City of Northfield

City Hall
801 Washington Street
Northfield, MN 55057
northfieldmn.gov

Legislation Text

File #: Res. 2018-035, **Version:** 1

City Council Meeting Date: March 20, 2018

To: Mayor and City Council

From: Ben Martig, City Administrator
            Teresa Jensen, Director of Library & IT Services

Consider Resolution Approving Fees Related to City Identification Card

Action Requested:
The Northfield City Council considers approving the attached <u>Resolution</u> approving fees and charges related to the City Identification card with fee amounts as shown in:
_____ Alternate "A" (attachment 2)
Or
_____Alternate "B" (attachment 3)

Summary Report:
On December 12, 2017, City Council approved Ordinance 994 that enacts a city identification card program to be created for the residents of Northfield. The purpose of the card, as stated in the Ordinance is "to provide a resident with a means to demonstrate residency within the City in order to access City programs, services, and activities, and to provide a means to substantiate a person's identity."

Key decisions made in the implementation process:
1. Software and hardware: Since there is no identified budget for implementation, we made every effort to be as fiscally responsible as possible. The City already owned an ID card software and hardware system, Identisys, and the decision was made to make use of the existing program. Additional software and hardware costs for the purchase of the Identisys program are as follows:

    - 1 Camera package with retractable tripod and stand $ 995
    -   6 Datacard 1.0 mil hologram laminate (2,000 cards) $ 660
    -   1 Laptop for staff database entry at library $ 1,200
    - 2,000 preprinted cards $ 760
    - Neuger Communications design estimate $ 937
    - Postage for 2,000 cards $ 1,000

2. We determined that we would not add additional staff to implement the ID card program; we will schedule card issuance times when key staff are available.

3. We will work with bilingual volunteers in the community to aid people in the application process.
4. We worked with Neuger Communications and City staff to design a card that fulfilled the requirements of the ordinance, and allowed for the card to function as a library card if desired.

5. We determined the workflow of the card application process in the library, and the transfer of application information for the creation of the actual card at the Human Resources department at City Hall, where the card creation will actually happen.
6. We created a library-hosted website for information about the City ID card; the City website will link to this website. We are in the process of creating a mirror website in Spanish with the same information.
7. With the design of the ID card finalized, we will be able to develop promotional materials and activities, using library and city staff, including relevant boards and commissions to communicate program information. We will encourage City elected officials to participate in sharing information on the City ID program in the community, through social media and on local news outlets.
8. We will recommend card costs for Northfield residents using the following schedule:
   New card cost, adult$ 15.00 per card
   New card cost, ages 16 and under$ 10.00 per card
   Card renewal $ 5.00 per card
   Card replacement/lost card$ 10.00 per card
   Library card add option   Free
   Library card replacement/lost$ 2.00 for library card replacement;
                                    City ID replacement free

 These costs are not an attempt to recoup actual costs to the City, but rather represent a median cost from other Municipal ID programs around the country.

Where we are now:
1. Final card design has been approved and delivered to Identisys on 3/7/18 for card manufacture. Tentative card delivery date is 20 business days from submittals, which puts card delivery to the city in April.
2. Software and hardware are on order, with delivery dates in late March.
3. Volunteer applications for bilingual assistance are being taken. A background check is needed in order to participate.
4. The website is created and able to be viewed publicly at www.mynpl.org/CityID <http://www.mynpl.org/CityID>. The website is a work-in-progress and will change as information is available and updated.
5. The City ID application has been reviewed by the City Attorney to ensure legal compliance and clarity.
6. Staff training will take place after the arrival of hardware and software.
7. Volunteer training will take place shortly after staff training.
8. A short test period with test applicants will take place before city-wide implementation to ensure a successful rollout.
9. City ID card advocates have approached local businesses and organizations to be included in a coupon incentive program; these coupons will be available to card applicants at the library at the time of application submittal.
10. A rollout/kickoff event will be held at the library on the first day of implementation; date to be determined.

Alternative Options:
Not applicable.

Financial Impacts:

Total costs are estimated to be at $5,552. Staffing costs are not included, which have been substantial in the planning phase of the City ID initiative. We anticipate that there will be continued demands on library and Human Resources staff in the implementation and execution stages, in the application process at the library and card creation in the Human Resources department. Additional costs will include postage for mailing the cards to recipients, at $ 0.50 per card, plus mailers for the cards. The cost estimate also does not include costs that will be necessary for the replacement of the card software and hardware that is anticipated for 2020-2021 at a current cost estimate of $4,500. This is the same system that is used for the creation of City employee identification cards.

Tentative Timelines:

March 20, 2018	Delivery of hardware and software
March 20, 2018	Council consider setting rate for identification cards
April 6-10 2018	Installation of hardware and software
April 9-13, 2018	Staff training
April 16-20, 2018	Volunteer training
April 16-20, 2018	Test run for applications
April 30, 2018	Implementation kickoff