

Congress of the United States
Washington, DC 20515

June 27, 2019

The Honorable Dr. Steven Dillingham
Director
U.S. Census Bureau
4600 Silver Hill Road
Washington, DC 20233

Dear Director Dillingham:

We write to urge you to include the South Asian audience in the Census Bureau's plans for the 2020 Census Paid Media Campaign.

The current 2020 Census Paid Campaign targets audiences in English and the following twelve (12) non-English languages: Spanish, Chinese (Mandarin and Cantonese), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese.

With approximately 5.4 million South Asians currently living in the United States, an increase from the 3.5 million counted in the 2010 Census, it is imperative the Census Bureau takes the necessary steps to make sure the United States South Asian population is also accurately counted. These steps include targeting the South Asian audience in the 2020 Census Paid Campaign – as part of your broader media campaign for minority communities.

As you know, an undercount in the 2020 Decennial Census will have a devastating, decade-long impact across many states and municipalities. Furthermore, inaccuracies and depressed response rates could easily lead to severe population underrepresentation, as well as the misallocation of billions of dollars of federal aid that is distributed to communities each fiscal year. To uphold your duties that were enshrined in our Constitution to count every person living in our country, we strongly urge that your media campaign be inclusive and as extensive as possible to all the various audiences.

Thank you for your attention to this matter. Given the timeliness of the Decennial Census, we look forward to your prompt response on the implementation of this request.

Sincerely,


Grace Meng
Member of Congress



Gilbert Ray Cisneros, Jr.
Member of Congress


Bonnie Watson Coleman
Member of Congress

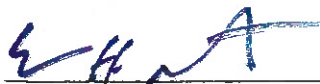

Carolyn B. Maloney
Member of Congress



Adam Smith
Member of Congress



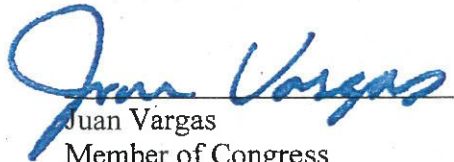
Mark Takano
Member of Congress



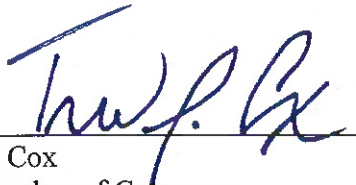
Eleanor Holmes Norton
Member of Congress



Barbara Lee
Member of Congress



Juan Vargas
Member of Congress



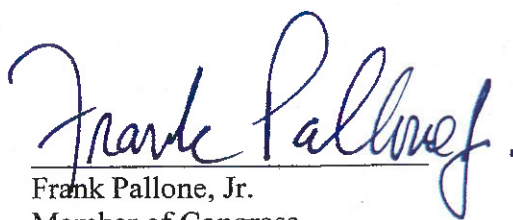
TJ Cox
Member of Congress



Gregory W. Meeks
Member of Congress



Ro Khanna
Member of Congress



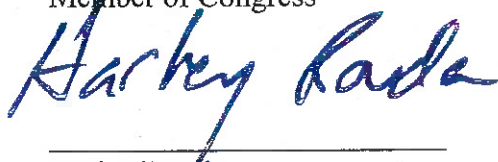
Frank Pallone, Jr.
Member of Congress



Nydia M. Velázquez
Member of Congress



Judy Chu
Member of Congress



Harley Rouda
Member of Congress



Steven Horsford
Member of Congress



Dina Titus
Member of Congress



Susie Lee
Member of Congress