



AUSTIN-TRAVIS COUNTY 2020 CENSUS

COMPLETE COUNT COMMITTEE



Key Milestones: 2020 Census and the Complete Count Committee

July-September, 2019

- Complete Count Committee takes lead in recruiting community governmental, private and non-profit institutions to the Census 2020 effort.
- Speakers Bureau begins operating to promote Census awareness.

July 31, 2019

- Education CCC identifies upcoming school events for promotion.
- CCC identifies subcommittee organizations and their respective contacts.

September 1, 2019

- CCC identifies all events, festivals, parades and other community events in their region.

September 15, 2019

- Identify fundraising prospects.

October 31, 2019

- Complete Count Committee finalizes a community outreach, education and media plan for the Census time period, January-June, 2020.
- Development of Travis County/Central Texas specific educational and promotional materials (flyers, TV spots, radio PSAs, newspaper and magazine [e.g., Austin Monthly] stories, billboards).

January 1-April 1, 2020

- Execution of the outreach, education and media campaign.
- Distribution of Travis County/Central Texas specific educational and promotional materials.
- Census Bureau Mails Out Questionnaires in mid-March, along with instructions for how to respond via the internet or telephone.

April 1, 2020 Census Day!

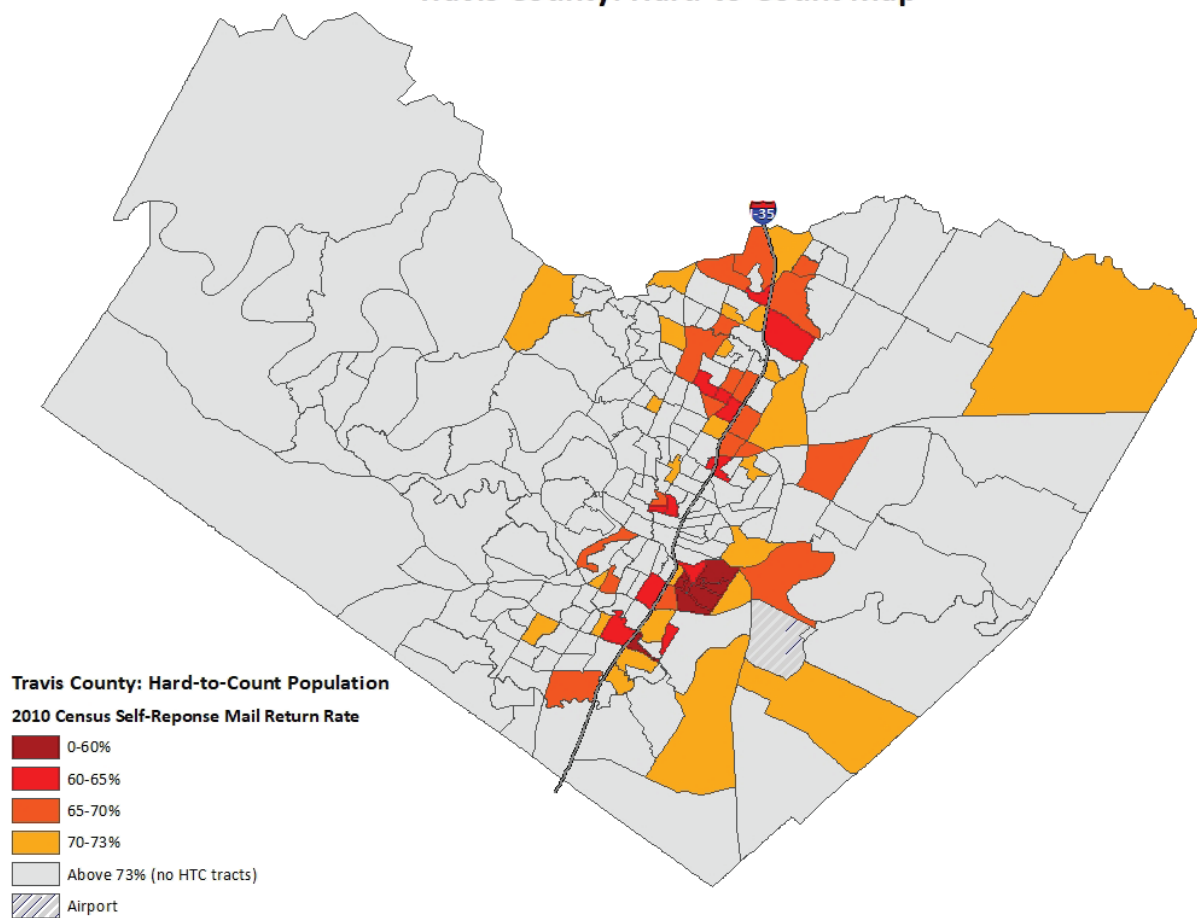
April-June 2020

- Census Bureau begins massive field operation known as NORFU (non-response follow-up). This is typically where undercount happens as enumerators go door-to-door attempting to gain full responses from households.
- Complete Count Committee takes the lead on generating public awareness and excitement for the follow-up activities to maximize the success of the Census effort.
- June: Complete Count Committee prepares an evaluation of its efforts and recommendations for future (Census 2030) improvements.

December 31, 2020

- Census Bureau delivers results of decennial census to President of the United States.

Travis County: Hard-to-Count Map



Learn about your community's "hard to count" neighborhoods, and encourage local leaders to begin comprehensive outreach plans now. Visit www.censushardtocountmaps2020.us to find areas of Texas that are the hardest to count.