

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 Milestones

2010 Census

2010 census.gov

2010 Census Jobs

2010 census jobs. gov

Toll Free Jobs Line

866-861-2010



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				MAR '10 -JUL'10					
	mplete Count Committees established and planning underway				Complete Count Committee activity implementation underway						
			JA	N '09 - APR '10							
	Census in Schools (CIS) program activities underway, including establishment of partnerships with educators										
	WEEK OF MAR 30 - APR 4 '09				MAR '10 - MAY '10						AUG '10 - DEC '10
	National Partner Briefing event held				Response Rate Feedback Program (RRFP) underway, including posting rates on Internet and issuing news releases						Partner recognition and thanks
					MAR '09 - MAY '10						conducted by Census Bureau
	Proactive national media relations activities underway, including monthly distribution of media pitches and launch of 2010 Census Online Newsroom										
	JAN '09 - APR '09			OCT '09 - APR '10							
	Early recruiting for address canvassing conducted		Peak recruiting for 2010 activities conducted 3.1 million applicants needed								
	700,000 applicants needed	209 - 1111 209									
	APR '09 - JUL '09 Address canvassing conducted			Questionnaire assistance centers open	FEB '10 - APR '10						
		tematically canvass all d dress/map information		Walk-in centers available to help people—especially	those with little or no English-speaking ability—comp	lete census questionnaires.					
		NC	NOV '09		MAR '10	APR 1, 2010	AF	PR '10			
	2010 Census Web site launched				United States Postal Service (USPS) delivers initial 2010 Census questionnaires	Census Day		delivers 2010 s replacement			
						Information provided on the que		ionnaires			
		a sa a				should represent the not r	not return the	iseholds that do In their questionnaire			
						exists on this day.		eplacement in			DEC '10
					MAR '10	- APR '10					Census Bureau delivers apportionment counts t President
					Be Counted program implemented Census questionnaires available at select public site	es for individuals who did not receive one by mail.					Show state populations and
								- MAY '10			number of seats apportione to each state in the U.S.
					Group quarters enumeration conducted					House of Representatives.	
						Counts people living or staying in places such as mili nursing facilities, group homes and correctional facil					
						AP		APR '10 - AU	G '10		
						Coverage follow-up conducted Follow-up interviews conducted when clarification is needed to determine if changes should be made to r			espondents' household rosters as reported on initial census	s returns.	
2010 Census Timeline Key:					MAR '10 - APR '10					'10 - JUL '10	
Operational milestones				AN WM AL	Peak advertising occurs to boost public motivation			Non-Response Follow-Up is conducted Census workers visit housing units that did not ret			
Recruitment activities								personal interview.		ann a completea questionnaire by mail to conduct a	
									APR '10 - JUN '10		
	Outreach and promotional activities					Advertising occurs to support Non-Response Follow-Up efforts					





ers its to

s and rtioned S. ves. 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.

