



Community ID—Costs and Funding

Overview

- Startup cost estimated to be between \$500,000 to 800,000
- Recurring Annual cost estimated to be ~\$200,000

Costs to the City

Costs to the city will depend on the type of card adopted, the number of people using these ID, and the extent to which the city would subsidize the costs of ID cards for populations such as children, low-income, or the homeless.

- For a Community Run ID Card Program it is reasonable to estimate the start-up program in El Paso would be **~\$500,000**
 - Start-up costs for a city run program would include paying for:
 - Cardmaking Equipment
 - Technology and Resources to Verify Application Documents
 - Database Equipment
 - Materials for Producing ID Cards (such as ink, card stock, etc.)
 - Staff—including expenses for salary, benefits, and training
 - Outreach, Advertising, and Publicity
 - Recurring annual operating cost, from prior examples, estimate to be **~\$250,000**
 - Repair/Replace costs for Cardmaking and Database Equipment
 - Materials for Producing ID Cards (such as ink, card stock, etc.)
 - Staff—including expenses for salary, benefits, and training
 - Continued Outreach and Publicity
 - Subsidized ID Cards for Populations such as the Homeless or Indigent
 - Costs of free/reduced cost access to city services such as museums, mass transit, etc.
 - As mentioned above, these costs may vary dependent upon the size of the population that adopts use of the ID card. More people participating in the program will require somewhat greater investments/expenditures on Cardmaking Equipment, Staff, and Cardmaking Materials.

Program Funding Options

- Option One: All ID card program costs are paid by/recouped from application fees.
 - For example, assuming annual costs of ~\$250,000, this means that at \$10/card about 25,000 people would need to sign up every year to pay the costs of the ID card program.
- Option Two: Some program costs are recouped from application fees, the rest is paid from city funds.
 - In this example, if 5000 people a year applied for/renewed their community ID card that would contribute \$50,000 of the program's annual cost. The remaining \$200,000 would need to come from the city's general fund, or another municipal income stream.
- Option Three: Third-party funding for some or all ID card program costs is obtained from a foundation.
 - This was the option pursued by New Haven, which succeeded at getting funding from a local foundation for their program's start-up and operating costs. This allows the city to maximize the benefit available to cardholders without putting undue stress on the community budget.