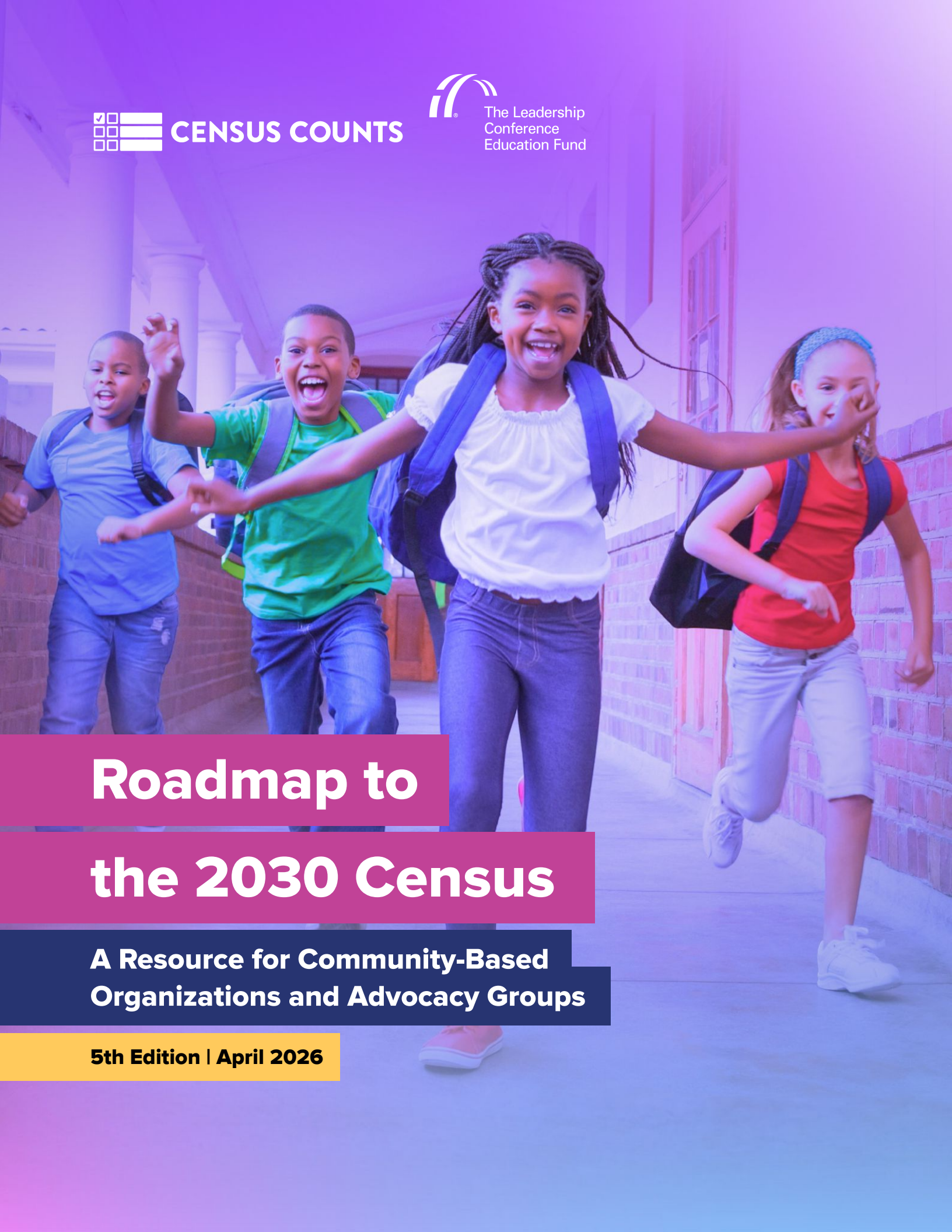




**CENSUS COUNTS**



The Leadership  
Conference  
Education Fund



# Roadmap to the 2030 Census

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

**5th Edition | April 2026**

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# Introduction

Our democracy depends on our collective engagement and our shared commitment to ensuring a fair and accurate census. The census determines political representation and guides the distribution of nearly [\\$2.8 trillion \(FY2021\)](#) each year for schools, health care, housing, transportation, and other essential services. When communities are undercounted, they lose resources and political power for an entire decade.

During the 2020 Census, the Census Counts campaign, housed at The Leadership Conference Education Fund and co-chaired at the time by NALEO Educational Fund and Asian Americans Advancing Justice | AAJC, brought together community-based organizations across a wide spectrum of advocacy and outreach strategies to ensure that historically undercounted communities and population groups were enumerated fully in the 2020 Census. The lessons from 2020 are clear: preparing for the census cannot wait until the final years before the census. **Actions taken now will shape the accuracy of the 2030 Census!**

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 and leading up to the all-important "Get Out the Count" (GOTC) campaigns. You'll also find information about how to become an [ACS Ambassador](#) and continue to learn more about how the census and [American Community Survey](#) (ACS) are connected to civil rights and other issues through the [Census Seminar Series](#).





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

Underlying each of 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;
- modernization of questions (race/ethnicity, sexual Orientation and gender identity (SOGI), et al.);
- input on operational changes and legislative recommendations.

While the timeline presented here reflects the expected sequence of major census activities, the exact timing of tests, programs, and operations may shift depending on funding levels, operational decisions, and results of testing. This roadmap was originally launched in April 2022 and most recently updated in Spring 2026. We will continue to update the information as the Census Bureau finalizes the 2030 Census design, releases a revised operational plan, and announces plans for the [2028 Dress Rehearsal](#) and a specific timeline for census preparations.

This edition of the *Roadmap to the 2030 Census* focuses on upcoming milestones and actions in the years leading up to the next census. If you're interested in assessing earlier census activities, including post-2020 Census data releases, analyses, and advocacy opportunities from 2021–2024, readers are encouraged to review the previous edition of the [Roadmap to the 2030 Census Resource Guide](#).

# Roadmap to 2030 Census Timeline Snapshot



CENSUS COUNTS



**March 5** –  
2026 Census Test [Federal Register Notice](#) closes

**April 20** –  
LUCA [Federal Register Notice](#) closes

**May 1 through August 31** –  
[2026 Census Test](#) (sites reduced from 6 to 2; uses English-only ACS questionnaire with citizenship question; pilots enumeration by postal workers)

20 26

- ❑ Monitor 2026 Census Test operations and results
- ❑ Review the [LUCA Resource Guide](#); educate on urgency and preparation
- ❑ Begin coalition-building
- ❑ Advocate for Census Bureau funding

**April 1** –  
Secretary of Commerce submits proposed 2030 Census and ACS topics to Congress

**Summer** –  
Bureau releases 2nd version of 2030 Census Operational Plan

**May through August** –  
[LUCA Invitation and Prep](#)

**Tentative** –  
Bureau publishes residence rules

**Tentative** –  
Bureau announces [2028 Dress Rehearsal](#) plans and sites

20 27

- ❑ Rapid-response ready for April 2027 topics deadline and updated residence rules when published
- ❑ Monitor topics and engage congressional allies, especially around citizenship question prospect
- ❑ Support LUCA efforts
- ❑ Continue building local census coalition

**March** –  
LUCA Review closes

**April 1** –  
Proposed 2030 Census and ACS questions submitted to Congress

**Tentative** –  
2028 Dress Rehearsal; sites to be announced

20 28

- ❑ Increase advocacy for and in response to April 2028 questions submission
- ❑ Support LUCA efforts
- ❑ Formalize **Complete Counts Committee** and/or local census coalition

**March** –  
LUCA Feedback and Appeals Address canvassing (if any)

**September** –  
LUCA Closeout

**December** –  
Bureau releases 3rd version of 2030 Census Operational Plan

20 29

- ❑ Finalize GOTC field plans
- ❑ Launch community education programs
- ❑ Message testing finalized
- ❑ Activate media partnerships

**January** –  
Counting begins in remote Alaska

**March** –  
Self-response window opens

**April 1** –  
Census Day

**Summer** –  
In-field enumeration of nonresponding households (formerly [NRFU](#))

**Autumn** –  
Enumeration concludes

**December 31** –  
Apportionment counts due

20 30

- ❑ GOTC outreach in full swing
- ❑ Monitor real-time self-response rates
- ❑ Report enumeration problems, including mis/disinformation
- ❑ Document coalition work

# 2025

2025 was marked by significant setbacks toward a fair and accurate 2030 Census. Disruptions to operational plans, policy rollbacks, and political interventions weakened key safeguards, raising concerns about the Census Bureau's readiness for 2030 and underscoring the need for sustained advocacy and oversight. The summary below outlines what happened in 2025 and why these developments demand attention and action from stakeholders.

## Census Milestones

### → January 31

The Census Bureau [suspended](#) analysis of gender identity data collected as part of the 2024 ACS field test of sexual orientation and gender identity (SOGI) questions; the findings from cognitive interviews and the 2024 test have not been released.

- ◆ **Why it matters:** Without SOGI data, LGBTQ+ communities, already among the most undercounted and underserved, remain invisible in federal statistics.
- ◆ **More information:** [Efforts to Add Sexual Orientation & Gender Identity \(SOGI\) Measures to the American Community Survey and Decennial Census](#)

### → February 28

The Census Scientific Advisory Committee; the Census National Advisory Committee on Racial, Ethnic, and Other Populations; and the 2030 Census Advisory Committee were [eliminated](#) at the direction of Secretary of Commerce Howard Lutnick. There is no announced plan to replace these bodies.

- ◆ **Why it matters:** The elimination of these advisory committees removes key channels for outside researchers, demographers, civil rights experts, and community representatives to provide input on census design and operations. Without this input, critical decisions may proceed without independent review, increasing the risk of undercounts and reduced accuracy in the 2030 Census.

## → July 23

Census Bureau released the [2030 Census Operational Plan](#), Version 1.0 – the foundational document for census design, covering the shift away from nationwide canvassing, expanded administrative records use, and reduced field office footprint.

- ◆ **Why it matters:** These changes, which are aimed at cost savings, are expected to adversely affect accuracy for already hard-to-count populations across all states.
- ◆ **More information:** Government Accountability Office's (GAO) published report, ["2030 Census: Preparations Are Underway with Changes to How the Count Takes Place."](#) identifying the status of the Census Bureau's planning for the 2030 Census and major changes to the 2030 Census from prior censuses.

## → September

The 2030 [Census Barriers, Attitudes, and Motivators Survey](#) (CBAMS) was discontinued with some of its questions absorbed into the [Household Trends and Outlook Pulse Survey \(HTOPS\)](#).

- ◆ **Why it matters:** CBAMS was designed specifically to glean information about census participation barriers, information critical for targeting outreach to historically undercounted communities. HTOPS is a less targeted instrument and is expected to produce less granular data to help develop messaging to address the undercount.

## → October

Outreach began to sites participating in the 2026 Census Test. Originally planned for [six field sites](#)—tribal lands within Arizona; Colorado Springs, Colorado; Western Texas; Huntsville, Alabama; Western North Carolina; and Spartanburg, South Carolina—the test also included a national sample to evaluate mailing strategies.

- ◆ **Why it matters:** The 2026 Census Test evaluates whether new tools, outreach strategies, and operational approaches can effectively reach diverse populations, with findings directly informing final design and implementation decisions for the 2030 Census.

## → October 1

Data collection for the American Community Survey was [suspended](#) for over five weeks during the federal government shutdown, which lasted until November 12.

- ◆ **Why it matters:** CBOs and local governments use ACS data to target services, document need, and make the case for resources and grants. Data gaps weaken this advocacy infrastructure. It also signals the fragility of census data programs in an era of budget volatility and government disruptions.



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



# 2026

The planning phase continues with refinements to the 2030 Census Operational Plan based on test results and external challenges. Ideally, the Census Bureau will continue testing and partner consultations to effectively implement revisions to [Office of Management and Budget \(OMB\) race and ethnicity data standards](#).

## Census Milestones

### → February 3

2026 Census Test is significantly scaled back. The Department of Commerce reduced the number of test sites from six to two — Huntsville, Ala., and Spartanburg, S.C. — while adding plans to test using U.S. Postal Service staff as census takers. According to a [Federal Register notice](#) published on February 3, 2026, the scaled-back test will use an English-only American Community Survey questionnaire that includes a citizenship question, will not include Group Quarters (such as prisons and college dorms) and will not use a national sample.

- ◆ **Why it matters:** The revised, scaled-back version of the 2026 Census Test that includes a citizenship question—even in test form—signals the administration’s potential intention to alter the 2030 Census questionnaire. A citizenship question has historically [suppressed response rates](#) for immigrant households, including U.S. citizens in mixed-status families. Reducing test sites from six to two also limits the geographic and demographic range of what the test can reveal about improving methods for hard-to-count populations. Additionally, the use of postal workers as census takers raises confidentiality concerns.
- ◆ **More information:** For a full scope of these changes and their potential impact on the 2030 Census, review [The Leadership Conference’s Comments on the 2026 Census Field Test Peak Data Collection](#).

# 2026 Census Milestones *(continued)*

## → **March 5**

2026 Census Test [Federal Register Notice](#) comment period closes.

## → **March 28**

Federal agencies deadline to submit implementation plans of OMB's race and ethnicity data standards.

## → **April 20**

LUCA Operation [Federal Register Notice](#) comment period closes.

## → **May**

Response period for the [2026 Census Test](#) begins.

## → **June 1 through August 31**

Census takers, including postal workers, visit households at test sites that haven't self-responded.

## → **August**

2026 Census Test concludes.

## → **Ongoing**

American Community Survey.

# 20 26

## 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.
  - ◆ Use [Roadmap to the 2030 Census](#) resources to help develop a localized roadmap.
- Identify at least one staff person dedicated to census issues part-time.
  - ◆ Have them join the [States Count Action Network](#) (S-CAN) to receive census updates and resources.
- Begin reviewing 2020 Census evaluations and [2020 Census Barriers, Attitudes and Motivators Study](#) (CBAMS) results to inform 2030 Census planning at the local level.
  - ◆ If available, review 2025 HTOPS results related to public perception of the census, previously tested through CBAMS, to inform development of an initial 2030 GOTC and advocacy plan.
- 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, educators, community-based organizations, advocacy organizations, experts in relevant sciences (e.g., demographers and sociologists), local service providers, businesses, faith leaders, and others.

- 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 tribal, state and local governments in forming [Complete Count Committees](#) (CCC).
  
- Identify geographic 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.
  - ◆ Review [HTC maps](#) and available Census Bureau resources to inform outreach strategies.
  
- Identify state philanthropy organizations that are providing aligned and/or joint funding for community-based organizations in your state.
  
- Offer broad briefings/webinars for funders, cosponsored by interested affinity groups, to get buy-in for engagement in 2030 Census GOTC efforts.
  - ◆ Review the [Funders' Toolkit For The 2030 Census: A Call to Action for Philanthropy](#).
  
- Expand **LUCA operation** education – Since the Census Bureau is planning to eliminate most pre-census address canvassing, LUCA participation becomes even more critical.
  - ◆ Use the **LUCA Resource Guide** – This resource, developed by the 2030 Census National LUCA Working Group, helps community stakeholders understand more about the LUCA operation and how to support participating tribal/state/local governments.
  - ◆ Host a dedicated LUCA briefing for local government and tribal partners emphasizing the higher stakes for the 2030 Census and the importance of LUCA and updating the census address list.

- Monitor 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.
- Monitor [OMB race and ethnicity standards](#) implementation efforts, if any.
  - ◆ Educate communities about the new combined race/ethnicity question and new MENA category.
- Begin preparing advocacy materials for the April 2027 “topics to Congress” deadline. This is the first official opportunity to see whether a citizenship question and/or OMB standards will be added to the census questionnaire.
- Optional: Partner with local organizations and community leaders to advance proclamations or ordinances that designate the census as a priority and secure funding for local census infrastructure and outreach. Refer to [Project On Government Oversight \(POGO\) factsheets](#) to understand how the census shapes funding in your state.



**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](#).**

# 2027

The 2028 Dress Rehearsal, an end-to-end pilot of the full 2030 Census operational design, is a major milestone in 2028. This year also marks the start of implementing the 2030 Census Operational Plan. Recruitment is expected to begin for temporary census positions, including partnership specialists, local office managers and staff, address listers, and peak operations field staff (census takers). Initial education and communications campaigns may also be launched.

## Census Milestones



→ **April 1**

Secretary of Commerce submits proposed 2030 Census and ACS topics to Congress.



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

→ **Summer**

Bureau updates its 2030 Census Operational Plan to Baseline 2. The new version reflects findings from the scaled-back 2026 Census Test and specifies what will be validated in the 2028 Dress Rehearsal.

→ **May through August**

LUCA Invitation and Prep. Governments receive materials about LUCA, are invited to set up accounts, and register.

→ **October**

LUCA Review begins. Eligible tribal, state, and local governments conduct their address-level review: adding missing housing units, deleting non-residential addresses, and correcting locations.

→ **Tentative**

Continued assessment of public perceptions of the census, using the Household Trends and Outlook Pulse Survey (HTOPS).

→ **Tentative**

*Federal Register Notice* (FRN) expected on Residence Criteria and Residence Situations (commonly known as “residence rules”).

→ **Tentative**

Bureau announces [2028 Dress Rehearsal](#) plans and sites.

→ **Ongoing**

American Community Survey.



**Begin to engage with your local governments on LUCA. Review the [LUCA Resource Guide](#) for helpful tips on getting LUCA outreach started!**

# 20 27

## Actions for Community-Based Organizations

- Collaborate with state and/or local government in the formation process of [Complete Count Committees](#) (CCC). Help ensure the following elements for a successful CCC:
  - ◆ Knowledgeable, committed co-chairs.
  - ◆ Clear scope of work.
  - ◆ Broad representation from historically undercounted and at-risk populations.
  - ◆ Effective communication and meeting structure.
  
- 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 requests for state government budgets and determine gaps and other funding opportunities. This includes national, regional, and local foundations/philanthropic 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, helping to **identify** specific areas where communities are at greatest risk of being undercounted.
- Identify one full-time staff member to work on census issues.
  - Scope available philanthropic funding to support your census work.
- Monitor national advocates' assessment of the updated operational plan to understand implications for hard-to-count communities, particularly around counting using administrative records (e.g., government data), local field office reductions, and language assistance.
- Develop rapid-response capacity ahead of the April 2027 topics submission to Congress and residence criteria. If the Commerce Secretary proposes a citizenship or other controversial questions, activate advocacy efforts, including coordinating coalition sign-on letters, conducting congressional outreach, and engaging the media.
  - Continue advocating for the addition of SOGI measures to the American Community Survey.
- **Optional: By 2027, begin initial message testing for the 2030 Census. While many state-based organizations conducted their own testing for the 2020 Census, organizations without the resources to do so may be able to rely on research conducted by large national organizations, which is often shared across broader census networks.**

# 2028

The 2028 Dress Rehearsal, an end-to-end pilot of the full 2030 Census operational design, is a major milestone in 2028. This year also marks the start of implementing the 2030 Census Operational Plan. Recruitment is expected to begin for temporary census positions, including partnership specialists, local office managers and staff, address listers, and peak operations field staff (census takers). Initial education and communications campaigns may also be launched.

## Census Milestones



→ **March**

LUCA Review phase closes; submissions are no longer accepted to allow the Census Bureau to process submissions and ensure all eligible addresses are included in the 2030 Census.

→ **April 1**

Secretary of Commerce submits proposed 2030 Census and ACS topics to Congress.

→ **December**

2028 Dress Rehearsal; sites to be announced. (tentative)

→ **Tentative**

Regional Census Centers open. There were six in 2020, and it is unknown if the overall move toward a more virtual presence will affect the numbers for 2030.

→ **Ongoing**

American Community Survey.

# 20 28

## 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.
- Coordinate with local and tribal governments to ensure all Group Quarters (GQ) facilities—such as correctional facilities, shelters, and nursing homes—are included on the census address list and properly accounted for, recognizing that many will be counted using administrative records. For college and university housing, support outreach that promotes the online self-response option for students living in dorms.
- 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 tribal/state/municipal/local officials.
  - ◆ Local CCCs should launch in 2028 and ramp up their work in 2029.
  - ◆ Ask the highest elected official in your locality, state, or Tribal Nation to appoint you (or your organization) to the appropriate CCC.

- ◆ Deepen and clarify roles in census coalitions to avoid duplication. Build working groups that can cover messaging, communications, field outreach, and digital outreach/tools and materials.
- ◆ If there are no CCCs in your community, host community census briefings and connect with local leaders to create your own. Make sure to coordinate census strategies and share information with other CCCs in your region.

→ Urge your city or town to hire a full-time employee to coordinate GOTC efforts, staff the local CCC, and serve as the primary liaison with the regional and local census offices.

→ Determine who is developing digital and relational organizing tools; identify local partnerships and begin training volunteers on using the tools for GOTC.

→ Continue to support the 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 drafted (including earned, paid, and social media) to present to your census coalition.

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

→ Petition your representatives to support 2030 Census and ACS questions that strengthen local communities and ensure every person is counted.

# 2029

This year focuses on final census preparations, including in-field address canvassing (if included in the operational plan) and the opening of local census offices (LCO). Recruitment and hiring continue for temporary census positions, including local office staff and census takers. There will be fewer LCOs than in 2020 and previous decades, underscoring the urgency of participating in LUCA and the need for CBOs and local governments to ramp up their coordinated GOTC plans. Additional education and communications campaigns are also expected to begin.

## Census Milestones



### → **March**

LUCA Feedback and Appeals phase.

- ◆ Participating governments receive address-level feedback on how their submissions are incorporated into the census address list.
- ◆ Participating governments must submit any appeals to OMB within 60 days of receiving feedback.

### → **September**

LUCA Closeout phase. All feedback materials, except for a summary page of resulting actions taken by the Census Bureau, are destroyed.

### → **December**

Bureau releases 3rd version of 2030 Census Operational Plan. (tentative)

### → **Ongoing**

American Community Survey.

# 20 29

## 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.
  - ◆ Rely on national organizations for timely, accurate updates on census operations, timelines, and developments from the Census Bureau and the administration.
- 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 takers 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.
  - 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.
  - Plans should actively promote self-response, particularly online response, as the Census Bureau's digital-first strategy places more pressure on households to respond without requiring in-person visits.
- Start developing train-the-trainer modules that will be used to mobilize your coalition for GOTC activities.
- Identify 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 multi-lingual materials ready to go simultaneously with English-language resources. National groups will likely have fact sheets and fliers you can use and modify, if helpful, to use locally.**

- 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.



**Build relationships with your regional census office/regional census center officials. Reach out to your local Census Information Center.**

# 2030

The 2030 Census begins early in the year, with peak operations centered on Census Day, April 1, the reference date for where people are counted. After data collection, the Census Bureau conducts processing, quality checks, and the Post-Enumeration Survey before delivering apportionment counts to the president by December 31, 2030 and releasing national and state population totals.

## Census Milestones



→ **January**

Counting begins in remote Alaska.

→ **February/March**

Hiring of field staff, including supervisors and census takers.

→ **March**

Households begin receiving questionnaire invitations by mail.  
Online self-response opens.

→ **April 1**

Census Day! Everyone should fill out the census based on their place of usual residence on April 1, 2030; children born before or on April 1 should also be counted.

→ **Summer**

In-field enumeration of nonresponding households (formerly [NRFU](#)).  
Coverage improvement, data processing, and quality check operations continue after counting operations end.

→ **Autumn**

Enumeration concludes. [Post-Enumeration Survey](#) (PES) to measure census accuracy of the household count begins after field operations end.

→ **December 31**

Secretary of Commerce transmits apportionment counts to the president, and the Census Bureau releases those results publicly along with national and state population totals.

→ **Ongoing**

American Community Survey.



**Make the case for the census! Use these Project On Government Oversight (POGO) factsheets to see how the census shapes funding in your state.**

# 20 30

## 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.
  - ◆ Coordinate a press event in February to promote your coalition and/or CCC's community outreach efforts and mission.
  
- 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, educators, data experts, 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.
  - ◆ Stay connected to national experts and advocates to receive timely, accurate information on census progress, emerging challenges, and how they are being addressed.
  
- 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 and questionnaire changes) that might require targeted 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.



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



# 2031

Redistricting based on the new apportionment begins, along with post-census activities such as assessments, evaluations, and the Count Question Resolution (CQR) operation.

## Census Milestones



→ **April 1**

All 2030 Census redistricting data files must be released by this date, by law.

- These files include block-level population data by race, ethnicity, and voting age (18+), as well as housing unit counts, occupancy status, and Group Quarters (GQ) data by facility type (e.g., prisons, college dorms, military barracks, and skilled nursing facilities).

→ **Tentative**

Hiring of field staff, including supervisors and census takers.

→ **Tentative**

Households begin receiving questionnaire invitations by mail.  
Online self-response opens.

→ **Tentative**

Census Day! Everyone should fill out the census based on their place of usual residence on April 1, 2030; children born before or on April 1 should also be counted.

→ **Ongoing**

In-field enumeration of nonresponding households (formerly [NRFU](#)).  
Coverage improvement, data processing, and quality check operations continue after counting operations end.

# 20 31

## Actions for Community-Based Organizations

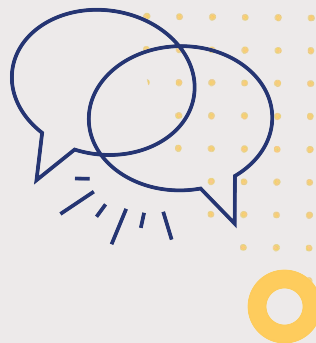
- Document and preserve the work your organization did for the 2030 Census, and be sure to note the members of your census coalition and broader network (such as trusted messengers).
- Collect outreach and data success stories to use in 2040 GOTC work.
- Evaluate accomplishments, best practices, challenges,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

- ◆ (continued from previous page) 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), 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 census and promoting positive narratives around data releases.

→ Develop your Roadmap to 2040!





**CENSUS COUNTS**



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