May 30, 2019

Amy Carter
Deputy Director
Bill & Melinda Gates Foundation
500 5th Avenue North
Seattle, WA 98109

Dear Amy:

Thank you for agreeing to serve on the Washington Complete Count Committee for the 2020 Census. The next meeting will be held in the Seattle area from 10:30 a.m. to 12:30 p.m. on July 10, 2019.

We established this volunteer committee of community leaders with a wide range of knowledge and contacts across the state with the goal of making sure that everyone in our state is counted during the 2020 Census. We rely upon you to be "Census Ambassadors," mobilizing other community leaders to educate residents about the need to conduct a census every 10 years and its importance to Washington in terms of federal resources and congressional representation.

The role of this Complete Count Committee and other committees to be established in counties, towns, and cities across the state is especially important for this decennial count. To reduce the overall cost of the survey, the U.S. Census Bureau will use the internet for the first time as the primary response tool. It is uncertain how this approach will affect the count among traditionally undercounted communities, rural populations, and the elderly. It is also unclear how a decreased overall budget for the 2020 Census will reduce the follow-up field operations for those who do not self-respond using the internet.

In addition, there is distrust about the census among some populations that have traditionally been suspicious of government. Overcoming this will require a concerted outreach and education effort to convey the importance of an accurate census and assure them of our commitment to data privacy, cybersecurity, and confidentiality measures.

I look forward to your contributions to our efforts to promote the 2020 Census in all communities and to encourage the participation of all Washington residents. If you have any questions, please contact Lisa McLean at Lisa.McLean@ofm.wa.gov or 360-902-0584.

Very truly yours,

Jay Inslee
Governor