

2020 Decennial Census

Complete Count Committee General Timeline of Activities

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| October 2017 | Begin Complete Count Committee (CCC) formation meetings/training with Census |
| Spring 2018 - Early 2019 | Local, formal establishment of the CCC & Committee Training <ul style="list-style-type: none"> • Collect/review local data and past experiences • Determine/start Sub-Committees • Set aside/budget resources, if any • Establish regular CCC meeting schedule |
| Fall 2018 | Assist Census with recruiting managers and office staff for Early Area Census Offices <ul style="list-style-type: none"> • Spread job links locally |
| January – February 2019 | Early Area Census Offices Open (EACOs) |
| Late 2018/Early 2019 | Assist Census with recruiting managers and office staff for Area Census Offices and field employees for Address Canvass operations <ul style="list-style-type: none"> • Spread job links locally • Provide space/computer access for citizens to apply |
| June – August 2019 | Area Census Offices Open (ACOs) |
| August - Oct 2019 | Address Canvass Operation in areas of change/growth |
| Late 2019 | Assist Census with recruiting field employees for Non-Response operations (need employees in every community) |
| Early 2020 | Support Group Quarter Identification & Transitory Location Count Preparation |
| Feb – March 2020 | Strong community outreach on importance (education, timing & how to respond) <ul style="list-style-type: none"> • Carry out visible local communication • Hold or add Census booths to community events |
| Early March 2020 | Questionnaires delivered to households with no USPS delivery (called Update Leave) |
| March 23, 2020 | First day for internet and phone response |
| April 1, 2020 | Census Day (Wednesday) |
| April 2020 | Monitor self-response at a tract level <ul style="list-style-type: none"> • Hold response tables in anticipated low response areas • Continue local communication on importance • Activate strategies in areas of low response • Respond to social media/communication issues |
| May 2020 | Enumerators begin knocking on doors with households that did not self-respond <ul style="list-style-type: none"> • Communicate importance of cooperation or to self-respond • Assist with access to gated/locked communities |
| August 2020 | Census operations completed (except for quality check operations) |

COMPLETE COUNT COMMITTEE PROCESS



EDUCATION PHASE January 2018—September 2019

The education phase is often referred to as the “**Raising Census Awareness**” phase. The message to each community member is that the census is a civic activity that affects people of all ages, races, cultures, and ethnicities. This is the period to strongly emphasize the many uses of census data and highlight specific local examples of how census data benefits a community.

PROMOTION PHASE April 2019—January 2020

The promotion phase of the 2020 Census officially starts on April 1, 2019, a year out from Census Day. This phase overlaps with the education phase. The theme of this phase is “**The 2020 Census is Coming.**” During this period, CCCs implement activities through their government, faith- and community-based organization, business, media, and recruitment partners. An effective strategy guarantees that community residents will encounter census messages during times of work, play, leisure, school, and worship.

MOTIVATION/ ACTION PHASE February 2020—June 2020

The motivation/action phase starts in February 2020, intensifies in March 2020, and reaches its peak on Census Day—April 1st, 2020. The theme of this phase is “**Be Counted for Your Community**” and the focus is to motivate each household to take ownership of the census and make a conscious decision to participate. The non-response follow-up operation will be the focus toward the end of this phase, and the message to the community will change, encouraging households to “**Cooperate with Census Takers**”.

