



GOVERNMENT IMPACT REPORT: Social Effects and Outcomes of Identity Programs





IDENTITY MATTERS: ELEVATING SERVICE LEVELS & PROTECTING BASIC RIGHTS AS THE WORLD GOES URBAN

The world population surpassed 7.6B in May 2018, as the globe recorded nearly 70M births May 2017 to May 2018. Approximately 55% of those people live in urban areas today. By 2050, that number is expected to swell to 65% and the world population will likely exceed 9.8B.

In the U.S., the population reached 325.7M in 2017 and it's growing at just over 5% annually. More than 80% of U.S. citizens already live in urban areas and that number is expected to tick up by roughly one percent each year for the foreseeable future. By 2050, nearly 90% of the 438M+ people in the U.S. will live in urban centers.

One of the risks of living in these complex and densely populated ecosystems is becoming "invisible." As urban populations grow, and as more services are delivered without face-to-face contact, it's critical to establish, manage and safeguard trusted identities.

Digital Identity and Smart Cities

The relentless rise of dense urban areas coincides with other trends, such as the evolution of smart cities that are teeming with expanded transit options, innovative housing strategies and knowledge workers who rarely enter a traditional corporate office. Government agencies, healthcare providers, banks, schools and other organizations increasingly leverage digital networks, Internet of Things (IoT) connectivity and artificial intelligence to deliver services to citizens, customers and students in these dense urban settings.



EMPOWERING THE POWERLESS: IDENTITY FOR 1.1B+ UNIDENTIFIED PEOPLE WORLDWIDE

Providing citizens and consumers with permanent addresses and previously existing identity documents can be challenging at times. Issuing trusted identities to economically disadvantaged people presents more serious obstacles. The ID2020 Alliance estimates that more than 1.1B people worldwide have no recognized form of identity, which often prevents them from receiving government services, acquiring housing or establishing bank accounts. The anticipated need for smart public services in emerging smart cities will drive the need for digital identity solutions that provide security of critical information.

The concept of providing trusted identities to citizens and consumers — especially in dense urban areas — requires processes and technologies capable of efficiently serving the needs of entire populations, including immigrants and economically disadvantaged citizens. ID2020 is addressing the issue on a global basis and many state and regional governments are addressing it at a more local level.

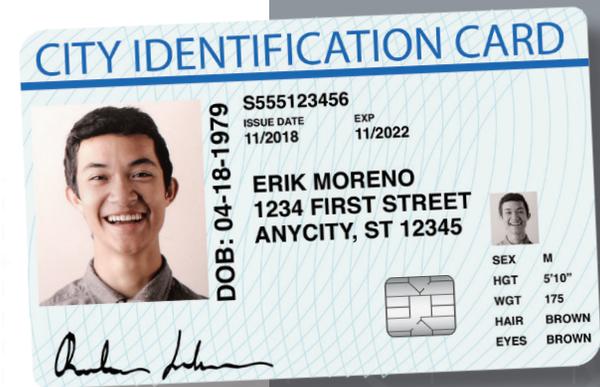
THE EVOLVING DEFINITION OF IDENTITY

Not long ago, identity simply required a photo and some limited personal data printed on a card — such as a driver's license, an employee badge or a student ID. If you wanted to access to a facility, service or some other privilege, you handed your ID to various gatekeepers who compared the photo to the person standing in front of them before they decided to grant or deny access. That still happens in some settings. But the concept of “identity” has evolved to include much more than a name and photo on a card.

In recent years, identity technology has expanded to include biometrics, which can be used to greatly increase the certainty of identity. From a government perspective, this typically involves scanning fingertips or eyes and storing those biometrics on a central database and on a chip on a card. When a citizen wants to prove his or her identity, they submit to a scan that compares a captured biometric to one stored on a card.

New identity factors are emerging, however, that will allow us to bring even greater certainty to the process — and potentially address privacy concerns that inevitably accompany identity discussions. For example, patterns of how and where individuals travel, how they interact with mobile devices and how, when and where they tend to access services can be used to create highly accurate identity profiles. These behavioral biometrics have the potential for both fighting fraud in government programs and addressing privacy concerns that surround physical biometrics. They will become increasingly important as governments move to kiosks, portals, apps and other self-service options.

The importance of more basic forms of identity is also emerging, especially as it relates to delivering services and protecting the rights of economically disadvantaged people — and those in the process of obtaining citizenship or establishing residence. For example, more than 2,000 Native Americans in North Dakota received photo ID cards in time for the 2018 U.S. midterm elections. Without the cards, they likely would've been turned away at the polls because they lacked proper identification or, in some cases, a permanent address.



Growing Power of Identity Cards

As the concept of identity evolves, the role of ID cards in government programs expands. In addition to visual identification, ID cards — especially those with embedded chips — provide the most effective platform for self-service models, such as kiosks or portals. Also, because many citizens cannot afford smartphones or tablets, issuing ID cards is the most effective and affordable way to provide identity and access to people in all economic classes.

THE ROLE OF IDENTITY IN REGIONAL AND LOCAL GOVERNMENT

Establishing trusted identity for all citizens and building effective identity management practices enables regional and local governments to improve citizen service levels, reduce fraud and mitigate costs. It also provides a way for governments to be more inclusive of people who are often overlooked, including immigrants, people working towards citizenship, people without permanent home addresses, and those who have lost their IDs in the case of natural disaster.

In most applications, well-designed identity cards speed identity confirmation and allow citizens to access services and privileges faster — shorter lines always result in higher citizen satisfaction.

TOP USE CASES FOR CITIZEN IDENTITY CARDS

CITIZEN-FACING APPLICATIONS

Voter Identity
Public Transit
Childcare Programs
Homeless Shelter Access
Food Shelf Program Access
School/Student IDs
Issuing Permits
Disaster Recovery
Hunting & Fishing Licenses
Conceal & Carry Licenses
Veteran Program IDs
Senior Program IDs
Medical Marijuana Cards
Library Cards
Children IDs

GOVERNMENT EMPLOYEE APPLICATIONS

Access & IDs For:

Police and Firefighter
First Responder
Polling Center
Forest Ranger
Government Center Employee
Facility & Grounds Access Cards



Entrust Datacard is part of a team of city officials, banks, consumers and technology partners working to improve life for “unbanked” citizens in the Bay Area. In addition to enabling essential banking services, Entrust Datacard identity solutions and financial card issuance systems are providing a foundation for broader access to services and products for previously underserved citizens.

CHALLENGE

City officials estimate more than 50,000 Bay Area adult residents lack bank accounts or other financial institution relationships. The FDIC refers to these consumers as “unbanked” and estimates it affects 10M+ American households. The risks of this? “Unbanked” families and individuals are often required to spend money (\$40M+ in the Bay Area market alone) to cash checks or purchase money orders. Their undeposited cash is subject to theft. They have no access to emergency funds. And they are less likely to save and build assets.

OPPORTUNITY

San Francisco city officials identified several benefits of converting citizens to “banked” status:

- Build goodwill between citizens and city government
- Create new opportunities/customers for local businesses
- Ensure financial stability for more citizens
- Increase access to services beyond banking for citizens

OUTCOMES

The city of San Francisco desired a good product, that worked for citizens, at little risk to the city government. 5,000+ citizens participated in an access-to-banking pilot in year-one of the program. Citizens received access to core banking services that allowed them to protect their assets, save money and develop a deeper understanding of banking products. City officials also cited increased goodwill between consumers, businesses and the city.

SOCIAL IMPACT OF EFFECTIVE ID PROGRAMS

For most citizens, trusted identity and well-designed ID cards are focused on service levels and fraud mitigation. People can access services faster and more effectively when they are able to prove who they are. From a government perspective lack of identity is a leading cause of cost leakage. Trusted identity reduces costs by bringing new efficiencies to service delivery processes — and fighting fraudulent access to benefits programs and services. Governments can use these savings for other needed social programs.

For other parts of the population — those who often find themselves marginalized — ID cards hold even greater value. Issuing identity cards is proven to help economically disadvantaged citizens accomplish important tasks that were once out of reach.

For example, a government-issued ID can help many people apply for banking services, cash checks, enroll children in schools, access free immunizations or submit rental applications. For many, the barrier to those products, services and benefits has largely been lack of identity.

Secure identity cards can also protect the rights of vulnerable groups. For example, IDs can be used to confirm voting privileges for people who struggle to maintain a permanent address. They can also be used to confirm eligibility for social programs that help with food, shelter and medical care.

Another important application involves the unexpected. Often times, in the case of natural disasters or other emergency events that require first responders, it's difficult to maintain control over who has access or authority in various situations. Integrating an identity card program into your emergency preparedness strategies makes it easier to maintain control — and ensure the safety of affected citizens and those with the authority to help them. Often times the people affected most by natural disasters or other emergency events are people who live on the fringes of society — people without permanent addresses or the ability to brace for or overcome a traumatic event.

AN AFFORDABLE SOLUTION FOR PROTECTING THE RIGHT TO VOTE — FOR ALL

As of 2016, more than 30 states in the U.S. require an approved form of identification and proof of residence in order to vote. At the same time, more than 11% of U.S. citizens eligible to vote do not have an ID card that meets the requirement. A challenge many municipalities face when administering elections is that many eligible voters without sufficient identification believe IDs are too costly to acquire — or the process is overly complex. Also, many people without identification live far from ID issuance centers and lack affordable transportation.

A well-designed ID card program allows states to issue voter ID cards economically and reduce administrative burdens on local operations. Also, identity software with networking capabilities and low-cost card printers make it feasible to issue cards in multiple locations — even in the face of tight budget requirements.

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DESIGNING A CARD PROGRAM: ECONOMICAL FOR TODAY, SCALABLE FOR THE URBAN AGE

Whether it's urban density, IoT connectivity or a desire to improve service levels — for all citizens — something will likely drive you to develop a city ID card program if you don't already have one. If you already have a citizen ID card program, you'll likely want to leverage some of these ideas to make it more effective and more economical. The following are five suggested considerations to get your program moving.

1. EVALUATING IDENTITY SOFTWARE

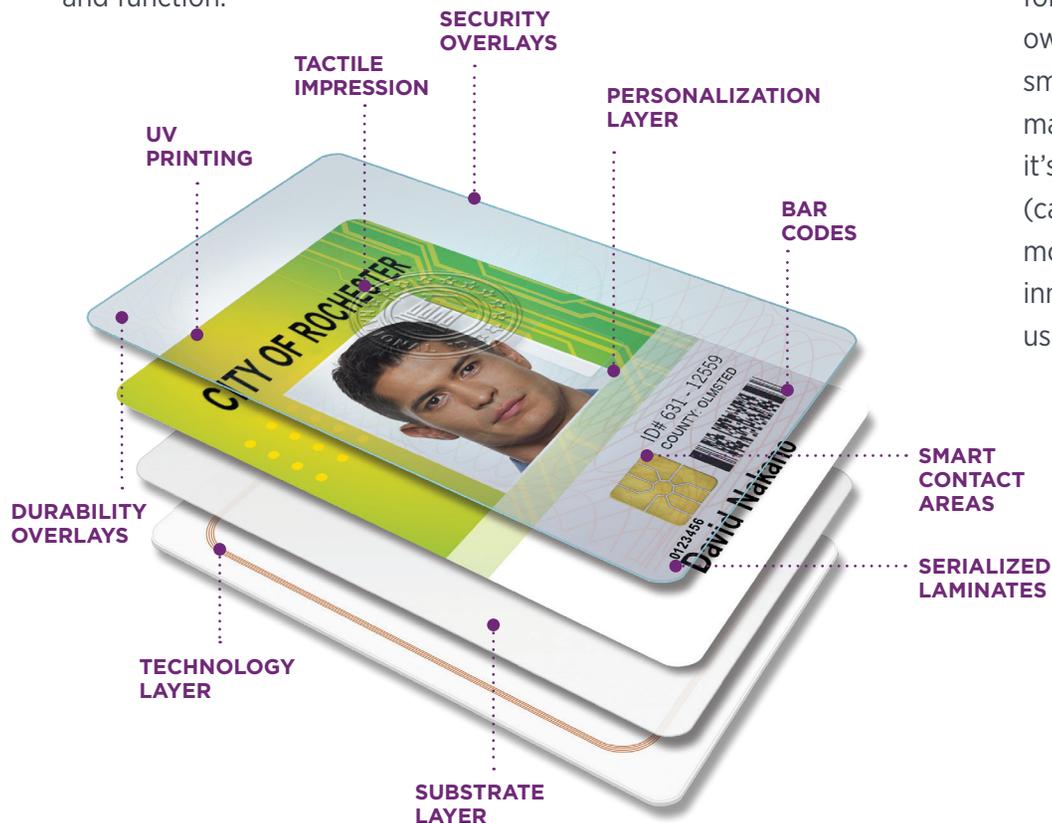
The key to serving citizens in a variety of locations — not just those close to service centers — is deploying server-based identity software. This means the software is installed once at a central site, but it can be accessed in any remote location connected to your network. All you need to issue cards to citizens or government employees is an internet connection, a computer and a card printer. It's a highly economical approach that also results in optimal service levels.

2. CONSIDERING CARD PRINTERS

The necessity of affordability is nearly inescapable for all city governments. The single largest factor driving cost — even more than purchase price — is reliability. When a card printer fails, repair and replacement costs can be high. But the largest impact is on staff productivity and service levels in issuance locations. In addition to reliability, look for printer portfolios that offer a range of printing technologies. Options such as retransfer printing and direct-to-card imaging offer distinct image quality and card life advantages. Also, look for card printers that offer magnetic stripe encoding and smart card personalization capabilities. These features make cards compatible with a variety of systems used for access control, ID verification, portal access and more.

3. DESIGNING YOUR ID CARDS

Customize cards to meet each program's need for durability, security and function.



4. PREPARING FOR AN URBAN-DIGITAL-CONNECTED FUTURE

ID cards will serve as a primary platform for citizen identity for the foreseeable future, largely because they do not require citizens to own specific digital devices or subscribe to service plans. However, smartphones, tablets and other devices are clearly mainstays for a majority of citizens. When evaluating ID card software and printers, it's important to choose a technology partner that offers both physical (card) and digital (mobile) identity solutions. The optimal answer for most cities is to integrate the physical and the digital worlds and find innovative and affordable ways to serve all citizens across a range of use cases.

IDENTITY INSIGHTS: TRENDS SHAPING THE FUTURE OF CITIZEN-GOVERNMENT INTERACTION

After years of experience in citizen-facing programs, Entrust Datacard identity experts have begun to formulate a vision for the future. Smart cities, intelligent systems, the need for data security and other evolving issues will shape the citizen experience and make it easier for governments to deliver a full range of services. Some of our findings include:

- Citizens with government-issued IDs experience higher service levels, easier access
- IDs with machine-readable technologies streamline citizen-government transactions
- Integrating physical and digital ID systems reduces program costs, improves security
- The evolution of smart cities will increase the need for digital credentials

Digital
identity/access
will drive the
future
of intelligent public
and municipal services





Visit our website for more information on our instant issuance solutions. Or, **contact us** for a personal consultation.

About Entrust Datacard

Consumers, citizens and employees increasingly expect anywhere-anytime experiences — whether they are making purchases, crossing borders, accessing e-gov services or logging onto corporate networks. Entrust Datacard offers the trusted identity and secure transaction technologies that make those experiences reliable and secure. Solutions range from the physical world of financial cards, passports and ID cards to the digital realm of authentication, certificates and secure communications. With more than 2,000 Entrust Datacard colleagues around the world, and a network of strong global partners, the company serves customers in 150 countries worldwide.

For more information about Entrust products and services, call **888-690-2424** email sales@entrustdatacard.com or visit entrustdatacard.com



Corporate Headquarters

U.S. Toll-Free Phone: 888-690-2424
International Phone: +1-952-933-1223

info@entrustdatacard.com
entrustdatacard.com

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