

**COUNT US IN  
2020**

There's Power In  
Being Counted



COUNTUSIN2020.ORG

## 2020 Census: Timeline



**NORTH CAROLINA  
ASIAN AMERICANS TOGETHER**

[www.ncaatogether.org/census](http://www.ncaatogether.org/census)

**Questions? Call our census hotline at 844-2020-API for support in English and other languages.  
Visit [www.CountUsIn2020.org/hotline](http://www.CountUsIn2020.org/hotline) for more information.**

		WHAT YOU CAN DO TO HELP GET OUT THE COUNT (GOTC)
<b>Summer 2019 - March 2020 --- Awareness and Education</b>		
<b>January - November 2019</b>	<b>Census Bureau opens &gt; 200 area census offices.</b>	Start awareness and education campaigns: Tell your community about the census and why participation is important! Share information about 2020 Census job opportunities with your communities and help people apply.  Connect with a community organization in your area to get the word out for the 2020 Census.
<b>September 2019 onward</b>	<b>Census Bureau recruits and hires temporary Census field staff.</b>	Continue awareness and education campaigns. Continue sharing job opportunities and providing assistance with job applications.
<b>January 2020</b>	<b>Enumeration starts in Alaska.</b>	Continue awareness and education campaigns: <ul style="list-style-type: none"> <li>• Share GOTC messaging and factsheets.</li> <li>• Contact media and post social media.</li> <li>• Plan and host outreach events.</li> <li>• Plan canvassing.</li> <li>• Explain how the census works and how people can respond.</li> </ul>

## March - May 2020 --- People Respond to the Census

<p><b>March 9, 2020</b></p>	<p><b>Census Questionnaire Assistance toll-free phone lines open.</b></p> <p><b>Phone support is offered in English and 12 non-English languages including Chinese (Mandarin and Cantonese), Japanese, Korean, Tagalog, and Vietnamese.</b></p>	<p>Continue awareness and education campaigns and share information about the Census Questionnaire Assistance toll-free phone lines which are now open.</p>
<p><b>March 12 - 20, 2020</b></p>	<p><b>Census Bureau mails materials to all households with information about how to respond online (including unique household ID) and language assistance resources. The online response platform will be live at the time of the first mailing. The Bureau also mails the paper form to the 20 percent of households it suspects have the lowest level of internet access.</b></p>	<p>Motivate people to respond to the census:</p> <ul style="list-style-type: none"> <li>• Talk to your communities about the census.</li> <li>• Share flyers and factsheets.</li> <li>• Continue media and social media campaigns.</li> <li>• Canvass hard-to-count areas.</li> </ul>
<p><b>March 16 -24, 2020</b></p>	<p><b>Census Bureau will send a reminder letter to households that have not responded.</b></p>	<p>Give people the information and support they need to respond:</p> <ul style="list-style-type: none"> <li>• Host outreach events.</li> <li>• Provide opportunities for people to get help responding to the census.</li> <li>• Continue media and social media campaigns.</li> </ul>
<p><b>March 26 - April 3, 2020</b></p>	<p><b>Census Bureau will send a reminder postcard to households that have not responded.</b></p>	
<p><b>April 1, 2020</b></p>	<p><b>This is the official 2020 Census Day!</b></p>	<p>Continue canvassing hard-to-count areas through door-knocking, phone-banking, and other activities.</p>
<p><b>April 8 - 16, 2020</b></p>	<p><b>Census Bureau will send a reminder letter and a paper form.</b></p>	
<p><b>April 20 - 27, 2020</b></p>	<p><b>Census Bureau will send a final reminder postcard. Their outreach to motivate people to respond concludes on May 12, 2020.</b></p>	<p>Tip: If someone does not know their unique ID for responding online, they can still submit via the Census Bureau's website by giving their address.</p>

## May - July 2020 --- Reminder and Non-Response Follow-up Phase

<p><b>May - July 2020</b></p>	<p><b>The Census Bureau sends census workers to visit households that did not return their forms.</b></p> <p><b>In areas with a lot of off-campus college students, this process starts earlier in April.</b></p>	<p>Encourage people to respond to the census if they have not yet. <b><u>They can still respond during this time online, by phone, or by mailing back the paper form.</u></b></p> <p>Answer questions community members have about the census and alleviate fears about why census workers may be visiting their households if they have not responded.</p>
<h3>Post-Census-Taking Phase</h3>		
<p><b>June - September 2020</b></p>	<p><b>Post-Enumeration Survey to measure coverage error (people missed in count or counted more than once) in the 2020 Census.</b></p>	
<p><b>December 31, 2020</b></p>	<p><b>Deadline for Census Bureau to report state population totals to the President for apportionment purposes.</b></p>	

*You can find additional resources about the census, including factsheets for community members and community-based organizations, at [www.CountUsIn2020.org/resources](http://www.CountUsIn2020.org/resources).*