

# THE OPPORTUNITY PROJECT

## 2020 CENSUS SPRINT

Once a decade, America comes together to count every person living in the United States, creating national awareness of the importance of the Census and the critical information it provides. **The stakes could not be higher:** the population count will determine how political representation and close to **\$700 billion** in federal funding are allocated to communities across the nation **for the next 10 years.**

Today, disinformation campaigns, distrust in government, and an increasingly large and diverse nation present barriers to a complete and accurate count of the population. **America's communities need your help to get out the count!**

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## JOIN US TO HELP GET OUT THE COUNT

[The Opportunity Project \(TOP\)](#) brings together technologists, government, and communities to co-create digital products that serve people and communities nationwide. During a 12-week sprint, teams will leverage open data and technology to build solutions to 4 critical 2020 Census challenges:

- **Bridging the digital divide**
- **Increasing digital literacy**
- **Promoting 2020 Census jobs**
- **Reaching hard-to-count communities**

# BUILD SOLUTIONS TO HELP GET OUT THE COUNT DURING THE 2020 CENSUS.

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## **Bridging the digital divide.**

The digital divide affects urban, rural, and tribal communities across the U.S. Help increase digital access, to ensure that people who lack access to broadband and related infrastructure are counted in 2020.

## **Increasing digital literacy.**

For the first time in 2020, people will be able to complete the Census online, presenting an opportunity to better count our nation, but also many challenges, like fake or suspicious content and targeted disinformation. Increasing digital literacy will be critical to combating disinformation and ensuring an accurate count.

## **Promoting 2020 Census jobs.**

The Decennial Census is our nation's largest peacetime mobilization -- in 2020, the federal government will hire 500,000 Census takers to help count households across America that do not respond by mail or online. Help leverage the gig economy and new tech platforms for job search to better recruit this critical workforce.

## **Reaching hard-to-count communities.**

Historically, certain groups of people are undercounted in the Census, including the LGBTQ community, children under 5, people experiencing homelessness, renters, and members of underrepresented minorities. An accurate count is vital to ensuring these groups are represented and have access to federal resources. Bring awareness of the 2020 Census to hard-to-count populations and increase response rates.

## **JOIN US.**

[census.opportunityproject@census.gov](mailto:census.opportunityproject@census.gov)

[opportunity.census.gov](https://opportunity.census.gov)

# 2020 CENSUS SPRINT TIMELINE

Weeks	Milestone Dates	Activity
		<i>8/9: Optional Pre-Sprint User Engagement Workshop in Washington DC RSVP at <a href="https://top2020censusDC.splashthat.com">top2020censusDC.splashthat.com</a></i>
Aug 12 - 16	Kick-off call (8/16)	TOP team connects with participants about their roles
Aug 19 - 23		Slack launch and virtual intros Teams conduct user research Problem Statement Orientation calls
Aug 26 - 30	User Research Session (8/29)	Teams join call/web hangout to share learning from user research that will inform the design of their product, and connect with user advocates for more feedback
Sep 2 - 6	Labor Day (9/2)	Teams continue end user research Data Exploration
Sep 9-13	Data Dive/Q&A (9/12)	Data dive Q&A Call with data stewards to answer questions on federal data sets
Sept 16 - 20		Teams continue exploring data and developing products
Sept 23 - 27	Concept Pitch (9/26)	Participants join a product pitch and feedback session. Teams share concepts, wireframes, and works in progress, and there is typically wide variation in product maturity. Sprint participants provide feedback on the tools in development.
Sep 30 - Oct 4		Teams continue building products and collect user feedback
Oct 7 - 11	Beta Demos (10/10)	Teams come together to showcase and share feedback on more mature versions of their products. Typically, tools have reached at least wireframes and have some functioning features
Oct 14 - 18		Teams continue building products and conduct user testing
Oct 21 - 25	Product Sustainability Milestone (10/24)	Tech teams, product advisors, and past tech teams join a session to share best practices and strategies for making TOP tools lasting and effective
Oct 28 - Nov 1		Teams continue building prototypes/products
Nov 4 - 8	Present final MVPs	Teams share MVP with TOP prior to collective rollout
Dec 10 - 11	The Opportunity Project Demo Day & Summit!	Teams present TOP products to government, industry, media, and other stakeholders at open press Demo Day event in DC

