NOTE: The Census Bureau released version 3.0 of the 2020 Census Operational Plan in Oct. 2017 and continues to refine its operational schedule and plans. This factsheet will be updated regularly to reflect newly defined operations and the detailed schedule for census preparations and implementation. The scope and timing of many activities depends on sufficient funding from Congress from year to year. Operations/activities of significant interest are in BOLD.

- Launch 2020 Census Partnership Program; help states and localities form Complete Count Committees; begin education of national “partner” organizations (ongoing)
- Online application portal opens for census jobs, with ongoing recruitment/hiring of Area Census Office staff, address listers, and then enumerators through peak operations in 2020 (Sept. 2018 onward)

- Open and staff 248 Area Census Offices (40 Early ACO’s open Jan. – March; remainder open June – Sept.)
- Begin “education” phase of Communications Campaign (Winter)
- Recruit/hire ~76,000 temporary address listers for targeted Address Canvassing operation (Spring/Summer)
- Conduct In-Field Address Canvassing (targeted), covering ~30% of addresses, in areas identified as having significant growth, change, or absence of reliable administrative data/aerial imagery (Aug. – Sept.)
- LUCA Feedback Operation: LUCA participants receive files showing how Census Bureau dispersed with proposed adds or changes (June – Aug.)
- LUCA Appeals Process: LUCA participants can appeal Census Bureau decisions on additions or corrections to their address lists, within 45 days of receiving Feedback materials (Summer 2019 – Jan. 2020)
- Finalize electronic versions/print paper census questionnaires and other materials (e.g. invitation letters; reminder postcards; language assistance guides) (June/July)
- Begin dedicated recruitment/hiring for temporary census workforce of ~500,000 (Fall)[1]
- Launch early paid advertising, targeting HTC populations (Nov.)
- Incorporate all revisions to question content and wording (except race/ethnicity questions, which will occur in 2020 sample) into 2019 American Community Survey (the ongoing part of the decennial census) (Jan. onward)

NOTE: Dates for peak census operations will become more precise as we get closer to 2020.

- Launch national advertising campaign (Awareness: Jan. – Feb.; Motivate: March – April)
- Enumeration (door-to-door interviewing) starts in remote Alaskan villages (Late Jan.)
- Hiring/training of temporary staff for major census field operations (Winter/Spring)
- Census Questionnaire Assistance telephone assistance and response options (mid-Jan. – July)[2]
- Self-response phase of census (Internet; mail; phone) (March 16 – April 30)[3]
• April 1st is Census Day! (reference date only)
• Service-Based Enumeration of emergency living quarters and targeted non-shelter outdoor locations (March 30 – April 1)
• Enumeration of Transitory Locations, such as campgrounds, marinas, RV parks, hotels/motels (March – April)
• Enumeration of Group Quarters, such as military barracks, college dorms, skilled nursing homes, prisons; some of this operation is conducted using administrative data that facilities provide; for other GQs, questionnaires dropped off and collected by census field staff (GQ Advance Contact – Feb.; GQ enumeration in April)
• Update/Leave & Update/Enumerate operations (covering ~12 million homes) in rural and remote areas without reliable or direct mail delivery (March – April; Remote Alaska starts in late Jan.)
• Early Nonresponse Follow-up (NRFU) for areas with significant off-campus college student population (starts April 9)
• Primary NRFU operation, encompassing ~55 million occupied housing units that didn’t self-respond (May 13 – July)
• Post Enumeration Survey, an independent sample of census universe to measure accuracy and produce undercount/overcount estimates (In-person visits, June – Sept.)
• Coverage follow-up and editing procedures; data processing and tabulation (Spring – Fall)
• Census Bureau transmits State population totals and congressional apportionment to the President (required by Dec. 31, by law)
• Area Census Offices close (by Dec.)

• Census Bureau transmits redistricting files to States. The “P.L. 94-171 files” contain block-level data, by race/ethnicity, voting age (18+), and gender, as well as housing unit counts. For the first time, the redistricting files will include Group Quarters data by type of facility (e.g. prisons, college dorms, military barracks, etc.). TBD: whether/how citizenship data will be included in the files. (Flow basis from Feb. 2021 thru legal deadline of March 31, 2021)
• Census Bureau begins releasing basic data sets for all states and smaller levels of geography (Spring 2021)
• Regional Census Centers close (by June 2021)
• Census Bureau releases detailed data sets for all geographic levels, with cross-tabulations by race/ethnicity and other characteristics (ongoing through 2022)

[1] The estimated number of census takers for peak operations in 2020 has increased, but continues to be in flux. We will update this number as we get more information from the Census Bureau.
[2] CQA also will be used for quality control activities throughout peak operations (outbound calling), ending in early Sept.
[3] Households may continue to self-respond through July, even as the door-knocking phase takes place.

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