2020 Census Operational Plan
A New Design for the 21st Century

Issued December 2018
Version 4.0
The 2020 Census Operational Overview

**ESTABLISH WHERE TO COUNT**
- Identify all addresses where people could live.
- Conduct a 100-percent review and update of the nation’s address list.
- Minimize in-field work with in-office updating.
- Use multiple data sources to identify areas with address changes.
- Get local government input.

**MOTIVATE PEOPLE TO RESPOND**
- Conduct a nationwide communications and partnership campaign.
- Work with trusted sources to increase participation.
- Maximize outreach using traditional and new media.
- Target advertisements to specific audiences.

**COUNT THE POPULATION**
- Collect data from all households, including group and unique living arrangements.
- Make it easy for people to respond anytime, anywhere.
- Encourage people to use the online response option.
- Use the most cost-effective strategy to contact and count nonrespondents.
- Streamline in-field census taking.
- Knock on doors only when necessary.

**RELEASE CENSUS RESULTS**
- Process and provide Census data.
- Deliver apportionment counts to the President by December 31, 2020.
- Release counts for redistricting by April 1, 2021.
- Make it easier for the public to get information.
ESTABLISH WHERE TO COUNT

Identify all addresses where people could live.

Conduct a 100-percent review and update of the nation’s address list.

Minimize in-field work with in-office updating.

Use multiple data sources to identify areas with address changes.

Get local government input.
Updating and Validating the Address Frame
Master Address File (MAF) and Statistical Areas

• Biannual processing of the U.S. Postal Service’s Delivery Sequence File (DSF).

• Tribal, state, and local government address lists and roads files provided through the Geographic Support System (GSS) Program.

• Ungeocoded Resolution Project, in which Census Bureau staff research and identify the census block to which an address should be assigned when the automated geocoding process is unable to make the determination.

• Local Update of Census Addresses (LUCA)
  • June 1, 2018: The Census Bureau deadline for stateside LUCA material change requests and replacement files.

• New Construction Program is available to local governments to provide addresses for housing units built after LUCA and ready for occupancy by Census Day.

• Count Review is conducted in collaboration with state demographer members of the Federal-State Cooperative for Population Estimates (FSCPE). It provides an additional opportunity to review counts of housing units prior to the 2020 Census and update as necessary.
MOTIVATE PEOPLE TO RESPOND

Conduct a nationwide communications and partnership campaign.

Work with trusted sources to increase participation.

Maximize outreach using traditional and new media.

Target advertisements to specific audiences.
COUNT THE POPULATION

Collect data from all households, including group and unique living arrangements.

Make it easy for people to respond anytime, anywhere.

Encourage people to use the online response option.

Use the most cost-effective strategy to contact and count nonrespondents.

Streamline in-field census taking.

Knock on doors only when necessary.
## 2020 Census Key Dates

**Community Involvement - Offices - Data Collection Operations**

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2018 through September 2019</td>
<td>Engage &amp; Educate Local Leaders, Partners &amp; Communities</td>
</tr>
<tr>
<td>April 2019 through January 2020</td>
<td>Promote Participation in the Census Locally</td>
</tr>
<tr>
<td>January 2019 &amp; February 2019</td>
<td>Early Area Census Offices Open (these offices run the Address Census Operation)</td>
</tr>
<tr>
<td>June 2019 through August 2019</td>
<td>Area Census Offices Open (ACOs)</td>
</tr>
<tr>
<td>August 2019 through October 2019</td>
<td>Address Canvas Operation in Select areas (~10% of county, high growth &amp; change areas and not part of hand delivery, see below)</td>
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<tr>
<td>March 2020 through June 2020</td>
<td>Call To Action for Residents to Respond (staying March 23)</td>
</tr>
<tr>
<td>February 2020 through June 2020</td>
<td>Group Quarters Operations (count of residents in Warters, Dorms, Nursing homes, Transitory Locations, Prisons, Military Bases, RV Parks, etc. Local governments &amp; Census identify &amp; plan these operations)</td>
</tr>
<tr>
<td><strong>Mid-March 2020</strong></td>
<td>Residents invited to respond</td>
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<tr>
<td><strong>Individual Housing Units (HUs) Invited by either:</strong></td>
<td></td>
</tr>
<tr>
<td>Mail (to USPS Mailable Addresses) or Hand Delivery (to Rural/PO Box, non-USPS HU delivery)</td>
<td></td>
</tr>
<tr>
<td>1. Letter Mailed</td>
<td>1. List Housing Units (operation is called Update Lease)</td>
</tr>
<tr>
<td>2. Reminder Postcard</td>
<td>2. Leave Questionnaire (transmit in certain areas) &amp; Letter w/other Response Options (internet &amp; phone)</td>
</tr>
<tr>
<td>3. Then Paper Questionnaire</td>
<td></td>
</tr>
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<td><strong>Options to Self-Respond</strong> (all residents will have these 3 options &amp; decide what is best for them)</td>
<td></td>
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<td>Telephone</td>
</tr>
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<td>Paper</td>
</tr>
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<td>March 23, 2020</td>
<td>Self-Response Begins &amp; Continues through July 2020</td>
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<td>APRIL 1, 2020</td>
<td>Census Day = Reference Date = where you live on April 1</td>
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<td><strong>Mid-April 2020</strong></td>
<td>Early Non-Response Follow-up (primary areas around college/universities where the population leaves before early May)</td>
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<td><strong>May 2020 through July 2020</strong></td>
<td>Non Response Follow-up (NRFU) to HUs that do not self-respond (HU can continue to self-respond during this time)</td>
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<td><strong>Late August 2020 through September 2020</strong></td>
<td>Area Census Offices Close</td>
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<td><strong>August 2020 through December 2020</strong></td>
<td>Quality Evaluation (re-contact of select HUs)</td>
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<td>December 31, 2020</td>
<td>Deliver Counts to the President</td>
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2020 Census Key Dates

Community Involvement - Offices - Data Collection Operations

January 2018 through September 2019
Engage & Educate Local Leaders, Partners & Communities

April 2019 through January 2020
Promote Participation in the Census Locally

January 2019 & February 2019
Early Area Census Offices Open (these offices run the Address Canvass Operation)

June 2019 through August 2019
Area Census Offices Open (ACOs)

August 2019 through October 2019
Address Canvass Operation in Select areas (~30% of country, high growth & change areas and not part of hand delivery, see below)

March 2020 through June 2020
Call To Action for Residents to Respond (starting March 23)

February 2020 through June 2020
Group Quarters Operations (Count of Residents in Shelters, Dorms, Nursing Homes, Transitory Locations, Prisons, Military Bases, RV Parks, etc. Local governments & Census identify & plan these operations)

Mid-March 2020
Residents Invited to Respond

Individual Housing Units (HUs) Invited by either:
- Mail (to USPS Mailable Addresses)
- Hand Delivery (to Rural/PO Box, non-USPS HU delivery)
- Letter Mailed
- List Housing Units (operation is called Update Leave)
- Reminder Postcard
- Leave Questionnaire (Spanish in certain areas)
- Then Paper Questionnaire
- Letter w/other Response Options (internet & phone)

Options to Self-Respond (all residents will have these 3 options & decide what is best for them)
- Internet
- Telephone
- Paper
March 23, 2020

APRIL 1, 2020

Census Day – Reference Date = where you live on April 1

Mid-April 2020

Early Non-Response Follow-up (primarily areas around Colleges/Universities where the population leaves before early May)

May 2020 through July 2020

Non Response Follow-up (NRFU) to HUs that do not self-respond (HUs can continue to self-respond during this time)

Late August 2020 through September 2020

Area Census Offices Close

August 2020 through December 2020

Quality Evaluation (re-contact of select HUs)

December 31, 2020

Deliver Counts to the President

1/5/2018
Process and provide Census data.

Deliver apportionment counts to the President by December 31, 2020.

Release counts for redistricting by April 1, 2021.

Make it easier for the public to get information.
Contact

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