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EMERGENCY 9 - 1 - 1



2010 Census to Begin: The Garfield Police Department Offers Precautions

With the U.S. Census process beginning, the Better Business Bureau (BBB) advises people to be cooperative, but cautious, so as not to become a victim of fraud or identity theft. The first phase of the 2010 U.S. Census is under way as workers have begun verifying the addresses of households across the country. Eventually, more than 140,000 U.S. Census workers will count every person in the United States and gather information about every person living at each address including name, age, gender, race, and other relevant data.

The big question is, how do you tell the difference between a U.S. Census worker and a con artist? BBB offers the following advice:

If a U.S. Census worker knocks on your door, he or she will have a badge, a handheld device, a Census Bureau canvas bag, and a confidentiality notice. Ask to see identification and this badge before answering any questions. Census workers are currently only knocking on doors to verify address information; never invite anyone you don't know into your home.

Do not give your Social Security number, credit card or banking information to anyone, even if they claim they need it for the U.S. Census. **Remember, no matter what they ask, you really only need to tell them how many people live at your address.**

While the Census Bureau might ask for basic financial information, such as a salary range, **you don't have to answer anything at all about your financial situation.**

The Census Bureau will not ask for Social Security, bank account, or credit card numbers, nor will employees solicit donations. **Anyone asking for that information is NOT with the Census Bureau.**

It is also important to remember that the Census Bureau has decided not to work with ACORN on gathering this information. No ACORN worker should approach you saying he/she is with the Census Bureau.

Eventually, Census workers may contact you by telephone, mail, or in person at home. **However, the Census Bureau will not contact you by e-mail, so be on the lookout for e-mail scams impersonating the Census.**

Never click on a link or open any attachments in an e-mail that are supposedly from the U.S. Census Bureau.

The entire Census will ask only **TEN** questions from you! If a person claiming to be a Census worker will not show you his Identification or the Identification is questionable, this may be part of a scam and you are urged to contact the Garfield Police Department immediately at 973-478-8500, before answering any questions or allowing the person entry into your home.

This 2010 Census is very important to our Community and we would like all of our residents to cooperate and give an accurate count of each person in the household. By law, all questions on this Census **must** be answered for it to be considered as valid. When sending in the form please make sure that all ten questions are completed, failure to answer all of the questions will result in a follow up by a Census worker as the information sent in cannot be counted. Mailing in a **complete** Census form will avoid the need for a Census worker to visit your home. For more information on completing the form visit www.2010.census.gov/2010census/how/interactive-form.php





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Mayors Fax Advisory

March 31, 2010

RE: Census Update – Final Push

Dear Mayor:

Today in Trenton, Evesham Mayor Randy Brown led a Press Conference to bring attention to efforts to ensure a complete count in this year's federal Census. Mayor Brown, Chairman of our 2010 Census Awareness Committee, was joined by Assemblywoman Linda Stender, East Orange Ombudsman Troy Webster, NY Regional US Census Center Director Lester Farthing, Philadelphia Regional Deputy Director Ted Roman and NJ State Data Center Director Len Preston.

This was the fourth Press Event that the League has held on the 2010 Census, since Mayor Brown and our Awareness Committee kicked-off the current campaign on April 1, 2009. And it occurred on the same day that a front-page story, appearing in the Newark Star Ledger, reported that New Jersey counts, particularly in urban areas, are running significantly below projections and under response rates for the 2000 Census.

Now, more than ever, it is extremely important for local leaders to get personally involved in Census participation promotion. We urge you to visit the Census Bureau's website, particularly the 2010 Census Rate Tracker site, which includes instructions on how to install the widget to your website (which will update itself daily).

<http://2010.census.gov/2010census/take10map>

To embed the widget, your web staffer needs to go into the map application and do the following:

- 1) On landing page, click on "View Participation Rate"
- 2) Enter appropriate zip code OR county or municipality, followed by state, e.g., Richmond, VA, and click FIND.
- 3) Map will center and user must click on chosen state. User will know correct state as 'mouse over' will render appropriate callout of State and Participation Rate
- 4) When clicked, a bubble will appear and a "Track Participation Rate" link will be in the bubble. Click on link and let user follow instructions for embedding tracker in their website.

Note: example provided is for STATE level. To get rates for a lower level, user must click on "Zoom In" link to get to next level, e.g., COUNTY view. If COUNTY is choice, follow #4 above to embed for STATE and COUNTY. If even lower level is required, click on "Zoom In" to next lower level, e.g., CITY or TOWN/TOWNSHIP and follow #4 above to embed.