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.
United States Postal Service (USPS) delivers initial 2010 Census questionnaires.

Early recruiting for address canvassing conducted.

Complete Count Committees established and planning underway.

2010 Census in Schools (CIS) program activities underway, including establishment of partnerships with educators.

Response Rate Feedback Program (RRFP) underway, including posting rates on Internet and issuing news releases.

Proactive national media relations activities underway, including pre-release distribution of media pitches and launch of 2010 Census Online Newsroom.

Complete Count Committee activity implementation underway.

Peak recruiting for 2010 activities conducted.

United States Postal Service (USPS) delivers 2010 Census replacement questionnaires.

Many households that do not return their questionnaire will receive a replacement in early April.

Be Counted program implemented.

Census Day recognized.

Information provided on the 2010 Census questionnaire should represent the household as it existed on this day.

Census Bureau delivers apportionment counts to President.

Show state populations and number of seats apportioned to each state in the U.S. House of Representative.

What Partners Can Do:

- 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.
- Access free 2010 Census communications resources online.
- Solicit or plan a social Complete Count Committee.
- Support the Census in Schools program.
- Plan an event around the mailout of census questionnaires.
- Provide space for 2010 Census Be Counted sites and Questionnaire Assistance Centers.