

Supporting the 2010 Census:

A Toolkit for Members of
the House and Senate

United States[®]
Census
2010

IT'S IN OUR HANDS

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TOOLKIT OVERVIEW

Conducted every 10 years, the census is the largest peacetime mobilization undertaken by our government. More than 130 million addresses across the nation will receive a census form in March 2010. Raising awareness of the census among your constituents, and encouraging them to complete and return their forms, is essential to fulfilling the U.S. Constitutional mandate to count the more than 300 million people residing in the United States on Census Day (April 1, 2010).

While most U.S. residents are aware of the census, many are not familiar with the timing or the process. For example, many do not know that completing and returning their form is the most efficient way to participate, or that census workers must visit every household that does not return their census form. To help raise awareness of the 2010 Census, the U.S. Census Bureau partners with voices trusted in the community that can educate the public about the timing and importance of this once-a-decade civic moment.

Members of Congress play a very important role in promoting the 2010 Census, informing constituents about the census process and helping ensure a complete and accurate count.

This toolkit is intended as a resource for Members of Congress and their staff. It focuses on three main methods your office can use to get the word out about the 2010 Census:

1. Announcing your support for the 2010 Census and providing information about the 2010 Census in communications to constituents.
2. Raising awareness of the 2010 Census in speeches and media interviews, and at public events.
3. Effectively responding to constituent inquiries about the 2010 Census.

Details about the specific resources available to support your efforts are on the following pages.

TOOLKIT OVERVIEW

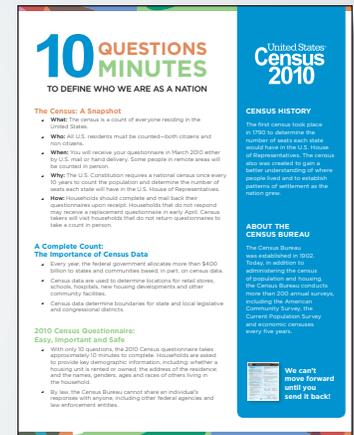
Available Resources



2010 Census fact sheet for elected officials

This fact sheet, specific to elected officials, includes information about partnering with the Census Bureau. Share it with internal audiences when discussing the 2010 Census. Available as a separate electronic file in this toolkit.

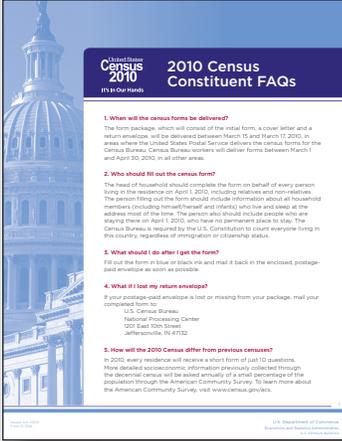
2010 Census fact sheet for the general public
 This fact sheet outlines basic facts about the census and the many uses of census data. Share this information with your constituents. Available as a separate electronic file in this toolkit.



Census in Schools program fact sheet

This fact sheet covers the Census in Schools program, which provides educators with resources to teach the nation's students about the census. Available as a separate electronic file in this toolkit.

TOOLKIT OVERVIEW

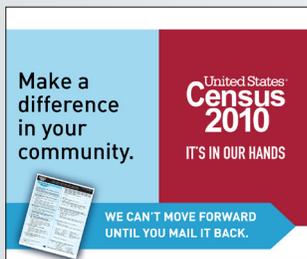
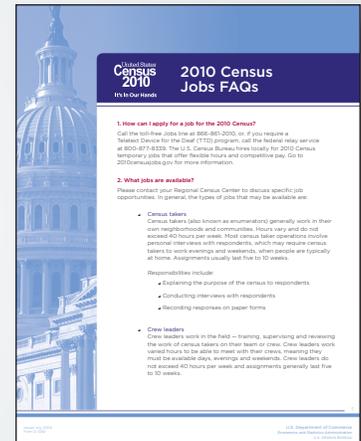


2010 Census constituent FAQs

This list of frequently asked questions (FAQs) serves as a quick reference for a wide range of questions constituents may ask about the 2010 Census. A more extensive database of questions is available on 2010census.gov. The constituent FAQs are available as a separate electronic file in this toolkit.

2010 Census jobs FAQs

These FAQs address temporary 2010 Census jobs. For the most current and complete information about 2010 Census jobs, constituents should visit 2010censusjobs.gov. The jobs FAQs are available as a separate electronic file in this toolkit.



Web resources

Post the sample Web site copy, Web banners and Web images to your official Web site or blog, or use them on social networking sites to help raise awareness of the 2010 Census. Available as a separate electronic file in this toolkit.

TOOLKIT OVERVIEW

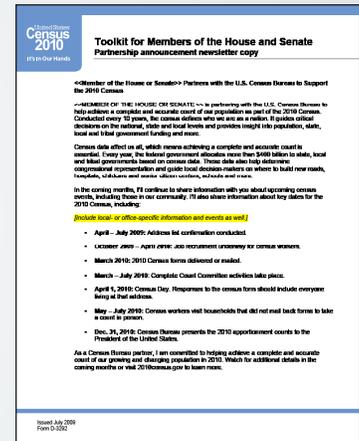


18-month calendar for 2010 Census partners

This printable calendar runs from July 2009 through December 2010. It includes key census dates and suggestions for what partners can do to get involved. Hang it in your office, lobby or other areas to raise awareness of important census dates and events. Available as a separate electronic file in this toolkit.

Newsletter copy

Available as a separate electronic file in this toolkit, this copy can be used to announce your partnership with the Census Bureau in internal and external communications. It is sample copy only and can be customized to include your messages and to address staff and others with whom you work.



Customizable newsletter template

Use this pre-designed template to create your own newsletter centered on your support of the 2010 Census. Available as a separate electronic file in this toolkit.

TOOLKIT OVERVIEW

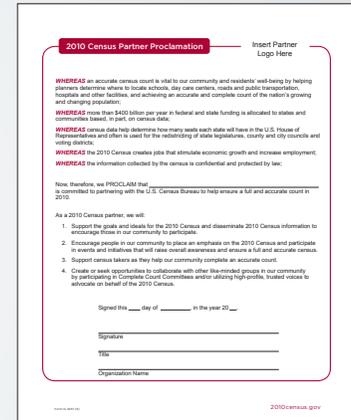


Customizable news release

This news release can be used to publicly announce your partnership with the Census Bureau. It can be posted to Web sites, distributed via wire services, or shared with internal and external constituents. Feel free to write your own quote, but the quote from the Census Bureau director should not be adjusted. Available as a separate electronic file in this toolkit.

Partnership proclamation

Consider proclaiming your role as a Census Bureau partner. Use this document in ceremonies, events and other official announcements. Available as a separate electronic file in this toolkit.



Partnership certificate

Customize and hang this certificate in lobbies, offices or other facilities, and post it to your organization's Web site to acknowledge your role as a Census Bureau partner. Available as a separate electronic file in this toolkit.

TOOLKIT OVERVIEW

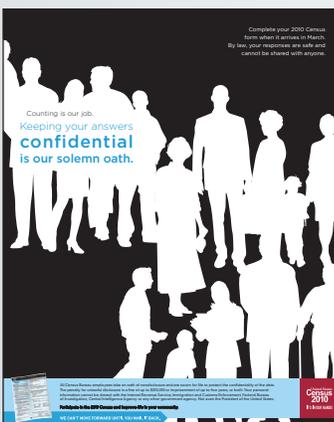
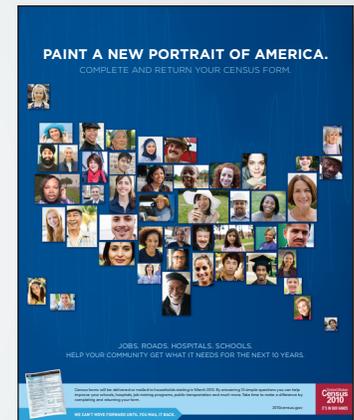


Awareness poster

This poster is the first in a unique series of posters designed to build awareness of and drive participation in the 2010 Census. Contact your regional partnership specialist to obtain a printed version measuring 16" X 20" or download and print the version available as a separate electronic file in this toolkit. Display the poster in your office, lobby or other high-traffic area to create awareness of the coming census.

Action poster

This poster is the second in a unique series of posters designed to build awareness of and drive participation in the 2010 Census. Contact your regional partnership specialist to obtain a printed version measuring 16" X 20" or download and print the version available as a separate electronic file in this toolkit. Display the poster in your office, lobby or other high-traffic area to inspire U.S. residents to "take action" and participate in the 2010 Census.



Confidentiality Poster

This poster assures constituents and others their census form responses are safe, secure and private. Display this poster in offices, work rooms, lobbies or other high-traffic areas. Contact your regional partnership specialist to obtain a print version or download and print.

CONGRESSIONAL MEMBERS

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

TOOLKIT OVERVIEW



Political representation poster

This poster highlights the impact of census data on political representation across the nation. Use it to help constituents understand that by participating in the census, they can ensure their voice is heard in local, state and tribal government. Display this poster in your office, lobby or other high-traffic area, or bring it to town hall meetings and events. Contact your regional partnership specialist to obtain a printed version measuring 16" X 20" or download and print the version available as a separate electronic file in this toolkit.

How people are counted brochure

This brochure describes the process by which the Census Bureau counts U.S. residents. Available as a separate electronic file in this toolkit.



**Watch for additional resources to be added to this toolkit.
For more information, visit 2010census.gov.**

THE 2010 CENSUS AND CONGRESS



CENSUS DATA CAN AFFECT:

1. House of Representatives apportionment
2. State redistricting
3. Electoral College representation
4. Federal program funding
5. State and community planning

Impact of the Census

When the census was written into the U.S. Constitution, it was a uniquely American instrument of political empowerment. For centuries, monarchies and empires have used variations on the census to exercise control and extract resources. Thomas Jefferson and James Madison are widely regarded by historians as most responsible for converting the census into a tool for representative government. It ensures that the governed are fairly and equitably represented in Congress and in the Electoral College. The census has been used for this purpose across a national history marked by territorial and population growth.

The census provides an accurate count of the population for apportionment of the U.S. House of Representatives and subsequent redistricting of legislative bodies in the states. Aside from this legislative function, the decennial census influences the funding of many federal programs. Every year, the federal government distributes more than \$400 billion to state, local and tribal governments based on census data.

These funds can go toward programs such as Medicaid, education (including Title I and vocational education), social services (including block grants for childcare, rehabilitation services, and substance abuse prevention and treatment), transportation, and many others.

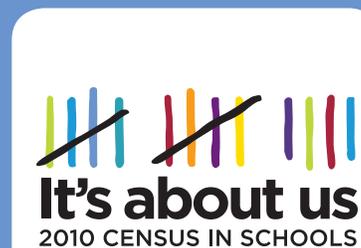
The Census Bureau only collects those data that are necessary to meet federal needs as required by the Constitution, federal legislation, administrative regulation or court decision. The Census Bureau has strict confidentiality provisions in place to ensure the data respondents entrust to it are protected. By law, the Census Bureau cannot share respondents' answers with anyone, including tribal housing authorities, other federal agencies and law enforcement entities. All Census Bureau employees take the oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

Participation in the census is vital and required by law. Just as people are required to respond to jury duty, obtain a driver's license in order to drive, pay their taxes and report their income, they also have the obligation to respond to the decennial census. Courts are authorized to impose a fine of up to \$5,000 for failure to respond. However, the Census Bureau views this approach as a last resort. Rather than emphasizing or seeking the imposition of penalties, we encourage response by explaining the importance of the questions we ask and how the information benefits the community.

CONGRESSIONAL MEMBERS

THE CENSUS IN SCHOOLS PROGRAM

The “Census in Schools – It’s About Us” program strives to increase awareness of the 2010 Census and the use of census data in the nation’s classrooms. Children are powerful voices in their homes, and the Census Bureau wants to partner with educators to reach students to make sure every child and every family is counted in the 2010 Census. Educators are trusted voices in their communities and can help deliver the 2010 Census message to students across the nation.



How the Census Bureau is Connecting with Students

The program consists of:

- ▲ **Lesson plans and other classroom materials**
 Through the Census in Schools program, educators have access to information, lesson plans and event ideas to teach students and their families about the census’ role in U.S. history, current events and more.
- ▲ **Nationwide reach**
 The Census in Schools program includes materials for all educators, parents and K-12 students in public, charter, private, parochial and tribal schools in the United States, Washington, D.C., Puerto Rico, American Samoa, Guam, the Commonwealth of the Northern Mariana Islands and the U.S. Virgin Islands. We will also reach adults that are enrolled in stateside English-as-a-second-language classes.
- ▲ **Online availability**
 All of the Census in Schools program information and materials are available online at census.gov/schools/.
- ▲ **Grade-specific educational materials for students in K-12 and for adults enrolled in stateside English-as-a-second-language classes**
 Materials include maps displaying population counts and other demographic information and lesson plans grouped by grade and correlated to national standards for math, geography and language arts. Materials that integrate census information with social studies and community participation also will be available.
- ▲ **Printed materials**
 All materials except the teaching guides and lessons will be printed and mailed to the stateside schools. All materials including the teaching guides and lessons will be printed and mailed to the schools in Puerto Rico and the island areas.
- ▲ **Extended reach through partnering**
 The Census Bureau will inform the educational community about the Census in Schools program by establishing partnerships with national educational organizations.

CONGRESSIONAL MEMBERS

THE CENSUS IN SCHOOLS PROGRAM



Promoting the Census Through Census in Schools

Census data not only impact funding for schools and educational programs, but can also impact community programs and services that many schools rely on. By working with educational institutions, you can help them understand the importance of sharing information about the census with their students, and can work together to promote the 2010 Census. You can:

- Familiarize yourself with the Census in Schools program and connect with local educators and administrators. Use the Census in Schools outreach letter in this toolkit to reach out to educational leaders.
- Sponsor and participate in Census in Schools forums to encourage local educators and administrators to use the Census in Schools lessons as an extension of their current curriculum.
- Incorporate Census in Schools messaging and information into existing speaking engagements and presentations, stressing the importance of a complete and accurate count for district funding. Refer to the Census in Schools sample speech in this toolkit for talking points and messaging.
- Start a “Census Champions” program that brings together principals and other administrators to serve as champions for the Census in Schools program within their own institutions.
- Encourage local educators and administrators to reach out to their regional partnership specialist for materials and additional information about the 2010 Census.

Please refer to the [Census in Schools fact sheet](#) in this toolkit, and visit census.gov/schools/, for more information.

CONGRESSIONAL MEMBERS

RESPONDING TO CONSTITUENT INQUIRIES

Provide Accurate Information

Congressional staff will likely receive 2010 Census inquiries from constituents, since the census form will arrive in mail boxes or be delivered to every household you represent. Constituents may simply be curious about the 2010 Census but, as with any issue, they also may be upset or confused because they have received incomplete or inaccurate information about the census and its uses.

It is important staff know how to respond to these inquiries and how to direct constituents to accurate information.



- Use resources in this toolkit to answer questions.
- Direct people to 2010census.gov and 2010censusjobs.gov.
- Display printed materials in common areas and at events.

Brief background on the census:

- ▲ As part of the census, every person living in the United States must be counted. This includes people of all ages, races, ethnic groups, citizens and noncitizens.
- ▲ The U.S. Constitution requires a national census once every 10 years for the purposes of reapportioning the U.S. House of representatives.
- ▲ The next census is in 2010.
- ▲ One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.
- ▲ By law, the Census Bureau cannot share respondents' answers with anyone, including tribal housing authorities, other federal agencies and law enforcement entities. All Census Bureau employees take the oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.
- ▲ Every year, the federal government distributes more than \$400 billion to state, local and tribal governments based on census data.
- ▲ Census data guide local government decisions regarding which services to provide and where to build new roads, hospitals, senior centers, schools and more.

RESPONDING TO CONSTITUENT INQUIRIES

How Should You Respond?

1. Respond to the question or concern based on information in the:
 - ▲ **2010 Census fact sheet for the general public**
This two-sided document provides a high-level overview of the 2010 Census, along with key dates and a brief frequently asked questions (FAQs) section.
 - ▲ **2010 Census constituent FAQs**
This document is designed to serve as a quick reference for a wide range of questions constituents may ask about the 2010 Census. A more extensive database of questions is available on 2010census.gov.
 - ▲ **2010 Census jobs FAQs**
This document focuses solely on questions about temporary 2010 Census jobs. For the most current and complete information about 2010 Census jobs, constituents should visit 2010censusjobs.gov.
2. Refer constituents to the 2010census.gov and 2010censusjobs.gov sites.
3. If you receive questions related to the 2010 Census that you cannot answer, please refer individuals to the Partnership and Data Services Program staff at the Regional Census Center. Contact information can be found at: 2010census.gov/partners and at the end of this toolkit.

Constituents may also come to congressional offices in person to ask questions. We suggest giving them the 2010 Census fact sheet for the general public.

We urge staff to look through all these materials to become familiar with the 2010 Census. Staff may also view the 2010 Census fact sheet for elected officials and browse 2010census.gov and 2010censusjobs.gov for more information. Visit the Fast Facts for Congress Web site at fastfacts.census.gov/home/cws/main.html.

If you cannot find the information you need in this congressional toolkit or on the Fast Facts for Congress Web site, contact the Census Bureau's Congressional Affairs Office by telephone at 301-763-6100, or by e-mail at cao@census.gov.



The Fast Facts for Congress Web site is designed specifically for Members of Congress and their staff. Visit this site at fastfacts.census.gov/home/cws/main.html.

COMPLETE COUNT COMMITTEES

What is a Complete Count Committee?

A Complete Count Committee (CCC) is a team of state, local or community leaders that develops and implements a locally based outreach and awareness campaign to promote the 2010 Census in a particular community and to ensure every resident in that area is counted. They serve as “census ambassadors,” promoting the census to everyone in their local areas and especially to those hard-to-count populations in their areas.

CCCs provide a vehicle for coordinating and nurturing a cooperative effort between local governments, communities and the Census Bureau. By forming CCCs, state and local governments and community organizations can help the Census Bureau obtain a complete count in 2010.

Most CCCs are established by the highest-elected government official in the area and are voluntary. Often they comprise key influential community leaders with representation from different areas of the community — government, education, media, community- and faith-based organizations, and businesses.

The governor of the state typically creates the state CCC and appoints individuals to serve as members of the committee. The state CCC is usually chaired by an individual designated by the governor, such as the governor’s liaison or staff from the State Data Center. State CCCs tend to be large, including more than 100 members. State CCCs also tend to budget funds for some of the more aggressive, statewide outreach campaigns.



How Can Members of Congress Help?

Members of Congress should use their influence in their state and local districts to create a new CCC or promote an existing one. Each member, or a member of their staff, should check with the governor or the highest-elected local government official in a specific district to determine if a CCC has been established. If one already exists, outreach should be conducted to other influential community leaders to encourage them to join. If a CCC does not exist for a state or a local district, a meeting should be scheduled with the highest ranking local official or governor.

ANNOUNCING YOUR SUPPORT OF THE 2010 CENSUS

Use Multiple Communications Channels

Keep your constituents and the media up to date on the 2010 Census by:

- ▲ **Issuing a news release** announcing your support of the 2010 Census. Refer to the sample news release in this toolkit and customize it to fit your needs. Share the release with local media and offer an interview to discuss the importance of the 2010 Census to constituents in your state or district.
- ▲ **Posting 2010 Census information** on your blog or official Web site. Refer to the sample Web site copy in this toolkit and customize it to fit your needs. Additional ideas include:
 - Link to 2010census.gov and 2010censusjobs.gov using the Web banners and images available in this toolkit.
 - Post photos from 2010 Census events and other activities in your state or district.
 - Provide links to the 2010 Census newsroom, which showcases media highlights from the outreach effort.
- ▲ **Sharing information on a social networking site**, such as Facebook, and linking back to 2010census.gov. Use the Web banners and images available in this toolkit, or customize and post the sample text below:
 - The 2010 Census is easy, important and safe – and will impact funding for roads, schools, hospitals and more in our state/district. More than 130 million addresses across the nation will receive a census form in March 2010. Complete and return your form upon receipt. We move forward when you send it back. Visit 2010census.gov to learn more.
 - The 2010 Census is fast approaching. It's easy, important and safe, and your participation is vital. Census data directly affect how more than \$400 billion per year in federal funding is distributed to state, local and tribal governments. Complete and return your 2010 Census form. Be counted. Be heard. Visit 2010census.gov to learn more.

ANNOUNCING YOUR SUPPORT OF THE 2010 CENSUS

- ▶ **Using Twitter to send “tweets”** about the 2010 Census to your readers. Refer to the sample tweets below for ways to get started. You can also draft your own tweets about the 2010 Census to raise awareness, ease fears and drive participation.
- ▶ **Including 2010 Census information in a printed or electronic newsletter.** Use the customizable newsletter copy in this toolkit and tailor it for your needs.
- ▶ **Leveraging town hall meetings and television appearances** to help raise awareness of and drive participation in the 2010 Census. If you participate in town hall meetings, or if you're a guest or make regular appearances on local, regional or national television, incorporate census information into these interviews. Alternatively, invite a regional director from a Regional Census Center to join the discussion and share key facts and dates about the census. Refer to the Raising Awareness: Leveraging Town Hall Meetings and Television Appearances document in this toolkit.

Distribute August 2009 – January 2010:

- The 2010 Census is approaching. Census forms arrive March 2010. Complete and return your form. Visit 2010census.gov.
- Support the 2010 Census. Impact funding for our community by completing your form when it arrives in March. More info: 2010census.gov.

Distribute February – April 2010:

- Your census form arrives March 2010. Participating in the census is easy, important and safe. Return your form today. 2010census.gov.
- Don't forget: complete your census form this month. An accurate count of our district's/state's/community's population impacts funding for important programs.
- Just mailed back my census form. Don't forget to complete and return yours. Visit 2010census.gov for more information.

Distribute April – July 2010:

- Did you send back your census form? It's not too late. Complete and return your form today. Questions? Visit 2010census.gov.
- Census workers will soon visit addresses that didn't return their census forms. Please answer their questions. More info: 2010census.gov.



Do you have a blog or Twitter account?

If not, consider starting one. More constituents are online than ever before.

CONGRESSIONAL MEMBERS

PROMOTING THE 2010 CENSUS IN SPEECHES AND INTERVIEWS



Did you know that many people are unfamiliar with the census or unaware that one is taking place in 2010? Members of Congress and their staff can be key sources of information.

Be Vocal and Use Key Messages

The more vocal congressional members are about the 2010 Census, the better. Any speech or interview with the media is an opportunity to help increase participation in the 2010 Census. Since you know your constituents best, we look to you to be advocates of the 2010 Census.

Please refer to the 2010 Census elected officials fact sheet and the 2010 Census fact sheet for the general public for information and talking points, including:

- ▲ **Census data determine the number of seats each state will have in the U.S. House of Representatives.**
- ▲ **Every year, the federal government distributes more than \$400 billion to state, local and tribal governments based on census data.** These funds can support community services, such as school lunch programs and senior citizen centers, and new construction, such as highways and hospitals.
- ▲ **One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.** Households are asked to provide key demographic information, including: whether a housing unit is rented or owned; the address of the residence; and the names, genders, ages and races of others living in the household.
- ▲ **By law, the Census Bureau cannot share respondents' answers with anyone, including tribal housing authorities, other federal agencies and law enforcement entities. All Census Bureau employees take the oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.**
- ▲ **Census data determine boundaries for state and local legislative and congressional districts.**

Also, be aware of key 2010 Census-related operational milestones (refer to the 2010 Census operational milestone timeline in this toolkit).

MORE WAYS TO SUPPORT THE 2010 CENSUS

What Else Can You Do?

This toolkit outlines several ways you can support the 2010 Census, but we encourage others. For example:

- ▲ Appoint a district or field office liaison to the Local Census Offices in your district.
- ▲ Reach out to other groups, organizations and stakeholders with whom your office works, such as community groups, nonprofits and fraternal organizations.
- ▲ Conduct town hall meetings or other events to encourage census participation. Use them as a venue to show Census Bureau-provided videos and to hand out fact sheets and other informational materials about the census. For tips and ideas, refer to the Raising Awareness: Leveraging Town Hall Meetings and Television Appearances document, available as a separate electronic file in this toolkit.
- ▲ Help recruit Census Bureau workers in your community. Jobs can be a great benefit to your state or district. Direct potential applicants to 2010censusjobs.gov.
- ▲ Create or join a Complete Count Committee (CCC) in your state or district and invite local community and business leaders to participate too. CCCs comprise a cross-section of parties dedicated to increasing census participation in their local area through grassroots initiatives. Refer to the Complete Count Committees section of this toolkit for more information.
- ▲ Produce public service announcements for local television, radio and print media.
- ▲ Encourage local and tribal governments to participate in the 2010 Census by participating in CCCs, organizing public events, displaying census posters in public places, and including information about the census in their communications.
- ▲ Participate in the opening of Local Census Offices and other Census Bureau media events scheduled in your area.
- ▲ Visit Local Census Office testing and training sites to show support for local workers and emphasize the importance of their work for the community.
- ▲ Conduct walking tours and Census Day activities, especially in difficult-to-count areas.

Come up with your own ideas for achieving a complete count. We encourage you to go beyond our suggestions and be a true advocate for the 2010 Census in whatever ways you see fit.

For more information on how you and your office can partner with the Census Bureau, contact the Partnership and Data Services Program staff at the Regional Census Center. Contact information can be found at: 2010census.gov/partners and at the end of this toolkit. Or contact the Congressional Affairs Office by telephone at 301-763-6100 or email at cao@census.gov.

CONGRESSIONAL MEMBERS

MORE WAYS TO SUPPORT THE 2010 CENSUS



For more information on how you and your office can partner with the Census Bureau, contact the Partnership and Data Services Program staff at the Regional Census Center. Contact information can be found at 2010census.gov/partners and at the end of this toolkit. Or contact the Congressional Affairs Office by telephone at 301-763-6100 or email at cao@census.gov.



How to help:

1. Think locally. You know your community best.
2. Work closely with organizations you have worked with previously.
3. Tie events to 2010 Census milestones.

CONGRESSIONAL MEMBERS

REGIONAL CENSUS CENTER CONTACT INFORMATION



Atlanta

Phone: 404-730-3832
Web: census.gov/atlanta
Regional director: George Grandy Jr.



Boston

Phone: 617-223-3800
Web: census.gov/boston
Regional director: Kathleen Ludgate



Charlotte

Phone: 704-936-5300
Web: census.gov/charlotte
Regional director: William Wayne Hatcher



Chicago

Phone: 312-454-2714
Web: census.gov/chicago
Regional director: Stanley D. Moore



Dallas

Phone: 512-864-4855
Web: census.gov/dallas
Regional director: Gabriel A. Sanchez



Denver

Phone: 720-475-3677
Web: census.gov/denver
Regional director: Cathy L. Illian



Detroit

Phone: 313-396-5208
Web: census.gov/detroit
Regional director: Dwight P. Dean



Kansas City

Phone: 816-994-2000
Web: census.gov/kansascity
Regional director: Dennis R. Johnson



Los Angeles

Phone: 818-717-6787
Web: census.gov/losangeles
Regional director: James Christy



New York

Phone: 212-971-8810
Web: census.gov/newyork
Regional director: Lester A. Farthing



Philadelphia

Phone: 215-717-1065
Web: census.gov/philadelphia
Regional director: Fernando E. Armstrong



Seattle

Phone: 425-908-3002
Web: census.gov/seattle
Regional director: Ralph J. Lee

CONGRESSIONAL MEMBERS