



**INFORM**  
WOMEN,  
**TRANSFORM**  
LIVES

# CITY SPOTLIGHTS

## CHICAGO, U.S.A.



**Anna Valencia,**  
City Clerk of Chicago

Because women often have a harder time than men accessing important public information, The Carter Center is working with 13 international cities to help them get information to women about beneficial city services. Today, we're speaking with Anna Valencia, the city clerk of Chicago.

### What service(s) are you highlighting?

We are focusing on Chicago's municipal identification program, the Chicago CityKey, a free, optional ID card available to all Chicagoans regardless of age, gender, immigration status, or housing status. It serves as a government-issued ID, a Chicago Public Library Card, a Chicago Transit Authority Ventra Card, and a Chicago Rx prescription drug discount card.





## Why did you choose to focus on these services?

We chose the CityKey for its ability to unlock services for women in marginalized communities. Survivors of intimate partner violence, those experiencing housing insecurity, or those recently released from incarceration are most likely to lack photo identification. The CityKey empowers cardholders to access city services and begin rebuilding their lives.

## How are you using the Inform Women, Transform Lives grant to reach more women?

The campaign empowers us to reach a wider audience through a traditional and social media campaign. We are planning to utilize new forms of media outreach, such as television and radio interviews. We will target several zip codes and communities and have implemented systems to evaluate and monitor our success in those areas. Our social media strategy includes running ads twice a month and boosting posts.

Additionally, the opportunity to access best practices from other cities in the cohort and from The Carter Center is invaluable as we work to improve the lives of all Chicagoans, especially women.

## More generally, why do you think it's important for women to have access to information?

Women are the backbone of their families and communities, often acting as the decision-makers for their households. Women's access to information and the ability to make informed decisions about their own lives can have a net positive impact on their own well-being, the well-being of their families, and the community at large. Data shows that lifting women means lifting families, which leads to lifting society at large.

