

Transmittal Log

RFP 16-225 UNIFIED CITY SERVICES CARD AND/OR SECONDARY MUNICIPAL ID CARD				
Date/Time	Sender Name	Recipient Name	Agenda Type/Date	Approval/Comments
8/30/2016	Toni Maccarone	Ed Zuercher	Formal Meeting 8/31/2016	
8/30/16	Jennifer Flaherty	Council Packet Mailbox	Backup to Formal 8/31/2016	Approved by Ed Zuercher

CITY COUNCIL REPORT

TO: Ed Zuercher
City Manager

FROM: Toni Maccarone
Special Assistant to the City
Manager

SUBJECT: RFP 16-225 UNIFIED CITY SERVICES CARD AND/OR SECONDARY
MUNICIPAL ID CARD

This report provides the City Council with additional information for Item 84 about the results of the City's Request for Proposal to create a Secondary Municipal ID and/or Unified City Services card.

THE ISSUE

In response to the community and direction from City Council, for more than a year City staff has researched options related to creating a Secondary Municipal ID and/or Unified City Services Card; presented seven times to City Council and City Council subcommittees; conducted approximately 10 meetings with community stakeholders; written, distributed and reviewed a Request for Information (RFI) to determine interest from the private sector in partnering with the City to create such card; and most recently, issued a Request for Proposal (RFP) asking for private-sector responses to create a card at no cost to the City.

By contrast to primary ID, secondary ID may be issued by a *private entity*, such as a bank or a private employer. To issue secondary ID, private entities sometimes follow less-stringent identity-verification procedures than do governmental agencies. Federal and state governments issue passports, driver licenses, and similar forms of primary ID. Private entities issue bank and credit cards, employment ID badges, and the like. Government agencies and private businesses set their own identification requirements. For example, a bank may require a driver's license to cash a check. But a private company may permit any form of ID (including secondary IDs) to issue its card.

At its July 1 Formal meeting, City Council directed staff to review the response to the RFP and report its findings to the City Council at its Aug. 31, 2016 Formal meeting.

RFP RESULTS

As outlined in Item 84 on the Aug. 31 Formal Agenda, an RFP review panel consisting of City staff and four community members met three times to review, discuss and interview the sole RFP respondent, SF Global, about their response to the RFP. On a 6-2 consensus vote, the panel recommended moving forward with the creation of a Secondary Municipal ID and Unified City Services card. SF Global's proposal is to implement at no cost to the City a Secondary Municipal ID, with a Library card feature, beginning Feb. 1, 2017.

OTHER INFORMATION

As presented earlier this year, the issue currently being resolved is that "it takes ID to get ID." Information security and fraud prevention are primary considerations in issuing any form of government-sponsored ID, and so the City must ensure that stringent, proper verification and vetting processes are in place when IDs and applications for the

card are being reviewed and approved. This review process takes place at “in-take centers.”

While SF Global meets the technical requirements in the RFP and has demonstrated experience in issuing Municipal IDs, staff cannot recommend moving forward with the “in-take center” concept as originally proposed by SF Global. Staff has continued to work with SF Global to develop other in-take center options. They are presented below:

In-take Center Options:	Cost to City	Cost of Card	Staff Recommendation
<p>Non-Government Organizations</p> <p>As proposed by SF Global in RFP response.</p>	\$0	\$25/\$20 (youth/senior)	<p>No</p> <p>Because the City must ensure proper training and protections from identity theft, forgery or fraud, staff does not recommend this option.</p>
<p>SF Global</p> <p>SF Global currently serves as the in-take center for the cities of Oakland and Richmond, California.</p>	\$0	N/A	<p>The City requested SF Global to respond to this option; they chose not to pursue serving as the in-take centers in Phoenix.</p>
<p>Phoenix City Clerk Department</p> <p>In this option, the City Clerk Department serves as the in-take center to process applications and verify IDs. Information is then sent to SF Global for processing; database management; vetting by SF Global’s contracted security company; and production and distribution of the card.</p> <p>SF Global also would provide cloud-based resident online enrollment; training for in-take staff; program materials and website development; and customer service for residents via phone and online.</p> <p>The City Clerk cost recovery model includes hiring temporary staff for a week-long kick-off enrollment event; hiring two, full-time temporary staff to manage the day-to-day in-take process; other staff time for processing payments; and hard costs to purchase equipment and other resources necessary to process applications.</p>	<p>\$20 Cost to City of Phoenix</p> <p>\$15 Cost to SF Global</p>	<p>\$35</p> <p>Net cost to City = \$0</p>	<p>Most secure option.</p>

RECOMMENDATION

Staff recommends entering into a five-year contract with SF Global to develop a Secondary Municipal ID and City Services card, starting with the Library card feature.

Staff also recommends that the City Clerk Department serve as the in-take center to review and properly vet applications and IDs. The City Clerk Department would then forward copies of the applications and IDs to SF Global for further vetting through its national database; database management; and issuance of the cards.

As directed by the City Council, this recommendation is at no net cost to the City.