

Community organizations can play a vitally important role during the 2020 Census. State Voices has created this GOTC milestones document to assist organizations in their advocacy and civic engagement planning over the next two years. These milestones were designed in collaboration with our twenty-three state tables. Specific timing of each milestone may vary depending on an organizations involvement and capacity.

For more information, please reach out to [policy@statevoices.org](mailto:policy@statevoices.org)

**2019**

**JANUARY – JUNE**

- Create a comprehensive field plan for GOTC
- Launch a coordinated census coalition
- Recruit nonprofit organizations with ties to hard to count (HTC) communities to join census coalition
- Develop a census coordinator job position and begin to hire
- Advocate for state funding in the FY19 budget to support outreach activities
- Identify and secure in-state funding and host a convening with state-based funders
- Urge newly elected officials after midterms to become census champions (join CCCs, introduce census funding legislation, approve memorandums in support of a full and accurate count)
- Educate lawmakers and public officials, service agencies, business leaders, and more about the Census with a “one-year-out” event on April 1, 2019
- Hold regular meetings with coalitions, and add census preparation to the agendas of standing coalitions
- Advocate for the creation of state complete count commissions and build partnerships with members of commissions
- Coordinate GOTC efforts across the state
- Establish CCC in each locality
- Create a state data methodology to define GOTC household universes and priorities
- Build partnerships with non-traditional partners (Chamber of Commerce, local businesses)
- Begin utilizing data and tools for targeting outreach to HTC communities
- Establish a relationship with the Census Bureau Partnership Coordinator in the region and/or the Partnership Specialists throughout the state

**2019**

**JUNE – DECEMBER**

- Advocate for state census funding in the FY20 budget
- Develop a state census toolkit for partners with a specific focus on HTC communities
- Continue to foster relationships with Census Bureau staff and direct community members to enumerator (and other field-based) positions
- Continue to build statewide partnerships
- Hire census coordinator positions
- Provide re-granting funds for census coalition partners to hire census organizers
- Create a train-the-trainer program to be used for messaging, communications, and outreach training
- Establish a partnership with local libraries and other organizations critical to overcoming the digital divide (given that the census will be largely conducted online for the first time)
- Create a strategic plan to align GOTC messaging and materials with 2020 primaries
- Develop a media plan with a targeted focus on ethnic media and other outlets favored by HTC communities
- Leverage existing civic engagement channels, building capacity wherever possible to increase one-on-one engagement to HTC communities

**2020**

**JANUARY – JUNE**

- Create a list of events and incentives to encourage HTC communities to complete their census form
- Run a GOTV-style field operation to increase self-response rates to the census
- Develop a method to track response rates in HTC areas
- Host a community celebration after the count
- Self-response forms from the Census Bureau will be mailed out mid-March

**2021/2022**

- Advocate for state & local demographers to transition to a strong, transparent redistricting plan around fairness and equity issues
- Evaluate and document state GOTC programs
- Convene census partners to discuss redistricting campaigns and voting rights agendas