

November 27, 2018

The Honorable Richard Shelby
Chairman
Senate Appropriations Committee
Washington, DC 20510

The Honorable Patrick Leahy
Vice Chairman
Senate Appropriations Committee
Washington, DC 20510

The Honorable Rodney Frelinghuysen
Chairman
House Appropriations Committee
Washington, DC 20515

The Honorable Nita Lowey
Ranking Member
House Appropriations Committee
Washington, DC 20515

CC: Senator Jerry Moran, Senator Jeanne Shaheen, Congressman John Culberson, and
Congressman José Serrano

Dear Chairman Shelby, Vice Chairman Leahy, Chairman Frelinghuysen, and Ranking Member
Lowey:

As American business leaders, we are writing to express our support for sufficient funding for the 2020 Census. We include members of the National Business Leader Task Force for an Accurate Census, business executives, and leaders from national, state, and local business membership organizations. We are united in our conviction that a reliable 2020 Census is critical for American enterprise.

The U.S. Constitution mandates a count of all residents every ten years. The census is a crucial tool that provides information about the characteristics of the population that no other survey produces. Accurate data from the decennial count is critical to informing decision-making in both the private and public sectors.

Specifically, the census provides businesses with vital demographic information about customers, the workforce and the economic landscape that is used by companies of all sizes in virtually every industry sector. Population data from the census helps companies assess concentrations of skilled workers, neighborhoods to open a new store or office, and what products to offer. Census data also guides the efficient allocation of taxpayer dollars. Each year, the federal government directs billions of dollars to states and localities for programs that contribute to a strong economy, such as education, workforce development, transportation and housing. Moreover, census data is used to ensure appropriate political representation at the local, state and federal levels, which is of interest to business.

Although we are grateful for the increased support the 2020 Census received in Fiscal Year 2018, there is a substantial risk of an inaccurate count without proper funding. In particular, the 2020 Census will be the first decennial survey conducted primarily online. We applaud the Census Bureau's commitment to reducing costs by utilizing technology, but with the cancellation of multiple field tests, it is unclear whether that technology will function properly. As a result, adequate funds are needed to bolster communications, marketing and community partnership efforts to encourage all individuals to complete their census forms. We also urge the Bureau to ensure that proper measures are in place to secure data after it is collected.

An unreliable 2020 Census would have harmful effects on businesses and the American economy that would persist into the future. **We respectfully ask that you prioritize funding for this fundamental civic responsibility by ensuring that the U.S. Census Bureau has at least \$3.648 billion to spend on census operations in Fiscal Year 2019.** This amount includes what the U.S. Department of Commerce said it will need in its revised cost estimate for the fiscal year, as well as additional funding to support the necessary communication, marketing, and partnership efforts described above.

Thank you for your time and consideration.

Sincerely,

Members of the National Business Leader Task Force for an Accurate Census:

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CEO
RE/MAX Holdings

CHUCK LINDEN
EVP, Global Business
Development
Crayola LLC

MAINAK MAZUMDAR
Chief Research Officer
Nielsen

HUGH WELSH
President, General Counsel &
Secretary
DSM North America

BRYNNE KENNEDY
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Topia

THOMAS LEE
President & CEO
Vulcan, Inc.

WOODY HUNT
Senior Chairman of the Board
Hunt Companies

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National Grocers Association

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*National Black Chamber of
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*Native American Contractors
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*Minneapolis Regional
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*Los Angeles Area Chamber
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*Colorado Business
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Business Leaders:

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(Note: Company or organization names are included for identification purposes only.)