



**City of Long Beach**  
**Working Together to Serve**

**Memorandum**

**R-28**

**Date:** October 1, 2019

**To:** Honorable Mayor and Members of the City Council

**From:** Councilwoman Stacy Mungo, Fifth District *SM*  
Councilwoman Suzie Price, Third District *SP*  
Councilmember Roberto Uranga, Seventh District *RU*  
Councilmember Al Austin, Eighth District *al*

**Subject:** **LB One Card: Streamlining Resident Connectivity & Access to City Services**

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**RECOMMENDATION:**

Request the City Manager to work with the Technology & Innovation Department, and all other appropriate departments to work together, research, and report back within 180 days on the potential costs, benefits, partnerships, and challenges of a City of Long Beach-issued identification card.

**DISCUSSION:**

On August 22, 2017 our City Council gave direction to the City Manager to create a Citywide Communications Strategic Plan that would seek new innovative strategies to create greater access and awareness of services, programs, and initiatives within the City that better inform and engage residents and stakeholders.

Since this time, there have been components underway that seek better City internal and external communications alignment and interconnectivity. As we enter this new era, we also must seek innovative ways in which people can be provided easy access in the same way that other municipal and educational-based services have been successful (e.g., the Metro TAP Card and services offered through LBCC and CSULB Student IDs). Through new card ID and smart application technology, there is an opportunity to provide expanded access through a one-stop portal that would allow for greater interconnectivity and access to our Long Beach residents for 5 major areas:

- Identification
- Pre-qualification for Services and Programs
- Banking and Payment Functions
- Public Transportation and Parking
- Arts & Cultural Institutions

Under federal law, cities may issue their own identification cards as they see fit, and many do so. New Haven, Connecticut issued the first municipal identification (ID) cards in 2007 and many others have done so since, including San Francisco, Washington D.C.,

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Oakland, Richmond (CA), and Chicago, among many others. New York has the largest program, with hundreds of thousands of residents enrolled.

City-issued identification cards would serve as an alternative form of government-issued identification, making it easier for qualifying residents to access services, open a bank account, check into a health clinic or visit a food bank. Residents can also use the ID cards to safely identify themselves to local authorities and enter buildings with restricted access, such as schools. In some cities, the IDs enable residents to check out books at municipal libraries, gain membership and access to museums and other cultural institutions and discounts at local businesses. Some cards also come with a prepaid debit function so cardholders don't have to carry cash. However, residents cannot use the ID to board an airplane, drive or obtain a driver's license.

We see this as an opportunity to link our residents to all Long Beach services and engagement opportunities through one portal, including but not limited to:

- Park and library gathering/meeting space reservation/payment
- Municipal billing and service payments (water, sewer, gas, etc.)
- Parking lot and meter access/payment
- A fast track method for queuing for public comment at Council Meetings
- Parks recreational and senior programming reservation/payment

In New York City and other similar programs, residents can establish identity to obtain an ID by using any of more than 40 documents, such as a foreign driver license, birth certificate, green card, utility bill or school ID card. Applicants need to present at least four documents. Of those documents:

- At least three need to prove identity
- At least one needs to prove residency
- At least one must include a photo of the applicant (if over the age of 21)
- At least one must include the applicant's date of birth.

Each ID features the cardholder's photograph, date of birth, eye color, height and a unique ID number. The card is also available in 25 languages. The IDs come equipped with several security features, including an embedded hologram, an applicant's signature, an engraved City seal and a secondary black-and-white "ghost" photo of the applicant.

In recognition of maintaining safe, secure and confidential records of those utilizing public services, it is also important that we investigate various features that would allow for users to opt-in to certain aspects of functionality, where the data usage is clearly outlined to the user, as applicable.

It is time for Long Beach to explore the possibilities of creating a City-issued ID, the "LB One Card" as a card or digital card through a primary portal/app.

This matter has been reviewed by Budget Manager, Grace H. Yoon on August 22, 2019.

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JOURNAL SOURCE

**FISCAL IMPACT**

This recommendation requests a report within 180 days on the pathway to developing a City-issued Identification Card for City-residents. Preparing this report is anticipated to require a moderate impact on staff hours beyond normal budgeted scope of duties and is expected to have minimal impact on existing City Council priorities.