

## KEY 2020 CENSUS MILESTONES

NOTE: This January 2020 update reflects the Census Bureau's 2020 Census Operational Plan version 4.0, representing largely final information on the operational schedule and plans, plus subsequent refinements to detailed operational plans. Operations/activities of significant interest are in **BOLD**.

2018

- 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*)

2019

- **Open and staff 248 Area Census Offices (ACOs)**: (*39 Early ACOs open Jan. - March; remainder open June - Sept.*)
- Begin "education" phase of Communications Campaign (*Winter*)
- **Recruit/hire ~32,000 temporary address listers for targeted Address Canvassing operation and staff for remaining ACOs** (*Spring/Summer*)
- **One-year out Census Bureau press conference**; announcement of 2020 Census tag line (*April 1*)
- **Conduct In-Field Address Canvassing** covering ~38+% of addresses in areas identified as having significant growth, change, or absence of reliable administrative data/aerial imagery; average percentage will vary greatly community to community (*Aug. - Oct.*)
- LUCA Feedback Operation: Local Update of Census Addresses (LUCA) participants receive files showing how Census Bureau dispensed with proposed adds or changes (*June - Aug.*)
- LUCA Appeals Process: LUCA program 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*)
- **New Construction Program for states/localities to add new living quarters** (voluntary program) (*April 2019 - Jan. 2020*)
- Print paper census questionnaires and other materials; finalize electronic versions (e.g. invitation letters, reminder postcards, language assistance guides) (*starting July*)
- **2019 Census Test** to evaluate effects of citizenship question on self-response rates: July 1 "Census Day;" national sample of 480,000 addresses (*June - Aug.*); final report (*released Dec.*)
- **Begin dedicated recruitment/hiring** for temporary census field workforce of ~500,000 (*Sept. onward*)
- Incorporate all revisions to question content and wording (except race/ethnicity questions, which will start with the 2020 sample) into 2019 American Community Survey (the ongoing part of the decennial census) (*Jan. onward*)

2020

- **Launch national advertising campaign**: Awareness (*Jan. - Feb.*); Motivate (*March - April*); Reminder (*May - July*); Thank You (*Fall 2020*)
- **Enumeration (door-to-door interviewing) starts in Remote Alaska** (*Jan. 21 - April*)
- Hiring/training of temporary staff for major census field operations (*Winter/Spring*)
- **Census Questionnaire Assistance (CQA) opens** telephone assistance and response option (*March 1 - July 31; response option starts March 9*)<sup>[1]</sup>
- **Self-response phase of census**: Internet, mail, phone; staggered mailing strategy, in four waves: 3/12, 3/13, 3/19, 3/20 (*March 12 - April 30*)<sup>[2]</sup>



- **April 1st is Census Day!** (reference date only)
- **Service-Based Enumeration** of emergency living quarters and targeted non-shelter outdoor locations; part of GQ operation (*March 30 - April 1*)
- **Enumeration of Transitory Locations (ETL)**, such as campgrounds, marinas, RV parks, hotels/motels (*ETL Advance Contact Feb. 24 - March 21; ETL April 9 - May 4*)
- **Enumeration of Group Quarters (GQ)**, such as military barracks, college dorms, skilled nursing homes, prisons (*GQ Advance Contact Feb. 3 - March 6; GQ enumeration April 2 - June 5*) [3]
- **Update/Leave** (~5% of households covering ~6.6 million housing units, including American Indian Reservations + Puerto Rico) (*March 16 - April*) and **Update/Enumerate** (>1% of households covering ~35,000 housing units) in rural and remote areas without city-style addresses, reliable or direct mail delivery, including Remote Alaska (*Remote Alaska starts Jan. 21; remainder runs March - July*)
- **Training for peak Nonresponse Follow-Up (NRFU) staff** (*starts March 10 for supervisors and March 27 for enumerators*)
- **Early NRFU** for areas with significant off-campus college student population (*starts April 9*)
- **Primary NRFU operation**, encompassing ~63 million occupied housing units that didn't self-respond (*May 13 - July*)
- Post Enumeration Survey (PES), 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** (*by Dec. 31, as required by law*) [4]
- Area Census Offices close (*by Dec.*)

- **Census Bureau transmits redistricting data 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 GQ data by type of facility (e.g. prison, college dorm, military barracks) (*flow basis from Feb. 18, 2021 - legal deadline of April 1, 2021*)
- Census Bureau releases separate Citizen Voting Age Population (CVAP) file with block-level data for all states, using administrative records in accordance with the President's July 11, 2019 Executive Order. (Bureau still considering which administrative datasets it will use and whether other characteristics, such as race and Hispanic origin, will be included in this file (*on or around April 1, 2021*))
- **Census Bureau begins releasing basic datasets** for all states and smaller levels of geography (*Spring 2021*)
- Regional Census Centers close (*by June 2021*)
- Census Bureau releases detailed datasets for all geographic levels, with cross-tabulations by race/ethnicity and other characteristics (*ongoing through 2022*)

[1] CQA lines in English and Spanish will open March 1 for FAQs using Interactive Voice Recognition. All language lines open March 9 to answer questions and accept responses. CQA (outbound calling) will be used for coverage improvement activities, such as follow-up with large households that responded using the paper questionnaire.

[2] Households may continue to self-respond through July 31, even as the door-knocking phase takes place.

[3] Some of this operation is conducted using administrative data that facilities provide, either on paper or electronically. For other GQs, Individual Census Questionnaires (ICQ) are dropped off and collected by census field staff. Enumerators might interview residents in person who don't submit an ICQ, as applicable.

[4] There will be two sets of state population totals, one reflecting the results of the enumeration itself, and the other including members of the armed forces, federal civilian employees, and dependents living with them, who are stationed outside the US during the census and are only included at their "home of record" in the state population totals used for congressional apportionment.

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