United States Census 2010

The 2010 Census will define who we are as a nation, affect political representation and direct the allocation of billions of dollars in government funding.

This timeline highlights key 2010 Census operational milestones, as well as important recruitment and outreach/promotional activities.

Use this at-a-glance reference to see what's happening now and in the months surrounding 2010 Census Day. This resource can help partners plan appropriate times to promote the 2010 Census to members or constituents.

2010 Census
2010census.gov

2010 Census Jobs
2010censusjobs.gov

Toll Free Jobs Line
866-861-2010

Form D-3242 (E)

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2010 Census Milestones

IT'S IN **OUR HANDS**

JAN '09 - APR '09 | MAY '09 - JAN '10 | FEB '10 | MAR '10 | APR '10 | MAY '10 | JUN '10 | JUL '10 - DEC '10

JAN '09 - FEB '10
Complete Count Committees established and planning underway

MAR '10 -JUL'10
Complete Count Committee activity implementation underway

JAN '09 - APR '10
Census in Schools (CIS) program activities underway, including establishment of partnerships with educators

WEEK OF MAR 30 – APR 4 '09
National Partner Briefing event held

MAR '10 - MAY '10
Response Rate Feedback Program (RRFP) underway, including posting rates on Internet and issuing news releases

MAR '09 - MAY '10
Proactive national media relations activities underway, including monthly distribution of media pitches and launch of 2010 Census Online Newsroom

AUG '10 - DEC '10
Partner recognition and thanks conducted by Census Bureau

JAN '09 - APR '09
Early recruiting for address canvassing conducted
700,000 applicants needed

OCT '09 - APR '10
Peak recruiting for 2010 activities conducted
3.1 million applicants needed

APR '09 - JUL '09
Address canvassing conducted
Census workers systematically canvass all census blocks, updating address/map information.

FEB '10 - APR '10
Questionnaire assistance centers open
Walk-in centers available to help people—especially those with little or no English-speaking ability—complete census questionnaires.

NOV '09
2010 Census Web site launched

MAR '10
United States Postal Service (USPS) delivers initial 2010 Census questionnaires

APR 1, 2010
Census Day recognized
Information provided on the 2010 Census questionnaire should represent the respective household as it exists on this day.

APR '10
USPS delivers 2010 Census replacement questionnaires
Many households that do not return their questionnaire will receive a replacement in early April.

DEC '10
Census Bureau delivers apportionment counts to President
Show state populations and number of seats apportioned to each state in the U.S. House of Representatives.

MAR '10 - APR '10
Be Counted program implemented
Census questionnaires available at select public sites for individuals who did not receive one by mail.

APR '10 - MAY '10
Group quarters enumeration conducted
Counts people living or staying in places such as military barracks, college residence halls, skilled nursing facilities, group homes and correctional facilities.

APR '10 - AUG '10
Coverage follow-up conducted
Follow-up interviews conducted when clarification is needed to determine if changes should be made to respondents' household rosters as reported on initial census returns.

MAR '10 - APR '10
Peak advertising occurs to boost public motivation and response

MAY '10 - JUL '10
Non-Response Follow-Up is conducted
Census workers visit housing units that did not return a completed questionnaire by mail to conduct a personal interview.

APR '10 - JUN '10
Advertising occurs to support Non-Response Follow-Up efforts

2010 Census Timeline Key:

- Operational milestones
- Recruitment activities
- Outreach and promotional activities

What Partners Can Do: Sample Checklist

JAN '09 – APR '09:

- [ ] Announce your partnership to your key internal and external audiences.
- [ ] Attend the National Partner Briefing.
- [ ] Raise awareness of 2010 Census jobs and encourage members of your community to apply.

MAY '09 – SEP '09:

- [ ] Access free 2010 Census communications resources online.
- [ ] Establish or join a local Complete Count Committee.
- [ ] Support the Census in Schools program.

OCT '09 – APR '10:

- [ ] Use 2010 Census drop-in articles in mailings and link to/from the Census Bureau Web site.
- [ ] Plan an event around the mailout of census questionnaires.
- [ ] Provide space for 2010 Census Be Counted sites and Questionnaire Assistance Centers.

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