME & TITLE	Andrew W. Kleine, Chief
	AGENCY NAME & ADDRESS	Bureau of the Budget and Management Research Room 469, City Hall (396-4941)
	SUBJECT	City Council Resolution # 16-0652

CITY of
BALTIMORE
MEMO



TO
The Honorable President and
Members of the City Council
Room 400, City Hall

DATE: September 12, 2016

City Council Bill 16-0652 authorizes the creation of a municipal identification card program administered by the Mayor's Office of Information Technology. As stated therein, Baltimore City ID cards would be issued to all applicants with proof of identity and city residency. The intent of the program is to remove barriers to obtaining a government-issued ID for marginalized populations and facilitate access to city services. In particular, immigrant, youth, homeless, transgender, senior, and formerly incarcerated residents stand to benefit from the cultural, educational, and civic opportunities offered by a consolidated ID program.

Background

In 2014, the Baltimore City Public School system introduced a OneCard identification card system in partnership with school safety vendor Access411 that allows students to access to both the MTA transit system and school buildings. The program will expand to the entire school district during the 2016-2017 school year. Council Bill 16-0652 proposes using the same technology, the Access411 OneCard Identification Management System (IDMS), for the municipal identification card program.

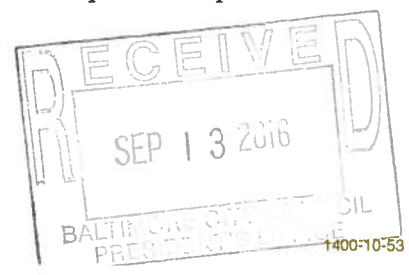
Several municipalities across the country, including New York City (NY), Washington (D.C.), Oakland (CA), Newark (NJ), New Haven (CT), San Francisco (CA), Richmond (CA), and Los Angeles (CA) have implemented successful municipal ID programs.

Fiscal Impact

The Department of Finance is in the process of estimating the cost of implementing a municipal ID card system in collaboration with MOIT and Access411. The draft proposal submitted by Access 411 to MOIT does not include the pricing for items essential to the operation of a citywide ID system, such as scanning stations, because the city's vision for the ID system and its functionalities are not fully outlined in Bill 16-0652.

In addition, time constraints and the lack of clarity around the scope of the program and its functions inhibited inclusion of the full costs of integrating the new system with the existing BCPS, Enoch Pratt Free Library, and Department of Recreation and Parks ID systems. Furthermore, MTA is likely to be a key partner in this project and the total program cost will depend on the technological requirements of MTA cards and the status of MTA equipment; however, initial project estimates do not account for the demands of an MTA partnership.

Comments



Since the full cost of the proposed program is not reflected in the Access411 draft proposal, further research and direction is required to ascertain the true fiscal impact.

The Finance Department would also like to investigate the potential for commercialization of the municipal ID program through partnerships with non-government entities to offset program costs. As an example, IDNYC cards connect New Yorkers to membership benefits at cultural institutions, financial services from local banks, health and fitness discounts, and entertainment discounts. The possibility of non-government sponsorships is an important consideration for projecting the fiscal impact of Bill 16-0652.

Recommendation

The Department of Finance recommends further discussions on implementation and cost with all stakeholders to determine the optimum structure for ID program operations based on Baltimore's unique policy context, and to improve the accuracy of program cost estimates. BBMR will continue to collaborate with other city agencies to understand the financial implications of the proposal.

Cc: Henry Raymond
Angela Gibson

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