



County of Rockland

Office of County Executive C. Scott Vanderhoef

NEWS RELEASE

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FOR IMMEDIATE RELEASE
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Census Begins Door-to-Door Visits to Rockland Neighborhoods

New City, NY – County Executive C. Scott Vanderhoef and the Rockland County Census 2010 Complete Count Committee advise that door-to-door count of households has begun in Rockland County. This Non-response Follow-up (NRFU) process, which began on May 1st, is an in-person follow-up to households that did not mail back their Census form or those who did not receive a form at their home.

“There’s still time to participate in the Census and be counted,” said Vanderhoef. “By opening your door to Census takers and answering ten simple questions, you can help your community get its share of more than \$400 billion per year in federal funding to help increase job training, improve schools, and provide other vital services.”

Census Takers will visit homes to ask the same 10 questions that were included in the mailed out questionnaire. They will not ask respondents about immigration or citizenship status, Social Security numbers, or bank accounts or any financial information. They will not solicit any monetary contribution or contact residents by email.

The door-to-door follow-up is the important second half of the 2010 Census enumeration and will continue through July 10, 2010. Census Takers will visit each address up to three times and may try to telephone up to three times. If a resident does not answer, the Census Taker will leave a door hanger with a number the resident can call to schedule an interview time. If contact is made by phone, the census worker will conduct the interview with the household member.

Enumerators are temporary workers hired from the local community by the U.S. Census Bureau. The Census Taker will have an ID badge with the Bureau of the Census seal, a Department of Commerce watermark and expiration date, and may also be carrying a black canvas bag with a “U.S. Census Bureau” logo on it. If asked, he or she will provide supervisor contact information and/or the Local Census Office phone number for verification.

All Census Takers must undergo an FBI background check that includes both name and fingerprint checks before they are hired. All personal information given to Census Takers is kept confidential and is protected by strict privacy laws. Census employees are sworn for life to protect personally identifiable information and face penalties of up to five years in prison, a fine up to \$250,000 or both for disclosure. Law prohibits the Census Bureau from sharing personal information with any other government agency or law enforcement.

As of the end of April, 72-percent of Rockland’s households mailed back their Census forms. Rockland’s Mail Participation Rate was equal to the nation, higher than New York State and second highest in the Hudson Valley region. In addition, ten villages and two towns in Rockland have already met or exceeded their final participation rates from the 2000 Census.

A Census Taker may visit an address if a form was sent but the Census Bureau did not receive one back from that address or if the form was returned undeliverable, if an incomplete form was submitted, or if the form was submitted too late to be pulled from the list of non-responding households. Other reasons for visits include if the address provided cannot be matched to the Census address master list, or households who may normally receive mail at a P.O. box instead of their physical address. Census Takers will also be working with facility administrators to count people living in college dorms, nursing homes, military barracks, prisons and other "group quarters".

In addition, through July 30th, the Census Bureau will continue to offer Telephone Questionnaire Assistance at 1-866-872-6868 where residents may actually give their answers over the phone. Residents who did not receive a form at their home and do not receive a visit from a Census Taker by July 10th can also use this phone line to ensure that they are counted. The phone lines will be open from 8 a.m. to 9 p.m. seven days a week through July 30, 2010. The Census Bureau is also providing Telephone Questionnaire Assistance in Spanish (1-866-928-2010), Chinese (1-866-935-2010), Vietnamese (1-866-945-2010), Korean (1-866-955-2010) and Russian (1-866-965-2010), and for the hearing impaired, TDD (1-866-783-2010).

Additional information regarding Census Takers and Non-response Follow-up (NRFU) operations, visit www.2010census.gov.

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