



Supervisor Keith Carson

District 5 News and Updates

Release Date: March 12, 2010

1221 Oak St., Ste 536
Oakland, CA 94612
Tel. 510-272-6695
Fax 510-271-5151
dist5@acgov.org

TAKING CHARGE OF YOUR IDENTITY

As technology evolves, criminals are using more sophisticated methods of identity theft, making this crime much more difficult to prevent. An event called Take Charge California was held at Berkeley City College on February 11th to give community members information on ways to spot, stop, and report consumer scams.

The event was organized by the Alameda County Consumer Affairs Commission and the California Department of Consumers Affairs and hosted by Alameda County Supervisor Keith Carson.

It is estimated that the annual economic harm caused by identity theft exceeds \$200 billion in the U.S. Last year in California there were 43,000 reported cases of identity theft and many more cases continue to go unreported. The State and County Consumer Affairs Commissions are dedicated to giving our community the information necessary to improve how we protect our-

selves against consumer crimes.

Identity thieves may use a victim's personal information to open new credit card accounts, open a bank account, or write bad checks. Thieves can also give a victim's name to the police during an arrest and if they don't show up for the court date, a warrant for arrest is issued in the victim's name.

As a result of identity theft, victims can have trouble getting loans, be assessed as a higher credit risk, pay higher insurance rates, and have difficulty attaining employment. Hundreds of hours can be spent repairing the damage caused by identity theft and the emotional stress that comes as a result of displaced anger and frustration. Victims often feel unprotected and begin to mistrust people.

"The advent of computer technology and electronic commerce have really broadened



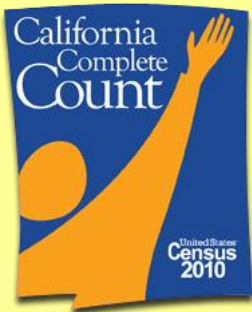
the vulnerability that we all have as consumers," said keynote speaker Nancy O'Malley, Alameda County District Attorney. O'Malley also stressed "don't push the send button" when emails or websites request personal information such as your social security number, address, or credit card number.

A police report can be very helpful when it comes to restoring your identity. Many financial institutions will require documentation to prove that accounts have been compromised. Reporting crimes will help to track where and how these crimes are

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BE COUNTED - IT'S SAFE, IT'S EASY, IT'S IMPORTANT

Every ten years as mandated by the U.S. Constitution, the Census is taken. Over \$400 billion dollars of Federal funding is distributed to local, state, and tribal governments based on the results.



In 2000 only 72% of Alameda County residents responded to the Census. In 2010 Alameda County is working closely with the U.S. Census Bureau and local nonprofits to get a complete count. The only way to ensure that Alameda County and our 14

cities receive our fair share is to make certain that every person living here is counted.

For every 100 people not counted, Alameda County risks losing an estimated \$1.2 million over the next decade for federally funded programs. These programs include Medicaid, maternal and child health programs, transit programs, public housing assistance, community development block grants, education funds and grants for vocational training, roads, emergency services, hospitals and human services.

Furthermore, the Census results give the government insight on employment and allow for need-based programs and em-

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Alameda County's 5th Annual Lunar New Year Celebration

February 9, 2010

A cultural program was created that reflected the different Asian and Pacific Islander traditions that coexist in the Bay Area. Four hundred elementary students, community members and employees from BART and Alameda County were in attendance to celebrate the year of the Tiger.

Event sponsored by: Alameda County District 5, BART, Asian Community Collaborative, and the Oakland Asian Cultural Center

EARN IT! KEEP IT! SAVE IT!

In 2009, [Earn it! Keep it! Save it!](#) (EKS) prepared 12,235 tax returns in Alameda County, including 2,794 working people who received the Earned Income Tax Credit (EITC). The EITC is one of the largest and most effective wage support programs for low- and moderate-income families. The EITC supplements the earnings of workers by reducing their tax burdens.

Last year EKS brought \$12,855,629 in refunds back to Alameda County and saved families approximately \$4,404,600 in tax

preparation fees. Much of the EITC refunds are spent locally and translate directly and indirectly into economic growth for small businesses that lead to job creation and tax revenue for the state.

In partnership with the [Alameda County Community Asset Network](#), all EKS clients have the opportunity to be referred for asset building services and products.

Call 2-1-1 for local free tax preparation services. □

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being committed and help with efforts to prevent future identity theft.

It is very important for people to be alert when submitting information via the internet, over the phone, or through the mail. As consumers, people should know their rights, research products and sellers, ask

questions before making purchases, and read contracts before signing. Being smart and making well-informed decisions can help prevent consumer scams.

To find out more ways on how to protect yourself from consumer crimes, go to www.TakeChargeCA.ca.gov. □

Census... continued from page 1

employment opportunities.

This is one of the shortest census forms in U.S. history and will take most households about 10 minutes to complete the 10 questions. The personal information collected on the census forms will remain confidential for 72 years.

Recent foreclosures, the rise in unemployment, and the post 9/11 political environment for immigrants all create a risk for a high undercount in many communities. Those most at risk are people who've recently moved, live in temporary housing or multi-unit dwellings, are low-income or on public assistance, unemployed, people whose primary language is other than English, and those who don't trust government.

Additionally, the Census determines how each state is represented in the House of Representatives. This year, California is predicted to lose a representative. It is important that we participate and encourage others to participate in order to bring our fair share of funding to Alameda County. □

AC TRANSIT MAKES MAJOR SERVICE CHANGES

Effective March 28, 2010 AC Transit will implement major service changes in every community from Richmond to Fremont. These changes are a result of an 8.4 percent reduction in service due to reduced state funding and decline in sales-tax revenue.

The Service Adjustments Plan was drafted, revised, and refined over a nine-month period in 2009 in order to make the remaining service run better and meet more community needs wherever possible. A series of community workshops and online outreach garnered suggestions from thousands of bus riders and community members.

New brochures and maps are currently online and on buses. AC Transit staff will distribute materials at various locations during the weeks before the service is set to change. New timetables will also be stocked on board buses a week before the changes take effect.

For more information about specific service changes, go to www.actransit.org. □

**United States
Census
2010**

IMPORTANT DATES

Feb 26 - April 19 2010

Questionnaire Assistance Centers open.

March 16 - 17, 2010

The form arrives. Households should complete and return their forms upon receipt.

April 1, 2010: Census Day

Responses to the Census should be mailed

May 1 - July 10, 2010

Addresses that still have not responded are visited in person by a certified census worker.

MORE INFORMATION

US Census 2010

www.acgov.org/census2010

Nonprofits Count!

www.nonprofitscount.org

Local Census Office (Oakland)

1814 Franklin Street - 510.250.4340

EMPLOYMENT OPPORTUNITIES



alamedasocialservices.org/public/community/ac_hire

AFRICAN AMERICAN CAREGIVING & WELLNESS FORUM ON HEALTHY AGING

FREE EVENT!

Learn about these topics:

- Brain Health - Latest on Prevention
- Driving - When To Give Up The Keys
- Moving a Relative: Choices, Challenges & Considerations
- Caregiver Stress Management
- Grief and Loss

**Friday, April 23, 2010
8:30 a.m. - 3:00 p.m.**

**West Oakland Senior Center
1724 Adeline Street, Oakland**

Event presented by the Alzheimer's Association, in partnership with the Alameda County Area Agency on Aging, UC Davis Alzheimer's Disease Center, West Oakland Senior Center and Alameda County District 5