

## 2020 Census Key Dates and Timelines

	Census Bureau	CBOs
<b>2018</b>		
Jul		<b>Phase 1:</b> Preparation (develop organizational outreach plans; complete research; identify and secure resources; establish space for coordination)
Aug		
Sep		
Oct		
Nov		
Dec		
<b>2019</b>		
Jan		<b>Phase 1</b> (cont'd)
Feb		
Mar		<b>Phase 2:</b> Public education and consciousness raising (public education workshops/presentation, trainings, media messaging, distribution of materials)
Apr	Deploy 2020 Census website	
May		
Jun		
Jul	Launch communications campaign; open field offices	
Aug		
Sep	Begin group quarters operations	
Oct		
Nov		
Dec		
<b>2020</b>		
Jan	Ramp up advertising	<b>Phase 3:</b> Activation (Public education workshops/presentations, direct contact, media messaging, technical assistance, distribution of materials)
Feb		
Mar	Leave packets to encourage self-response; service based enumeration; group quarters enumeration; <b>internet self-response starts (3/23)</b>	
Apr	<b>Census Day (4/1);</b> early Non-Response Follow Up [NRFU] (on blocks surrounding colleges and universities)	<b>Phase 4:</b> Follow up (Public education workshops/presentations, direct contact, media messaging, technical assistance, distribution of materials)
May	Ramp up Non-Response Follow-Up operation (outreach to households that did not respond to the census questionnaire)	
Jun	NRFU	
Jul	NRFU	