

2020 Census Complete Count Committee Timeline

United States
**Census
2020**

U.S. Department of Commerce
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Education Phase

Now to December 2019

- CCC Chair & Subcommittee chairs educate respective members on the mission of the CCC.
The message to each member is that census is a civic activity that affects people of all ages, races, cultures and ethnicities, regardless of citizenship.
- Hold regular meetings to report on tasks, other activities, including subcommittee reports.
- Proceed with census awareness-building activities.
- Evaluate the effectiveness of CCC activities.
- Saturate the community with at least one census awareness-building activity each month.



Awareness Phase

January 2019 to February 2020

- Government and community leaders participate in activities highlighting the message that the 2020 Census is easy, important and safe.
- Hold regular CCC and subcommittee meetings.
- Review task lists and subcommittee plans.
- Finalize plans for activities to encourage residents to complete and respond to the census.
- Finalize plans for activities for motivating residents who do not participate to cooperate with census takers during non-response follow-up.



Motivation Phase

March 2020 to May 2020

- Review and Update plans to increase activities aimed at encouraging households to respond
- Implement Census Day Activities.



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- Encourage households to respond quickly and accurately to the census.
- Ensure that the committee is using the right activities in the right place and adjust as needed.
- Review and Modify plans as needed
- Send a news release highlighting the 2020 Census Activity Schedule.
- Prepare to implement activities in areas of low response. The Census Bureau plans to provide response rate numbers starting April 2020. Response rates may be used to determine where more outreach is needed.

Reminder Phase

May - July 2020

- Encourage every household that did not respond that they can still respond online or by phone or wait for the census takers to knock at their doors.
- Continue to meet and review the response rates and implement your plans to encourage cooperation.
- Encourage the community to cooperate in the Nonresponse Follow-up (NRFU) phase when Census workers knock on their doors.



Thank You Phase

August- December 2020

- Prepare a summary report of committee activities and member feedback.
- Share the report with the Census Bureau.
- Celebrate the success of the 2020 Census and recognize the efforts of CCC members.
- Thank your community for the support and response.

