MUNICIPAL ID TOOLKIT

A HOW-TO GUIDE TO CREATING AN OFFICIAL IDENTIFICATION PROGRAM IN YOUR CITY

ODEI

OFFICE OF DIVERSITY EQUITY & INCLUSION
CITY OF LITTLE ROCK

ACKNOWLEDGEMENTS

We want to acknowledge the following individuals' support and contributions to the Little Rock Municipal ID program.

Mayor Frank Scott, Jr.
Acting City Manager Emily Cox
City Director Joan Adcock
Shannon Riordan, AAMSCO Vice President
The Little Rock Police Department
Maricella Garcia

Special thanks go to the Office of Diversity, Equity, and Inclusion interns Tosha Aleck, Soliel Myton, and Kira Burks for their work on this toolkit.

TABLE OF CONTENTS

INTRODUCTION

Little Rock is Arkansas's capital city and the center of the state's government, finance, medicine, and technology. We are a hidden gem in the Mid-South where history like the Little Rock Nine, culture like our state-of-the-art Arkansas Museum of Fine Arts, and innovation embodied by the Little Rock Tech Park converge, creating a special place full of special people. A spirit of excellence permeates Little Rock and starts with our people, especially the 2,500 City employees who serve their city with professionalism, efficiency, and effectiveness, keeping equity top of mind in all we do. Our rich diversity is our strength.

Little Rock's population of over 200,000 residents reflects the global majority, encompassing a rich fabric of culture and perspectives from around the world. Together, we strive to unite, grow, and transform our city into a true catalyst for the New South. We are a leading southern city aiming to be the best place to live, work, and raise a family. Our city is a testament to what people-centered government can do alongside committed residents, and together, we make Little Rock not just a location where we live and work but also a place where we belong.

In 2018 the Little Rock Police Department worked with longtime City Director Joan Adcock, community members, and City officials to launch the Little Rock Municipal Identification (ID) program to increase safety and access to essential services for individuals who do not have a driver's license or state-issued ID. With team members trained in identifying fraudulent documents, the Office of Diversity, Equity, and Inclusion operates the Municipal ID program out of the Wakefield Neighborhood Resource Center. The innovative program is the first of its kind in the southern region of the United States and meets the needs of older adults, immigrants, and residents experiencing homelessness, among others.

Municipal IDs do not allow recipients to operate a motor vehicle or board a plane legally. However, they are an accessible form of identification that promotes safety and community integration for all residents.

IMPLEMENTATION OF LITTLE ROCK'S ID PROGRAM

2015

City officials become aware of need for accessible identification for all residents

2018

City of Little Rock launches Municipal ID

2021

The Office of Diversity, Equity, and Inclusion (ODEI) absorbs the Multicultural Liaison Office, begins oversight of program

2022

The City of Little Rock issues over 1,500 IDs in one year

2023

ODEI expands mobile ID clinics to meet residents where they are, in schools, shelters, and community-hosted events

WHO BENEFITS FROM A MUNICIPAL ID PROGRAM?

Many residents benefit from Little Rock's Municipal ID. This accessible form of identification allows our residents to access critical services such as banking, healthcare, insurance, and more.

- <u>Residents experiencing homelessness</u> often struggle to obtain forms of identification due to financial challenges and lost documents. Many shelters require identification, as do most employers. A municipal ID can help ensure all residents can access safe, secure shelter and seek legal employment.

- <u>Older adults</u> often do not drive and may not have a driver's license. A municipal ID allows for identity verification in medical offices and pharmacies. Older adults also report carrying the municipal ID because it allows them to list medical conditions and an emergency contact, features that are unavailable on the state ID.

- <u>Immigrants</u> can gain access to financial institutions and safely report crimes to the police. Since English-speaking officers can read the municipal ID, it provides cardholders with security and a sense of belonging.

- <u>Transgender and non-binary residents</u> have the option to leave the gender category blank or self-identify, which can help alleviate barriers to finding medical care and reduce discrimination.

- <u>Displaced youth</u> can use a municipal ID to access health services and verify identity for employment.

- <u>Residents recently released from prison</u> often lack any valid form of ID. A municipal ID can be an asset during reentry.

- <u>Residents with disabilities</u> may not have a driver's license but need access to services requiring identification and an ID with an emergency contact and list of medical conditions to carry with them.

- <u>People who are victims of domestic abuse</u> may lose access to their documents when fleeing dangerous situations. The municipal ID allows victims to establish independence through access to bank accounts, housing, employment, and more.

- <u>Displaced residents</u>, such as natural disaster survivors, can lose essential documents that take time and proof of identity to replace. The municipal ID can help bridge the gap as they wait for replacement documents.

Municipal ID programs provide official identification for people who may not have access to traditional forms of identification, such as a driver's license. Municipal IDs offer marginalized communities access to crucial services like banking and education and a sense of security and belonging.

ESTABLISHING THE PROGRAM

TIPS FOR GETTING STARTED

Comprehensive and effective planning is essential to the success of a municipal ID program. Researching your community's needs will greatly increase the program's chances of success.

1. **Create a detailed implementation plan.**
   - Identify and involve all careholders in the program planning. This helps ensure the plans will fulfill the community's needs and be successful for everyone involved.
   - Consider the number of people your program will serve, the neighborhoods where they live and work, and whether you need multiple enrollment centers.
   - Determine where the ID card will be produced and the security features it will need.
   - Plan to effectively communicate the benefits of a municipal ID publicly and with potential program partners.

2. **Establish the goals for the program.**
   - What are your team's goals, and how do you intend to achieve them?
   - What are some of the program's short, medium, and long-term goals?

3. **Explore multiple avenues of funding.**
   - Consider grants, partnerships, and monetary and in-kind donations in addition to City funds.

4. **Plan for program evaluation.**
   □ How will you know if your program is successful? How will you improve the program and continue meeting residents' changing needs? Plan for data collection and review.

5. **Designate a management team.**
   □ This team should comprise careholders who can formulate, implement, and rework the plan as necessary.

6. **Reach out to cities with existing municipal ID programs for support.**
   □ Reach out to cities with existing programs to better understand program operations and discuss wins and opportunities.

7. **Determine technology needs for the project.**
   □ Managers of existing programs can describe the technology needed to operate their programs and may also be able to connect you with professionals in the field. Additionally, you may consider hiring a third-party firm or consultant to analyze and address technology needs.

8. **Brainstorm how you will reach the people who can benefit most from a municipal ID program.**
   □ Outreach and marketing strategies are critical in reaching residents. In addition to digital marketing through websites, social media, text messaging, local radio, TV, and email, remember to distribute flyers to your local community.
   □ Ensure access by offering program information in alternative formats and languages and choosing program locations accessible to people of all abilities and convenient to public transportation.

9. **Be as detailed as possible.**
   □ Having a clear plan allows you to address issues quickly and confidently.

Additional Considerations:
■ Who are potential partners?
   □ Consider organizations that will benefit from a municipal ID (e.g., banks, schools).
   □ Choose partners who strengthen the appeal of the card.
   □ Potential partners can also include those who could offer support for the program.
■ When drafting program policy, it is important to consider technology and security measures.

DEVELOPING A BUDGET

An accurate budget proposal is an important challenge as you prepare to adopt a municipal ID program. Many factors must be considered.

- **Assessing Demand**
  - Consider the needs and size of the communities you serve.
  - Research and engage with communities to understand interest in a municipal ID program.

- **Estimating Costs**
  - Once you've determined demand, it is easiest to work backward from that value to determine the necessary budget to provide adequate services.
    - Example: Suppose your initial demand is estimated at 2,500/year.
      - 2,500 per year/12 months = 208 applications/month.
      - 208 applications/4 weeks (avg.) per month = 52 per week.
      - 52 per week/5 days a week = 10 per day.
      - 10 per day/8 hours (or more) = 1.25 clients per hour.
      - Then 1.25 clients per hour/60 mins = 1 client every 45 minutes.
    - These calculation exercises will help you determine cost and program delivery methods. Using the above example, you may decide that the program will meet demand with three to four full days of operation each week. (Remember also to tailor your program hours according to the community's needs.)
  - How many workstations will be needed?
    - Assume you determine you'll need to process 10 clients each hour to meet demand in your city and that each client will take 15 minutes to process. Then:
      - 10 clients x 15 minutes = 150 minutes to process all clients.
      - 150 minutes/60 minutes = 3 workstations to process 10 clients in an hour.
  - How much does each workstation cost?
    - This depends upon your needs but will likely cost between $5K and $20K each. Expect to spend around $20,000 initially for the printer, accessories including a camera and software, and the cards. Then, plan for maintenance costs and support contracts moving forward, as well as restocking supplies as necessary. Purchasing cards in bulk can help lower the price point.

- **Other costs that will arise:**
  - Senior staff salaries
  - Management staff (outreach, enrollment, and evaluation)
  - Facilities
  - Outreach and marketing
  - Translation and printing
  - Other consultant costs (e.g., technology)

Other Things to Consider:
- How will the program grow, and what resources will you need to address growing demand adequately?
- Is federal funding available for this? If not, brainstorming other sources of funding is useful:
  - City tax revenue
  - Philanthropic funding
  - Charging for the card (if charging would not deter target populations). Offering a fee waiver for economically limited groups, such as members of the reentry population or those affected by domestic violence, can help ensure you are not creating barriers to access.

TECHNOLOGY NEEDS

Identifying and fulfilling technology needs can be one of the biggest challenges to developing a municipal ID program. Systems are needed for collecting information, creating appointments, printing, card production, security, and more. You should collaborate with qualified technologists and programmers to ensure the program's needs are adequately met. When selecting an appropriate setup, consider your city's demand for the program, desired anti-fraud measures, card production and functionality, and the various costs associated with the program. When planning, remember to gain input from community partners.

- **Intake and Management System**
  - Data security: Since government records are subject to the Freedom of Information Act, carefully consider which resident data should be collected and stored. For example, it is best practice to review documents necessary to receive an ID but not maintain copies. You should also consider whether you will store information in the cloud or on a local server.
    - ◆ Be transparent with residents about which data you will store and how. Effective communication on this topic protects residents' privacy and builds trust within the community.
  - Ensure the program location has sufficient internet speed and capacity to serve clients and maintain connection with the selected server.

- **Appointment System**
  - This may initially seem unnecessary, especially if you anticipate low demand. However, having an established system for scheduling appointments ensures there will not be a situation where demand exceeds your office's capacity to serve.

- **Verification and Card Security**
  - Develop a plan to verify applicants' identity and residency. Your plan should include fraudulent documents training for program staff, such as those available through the American Association of Motor Vehicle Administrators.
  - How will you safeguard against fraud? Enact measures to ensure individuals cannot duplicate or obtain multiple ID cards.
  - You may contact local law enforcement, state, and other identification issuing entities to determine which card security features they have implemented and found the most effective in establishing robust security measures..

- **Hardware and Software**
  - Computers, cameras, printers, portable Wi-Fi hotspots, and scanners are some things that you may need to procure. Proprietary software may also be required..

- **Printing**
  - Cards require specialty printers and supplies.
  - Will you print your marketing materials or use a third party?
  - How will your printer(s) integrate with other office technology?

Other Notes:
- Employing the appropriate technology allows the program to be as functional as possible and will also help build its credibility. A user-friendly interface and experience create a better perception of the program within its user base. A flawed system can break it.
- Ensure proper training for staff so they can navigate the program and safeguard security.
- Choose credible vendors who can work with all your collaborators, including law enforcement and banking institutions.

HIRING AND TRAINING

We recommend employing a diverse staff with identities and language skills that closely mirror your city's population. In Little Rock, approximately 10% of our adult population speaks exclusively Spanish. Bilingual residents may still feel more comfortable conversing in a language other than English, and team members who speak additional languages can help ensure residents feel welcome.

- **Recommended Training:**
  - Comprehensive program rules/policy training
  - Fraudulent document recognition
  - Hardware, software, and equipment training and practice
  - Code of conduct and expectations for employees
  - Confidentiality and security
  - Classes regarding the different cultural practices and perspectives clients can have and how to ensure these values are respected for every person who comes in
  - Language access
  - Customer service

- **Best Practices**
  - Offer comprehensive hands-on technological training and extensive interpersonal training. This helps prevent mishaps, allows staff to feel more confident they are doing their job correctly and appropriately, and demonstrates the program's commitment to supporting residents.
    - Role-play scenarios with staff before the launch. This allows for feedback and adjustments and generally makes staff feel more confident about the launch.
    - Ensure all staff have cultural fluency and strong customer service skills and hire employees who speak languages that match those of your target populations.
    - Offer all documents and services in the languages your residents need. Follow up with populations who speak languages other than English with surveys offered in their language. Assess their satisfaction with the services provided and adjust as necessary.
  - Consistently engage community careholders in program planning, development, and evaluation.

PARTNERSHIP IDEAS

- **Partners who could accept the ID:**
  - Financial institutions
  - Law enforcement
  - Libraries
  - Health service providers
  - City offices
  - Schools
  - Other service providers, such as utilities
  - Shelters

- **Partners for events and outreach:**
  - Consulates
  - Nonprofit organizations
  - Shelters
  - Schools
  - Law enforcement
  - Government entities
  - Churches/religious organizations

How To Establish Partnerships

To successfully establish partnerships with local organizations, share your program idea with organizations whose careholders could benefit from a municipal ID program. For example, a municipal ID may provide banks access to new clientele. Invite collaborators to craft a plan, collect data from constituents regarding interest in the program, and compile program information. It is critical to demonstrate the demand for the program and its benefits. It is also important to consider the circumstances of the specific populations you will serve through partnerships. For example, we recommend partnering directly with caseworkers when seeking to serve residents experiencing homelessness, as caseworkers can help these residents gather the documents they need to apply for an ID. Partners should also be able to envision how their participation will support local communities.

The City of Little Rock partners with several financial institutions to offer municipal ID holders access to banking services. Twenty-five percent accept it as a primary form of identification, while the other 75% take it as secondary documentation. Next steps include formalizing these partnerships with memoranda of understanding.

We highly recommend partnering with foreign consulate offices within your city. The Mexican Consulate in Little Rock accepts the Little Rock ID and partners with the City to host mobile ID clinics onsite. Partnerships such as these allow us to increase access to municipal services by meeting community members where they are. Community-based events also create opportunities to build trust in the community.

OUTREACH

The municipal ID program is designed to better fulfill the needs of underserved communities and groups who may face challenges getting other forms of identification. Ensuring all residents are aware of the municipal ID, its wide availability, and its benefits is vital to the program's success. Targeted outreach is necessary in underserved communities.

When the City of Little Rock team surveyed the community during program development, it found that insufficient language access was the most common issue respondents indicated as a barrier to accessing other forms of identification. Offering these surveys in Spanish increased responses from those previously excluded by the lack of language access. Little Rock staff expanded language access to the appointment system, program operations office, and beyond, and such access has an ongoing positive impact on outcomes.

Lean on trusted partners in diverse communities. Many communities rely on specific sources of information, such as faith-based institutions, advocacy groups, and others. Engaging such partners can help fuel widespread participation in your program.

Connect with community leaders. Law enforcement, labor departments, elected officials, educational establishments, etc., often have community-specific knowledge and connections.

Outreach Materials:
- Use accessible, easy-to-understand language in outreach materials. AI technologies that allow you to tailor your language to your audience can help you with this step if you need it.
- Produce these materials in various formats (digital, print) and distribute them in a wide range of places (flyers distributed in community gathering spaces, social media, email listserv, etc.) to increase your audience.

MARKETING

Effective marketing strategies include engaging the community and using relevant media sources (e.g., local radio). Prioritizing language access will increase feelings of inclusion and improve program outcomes. Ensure the budget allocated for marketing covers both traditional marketing resources and alternative community-specific options, such as community-specific news media and the increased cost of producing these materials in multiple formats and languages.

Program Image

Decide on a consistent theme across all marketing to create a cohesive image and establish recognition of the program. A marketing program helps to develop greater awareness. It can be used to illustrate the program's inclusive intent, helping to ensure that everyone who can benefit from it is aware and feels welcome to participate safely. Choose a logo for the program that represents the whole city. Use this image across all media.

Program Promotion

- Create a user-friendly website where anyone can learn about the program and set appointments.
- Collaborate on events with community partners to increase awareness.
- Collaborate with community leaders to promote the program. Utilize the mayor's office to spread awareness and further affirm the program's legitimacy. Work with ambassadors and advocacy groups to increase public awareness.
- Businesses such as restaurants, popular local shops, salons, barber shops, and public transportation stations can be great places to post and share media.
- Social media, radio, and TV ads can be beneficial.
    - Social media should be an active source of information, including benefits, promoting partners, sharing updates, and posting testimonials from willing card recipients.
- Utilize printed media, including brochures, informational cards, and newspaper ads or articles.
    - The City of Little Rock prints postcards with an image of the ID, a brief introduction, and information on how and where to apply. It includes the website and social media handles. The information is presented in both English and Spanish. These postcards are shared with community collaborators, businesses, and at events.

IMPORTANT DETAILS

PRIVACY

Privacy is essential for a municipal ID program. Publicizing the program's privacy and security is also extremely important. Residents need to know what personal information is stored and how it is protected.

We recommend only storing the minimal information necessary. Make note of the documents used to verify identity, but do not retain copies of them. Servers used to store any resident data should be kept secure and private.

Preventing Identity Fraud
A municipal ID program provides access to essential services. Ensuring the card's security on multiple levels is fundamental to maintaining solid relationships with collaborating organizations. Partners need to be able to consistently trust that staff have correctly identified recipients of the municipal ID. Program managers are also responsible for protecting the program's validity for the residents who rely on it. For these reasons, training staff to recognize invalid documents and understand how to handle fraudulent documents is important. It is also essential to have a feedback mechanism in place for partners to report instances of fraud.

When designing your program, you must determine the identity and residency documents required to establish a person's eligibility for obtaining a municipal ID. Be sure to keep in mind the unique needs of the populations you serve.

VERIFYING A PERSON'S IDENTITY

Specific documentation must be provided and verified to establish a person's identity and obtain a municipal ID. It is essential to ensure that false documents are not accepted, and you should consider in advance whether and how you will accept expired documents.

If a document expires within one year of applying for the City of Little Rock Identification Card, it will be accepted as proof of identity but at a step down from its initial category. For example, a U.S. Passport that expired less than one year from the date of application will be valid for use as a secondary document rather than a primary document. We developed this policy because foreign consulates can sometimes be more than a day's drive away from Little Rock, which can be a barrier for some families. We found this policy especially helpful for immigrants during and immediately following the pandemic when many consulates were closed or backlogged.

Copies of documents submitted may be considered, especially in the case of residents who are homeless, victims of domestic violence or human trafficking, or who otherwise are receiving services through a care agency, provided that copy is accompanied by a letter from the agency that verifies the veracity of the document.

Individuals must be at least 14 years old to receive the City of Little Rock municipal ID. We find that allowing minors who can confirm their identity to get the ID benefits the community, particularly considering Arkansas's new law that removes the requirement for 14- and 15-year-olds to obtain work permits. We recommend researching the age at which minors are allowed to obtain an ID in your state and determining whether the consent of a parent or guardian should be required. Consider age requirements that enable minors who may not otherwise have access to a valid form of identification to obtain one.

ACCEPTABLE FORMS OF IDENTIFICATION FOR THE LITTLE ROCK ID

PRIMARY

- U.S. Passport or Passport Card
- U.S. State Driver's License
- U.S. State Identification Card
- U.S. Military Identification Card or U.S. Common Access Card
- U.S. Veteran's Identification Card or U.S. Veteran's Health Identification Card
- Native American Tribal Document with Photo
- Certificate of Naturalization with Photo
- Permanent Resident Card or Alien Registration Receipt Card (Form I-551)
- Current U.S. Visa with Photo
- U.S. Employment Authorization Document (Form I-766)
- U.S. Travel Document (I-327 or I-571)
- Advance Parole Document with Photo (I-512 or I-512L)
- I-94 stamped "Sec. 208 Asylee" with photo
- I-94 stamped "Sec. 207 Refugee" with photo
- Valid Refugee Travel Letter with Photo and Stamped by U.S. Customs and Border Protection
- American Indian Card (I-872)
- Northern Mariana Card (I-873)
- Little Rock Municipal Identification Card
- Foreign Passport
- Consular Identification Card with Photo
- Foreign National Identification Card with Photo
- Photo Identification Card with Name, Address, Date of Birth, and expiration date issued by another country to its citizens or nationals as an alternative to a passport for re-entry to the issuing country

SECONDARY

- U.S. Birth Certificate, Consular Report of Birth Abroad (Form FS-240), Certification of Birth Abroad (Form FS-545), or Certification of Report of Birth (Form DS-1350)
- Social Security Card
- Current U.S. Visa without Photo
- Municipal Identification from Other Jurisdiction
- Photo Identification Issued by an Accredited U.S. Educational Institution
- Voter registration card
- Selective Service Registration Card or Verification Letter
- Form DD-214 or Equivalent U.S. Military
- Discharge Paperwork
- U.S. high school diploma, high school equivalency diploma, or U.S. post-secondary school, college or university diploma
- Certified U.S. School Record or Transcript with Name and Address issued for the current school year from high school or U.S. post-secondary school, college or university
- Birth Certificate of Applicant's Child, Issued by State or Territory, or a Locality of a State or Territory, or by the U.S. State Department, Listing Applicant as Birth Parent
- U.S. Individual Taxpayer Identification Number (ITIN) Authorization Letter or Card
- U.S. State or Federal Discharge Papers
- Foreign Birth Certificate
- Foreign National Identification Card Without Photo
- Foreign Driver's License
- Foreign Military Identification Card

TERTIARY

- Employee Identification Card U.S. Employer
- U.S. Union Photo Identification Card
- Certificate of Marriage, Domestic Partnership, or Civil Union
- Decree of Divorce or Dissolution or Marriage, Domestic Partnership or Civil Union
- Certified Court Order for Name Change
- Electronic Benefit Transfer (EBT) Card
- Insurance, Medicaid, ARKids, or Medicare Card
- U.S. Jail Discharge Paperwork
- DirectExpress card

ELIGIBILITY REQUIREMENTS: PROOF OF RESIDENCY

The applicant must present two documents from the list below to establish proof of residency. When designing your program, you should decide on a time frame of acceptability for such documents. The City of Little Rock requires documents that are updated annually to be dated within one calendar year of the date of application and monthly documents like utility bills to be dated within six months of the date of application.

Our policy states that if a document used to establish proof of identity contains residency information, it can also count as one of the two required documents to establish proof of residency. This can make it easier for people to establish their identity and residency with less documentation while maintaining standards for authenticating their information.
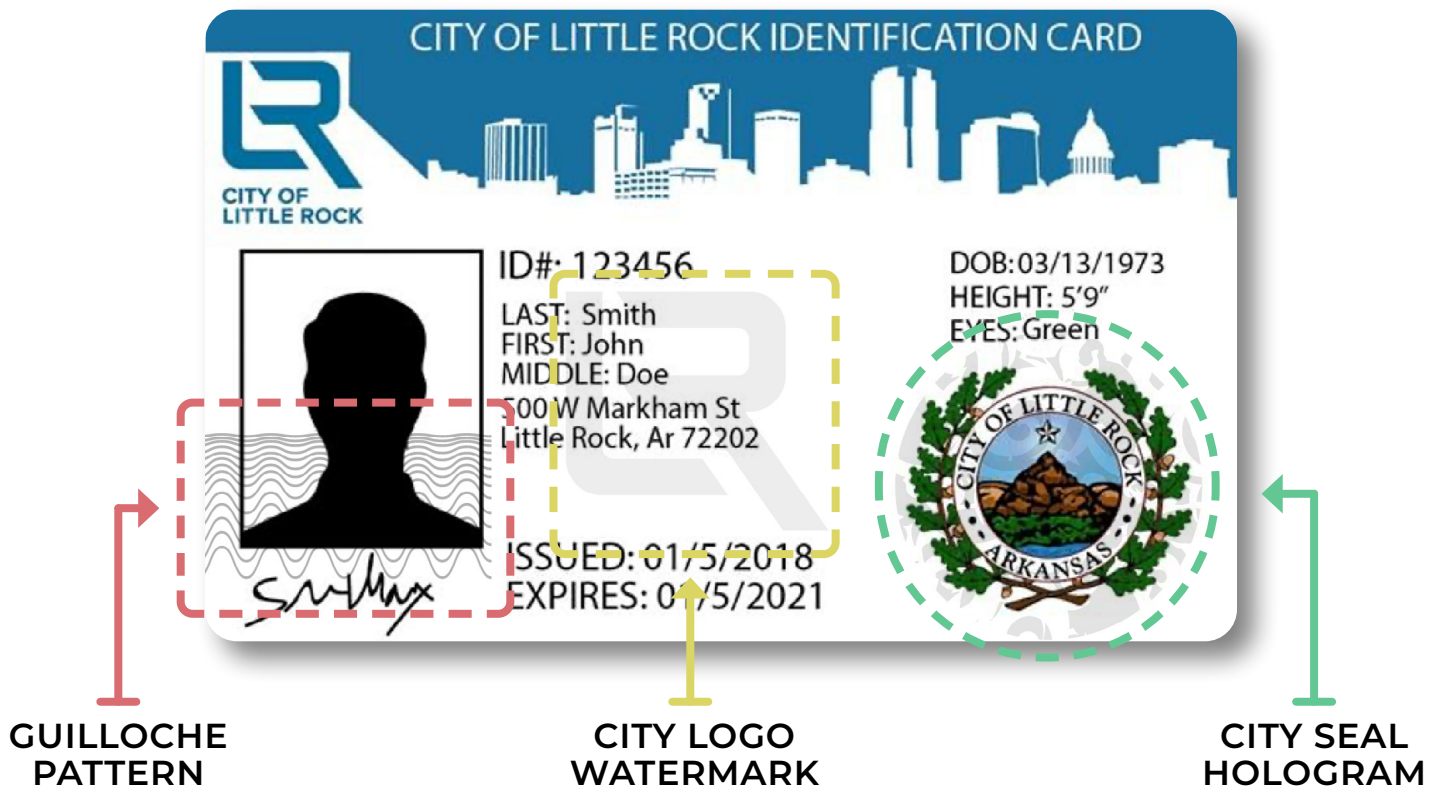
- Deed, title, mortgage, monthly mortgage statement, mortgage payment booklet, promissory note, contract for property, contract for rent to own property, rental/lease agreement
- Current, valid mobile home, motor vehicle, boat, or other vehicle registration, certification, or title
- Paycheck, paystub, or earning statement with your name and address or little rock employer's name and address
- Current documents from the U.S. Military or Department of Veteran's Affairs indicating residential address
- Certified U.S. school record or transcript with name and address issued for the current school year from high school or post-secondary school, college or university

- Personal property tax receipt, invoice, or assessment
- Utility bill for water, gas, electricity, cable, internet, cell phone or landline telephone service that includes name and physical address
- Personal check
- Current U.S. state or federal tax return
- Certified enrollment documentation, forms DS-2019 or I-20 or other document issued by USCIS
- Mail from federal, state, county, or city government agency
- Original care address letter or other documentation from a domestic violence or homeless shelter

- Current, valid homeowner's, renter's, or motor vehicle insurance policy, bill, or proof of insurance card
- An account statement or deposit inquiry from a bank, credit union, other financial institution, or brokerage house
- W-2 or 1099 tax forms for current year
- Proof of enrollment in public or private school in the City of Little Rock
- Proof of a child enrolled in public or private school in the City of Little Rock
- Valid Arkansas concealed carry license
- Valid Arkansas hunting or fishing license
- Hospital or clinic bills

CONFIDENTIALITY AND SECURITY

Several security measures can be enacted to ensure the security of the ID card. For example, the City of Little Rock's cards include an embedded watermark of the City logo and silver foil with holographic overlay of the City seal. These security features cannot be removed from the card, and any attempt at alteration will mutilate it. The card also includes a custom Guilloche pattern designed specifically for our ID. This feature is extremely difficult to replicate as it is created during card production. Finally, a high-quality laminate protects the ID card's surface.

The card includes the person's name, date of birth, photograph, signature, address, height, and eye color. It also contains a unique card number, the card issue date, the expiration date, and a disclaimer stating it is not intended for federal or state purposes. Notably, the Little Rock ID cannot be used as a driver's license. Optional additions include preferred language, emergency contact, and medical conditions.

Applicants for the City of Little Rock ID may request an 'X' gender marker or omit a gender marker on their card. We aim to support our LGBTQ+ community, members of whom are sometimes excluded by gender markers on official documentation and identification.

CITY OF LITTLE ROCK IDENTIFICATION CARD

CITY OF LITTLE ROCK

ID#: 123456
LAST: Smith
FIRST: John
MIDDLE: Doe
500 W Markham St
Little Rock, Ar 72202
ISSUED: 01/5/2018
EXPIRES: 04/5/2021

DOB: 03/13/1973
HEIGHT: 5'9"
EYES: Green

GUILLOCHE PATTERN

CITY LOGO WATERMARK

CITY SEAL HOLOGRAM

CARD FUNCTIONALITY AND BENEFITS

The ID card should offer benefits and uses that interest residents. When researching to determine features that appeal to residents, solicit feedback from communities you believe would benefit from the program.

Municipal IDs do not replace federal or state IDs and cannot be used as driving licenses. However, they can allow cardholders to access a range of services.

- **Essential Functions and Benefits:**
  - Public safety:
    - Provides a sense of personal security through safe interactions with police.
    - Allows cardholders to verify their identity without having to provide sensitive documents.
    - Criminals cannot easily determine who may be carrying large amounts of cash, and residents are more likely to feel safe reporting crimes to police.
  - Access to established financial institutions.
    - Offers cardholders financial empowerment and independence.
  - Entry into city and county government buildings, including schools.
    - Enables cardholders to pick up their children from school.
    - Enables cardholders to access city services.
  - Access to library materials and services.

- **Potential Functions and Benefits:**
  - Immediate access to capital:
    - Some municipalities have added a debit feature to municipal IDs, which can be especially useful for the reentry population.
  - Cultural and educational benefits:
    - Consider partnering with museums, libraries, zoos, and other enriching institutions.
  - Medical options:
    - Cards may include medical information, emergency contacts, or donor status (if allowed).
    - Consider partnering with clinics or pharmacies.

<u>Critical Details:</u>

- Municipal IDs are essential for access to local government buildings and schools, where parents can face challenges picking up their children without proper identification.
- Be sure to educate program partners about the card, its legitimacy, and its functionality. Consider developing memoranda of agreement or understanding to ensure that partnerships surpass staff tenure.
- It is critical for local law enforcement to recognize and accept the ID.

ONGOING PROGRAM MAINTENANCE

Once you have launched a municipal ID program, it is essential to continue to collect program data. These data will enable leadership to visualize successes, uncover persisting and emerging needs, identify opportunities for improvement, and determine effective solutions. An adaptable program is more likely to succeed in the long term.

- Collect and incorporate feedback from recipients regarding their programmatic needs and concerns.
- Collect and incorporate staff feedback regarding their programmatic needs and concerns.
- Collect data from recipients. Include nationality, age, zip code, and occupation.
- When people renew their IDs, ask questions regarding their experience with the card:
  - How are they using it?
  - Have they had any issues when trying to use it?
  - Is there anything new they wish the card would enable them to do?
- Collect data from partners regarding their experiences with the program and how they feel the program impacts them.

<u>Plan for a Lasting Legacy</u>

To ensure program longevity, staff should develop and maintain standard operating procedures, contact databases, and practice good data management. The program's legacy depends on sharing all program-related knowledge with those who assume future program management responsibilities.

CONCLUSION

At the City of Little Rock, we know that opportunity starts with access. We want to share our work as a promising practice to support marginalized communities everywhere. This toolkit is designed to assist municipalities with the intentional, thoughtful development of municipal ID programs. Cities will experience unique challenges and opportunities, and we hope we can continue learning from each other. Please connect with us if you wish to collaborate further.
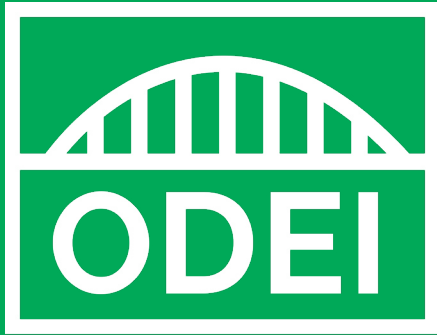
CONTACT US

ODEI@LittleRock.gov

(501) 371-4510

Follow the Multicultural Liaison on social media!

ODEI

**OFFICE OF DIVERSITY
EQUITY & INCLUSION**
CITY OF LITTLE ROCK

OFFICE OF DIVERSITY EQUITY & INCLUSION
CITY OF LITTLE ROCK