



EDEN AREA ZIP CODES

EALI Governance
March 9, 2022

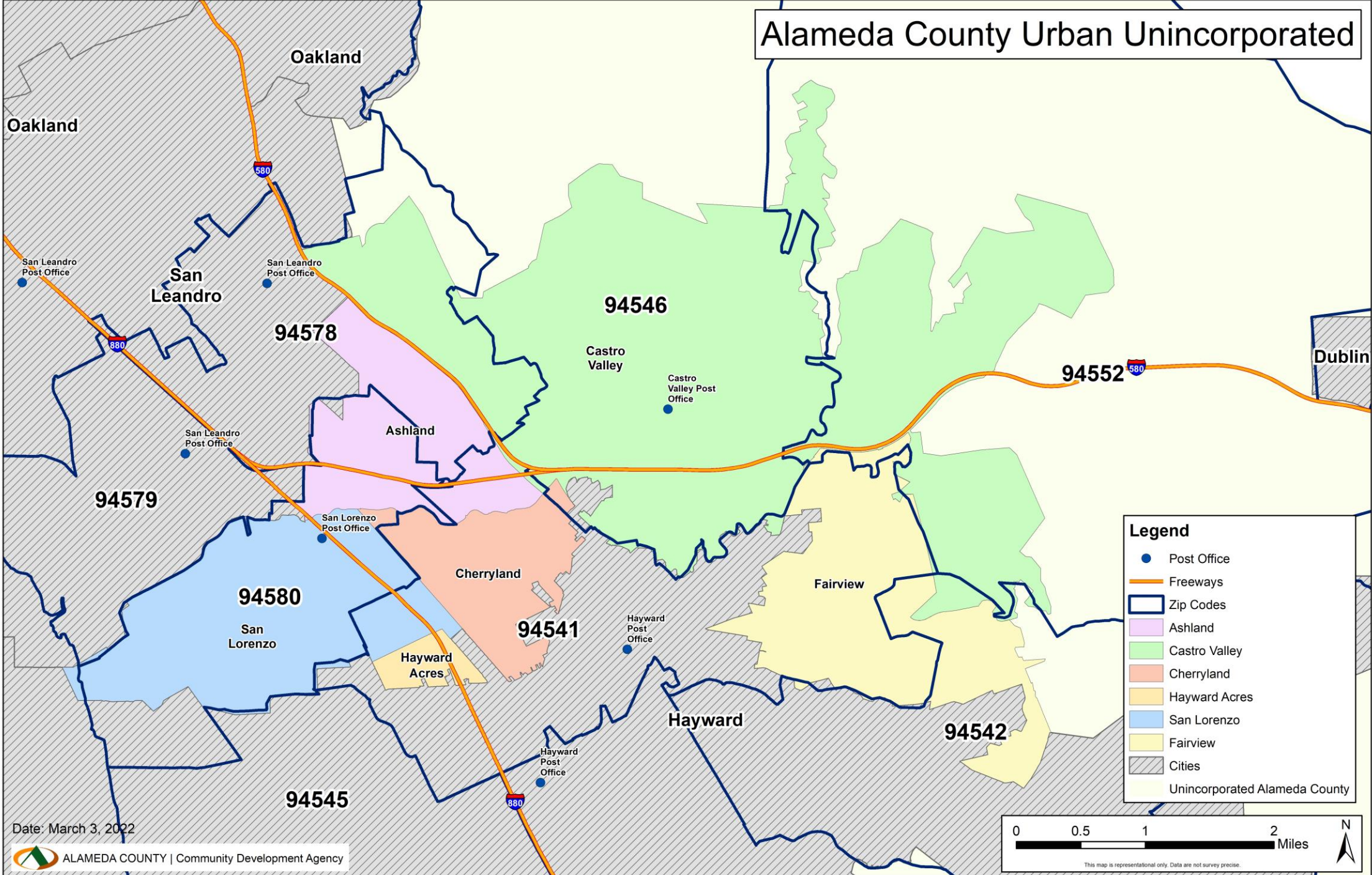
OUTLINE

- ZIP Codes Basics
- Postal City
- Eden Area ZIP Codes
- ZIP Code Realignment
- Project Description
- Actions/Next Steps

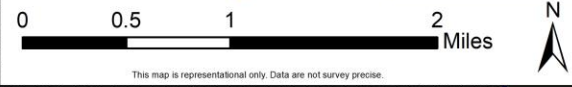
ZIP CODES

- Zone Improvement Plan (ZIP) Code system created and designed to provide an efficient postal distribution.
- 5 digits (e.g., 94541): First 3 digits are codes to central mail processing facility, last 2 digits are codes to local post office.
- Based on mail volume, delivery area size, geographic location, and topography.
- Delivery growth and changing demographics can necessitate adjustments to ZIP Code boundaries.
- Typically, made up of 25,000 addresses, 55 routes
- Collateral Uses: determining insurance rates, retail demographics, real estate data

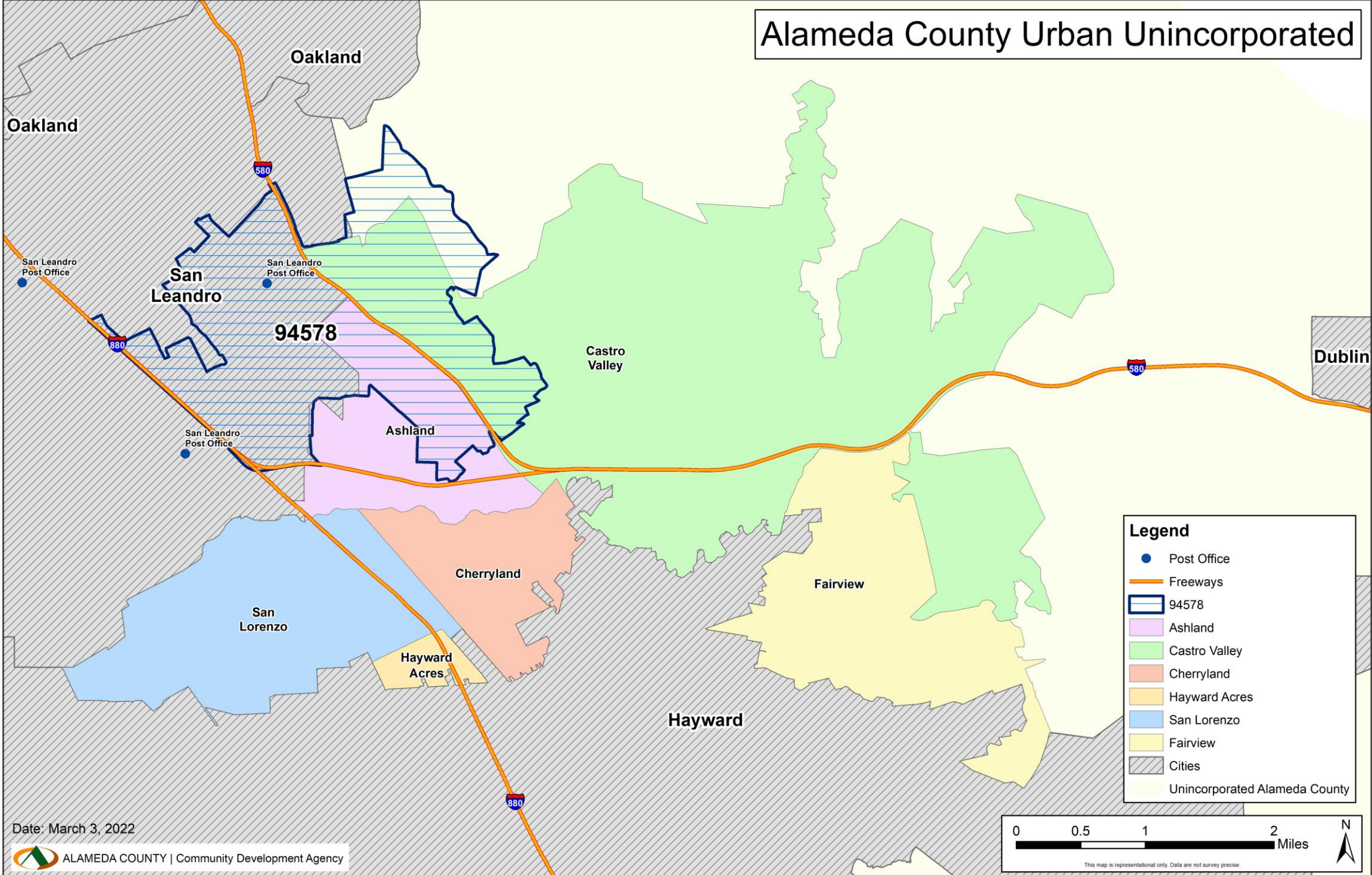
Alameda County Urban Unincorporated



Date: March 3, 2022



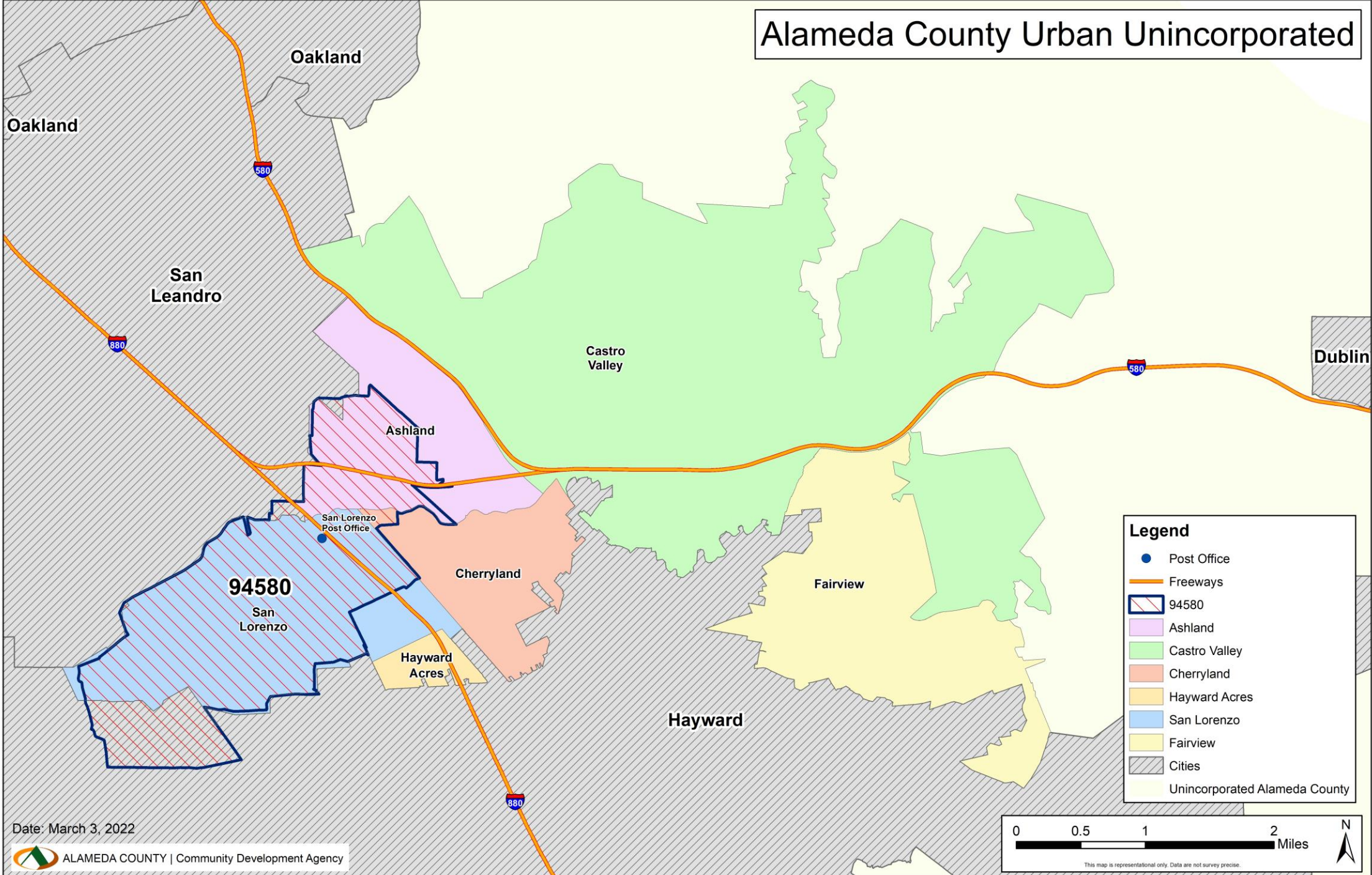
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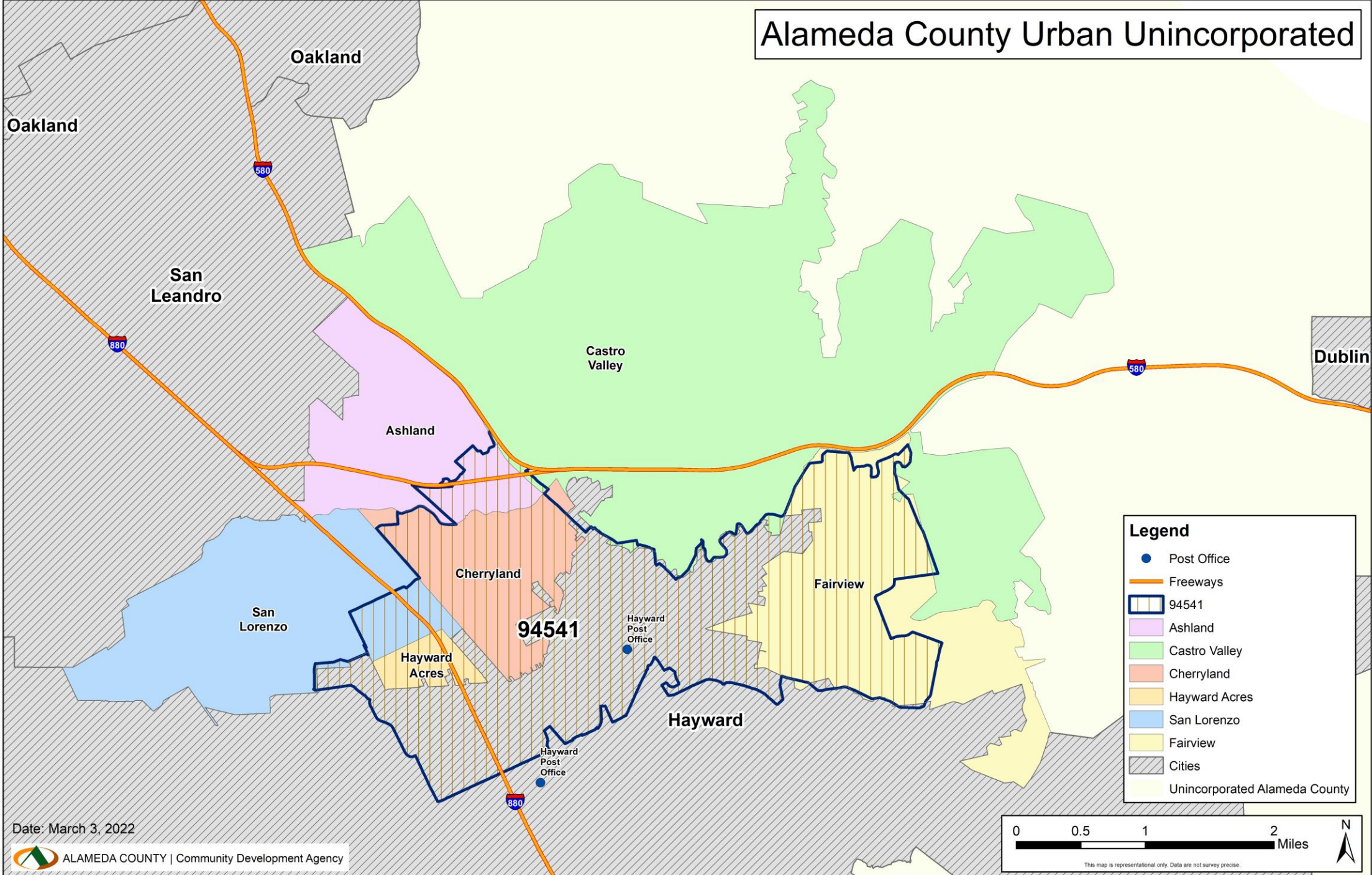
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This map is representational only. Data are not survey precise.

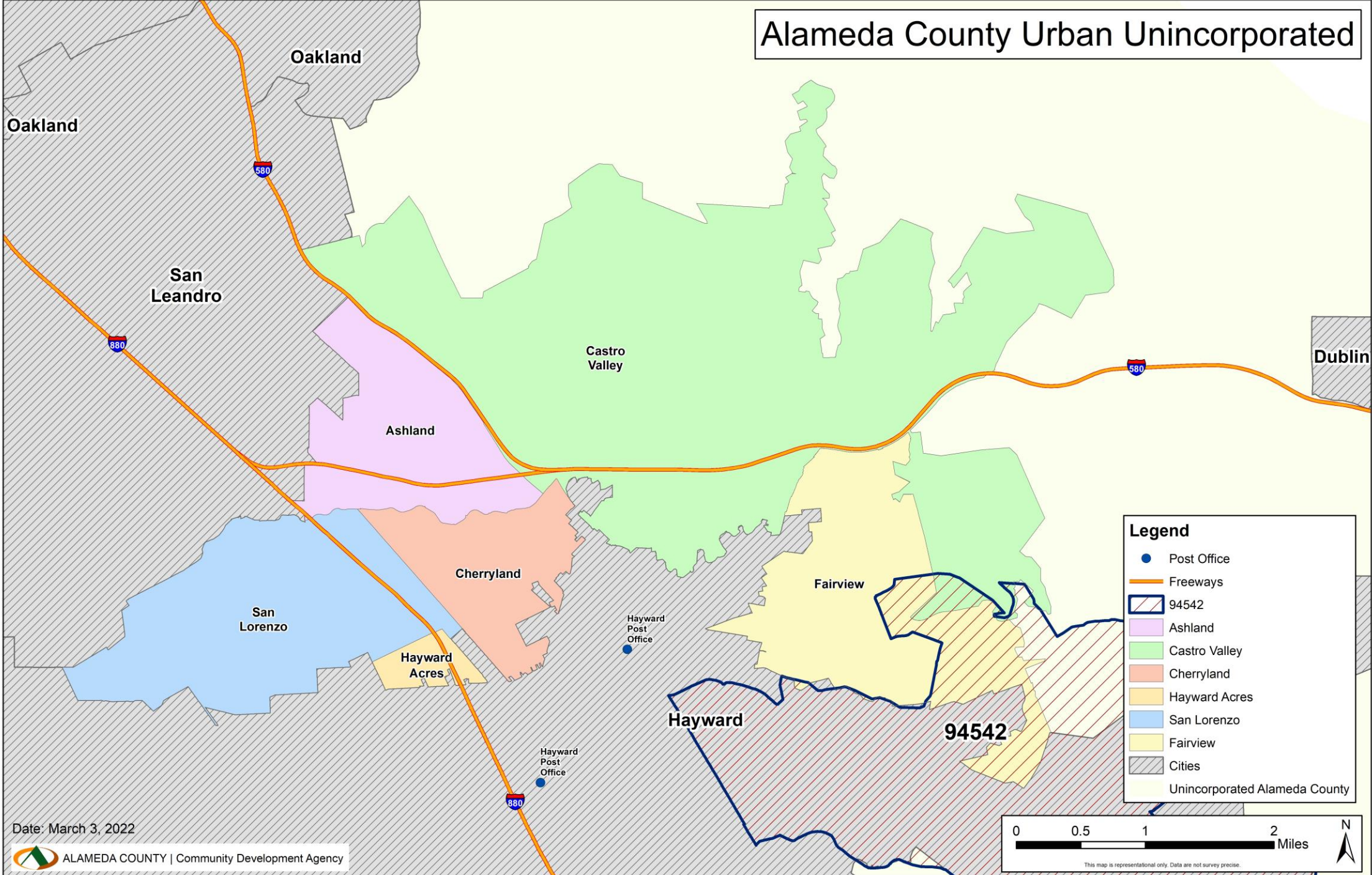
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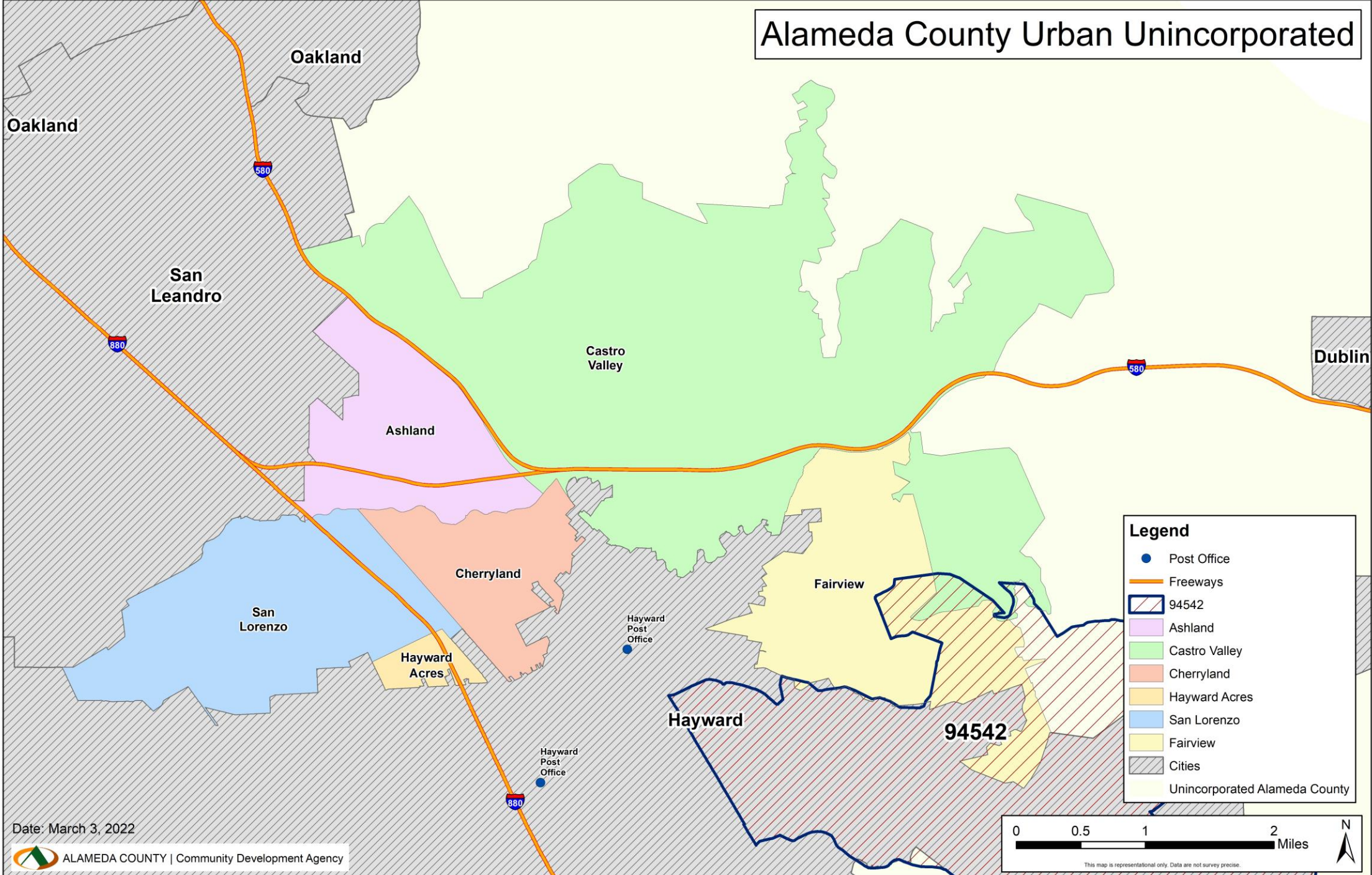
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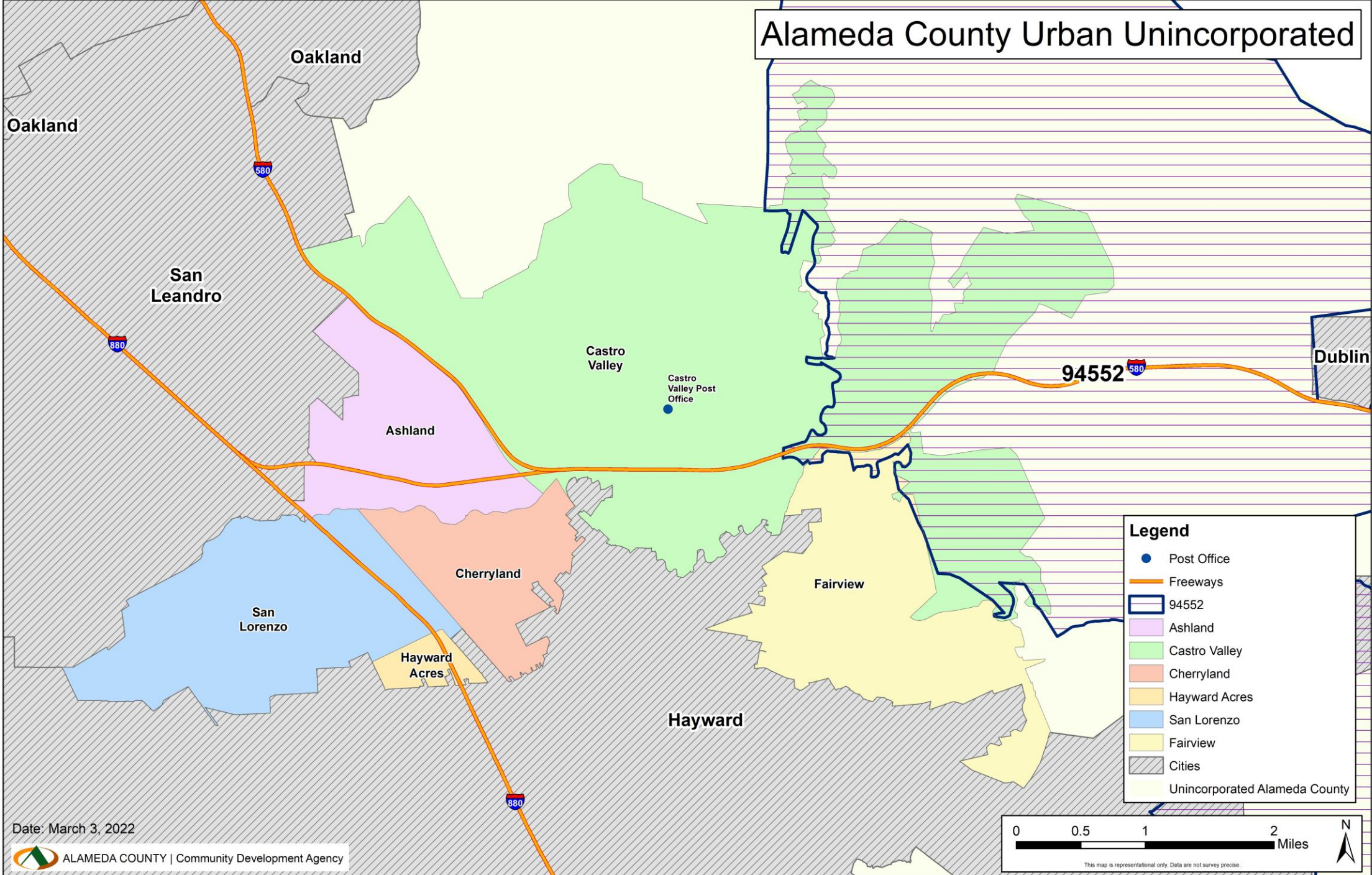
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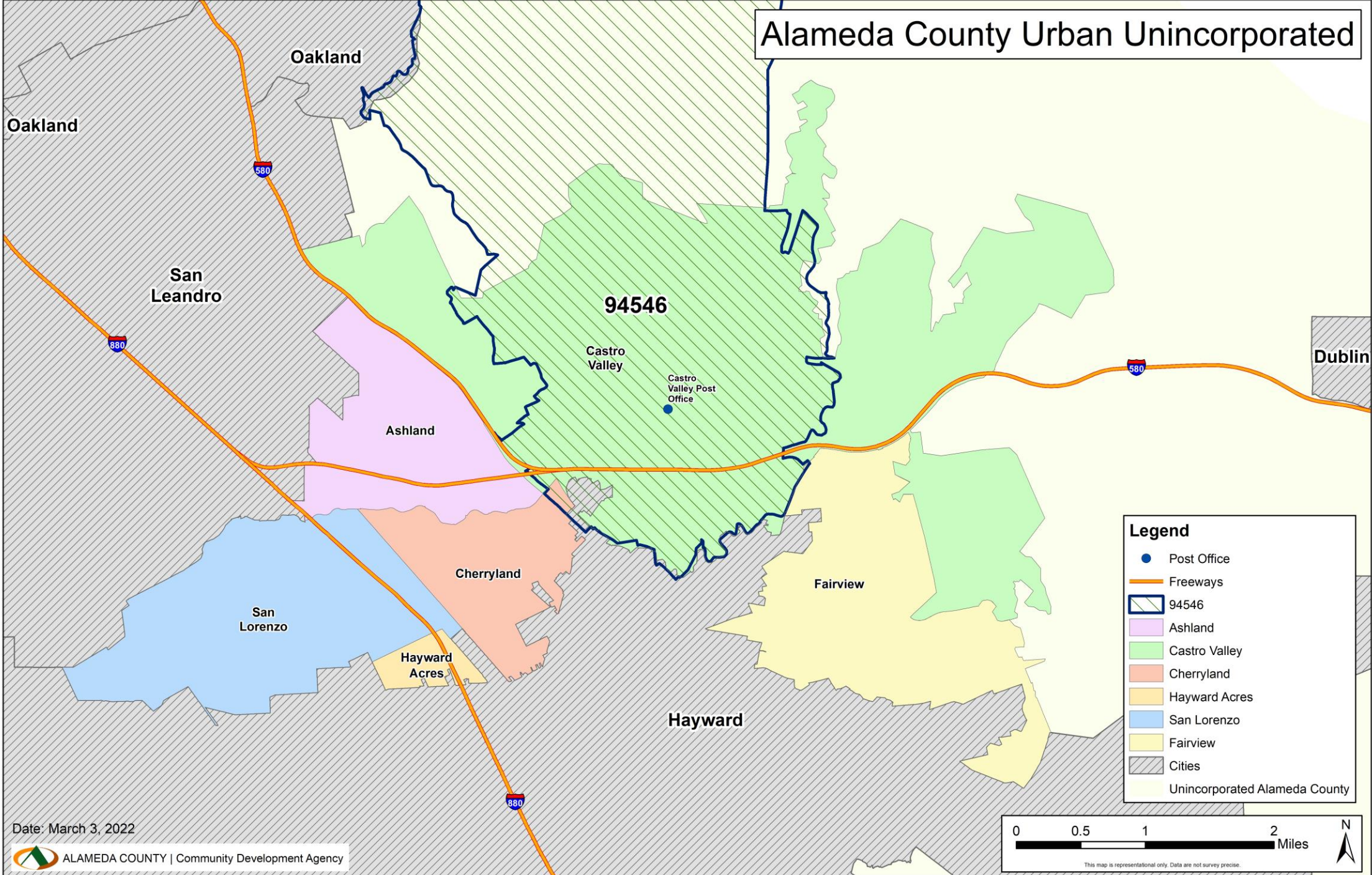
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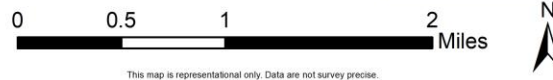
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Legend

- Post Office
- Freeways
- ▨ 94546
- Ashland
- Castro Valley
- Cherryland
- Hayward Acres
- San Lorenzo
- Fairview
- ▨ Cities
- Unincorporated Alameda County

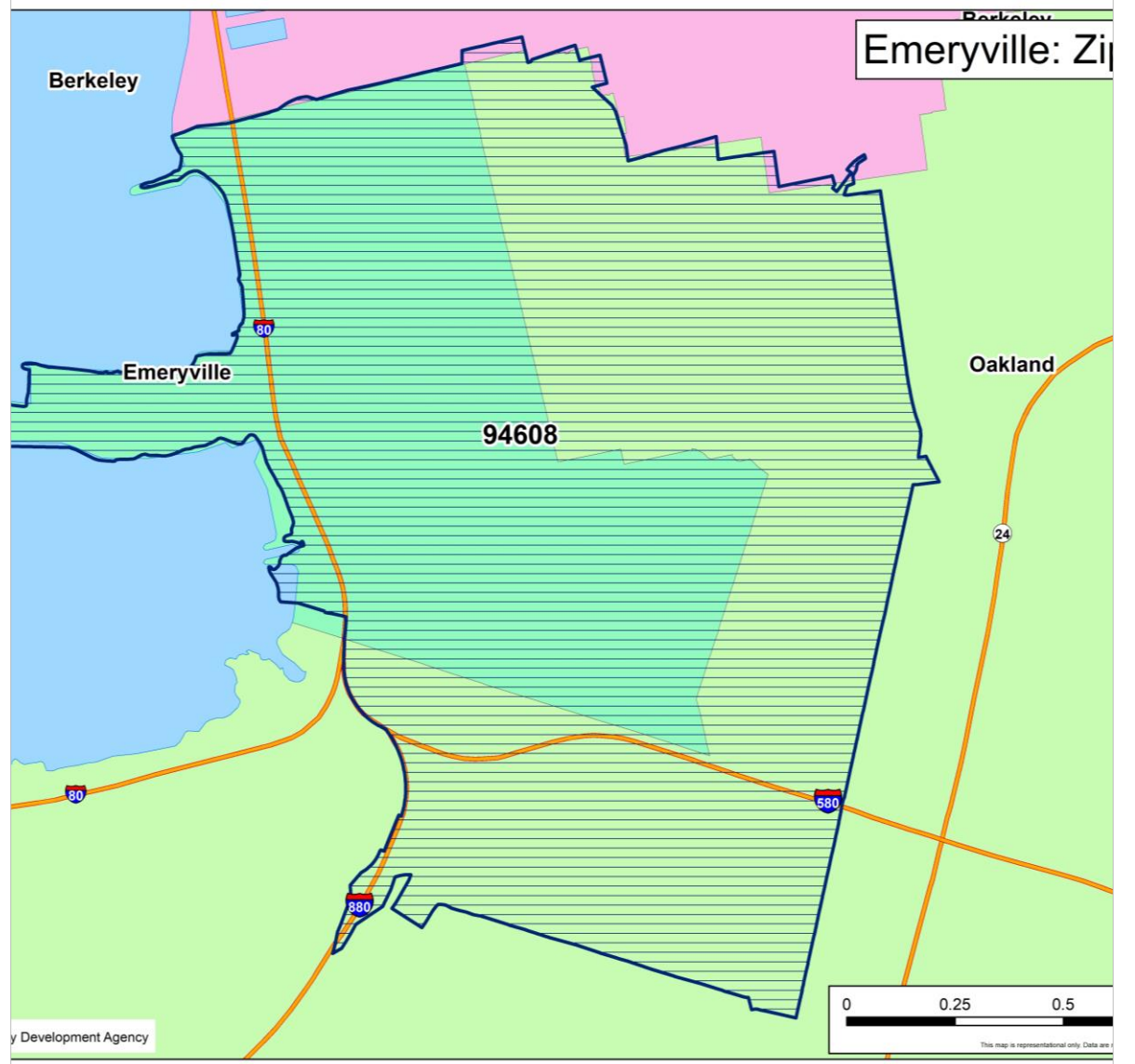


POSTAL CITY

- USPS does not always use the name of the incorporated city in which the ZIP code is located.
- The assignment of cities to ZIP codes is more general and correspond with where the postal office is located. ZIP is grouped to nearby cities because they share delivery resources.
- Last/second line on the mailing address.
- Used in conjunction with ZIP Code in the USPS Address Management System (AMS)

POSTAL CITY

ZIP Code 94608 applies to
Emeryville and part of Oakland



REALIGNING ZIP CODES

Request from a Community or Municipality

- Submit the specific change(s) desired, with rationale, in writing to the District Manager.
- A final determination from the District Manager should be provided within sixty days of receipt of the request.
- District Manager will decide to authorize alternative solutions, and/or to grant or deny any realignment.
- If denied, the decision may be appealed (45 days from issuance of final decision), to USPS Headquarters (Manager, Delivery Services)

REALIGNING ZIP CODES

Request from a Community or Municipality

Eden Community	Number of Addresses
Ashland	9,303
Castro Valley	27,133
Cherryland	7,107
Fairview	4,939
Hayward Acres	11,247
San Lorenzo	2,913

REALIGNING ZIP CODES

District Manager Review

- Identify USPS operational issues
- Identify potential administrative solutions
- Determine specific impacts and the operational feasibility of the request
- Quantify impacts – productivity and district cost
- Provide detailed supporting documentation
- Meet with the proponent to discuss the issues, impacts, and potential alternatives. If partial accommodation is feasible, the proponent may wish to amend the request.
- Prepare a recommendation

REALIGNING ZIP CODES

Possible Accommodation

- “Administrative solutions that do not adversely affect postal operations should be pursued to the maximum extent practicable. Realignment of a ZIP Code boundary should be considered only where there are no viable administrative solutions and no unreasonable impacts to postal operations.”
- “if a municipal identity request is received and a reasonable means of full or partial accommodation can be identified, offer it, apply the customer survey process, and move on.”
- One accommodation that can often be made is to allow the use of more than one city name in the last line of an address, while retaining the ZIP Code number of the delivery post office.

PROJECT DESCRIPTION

- What does the Eden Area ZIP Code realignment look like?
 - Multiple Postal Cities
 - Boundary Change
- What issue(s) are being addressed?
 - Identity and place making
 - Data collection

COMPARISON

	Postal City	Realignment
BOS Subcommittee	X	X
County BOS	X	X
City of San Leandro		X
City of Hayward		X
ZIP Code Boundary Review Process	X	X
Appeal Process - multiple levels (i.e., USPS Regional, Congress)		X

- USPS ZIP Code Options
- Postal City is voluntary,
 - *Marketing/Outreach to enhance implementation*
- Realignment, requires more resources with direct impacts
 - *Business support*

RECOMMENDED NEXT STEPS

- Postal City Accommodation
- Anticipated Timeline - six months after submittal
- Marketing/Outreach*

