



**CENSUS COUNTS**



The Leadership  
Conference  
Education Fund

# Roadmap to the 2030 Census

**A Resource for Community-Based  
Organizations and Advocacy Groups**

**April 2025**

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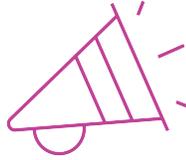
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# Introduction



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Our democracy depends on our collective engagement and our commitment to ensuring a fair and accurate decennial census year in and year out. During the 2020 Census, the Census Counts campaign, housed at The Leadership Conference Education Fund and co-chaired at the time by NALEO and Asian Americans Advancing Justice | AAJC, brought together community-based organizations across a wide spectrum of advocacy and outreach efforts to ensure that historically undercounted communities and population groups were enumerated fully in the 2020 Census.

Amid the challenges of the 2020 Census, we created a movement — and keeping in mind the lessons we learned in 2020, we know what is needed to ensure a successful 2030 Census. These lessons are even more critical now due to the challenges ahead as a result of a shifting political landscape. By investing our time now and working with state-based community organizations and partners, we can lay a strong foundation for those who will work to get our communities counted in 2030. A fair and accurate census in 2030 will be determined by the actions we take today.

For these reasons, and inspired by the Funders' Committee for Civic Participation's "[A Blueprint for Philanthropic Census Engagement](#)," The Education Fund and Census Counts developed the "Roadmap to the 2030 Census." This resource includes 2030 Census milestones and concrete examples of ways community-based and advocacy organizations, state, local, and tribal governments, and other partners can engage in census work throughout the decade. To supplement this resource guide, in 2023 we launched the [Roadmap to 2030 website](#) to serve as a central hub for information and events leading up to the 2030 Census. You'll also find information about how to become an [ACS Ambassador](#) and continue to learn more about how the census and ACS are connected to civil rights and other issues through the [Census Seminar Series](#).

Underlying all the steps below is the collaborative policy and advocacy work that needs to be done by all stakeholders throughout the decade to ensure adequate funding for the Census Bureau, advocacy for updated questionnaires (including revised race/ethnicity questions and sexual orientation and gender identity — or SOGI — questions), and input on operational changes and any legislative recommendations resulting from the challenges and implications of the 2020 Census.

Note that some of the timeline below is based on the rollout of *2020 Census* activities and may change depending on funding, lessons learned, or design and operational modifications. This roadmap was launched in April 2022 and most recently updated in the spring of 2025. We will continue to update the information annually (or more frequently, if needed) as the Census Bureau finalizes the 2030 Census design, releases a baseline operational plan, and announces plans for field tests and then preparations for the census.

For updates and events, visit the [Roadmap to 2030](#) website!

# 2021 – 2022

## 2021 Census Milestones

- American Community Survey (ongoing).
- Release of 2020 Census redistricting “legacy format” data files (August 12) and transmittal of user-friendly redistricting files to the states, District of Columbia, and Puerto Rico (September 16).
  - ◆ Redistricting data files contain block-level data by race and Hispanic origin, voting age (18+), plus housing unit counts and occupancy status and Group Quarters data by type of facility (e.g., prisons, college dorms, military barracks, and more).
- [2020 Census assessments and evaluations](#) begin through 2024.
- Beginning of Design Selection Phase for the 2030 Census (October 2021 - 2024).
- Release of 2020 Census congressional apportionment counts and results; resident population totals for the nation; plus all states, District of Columbia, and Puerto Rico (April 26).<sup>1</sup>

<sup>1</sup> By law, the Census Bureau releases apportionment counts and results by December 31 of the census year. However, pandemic-related delays in virtually all 2020 Census operations delayed release of the apportionment and redistricting data.

## 2022 Census Milestones

- Post Census Group Quarters Review launches in early June (deadline for submissions June 30, 2023).
- Results from the 2020 Census [Post-Enumeration Survey](#).
- [Count Question Resolution](#) (CQR) program begins January 2022 (deadline for submissions June 30, 2023).
- 1950 Census forms become available through the National Archives (April 1).
- [American Community Survey](#) (ongoing).
- Research and testing to inform 2030 Census design and operational development begins.
- Census Bureau updates urban and rural geography definitions.
- OMB listening sessions on the revision of federal race and ethnicity data standards; White House requests for information on Federal Evidence Agenda on LGBTQI+ Equity.
- Census Bureau receives a [letter](#) from the U.S. Department of Justice (DOJ) formally requesting SOGI measures be added to the ACS, and articulating the legal and programmatic justifications for collecting data on LGBTQI+ populations.

- Census Bureau solicits recommendations through [Federal Register Notice](#) for research to inform the development of 2030 Census design and operational plan.
- Population Estimates Challenge Program restarts in Fall 2022.
- Content and operational updates to the ACS.
- CQR (January 2022 - June 2023) and Post-Census Group Quarters Review appeals programs (June 2022 - June 2023).
- Results from the Post-Enumeration Survey (PES), which measures census accuracy, identified net undercounts at the national level among most historically undercounted populations and households.

### **Actions for Community-Based Organizations**

- Document and preserve the work your organization did for the 2020 Census, and be sure to note the members of your census coalition and broader network (such as trusted messengers).
- Collect outreach and data success stories to use in 2030 get out the count (GOTC) work.

- Evaluate accomplishments, best practices, challenges, and solutions from your 2020 Census campaign.
- Contribute to efforts to amplify 2020 Census learnings and develop recommendations for the 2030 Census.
- Develop a plan for engaging your census coalition throughout the decade, with a specific focus on how your organization can sustain capacity and infrastructure leading up to the 2030 Census.
  - ◆ Additionally, maintain relationships with funders and funder/PSO collaboratives, as well as government, service provider, and practitioner partners throughout the decade. These coalitions can mobilize around issues like improving accessibility and equity around census data and other Census Bureau data and tools; expanding access to broadband infrastructure; leveraging technology and local knowledge to map communities; building government knowledge and improving data collection on the LGBTQ+ community and people experiencing homelessness; and strengthening civic participation.
- Stay updated on the 2020 Census data release timeline, 2020 Census data quality assessments (e.g., Census Bureau data and independent benchmarks), and census policy issues and litigation.



- Educate communities about the direct benefits of the 2020 Census through storytelling campaigns, reiterating the importance of the decennial census, and promote positive narratives around data releases.
- Connect decennial censuses to other issues such as data equity, redistricting, the American Community Survey (ACS), and health care.
- Educate communities and elected officials about the importance of the ACS and encourage participation. Additionally, contribute to efforts to support adequate funding for the Census Bureau through the annual appropriations process.
- Educate communities and elected officials about the [Household Pulse Survey](#), which provides real-time information regarding the needs of communities.
- Educate communities and businesses about the [2022 Economic Census](#).
- *Optional: Begin to build awareness and educate partners about how to use census data for advocacy efforts (such as voting, education equity, transportation, health care, or housing issues) or for economic development and local business decisions. Consider which other groups should be brought into the census coalition.*

**Learn more about how the census and ACS are connected to civil rights and other issues through the Census Seminar Series.**




# 2023



## Census Milestones

- American Community Survey (ongoing).
- [Count Question Resolution](#) (CQR) and [Post-Census Group Quarters Review](#) (PCGQR) programs end on June 30, 2023.
- Census Bureau begins planning to conduct cognitive research and a 2024 ACS SOGI field test based on [request](#) from the Department of Justice articulating statutory and regulatory justifications for collecting SOGI data through the ACS.
- [Federal Register Notice](#) requesting OMB approval for the Census Bureau's plan to conduct a 2024 field test of SOGI measures on the ACS.
- Federal Register Notices seeking public input on updated American Community Survey content and operational improvements and proposed revisions to the [OMB standards](#) for the federal collection and reporting of data on race and ethnicity (2023).
- Release of [Demographic Profiles](#) for governmental units (places) on a flow basis by state (by May 31, 2023).
- Release of [Demographic and Housing Characteristics files](#), with additional data collected in the 2020 Census for various levels of geography, including age, sex, household/family relationships, and housing tenure (by May 31, 2023) and the first sets of detailed data for racial and ethnic subgroups (September 2023).
- [Population Estimates Challenge Program](#) restarts, allowing local and tribal governments to appeal their annual estimates starting with the Vintage 2022 estimates released in 2023.
- Launch of more frequent [Census Barriers, Attitudes, and Motivators Survey](#) (CBAMS) to understand reasons people do or don't respond to the census. Current plans call for fielding the survey every other year, instead of only once, before the 2030 Census.

## Actions for Community-Based Organizations

- Leverage 2020 Census and ACS data for work on voting rights, other civil and human rights issues, and social and economic justice campaigns.
  - ◆ Continue to educate coalition partners and communities about the importance of these surveys.



- Begin to engage with local and regional funders on 2030 Census design/planning and how they can support state and community organizations engaged in outreach efforts.
- Monitor and, as appropriate, contribute to research and development decisions for the 2030 Census, such as residence criteria (e.g., where people in prison are counted), operations (e.g., reliance on the internet, mapping technologies, and use of administrative records), and questionnaire development (e.g., improvement of race/ethnicity questions and consideration of SOGI questions).

**Every question on the ACS has an impact and enables policymakers, researchers, and community-based organizations to help communities. Learn more about why each question is asked by visiting the [ACS Almanac](#).**



# 2024

## Census Milestones

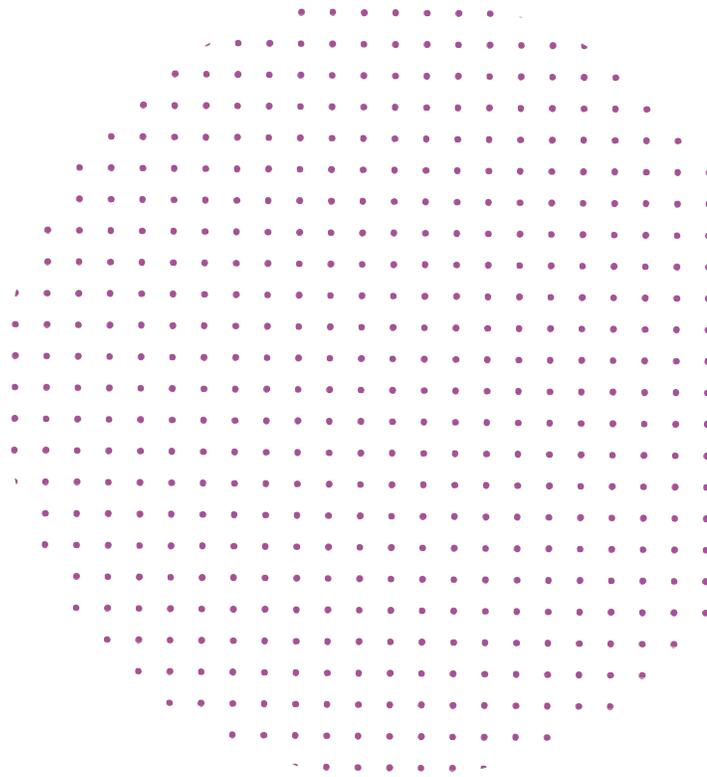
- American Community Survey (ongoing).
  - [OMB finalizes](#) and releases revisions to federal race and ethnicity data standards (March 2024).
  - Census Bureau completes initial research on 2030 Census design by the end of 2024.
    - ◆ Includes work on 55 research projects, more than a third of which relate to enumerating hard-to-count and historically undercounted populations. Information is accessible at the 2030 [Census Research Project Explorer](#).
  - A new 2030 Census Advisory Committee is formed and begins offering external perspectives on plans to address undercounts, communicate with different communities, and collect census information efficiently (2024).
  - Census Bureau publishes final report on input and suggestions from the public on the [2030 Census Preliminary Research](#).
- Continued release of [2020 Census Evaluations and Experiments](#) (EAE) reports.
    - ◆ Reports studies of operational assessments, evaluations, experiments, and quality control results.
    - ◆ Release of final 2020 Census Demographic and Housing Characteristics file, which include granular race and Hispanic origin subgroup data and data for American Indian and Alaska Native tribes and villages by household type and housing tenure (owner or renter occupied) (September 2024).
  - Preparations for the [2026 Census Test](#) of census methods and operations — the first of two major field tests for 2030.
    - ◆ The [six test sites](#) include: Tribal lands within Arizona; Colorado Springs, Colorado; Western Texas; Huntsville, Alabama; Western North Carolina; and Spartanburg, South Carolina. This combination of test sites meets Census Bureau [criteria](#) related to geography, living quarters, staffing, technical characteristics, as well as available budget, systems, and resources.

- Census Bureau moves forward with conducting a field test of ACS SOGI questions after issuing a second, more detailed [Federal Register Notice](#).

## **Actions for Community-Based Organizations**

- Connect the census to elections in your election and voter turnout work.
- Start educating communities about the revised race and ethnicity standards and how to answer the new questions.
  - ◆ Census Counts hosts a webinar on the revised standards, with other events updated on the roadmap's [calendar of events](#).
- Participate in [ACS Awareness Month](#), which takes place in August.
- Learn more about the census. Participate in the Census Seminar Series and Census Book Club.
  - ◆ Invite others in your community to join in.
- Start educating local and state entities about the [Local Update of Census Addresses](#) (LUCA) operation (fall 2024).
  - ◆ Offer at least one broad briefing or webinar for local and state officials/agencies about the importance of LUCA participation.

- Continue to support sufficient annual funding (federal appropriations) for the Census Bureau, educate communities about the ACS, and maintain relationships with 2020 Census coalition partners.
- Provide educational and engagement opportunities focusing on the importance of SOGI data collection on the ACS and census.
- *Optional: Educate local governments and other partners about the importance of Census Bureau economic surveys in providing a full picture of our communities.*



# 2025

## Census Milestones

- American Community Survey (ongoing).
- Federal Register Notice expected in 2025 on Residence Criteria and Residence Situations (which is known as the residence rule and affects prisons, colleges, and other group quarters).
- Research and testing to inform 2030 Census design selection and operational development, culminating in the release of the 2030 Census design and first operational plan in early 2025.
- Launch of 2030 [Census Barriers, Attitudes, and Motivators Survey](#) (CBAMS) (tentative).
- Preparations for the [2026 Census Test](#) of census methods and operations, which will evaluate new tools, outreach strategies, and technological innovations to make participation easier.
  - ◆ Testing is expected to take place in the following [six sites](#): Tribal lands within Arizona; Colorado Springs, Colorado; Western Texas; Huntsville, Alabama; Western North Carolina; and Spartanburg, South Carolina.

- Census Bureau is expected to [suspend](#) analysis of gender identity data collected as part of the 2024 ACS SOGI field test (February 2025).
- Census Scientific Advisory Committee and 2030 Census Advisory Committee are [disbanded](#) by the Census Bureau under the direction of Secretary of Commerce Howard Lutnick (March 2025).

## Actions for Community-Based Organizations

- If the [2026 Census Test](#) is taking place in your area, prepare to help with GOTC, local hiring, and other operational efforts to make the test a success.
- Learn more about the [Local Update of Census Addresses \(LUCA\) operation](#) and begin to identify areas where LUCA review would be most helpful using Census Bureau tools.
  - ◆ Work with state and local governments to help them plan and have the infrastructure, expertise, and resources to support LUCA.
- Host at least one webinar about the revised race and ethnicity standards and how to answer the new questions.

- Leverage 2020 Census and ACS data for work on voting rights, other civil and human rights issues, and social and economic justice campaigns.
- Begin to engage with local and regional funders on 2030 Census design/planning and how they can support state and community organizations engaged in outreach efforts.
- Monitor and, as appropriate, contribute to research and development decisions for the 2030 Census, such as residence criteria (e.g., where people in prison are counted), operations (e.g., reliance on the internet, mapping technologies, and use of administrative records), and questionnaire development (e.g., improvement of race/ethnicity questions and consideration of SOGI questions).
- Continue on-the-ground messaging around the importance of the census with census stories, particularly related to any positive — or negative — developments (such as redistricting and voter access) in the community.
- *Optional: Begin developing a localized 5-year roadmap to the 2030 Census to begin preparing for GOTC in your area. Use the lessons learned from the 2020 Census and ACS data to help guide your advocacy work.*



# 2026

## Census Milestones

- American Community Survey (ongoing).
- Conduct the [2026 Census Test](#) to evaluate the integration of planned methods and operations for the 2030 Census and test new systems.
- Demographic and economic surveys (ongoing).
- 2030 Census planning phase continues (through 2027).
- Continue to refine the 2030 Census operational plan based on test results and challenges.
- Continue testing and partner consultations to effectively implement revisions to the OMB race and ethnicity data standards (tentative).

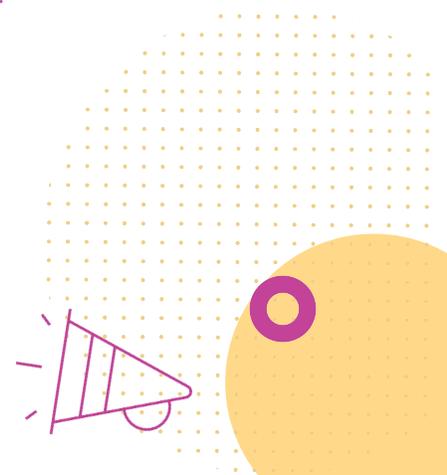
## Actions for Community-Based Organizations

- Begin advocacy efforts and conversations with elected state officials to secure funding for a statewide 2030 Census GOTC campaign, which should include support for community-based organizations in 2028, 2029, and 2030.
- Identify at least one staff person dedicated to census issues part-time.
  - ◆ Begin to review 2020 Census evaluations and 2030 Census CBAMS results (when available) to inform the development of an initial GOTC (and advocacy, if applicable) plan for 2030.
- Start to gauge interest in 2030 Census involvement within your professional network and build out a strategy to bring in key partners for census engagement, such as funders, elected officials, community-based organizations, advocacy organizations, experts in relevant sciences (e.g., demographers and sociologists), local service providers, businesses, and others.



**Learn more  
about forming a  
Complete Count  
Committee.**

- Identify potential community partners to form a coalition led by community-based organizations to engage with the Census Bureau and census champions.
  - ◆ Begin to collaborate with state and/or local government in the formation process of [Complete Count Committees](#) (CCC).
- Identify specific communities (e.g., regions, cities, neighborhoods, rural communities, and tribal areas) and specific population groups (such as communities of color, people with disabilities, and immigrants) at greatest risk of being undercounted to inform 2030 Census campaign strategy and funding decisions.
- Identify state philanthropy organizations that are providing aligned and/or joint funding for community-based organizations in your state.
- Offer at least two broad briefings/webinars for funders, cosponsored by interested affinity groups, to get buy-in for engagement in 2030 Census GOTC efforts.
- Toward the end of 2026, set up conversations with local and state officials who will participate in the [LUCA operation](#).
  - ◆ Participate in or host a LUCA webinar, inviting local stakeholders, funders, and government officials to learn about the importance of LUCA and updating the [Master Address File](#).
- Continue to monitor and contribute to testing and planning decisions for the 2030 Census, educate communities about the importance of the ACS, and support efforts to adequately fund the Census Bureau.
- If the [2026 Census Test](#) is taking place in your area, prepare to help with GOTC, local hiring, and other operational efforts to make the test a success.
- Help the Census Bureau fill focus groups with diverse community representatives when CBAMS is in progress.
- *Optional: By mid-2026 or 2027, begin the initial round of message testing for the 2030 Census. Note that many state-based organizations conducted their own message testing for the 2020 Census. However, should your organization not have the funds to conduct unique message testing, be aware that many large national organizations will most likely conduct message testing around this time. The results of this messaging research are typically shared among broader census networks.*



# 2027

## Census Milestones

- American Community Survey (ongoing)
- Census Bureau refines census operations, methods, and question wording and format.
- Update operational plan based on findings from the [2026 Census Test](#).
- Submission of topics to be covered in the 2030 Census and ACS to Congress by April 1, 2027.
- Start of the [Local Update of Census Addresses \(LUCA\) operation](#) (specific dates for LUCA TBD).
- Census Bureau finalizes Residence Criteria and Residence Situations (affects prison gerrymandering).
- Produce Baseline 2 of the Operational Plan (December 2027).
- Launch of 2030 [Census Barriers, Attitudes, and Motivators Survey](#) (CBAMS) (tentative).

## Actions for Community-Based Organizations

- Collaborate with state and/or local government in the formation process of [Complete Count Committees](#) (CCC).
  - ◆ Identify co-chairs.
  - ◆ Identify the scope of work.
  - ◆ Invite your network to join and develop a strategy to target specific audiences.
  - ◆ Develop communication and meeting structure (i.e., how often will you meet? How will you communicate?).
  - ◆ Begin regular census coalition meetings (quarterly or every other month is recommended at this time) to keep 2030 Census coalition members informed about key 2030 Census policy and operational developments.
  - ◆ Identify shared resource needs and gaps (e.g., [“hard to count”](#) maps, analyses of geographic funding based on census/ACS data, toolkits, and effective messaging strategies).

- Ramp up funding efforts for state government budgets and determine gaps and other funding opportunities. This includes national, regional, and local foundations/philanthropy organizations, as well as local businesses. Start this process early, as pulling philanthropy organizations together may take some time for coordinated, collaborative efforts.
- Develop a timeline and roadmap for 2030 Census engagement and outreach campaigns.
  - ◆ Begin to identify media partners, with an emphasis on local and ethnic media, who can partner with you on a 2030 Census campaign and begin to curate a list of language translation needs to prepare for GOTC.
- Continue to support [LUCA operations](#), identify specific communities at greatest risk of being undercounted, identify census partners, monitor and contribute to research and development decisions for the 2030 Census, educate communities about the importance of the ACS, and support efforts to adequately fund the Census Bureau.
- By the end of 2027, granting should become available to move full steam ahead. Identify one full-time staff member to work on census issues.

- Educate communities and businesses about the 2027 [Economic Census](#).
- *Optional: By mid-2026 or 2027, begin the initial round of message testing for the 2030 Census. Note that many state-based organizations conducted their own message testing for the 2020 Census. However, should your organization not have the funds to conduct unique message testing, many large national organizations will likely conduct message testing around this time, and the results of this messaging research are typically shared among broader census networks.*

## Begin to engage with your local governments on LUCA.



# 2028

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## Census Milestones

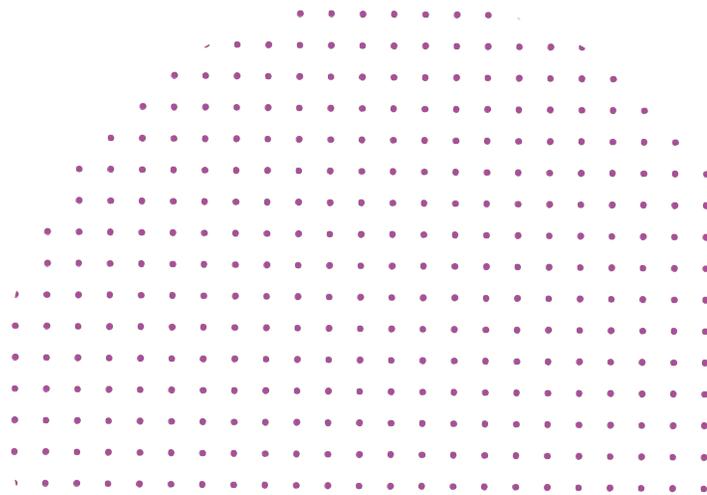
- American Community Survey (ongoing).
- [Local Update of Census Addresses \(LUCA\) operation](#) review phase (specific dates for LUCA TBD).
- Begin implementation of 2030 Census operational plan (through 2030).
- 2028 Census Dress Rehearsal (sites to be announced).
- Census Bureau submits 2030 Census and ACS questions to Congress by April 1, 2028.
- Regional Census Centers open (there were six in 2020).
- Recruitment begins for temporary census positions, including partnership specialists, local office managers/staff, address listers, and peak operations field staff (enumerators). Hiring for some local census offices might start late in the year.
- Launch of education and communications campaigns (tentative).
- Census Bureau launches 2030 Census Dress Rehearsal, the second major field test.

## Actions for Community-Based Organizations

- Identify national and state coalitions conducting 2030 Census outreach efforts. Join these national and state coalitions for support and resources; share this information with your local-level coalition members.
- Establish relationships with your regional census office/regional census center officials.
- Build relationships with your local and/or state [Complete Count Committees](#) (CCC) to ensure effective investment strategies and constructive relationships between your census coalition and state/municipal/local officials.
  - ◆ CCCs will begin to form in 2028 and will continue to form through spring 2029.
  - ◆ Ask the highest elected official in your locality, state, or tribal area to appoint you (or your organization) to the appropriate CCC.
  - ◆ If there are no CCCs in your community, host community census briefings and connect with local leaders to create your own.

- Deepen and clarify roles in census coalitions. Coordinate to avoid duplication of work.
  - ◆ Suggestion: Build working groups that can cover messaging, communications, field outreach, and digital outreach/tools and materials.
- Determine who is developing digital and relational organizing tools and start obtaining lists and training partners and volunteers on using the tools.
- Continue to support the [Local Update of Census Addresses \(LUCA\) operation](#) and help identify specific communities at greatest risk of being undercounted, identify census partners, monitor final 2030 Census preparations and operational decisions, educate communities about the importance of the ACS, and support efforts to adequately fund the Census Bureau.
- By the end of 2028, your organization should have a field plan and a communications plan (including earned, paid, and social media) drafted to bring to your census coalition.
- Urge your city or town to hire a full-time employee to coordinate GOTC efforts, staff the local CCC, and serve as the liaison with the regional and local census offices.

- Promote applications for census local office, field, and partnership specialist positions to help ensure that census enumerators are representative of the communities they serve, which in turn will help meet the goal of a fair and accurate census.
- Urge your representatives to support 2030 Census and ACS questions that strengthen communities and ensure everyone is counted and represented fairly.



**Build relationships  
with your regional  
census office/regional  
census center  
officials.**



# 2029



## Census Milestones

- American Community Survey (ongoing).
- [Local Update of Census Addresses \(LUCA\) operation](#) feedback and closeout phase (late 2029).
- Final census preparations, including in-field address canvassing (if part of the operational plan) and opening local census offices.
- Recruitment continues for temporary census positions; hiring continues for local census office staff and address listers (if needed).
- Continuation or launch of education and communications campaigns.
- Continue implementation of 2030 Census operational plan (through 2030).
- Produce Baseline 3 of the Operational Plan (December 2029).
- Launch of 2030 [Census Barriers, Attitudes, and Motivators Survey](#) (CBAMS) (tentative).

## Actions for Community-Based Organizations

- Continue regular meetings to keep 2030 Census coalition members informed about key 2030 Census policy and operational developments and identify needs (monthly meetings recommended).
- Build relationships with your local partnership specialists to ensure effective investment strategies and constructive relationships between your census coalition and census officials.
- Consider developing a rapid response network and/or monitoring disinformation. Note that counting operations could look much different for the 2030 Census, perhaps significantly so, compared to the 2020 Census. Use contemporary best practices from recent campaigns when building out this system.
- Utilize coordinated messaging, research, and database tools to finalize field and communications GOTC plans.



→ Continue promoting applications for census local office, field, and partnership specialist positions to help ensure that census enumerators are representative of the communities in which they are working, which in turn will help meet the goal of a fair and accurate census.

→ Continue to identify media outlets, with an emphasis on local and ethnic media, that can partner with you on a 2030 Census campaign.

◆ Begin to identify and train a network of trusted messengers to promote the 2030 Census.

◆ Note that the Census Bureau cannot buy advertising with media outlets that do not have a U.S. remit-to address. If those outlets are important to your community, explore ways to develop and place ad campaigns with them independently.

→ Continue to work with key census partners (such as funders, elected officials, census officials, and CCCs), monitor decisions for the 2030 Census, and support efforts to adequately fund the Census Bureau.

→ By the end of 2029, all field and communications plans should be final to allow for easy implementation.

→ Start developing train-the-trainer modules that will be used to mobilize your coalition for GOTC activities.

→ Start identifying digital and relational organizing tools that can be used for GOTC.

→ Reach out to local businesses to develop partnerships for GOTC engagement.

→ *Optional: By spring 2029, 2030 Census messaging and materials should be finalized, including fact sheets, webinars, and other information sessions. Additionally, have materials ready to go simultaneously with English-language resources.*

→ *Optional: By mid-2029, conduct another round of message testing for the 2030 Census and update your initial messaging guidance from 2027.*

→ *Optional: National organizations may offer subject matter assistance to your network and state and local elected officials through fact sheets, webinars, and one-on-one consultations.*

**Start developing train-the-trainer modules that will be used to mobilize your coalition for GOTC activities.**



# 2030

## Census Milestones

- American Community Survey (ongoing, even during the census year).
- 2030 Census peak operations (April 1, 2030 is [Census Day](#)).
  - ◆ National Census Day on April 1 is an important date for the 2030 Census. The Census Bureau uses the day as a reference point for the process.
  - ◆ Everyone should fill out the census with the place they will be living in on April 1, and all children born before or on April 1 should also be counted.
- Hiring of field staff, including supervisors and enumerators (starting February/March).
- Remote Alaska enumeration begins in January.
- Launch of national 2030 Census advertising campaign.
- Coverage improvement, data processing, and quality check operations continue after counting operations end.
- [Post-Enumeration Survey](#) (PES) to measure census accuracy with respect to households begins.
- Secretary of Commerce transmits apportionment counts and results to the president by December 31, 2030; Census Bureau releases that information, along with national and state resident population totals, publicly at the same time.

## Actions for Community-Based Organizations

- Begin implementation of communications and field organizing in January.
  - ◆ Host a large-scale day of action on Census Day — April 1, 2030.
- Activate key partners for census engagement to encourage full participation in your area, such as funders, elected officials, CCCs, community-based organizations, advocacy organizations, faith leaders, demographers, businesses, and other stakeholders.
- Consistently update outreach materials, ensuring they are available in multiple languages and up-to-date on any real-time changes in basic census operations.
- Closely monitor 2030 Census participation in real-time, using self-response rates, to identify communities that might require additional outreach to ensure an accurate count, as well as unanticipated implementation challenges (such as cyber security scares) that might require additional communications efforts.
- Host at least one webinar during the height of census operations on implementation progress.

- Keep local media contacts advised of census progress in your community to help bolster response and address any challenges that might be stalling participation, such as mis- or disinformation or lack of appropriate language assistance.



# 2031



## Census Milestones

- American Community Survey (ongoing).
- Release of 2030 Census redistricting data files on a flow basis by state (by law, no later than April 1, 2031).
  - ◆ Redistricting data files contain block-level data by race and Hispanic origin, voting age (18+), plus housing unit counts and occupancy status and Group Quarters data by type of facility (e.g., prisons, college dorms, military barracks, and skilled nursing homes).
- Release of demographic profiles for governmental units (places) on a flow basis by state (tentative).
- 2030 Census assessments and evaluations begin (TBD).
- Count Question Resolution (CQR) operation begins (tentative, date TBD).

## Actions for Community-Based Organizations

- Document and preserve the work your organization did for the 2030 Census, and be sure to note the members of your census coalition and broader network (such as trusted messengers).
- Collect outreach and data success stories to use in 2040 GOTC work.
- Evaluate accomplishments, best practices, challenges, and solutions from your 2030 Census campaign.
- Contribute to efforts to amplify 2030 Census learnings and develop recommendations for the Census Bureau.



**To learn more about how to stay engaged, visit the [Roadmap to 2030 website.](#)**



- Develop a plan for engaging your census coalition throughout the decade, with a specific focus on how your organization can sustain infrastructure leading up to the 2040 Census.
  - ◆ Maintain relationships with funders and funder/PSO collaboratives, as well as government, service providers, and practitioner partners throughout the decade. These coalitions can mobilize around issues like improving accessibility and equity around census data and other Census Bureau data and tools; expanding access to broadband infrastructure; leveraging technology and local knowledge to map communities; building government knowledge and improving data collection on the LGBTQ+ community, people with disabilities, and people experiencing homelessness; and strengthening civic participation.
- Stay updated on the 2030 Census data release timeline, 2030 Census data quality assessments (e.g., Census Bureau and independent evaluations), related mitigation strategies, and census policy issues and litigation.

- Educate communities about specific ways 2030 Census data will help your community through storytelling campaigns, reiterating the importance of the decennial census and promoting positive narratives around data releases.
- Develop your Roadmap to 2040!





**CENSUS COUNTS**



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