

THE ROAD TO THE 2010 CENSUS: KEY MILESTONES AND ISSUES

2007: RAMP-UP TO THE DECENNIAL

Operational:

- Local Update of Census Addresses (LUCA) program begins. Crucial partnership work with state, local, and Tribal governments will help update Master Address File (MAF).
- Finish updating digital maps (called TIGER maps) for remaining 600 counties.
- Prepare for 2008 Census Dress Rehearsal, including opening Local Census Offices, canvassing neighborhoods to verify address lists, and hiring temporary workers.
- Begin Phase 3 of 2010 Census Redistricting Data Program. States submit voting district plans, codes, and names to Census Bureau. Phase 3 runs through 2009.
- Award contract for 2010 census advertising campaign in the Fall.

Content:

- Census Bureau submits proposed topics for 2010 census to Congress by April 1, 2007. Required by Title 13, U.S.C. §141(f)(1).

Cost:

- Congress allocates \$511.8 million for 2010 census planning in Fiscal Year 2007, a 14 percent increase over Fiscal Year 2006 funding level of \$448 million.

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2008: SPOTLIGHT ON DRESS REHEARSAL

Operational:

- Census Dress Rehearsal conducted in San Joaquin County, California, and nine counties in Fayetteville area of North Carolina. Only opportunity to evaluate integrated census plan in census-like environment.
- Begin design and build-out of integrated system to “capture” and process census data.
- Open 12 Regional Census Centers.
- Develop address lists for rural and remote areas. Begin verifying address information submitted by state, local, and Tribal governments.
- Plan 2010 census evaluation and experimental research program.

Content:

- Census Bureau submits proposed questions for 2010 census to Congress by April 1, 2008. Required by Title 13, U.S.C. §141(f)(2).

Cost:

- Administration requests \$1.23 billion for Census Bureau in Fiscal Year 2008, with \$797 million earmarked for 2010 census preparations (a 54% increase over 2007).

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2009: START YOUR ENGINES

Operational:

- Verify address lists for urban and suburban areas through *block canvassing* operation. Continue address list development for rural and remote areas.
- Open approximately 450 Local Census Offices (LCOs) around the country.
- Open Data Capture Centers.
- Census Partnership Program begins.
- Begin recruiting and testing temporary census workers. Census Bureau must recruit about one million workers to fill 500,000 positions at the height of the count. Recruitment, testing, and hiring continue through Spring of 2010, as needed.

- *Fall*: Motivational phase of census advertising campaign begins in the Fall, aimed at historically hard-to-count population groups.
- *Late Fall – Winter 2010*: Local and Tribal governments submit evidence of newly-built housing units for inclusion in the census.

Content:

- Census forms printed and addressed.

Data products:

- *August*: Publish 2008 American Community Survey results, which include first 3-year averaged estimates (2006-2008) for geographic areas and population groups of 20,000 or more.

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2010: LET THE COUNT BEGIN

Operational:

- *January*: Census advertising campaign kicks off (possibly during Super Bowl).
- *January*: Count begins in remote Alaskan villages.
- *February*: Questionnaire Assistance Centers open.
- *Early March*: Advance letters mailed to 130 million residential addresses.
- *Mid-March*: Census forms delivered to most residential addresses.
- *Late-March*: Census takers visit rural households and American Indian reservations to drop off forms and verify addresses. Thank-you/reminder postcard mailed to homes. Service-based enumeration conducted.
- *April 1, 2010*: **Census Day**
- *Late March – mid-April*: Be Counted campaign.
- *Mid-April*: Replacement questionnaires mailed to unresponsive households.
- *April – May*: Count of residents in Group Quarters.
- *Late April – early July*: Census takers visit most of the estimated 35 – 40 percent of households expected not to respond to the mailed census form. The operation is called Non-Response Follow-Up, or NRFU.
- *June - July*: Coverage Measurement survey evaluates accuracy of census count.
- *Summer – early Fall*: Coverage improvement programs aim to find final people and housing units.

- *December 31, 2010:* Deadline for Secretary of Commerce to submit state population totals to the President, along with the resulting apportionment of the U.S. House of Representatives.

Cost:

- Historically, about one-half of the life-cycle cost of the census is spent in census year.

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2011: POLITICAL CONSEQUENCES

Data products:

- *Early January:* President transmits apportionment to the Clerk of the House, who issues a certificate to each state governor showing the state's number of seats.
- *April 1, 2011:* Deadline for Secretary of Commerce to submit block-level census counts (also called P.L. 94-171 data), including race, sex, and voting age breakdowns, to states that have requested data for redistricting.
- *August:* Publish 2010 American Community Survey results, which include first 5-year averaged estimates (2006-2010) for geographic areas and population groups smaller than 20,000 (down to census tract and block group level).

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