Community ID—Maximizing Utility through Service Integration

Focus Areas for Service Integration in an El Paso Community ID

A community ID card succeeds to the extent that it can serve as broad a population in our community as possible. It fails when it becomes a marker for any particular status or condition that may serve to stimulate or exacerbate harassment of those populations. One of the key areas that other cities have leveraged in maximize the breadth of coverage by their municipal/community ID is by connecting it to the provision of various public and private services. Below is a list of core public and private services we would like to see explored for inclusion with an ID here in El Paso.

- Community Services:
  - Ability for ID to retain value for expenditure or discounts on fares on Sun Metro buses/services for cardholders
  - Free or discounted access to/membership at all city zoos and museums for the duration of the card including gift shops or on tickets for special exhibits.
  - Access to the municipal dump and/or allow discounts on dump fees/permits for cardholders
  - Ability for card to double as library card for El Paso municipal library system
  - Ability for card to serve as identification for use in making reservations at city parks and recreation centers and allow discounts on any reservation fees or down payments
  - Access to city-run animal shelters and other animal services and/or allow discounts on city-provided pet spaying/neutering, microchipping, and vaccination services for cardholders
  - Integration and/or discounts with Automatic Vehicle Identification program at Zaragoza Toll Bridge for card holders
  - Integration with existing parking meter debit cards
  - Integration with city immunization services offered by the city Department of Public Health and/or allow discounts for cardholders
  - Acceptability as identification for presentation to emergency services (police, fire, EMS)

- Non-Municipal Public Services:
  - Acceptability as identification for presentation to local school districts, county-run emergency services, or county-run detention facilities
    - visiting loved ones in the county jail, picking up children or grandchildren from school, or providing identification to the County Sheriff
• Non-Municipal Private Services:
  o Acceptability as identification for opening deposit accounts at banks and credit unions
  o Discounts at participating local businesses and restaurants
    ▪ As used in other cities, these discounts are aimed both at spreading adoption of the ID card by the public

We do not expect that a Community ID would include all of these features. Rather, these features represent the universe of services that may be tied to such a card. Whatever policy is adopted should aim to have a card that incorporates as many services as feasible, to ensure adoption by as many people as possible, and to guarantee as successful a card as possible.