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

Early recruiting for address canvassing conducted
700,000 applicants needed

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

Complete Count Committees established and planning underway

Complete Count Committee activity implementation underway

Peak recruiting for 2010 activities conducted
3.1 million applicants needed

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 questionnaires available at select public sites for individuals who did not receive one by mail.

2010 Census Web site launched
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.

What Partners Can Do: Checklist
- Announce your partnership to your key internal and external audiences.
- Attend the National Partner Briefing.
- Distribute national media relations activities to highlight partnerships.
- 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.

- Access free 2010 Census communications resources online.
- Read instructions on partnerships.
- Learn about state populations and areas of state represented in the U.S. House of Representatives.

2010 Census Timeline Key:
- Operational milestones
- Recruitment activities
- Outreach and promotional activities

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

Recruitment activities
- Address canvassing conducted
- Census workers systematically canvass all census blocks, updating address/map information.

Outreach and promotional activities
-Peak advertising occurs to boost public motivation and response
-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.