



CITY OF EASTVALE

AGENDA STAFF REPORT

City Council Meeting

CITY COUNCIL BUSINESS

Agenda Item No. 14.1

December 13, 2023

Independent ZIP Code Advocacy - United States Postal Service's 92880 Municipality Designation Change Survey Updates

Prepared By:

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Recommended Action(s)

Staff recommend that the City Council receive-and-file updates regarding United States Postal Service's ZIP Code 92880 Municipality Designation Change Survey.

Summary

Eastvale residents and businesses experience various major challenges as a result of sharing Zoning Improvement Plan (ZIP) codes with neighboring jurisdictions. Currently, Eastvale shares ZIP Code 91752 with Jurupa Valley and ZIP Code 92880 with Corona and Chino. ZIP Code 92880 also appears to include small portions of unincorporated areas in Orange County and Riverside County. The most updated ZIP code maps can be found at <https://tools.usps.com/zip-code-lookup.htm>.

Having multiple ZIP codes that do not match Eastvale's municipal boundaries impacts local residents and businesses' ability to embrace Eastvale's identity. Additionally, this creates challenges with emergency management, public safety, business attraction, mail delivery, and other issues. In November 2023, the City released a video highlighting the importance of Eastvale having its independent ZIP code. The video can be found on YouTube at <https://www.youtube.com/watch?v=4zU90Jymw2c>.

Through various advocacy efforts that occurred between August 2022 and November 2023, city staff successfully lobbied the United States Postal Service (USPS) to implement revisions to ZIP Code 92880. This item summarizes recent updates regarding the City's ZIP code advocacy efforts.

Background

Previously, city staff developed a White Paper to highlight the importance for the City to have an independent ZIP code. This White Paper summarizes various issues and challenges that the City, residents, and businesses face with two ZIP codes that are shared with neighboring communities. A copy of the White Paper can be found in Attachment 1.

Based on information shared by the U.S. Congressional Research Service (Attachment 2), there are two ways for a municipality to request its ZIP code boundaries be changed:

Method 1: ZIP Code Boundary Review Process

Any municipality or community group seeking a ZIP code change can submit the request in writing to the USPS. The USPS will evaluate the request based on cost, mail delivery impacts, and issues related to community identity. If the request is granted, the USPS will arrange a meeting with the proponent group to discuss USPS's proposed accommodation. Once an agreement is reached, the USPS will commission a formal survey of customers who would be affected by the proposed ZIP code change. If a simple majority of the impacted residents approve, the USPS will notify the affected customers of the official ZIP code change by mail, then provide the impacted residents with one year to transition their ZIP codes.

In the event that a ZIP code boundary request is denied by the USPS, proponent groups have 45 days to submit appeals.

Method 2: Acts of Congress

Congress may introduce legislation that requires the USPS to create a single ZIP code for a specified community. The most recent example of a ZIP code created by statute occurred in 2006 as part of the Postal Accountability and Enhancement Act. This Act granted ZIP code changes to Bradbury, CA, Discovery Bay, CA, Auburn Township, OH, and Hanahan, SC.

Advocacy Progress

Since August 2022, city staff provided more than 100 community presentations to spread awareness and garner support from residents and stakeholders. To date, the City received more than 1,400 letters of support, partnered with Riverside County Supervisor Karen Spiegel to successfully have the Riverside County Board of Supervisors to adopt a resolution endorsing the City's ZIP code advocacy efforts, and partnered with State Senator Richard Roth and Assemblymembers Sabrina Cervantes and Bill Essayli to introduce Senate Joint Resolution (SJR) 3 in the California Legislature. Additionally, the City partnered with Congressmembers Ken Calvert and Norma Torres to introduce and co-sponsor H.R. 696 and H.R. 860, which would grant Eastvale a new and independent ZIP code through congressional actions.

Bill texts for SJR 3, H.R. 696, and H.R. 860 can be found in Attachments 3, 4, and 5, respectively.

USPS Municipality Designation Name Change Survey

Earlier last year, the City submitted an official ZIP Code Boundary Review Request letter (Attachment

6) to the USPS based on the procedures outlined in the U.S. Congressional Research Service. The submitted request stated the City's intent for Eastvale to have a new and independent ZIP code due to the various challenges that the community is experiencing. In December 2022, the USPS denied the request (Attachment 7) and cited mail delivery challenges and increased costs.

A month after the City received USPS' denial notice, the City submitted an appeal letter (Attachment 8) requesting additional consideration be provided. In June 2023, the City received a final letter from the USPS stating that the agency will uphold the denial for a new and independent ZIP code for Eastvale; however, USPS staff provided a proposal (Attachment 9) for the City's consideration.

USPS' proposal included changing ZIP Code 92880's official municipality designation from "Corona" to "Eastvale." However, this proposal would include the USPS surveying all of ZIP Code 92880's addresses. At least 50% of the addressees polled must respond to the survey and at least a majority of those who responded must approve the change. If the change is approved, "Eastvale" will serve as ZIP Code 92880's official municipality designation and "Corona" will serve as ZIP Code 92880's alternate municipality designation. After a thorough discussion, the City Council voted on June 28, 2023, to allow the USPS to proceed with the survey.

Acknowledging that city staff was preparing to launch a comprehensive outreach initiative and that the USPS planned to release the survey in December 2023, the City Council voted on October 25, 2023 to approve the hiring of two consultant firms, KHK Solutions and Mind & Mill, to provide staff with additional professional political and innovative marketing support. Each contract was approved with not-to-exceed amounts of \$30,000.00 and valid for six months.

The USPS met with the City several times between July 2023 and November 2023 to discuss the details and logistics of the survey's administration. Representatives from Senator Padilla's Office, Congressman Ken Calvert's Office, and Congresswoman Norma Torres' Office accompanied the City to participate in these meetings. As the City was expecting the USPS to finalize the survey's release date, USPS staff unexpectedly announced the cancellation of the survey and agreed to change ZIP Code 92880's official municipality designation from "Corona" to "Eastvale." The USPS confirmed that this change will be implemented on January 1, 2024. After the USPS' announcement, staff ceased the survey's outreach activities and terminated the consultant contracts.

While the USPS' announcement serves as a major victory for the Eastvale community, the City continues to lack an independent ZIP Code. Outstanding challenges include business attraction and retention difficulties, residents and businesses in ZIP Code 91752 receiving "Mira Loma" addresses, and possible payment rate mismatches and mail delivery issues for 91752 constituents, where the city largest businesses and employers reside. City staff remains committed to partnering with congressional representatives to pass H.R. 696 and H.R. 860, which direct the USPS to grant Eastvale a new and independent ZIP code.

Environmental

This item is not a project as defined by the California Environmental Quality Act (CEQA). As a result, no environmental review efforts are required.

Strategic Plan Action - Priority Level: 1 | Target #: B | Goal #: B

The City's independent ZIP code advocacy efforts significantly support the endeavor to develop

branding and identity for Eastvale. Additionally, obtaining a new and independent can support the creation of “Destination Eastvale.”

Fiscal Impact

This item does not result in any direct fiscal impacts to the City. The City Council previously voted on October 25, 2023 to execute Professional Services Agreements with KHK Solutions and Mind & Mill to provide additional political and innovative marketing support for the outreach initiative. However, these contracts were terminated following the USPS' announcement on changing ZIP Code 92880's official municipality designation from "Corona" to "Eastvale."

Prior City Council/Commission Action

The City Council received presentations on the City’s independent ZIP code advocacy efforts on September 28, 2022, and January 25, 2023.

On June 28, 2023, the City Council voted to approve USPS’s proposal to survey all “92880” addressees in an attempt to revise the ZIP Code’s official municipality name to “Eastvale.”

The Planning Commission and the Public Safety Commission also received presentations on the ZIP code advocacy efforts on September 20, 2023, and September 26, 2023, respectively.

On October 25, 2023, the City Council voted to authorize the City Manager to execute Professional Services Agreements with KHK Solutions and Mind & Mill in the total not-to-exceed amounts of \$60,000.00 for political and innovative marketing support.

On November 28, 2023, the Public Safety Commission also received updates on the ZIP Code 92880 Survey’s outreach initiative.

Attachment(s)

[Attachment 1 - Independent ZIP Code White Paper](#)

[Attachment 6 - The City of Eastvale’s ZIP Code Boundary Review Request Letter to USPS](#)

[Attachment 7 - USPS’s ZIP Code Boundary Review Request Denial Letter](#)

[Attachment 8 - The City of Eastvale’s ZIP Code Boundary Review Request Appeal Letter to USPS](#)

[Attachment 9 - USPS’s ZIP Code Boundary Review Request Appeal Response Letter](#)

[Attachment 5 - H.R. 860 Bill Language](#)

[Attachment 2 - Congressional Research Service's Article on ZIP Code Boundary Review Process](#)

[Attachment 3 - SJR 3 Bill Language](#)

[Attachment 4 - H.R. 696 Bill Language](#)