EALI Governance

Thursday February 4th 2021

Why we’re pursuing Zip Code Realignment

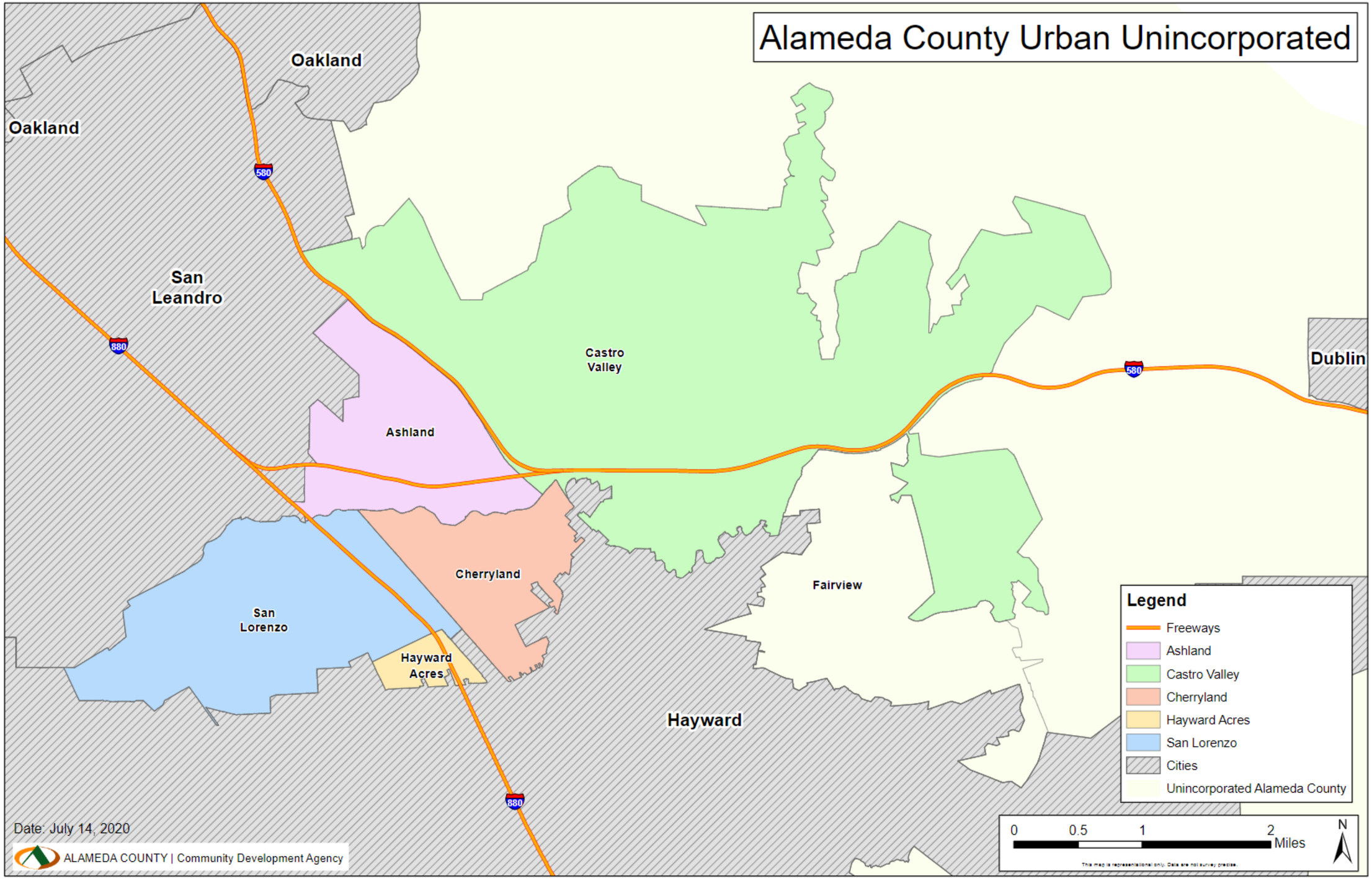
What we've been doing

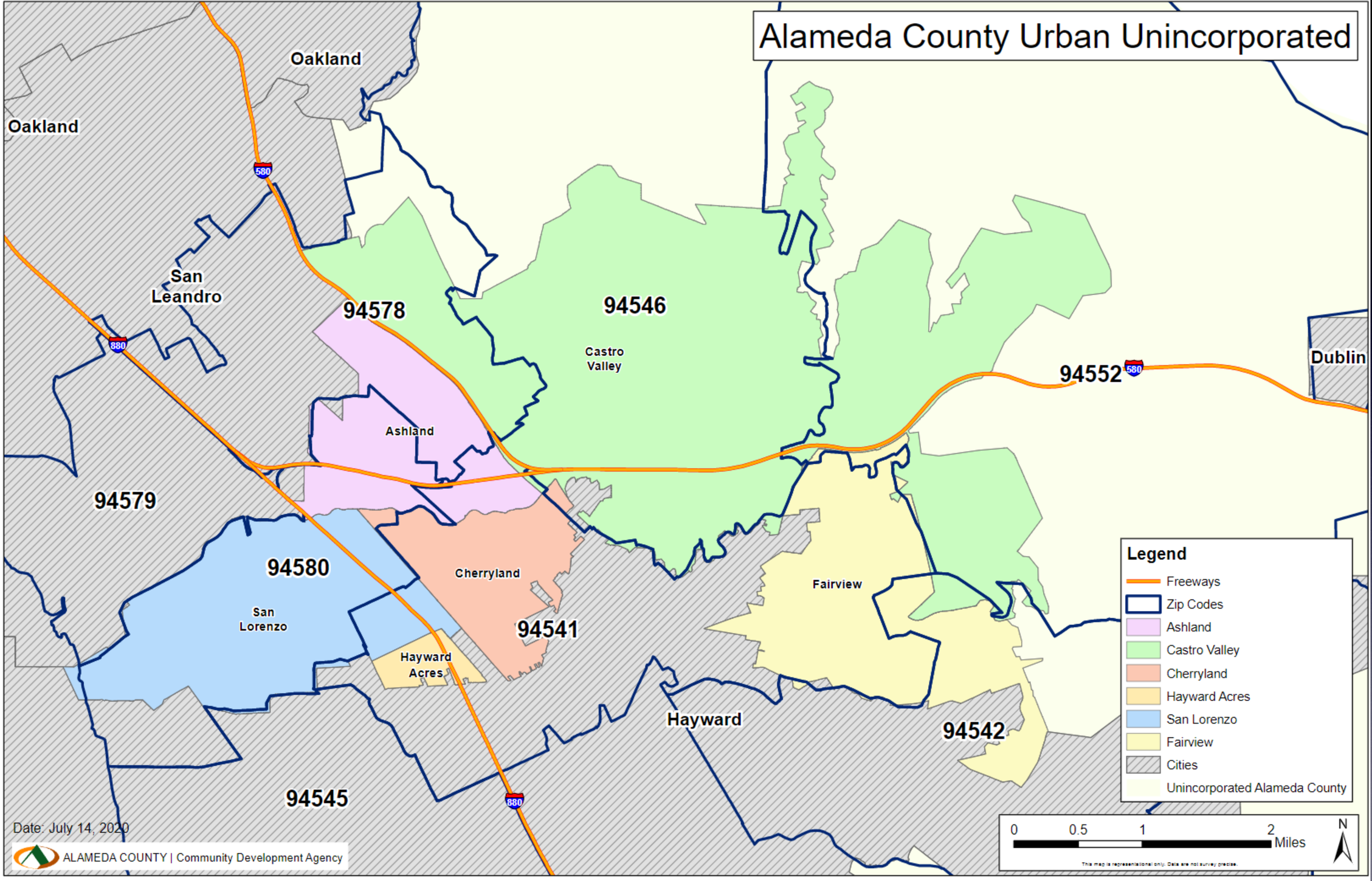
What we’ve learned

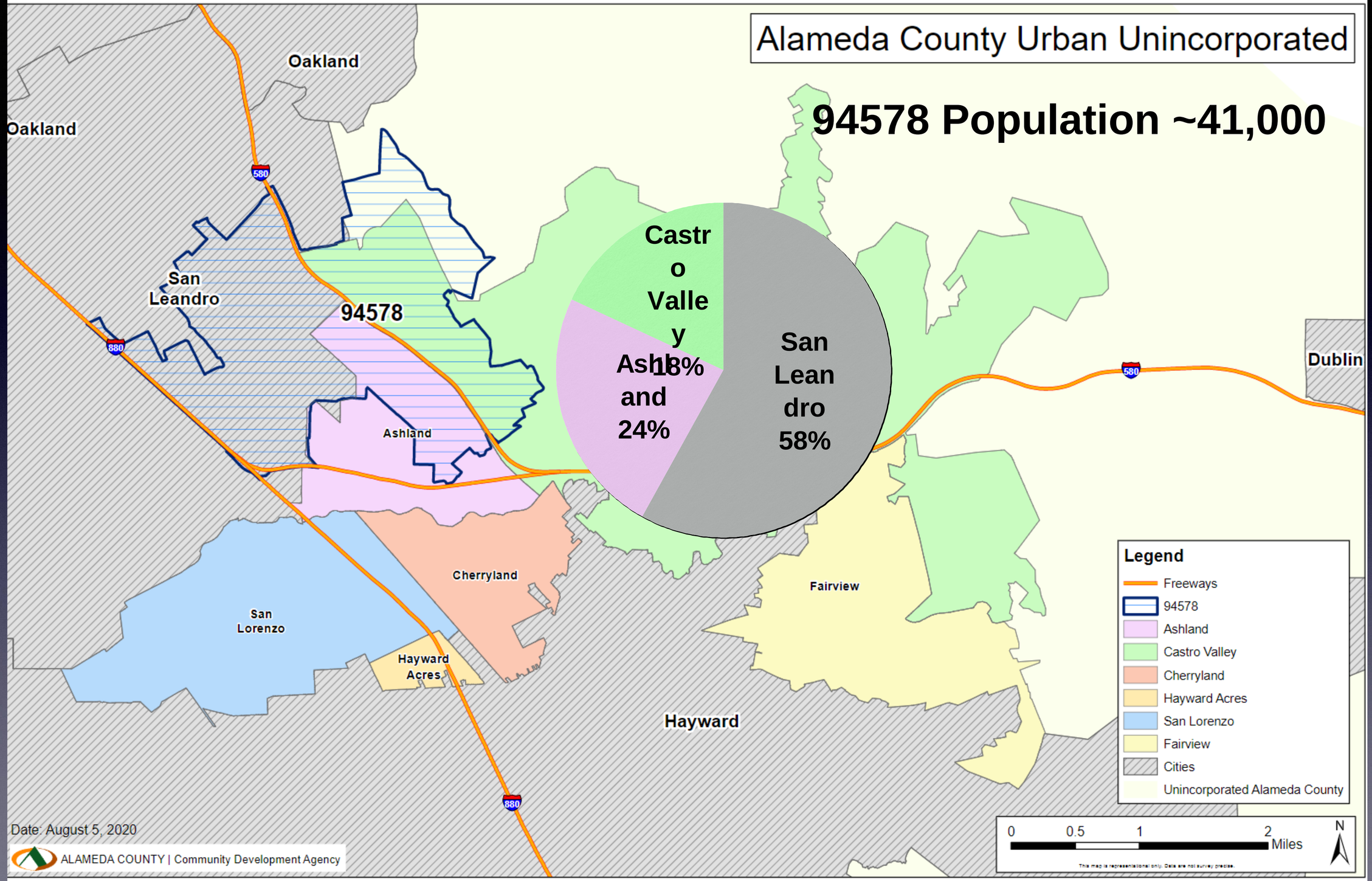
What’s next

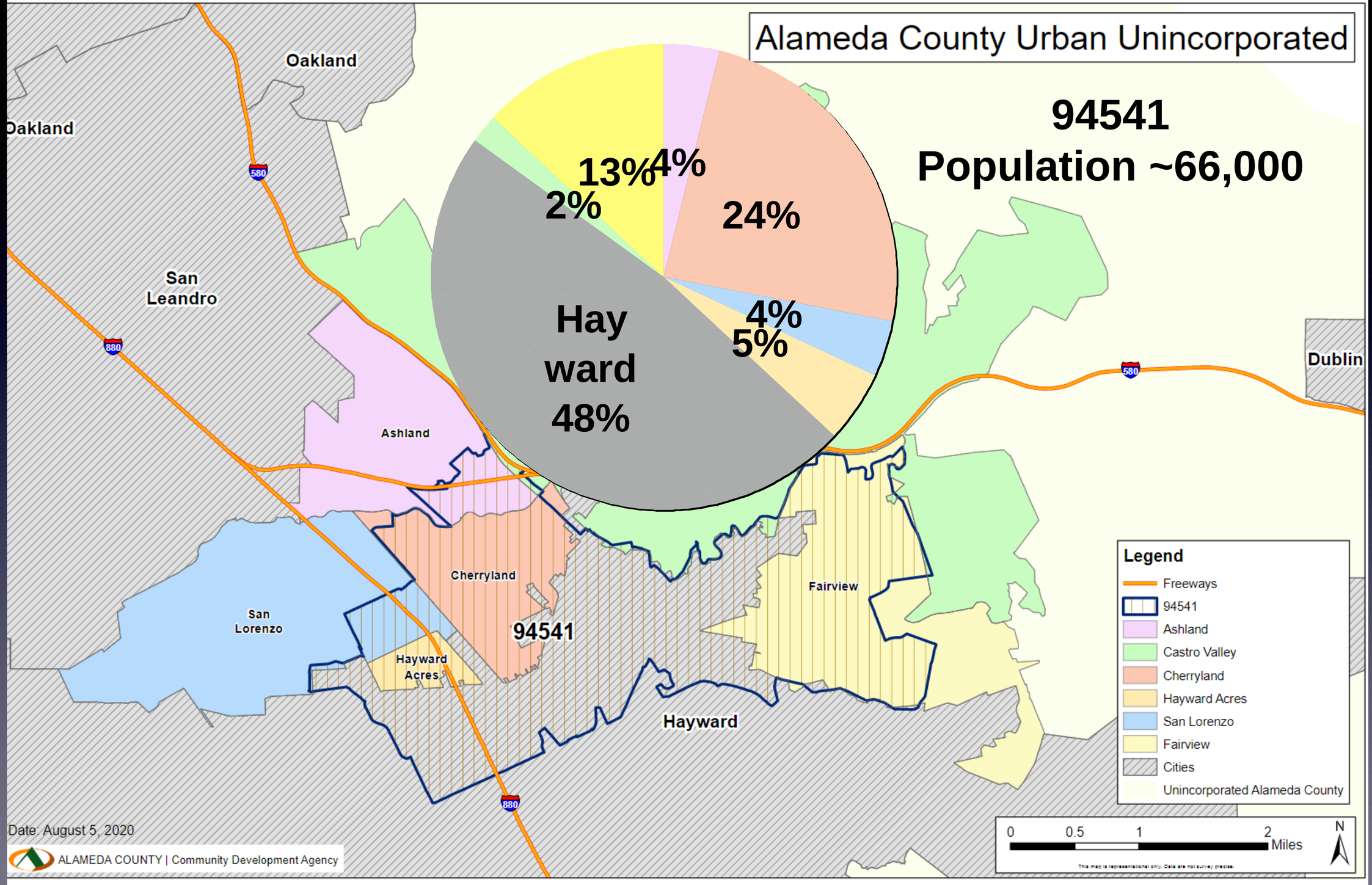
Why ZIP Code Realignment?

Recap of the problems with fragmentation


Alameda County Urban Unincorporated
Oakland
Oakland
San Leandro
Castro Valley
Dublin
Ashland
Cherryland
Fairview
San Lorenzo
Hayward Acres
Hayward
580
880
Legend
Freeways
Ashland
Castro Valley
Cherryland
Hayward Acres
San Lorenzo
Cities
Unincorporated Alameda County
0 0.5 1 2 Miles
N
This map is representational only. Data are not survey precise.
Date: July 14, 2020
ALAMEDA COUNTY | Community Development Agency


Alameda County Urban Unincorporated
Oakland
Oakland
San Leandro
94578
94546
Castro Valley
94552
Dublin
Ashland
94579
94580
San Lorenzo
Cherryland
94541
Fairview
Hayward Acres
Hayward
94542
94545
Legend
Freeways
Zip Codes
Ashland
Castro Valley
Cherryland
Hayward Acres
San Lorenzo
Fairview
Cities
Unincorporated Alameda County
0 0.5 1 2 Miles
N
Date: July 14, 2020
ALAMEDA COUNTY | Community Development Agency


Alameda County Urban Unincorporated
94578 Population ~41,000
Oakland
Oakland
San Leandro
94578
Ashland
Castro Valley 18%
Ashland 24%
San Leandro 58%
Dublin
Cherryland
San Lorenzo
Hayward Acres
Fairview
Hayward
Legend
Freeways
94578
Ashland
Castro Valley
Cherryland
Hayward Acres
San Lorenzo
Fairview
Cities
Unincorporated Alameda County
0 0.5 1 2 Miles
N
This map is representational only. Data are not survey precise.
Date: August 5, 2020
ALAMEDA COUNTY | Community Development Agency


Alameda County Urban Unincorporated
94541
Population ~66,000
13%
4%
2%
24%
4%
5%
Hay
ward
48%
Oakland
Oakland
San
Leandro
Ashland
Cherryland
94541
San
Lorenzo
Hayward
Acres
Fairview
Hayward
Dublin
580
880
Legend
Freeways
94541
Ashland
Castro Valley
Cherryland
Hayward Acres
San Lorenzo
Fairview
Cities
Unincorporated Alameda County
0
0.5
1
2
Miles
N
This map is representational only. Data are not survey precise.
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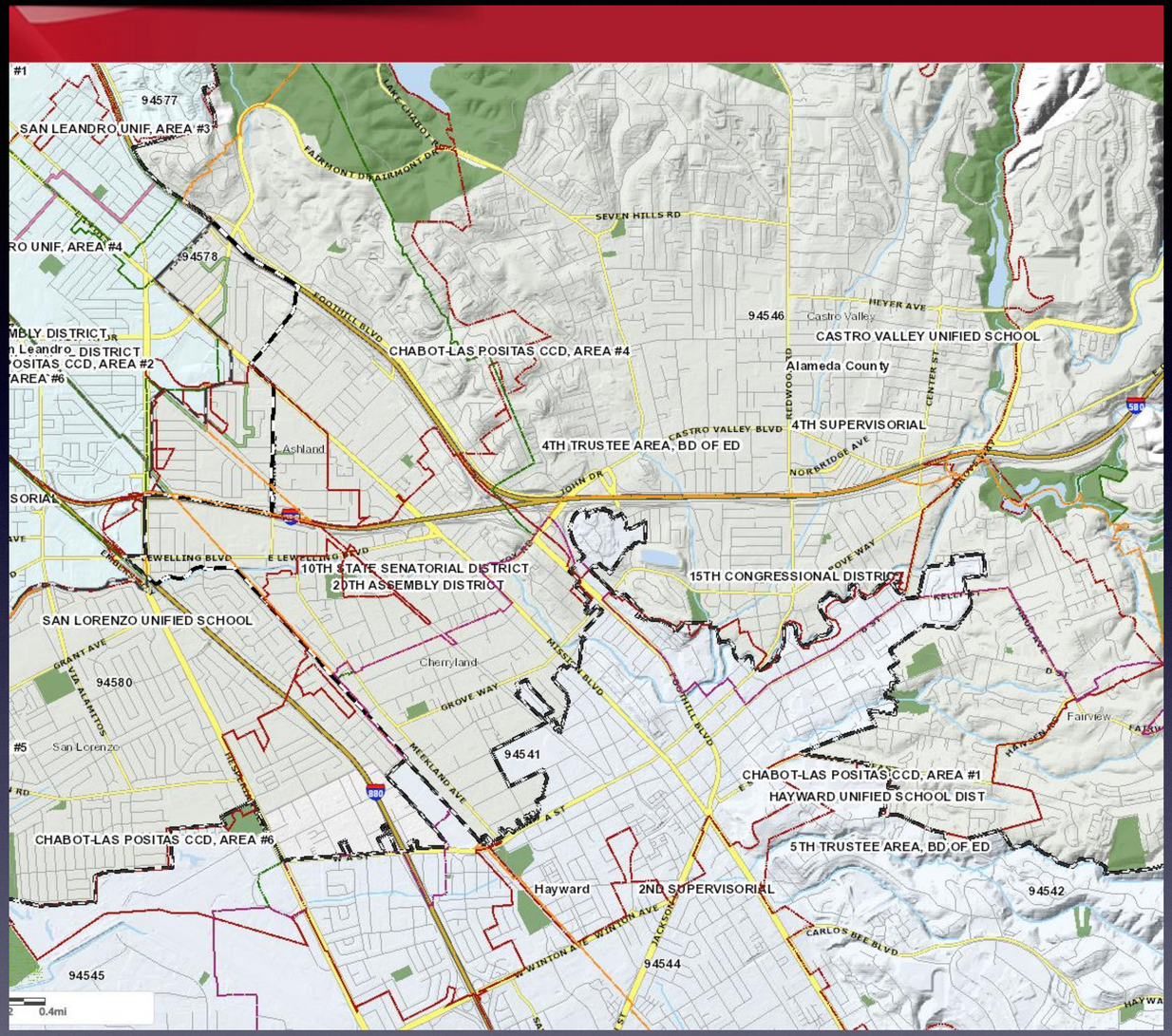
ALAMEDA COUNTY | Community Development Agency

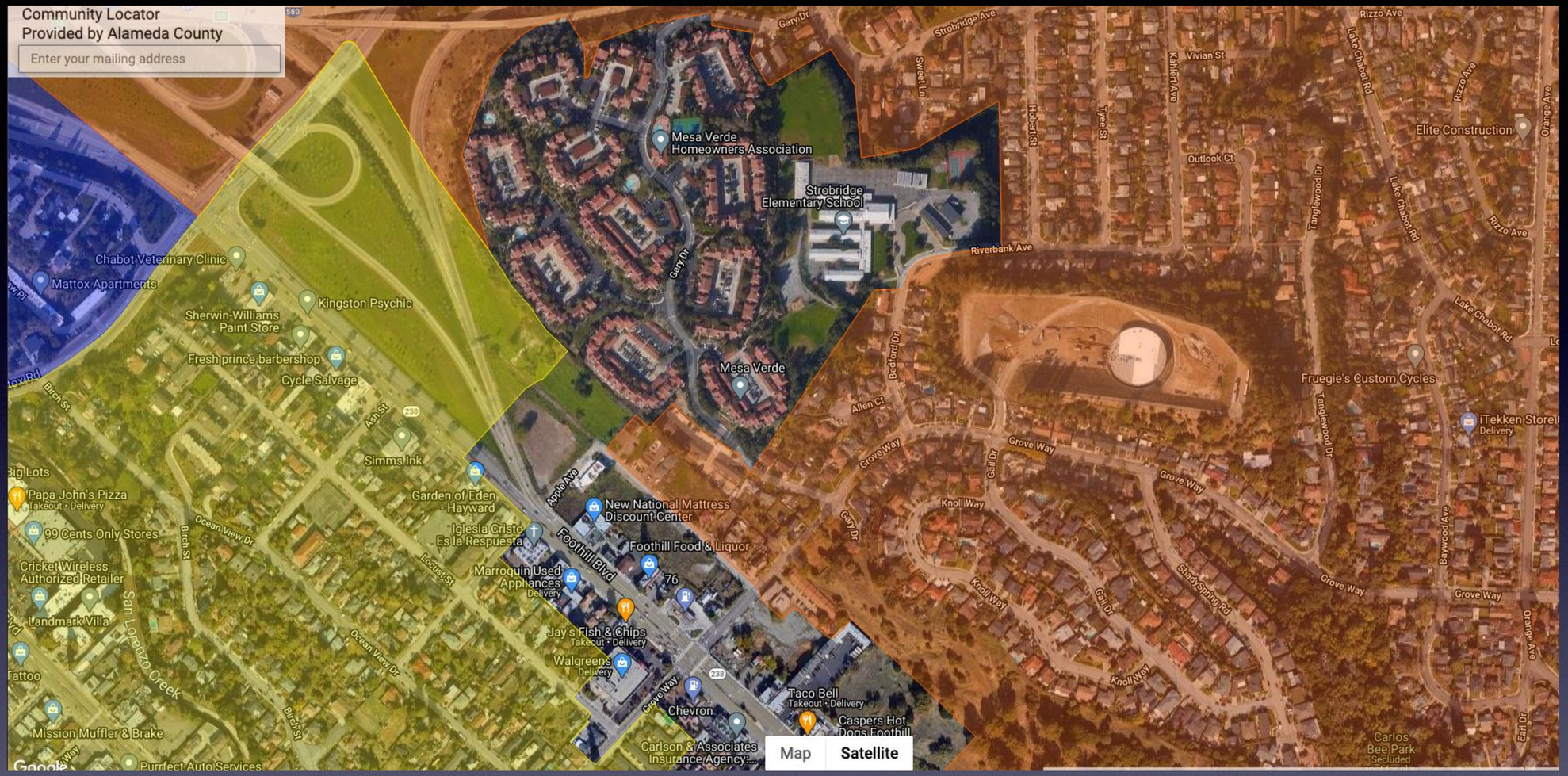
Why does it matter?

Poor alignment hurts Access to government & delivery of services



“I have lived and paid taxes in San Leandro since 1973!”

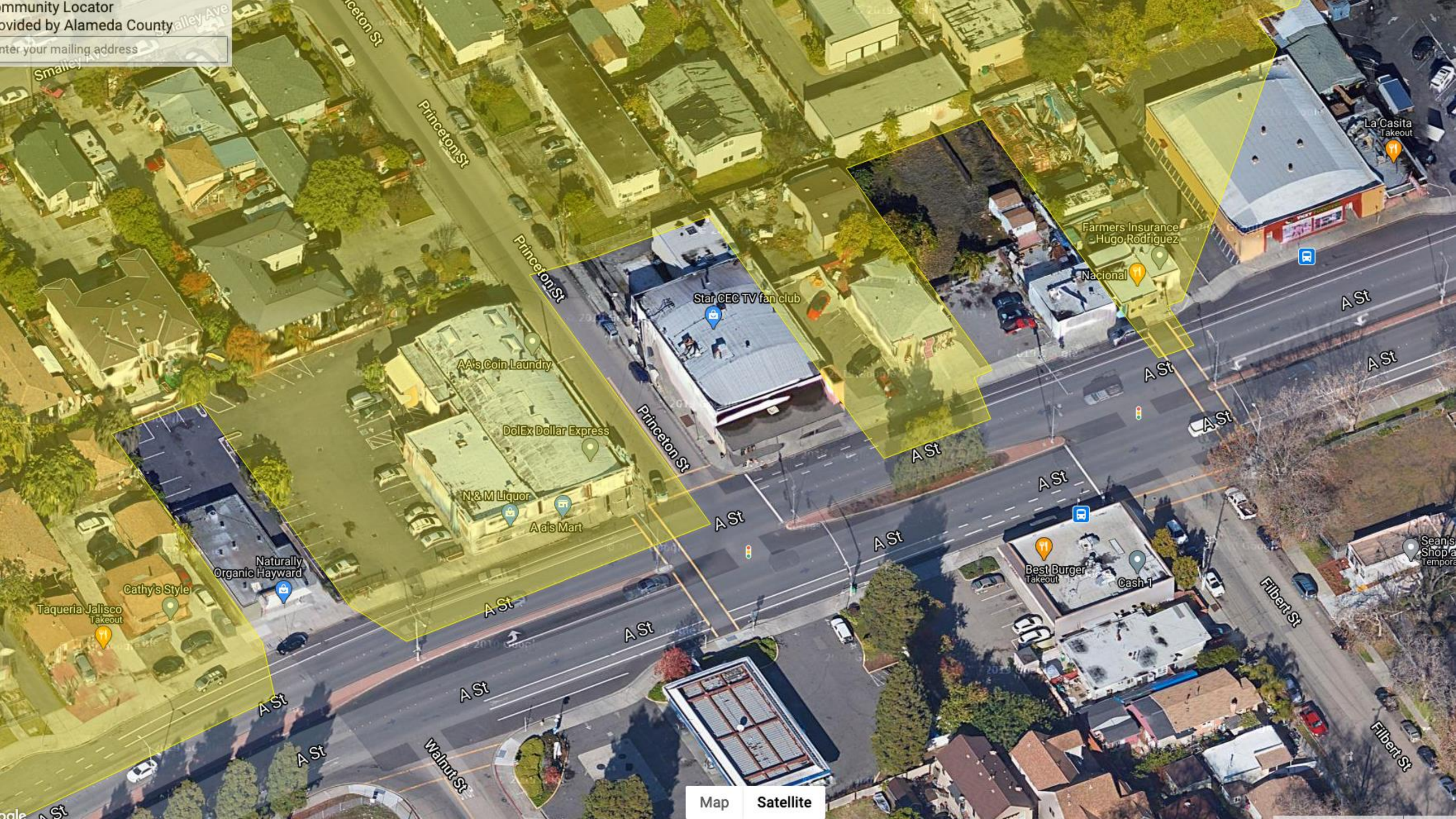
– Castro Valley resident of 94578



Even City Council members and law enforcement are sometimes unclear

“I had to fight the DMV to be able to vote in Hayward. Motor Voter registered me by my ZIP Code.”

– Hayward resident of 94546


mmunity Locator
ovided by Alameda County
nter your mailing address
Princeton St
Princeton St
Princeton St
Princeton St
Smalley Ave
Smalley Ave
Star CEC TV fan club
AA's Coin Laundry
DolEx Dollar Express
N & M Liquor
A a's Mart
Naturally Organic Hayward
Cathy's Style
Taqueria Jalisco
Takeout
Farmers Insurance - Hugo Rodriguez
Nacional
La Casita
Takeout
A St
A St
A St
A St
A St
A St
A St
A St
A St
A St
A St
Best Burger
Takeout
Cash 1
Filbert St
Filbert St
Walnut St
Map
Satellite

Invisibility

- Delivery of government service depends on understanding needs
- Access to government depends on community self-awareness
- You cannot petition the government for better conditions if you don’t know where you are or who serves you.

Life and Death Consequences

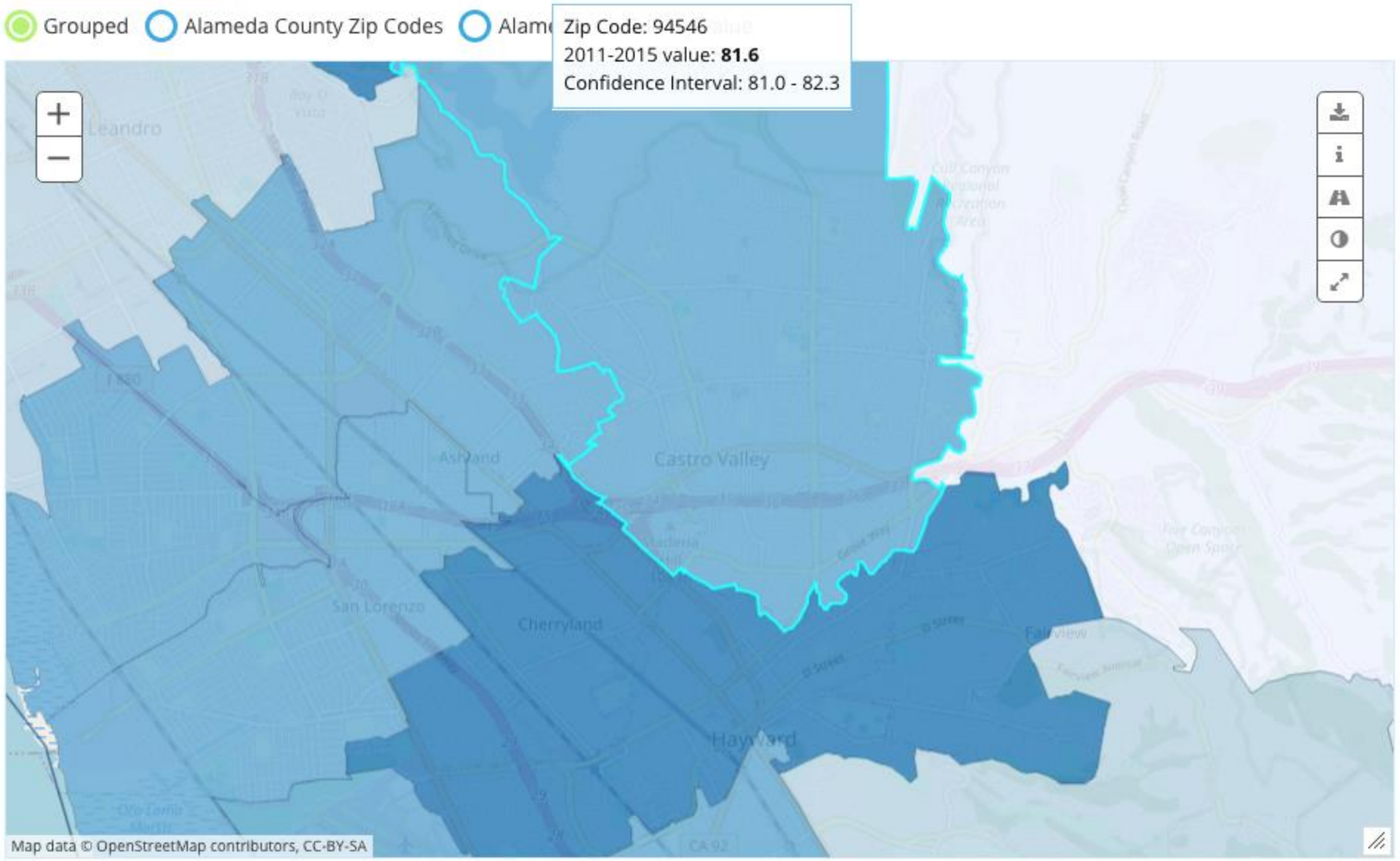
Life Expectancy

Select a Zip Code

COUNTY | CITIES/PLACES | ZIP CODES | CENSUS TRACTS

SELECT A COMPARISON

Grouped | Alameda County Zip Codes | Alam



74.3 - 74.9 | 74.9 - 78.8 | 78.8 - 81.6 | 81.6 - 84.2 | 84.2 - 88.5 | N/A

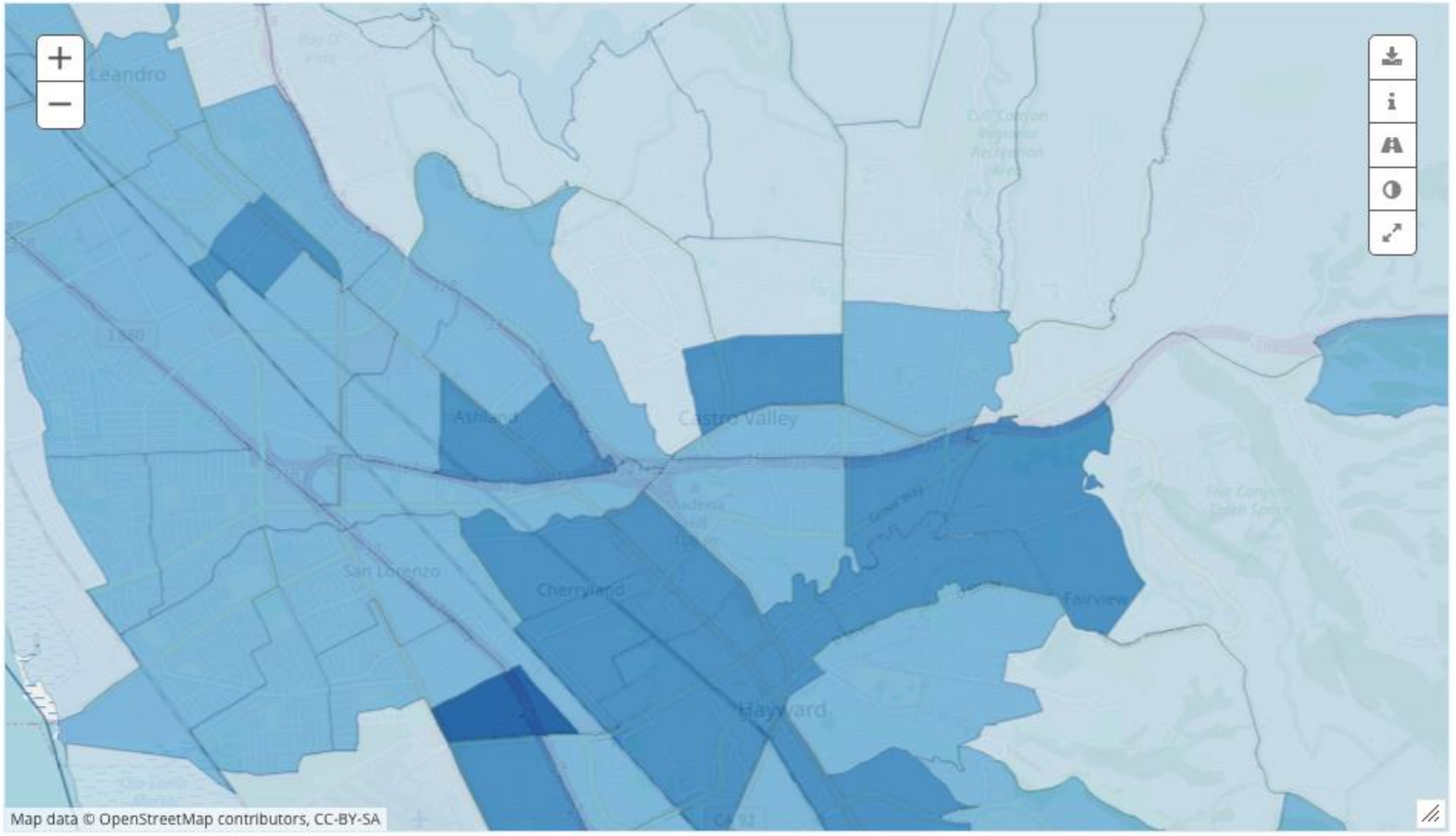
years

death rates. Although the overall U.S. average life expectancy at birth has been steadily increasing, there are differences in life expectancy between racial and ethnic groups. In addition, great variations in life expectancy exist worldwide. These variations are mostly caused by differences in public health infrastructure, distribution of wealth, medical care, and diet.

COUNTY | CITIES/PLACES | ZIP CODES | CENSUS TRACTS

SELECT A COMPARISON

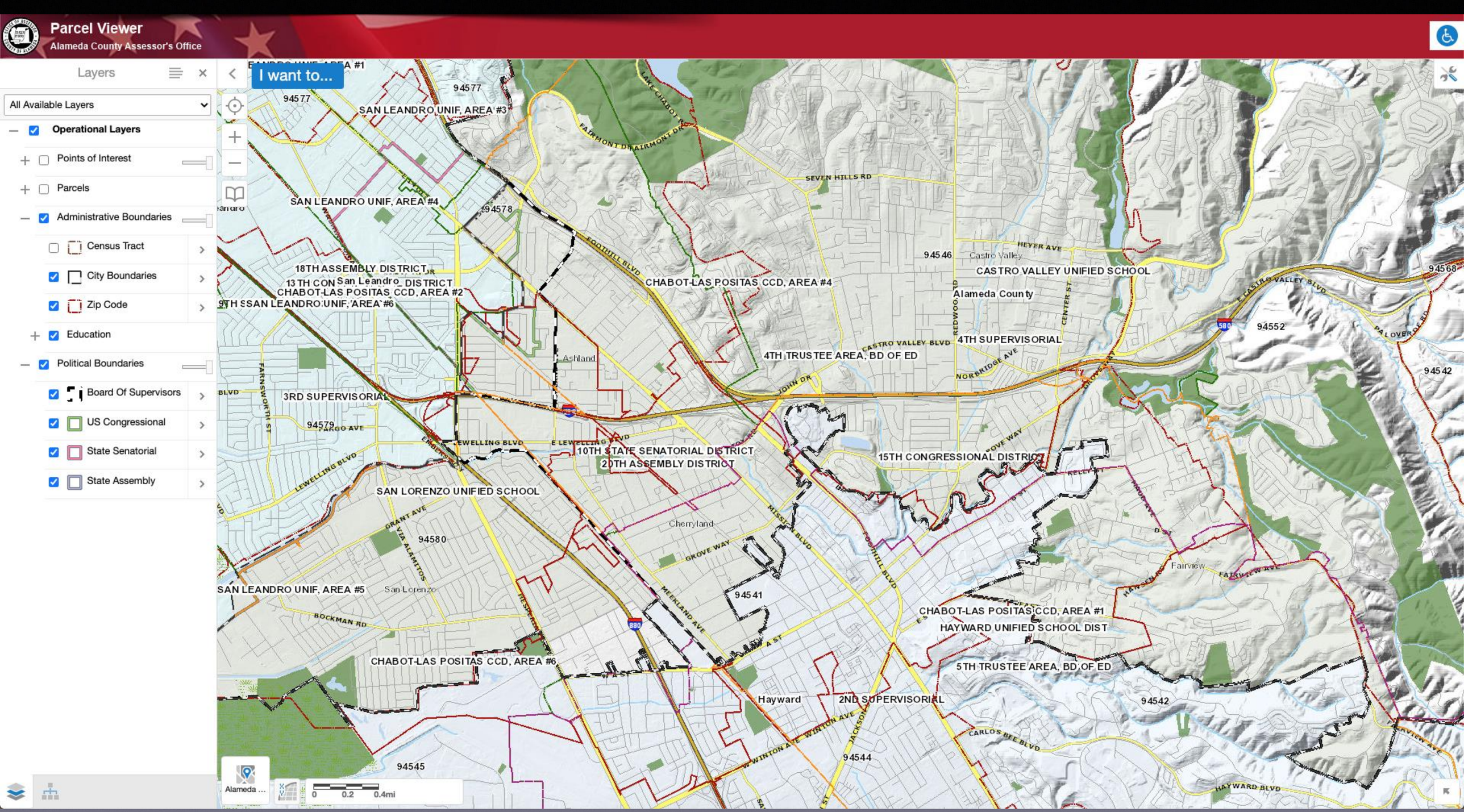
(•) Grouped ( ) Alameda County Census Tracts ( ) Alameda, CA County Value



67.7 - 74.6 | 74.6 - 78.8 | 78.8 - 82.7 | 82.7 - 86.6 | 86.6 - 95.6 | N/A

ZIP Code Realignment

- Many impacts on residents and businesses
- Some will be unforeseen
- There will be winners and losers


Parcel Viewer
Alameda County Assessor's Office
Layers
All Available Layers
Operational Layers
Points of Interest
Parcels
Administrative Boundaries
Census Tract
City Boundaries
Zip Code
Education
Political Boundaries
Board Of Supervisors
US Congressional
State Senatorial
State Assembly
I want to...
SAN LEANDRO UNIF, AREA #3
SAN LEANDRO UNIF, AREA #4
18TH ASSEMBLY DISTRICT
CHABOT-LAS POSITAS CCD, AREA #2
CHABOT-LAS POSITAS CCD, AREA #4
CASTRO VALLEY UNIFIED SCHOOL
Alameda County
4TH SUPERVISORIAL
4TH TRUSTEE AREA, BD OF ED
3RD SUPERVISORIAL
10TH STATE SENATORIAL DISTRICT
20TH ASSEMBLY DISTRICT
15TH CONGRESSIONAL DISTRICT
SAN LORENZO UNIFIED SCHOOL
SAN LEANDRO UNIF, AREA #5
CHABOT-LAS POSITAS CCD, AREA #1
HAYWARD UNIFIED SCHOOL DIST
5TH TRUSTEE AREA, BD OF ED
CHABOT-LAS POSITAS CCD, AREA #6
2ND SUPERVISORIAL
Ashland
Cherryland
Hayward
Castro Valley
Fairview
San Lorenzo
94577
94578
94546
94568
94552
94542
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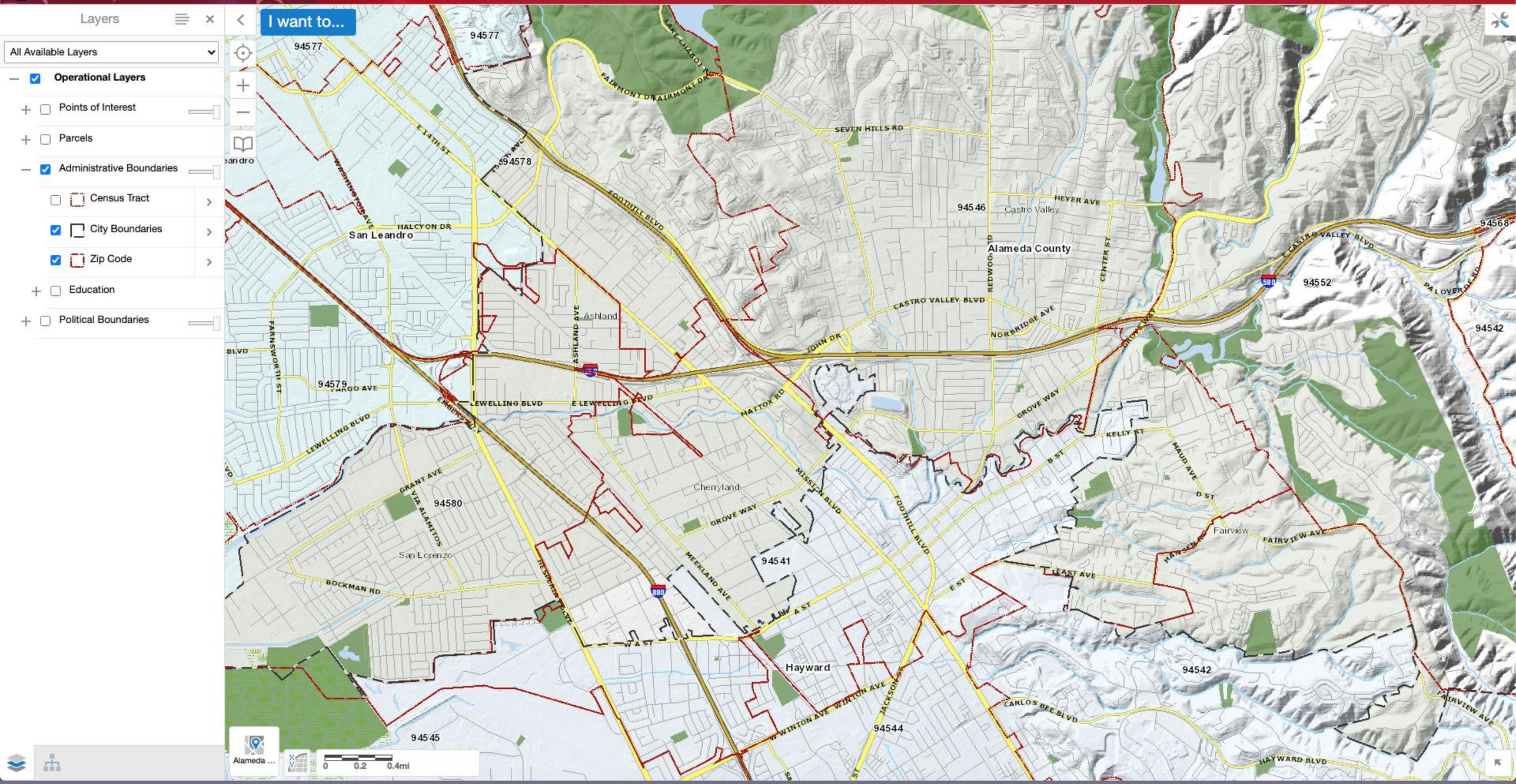
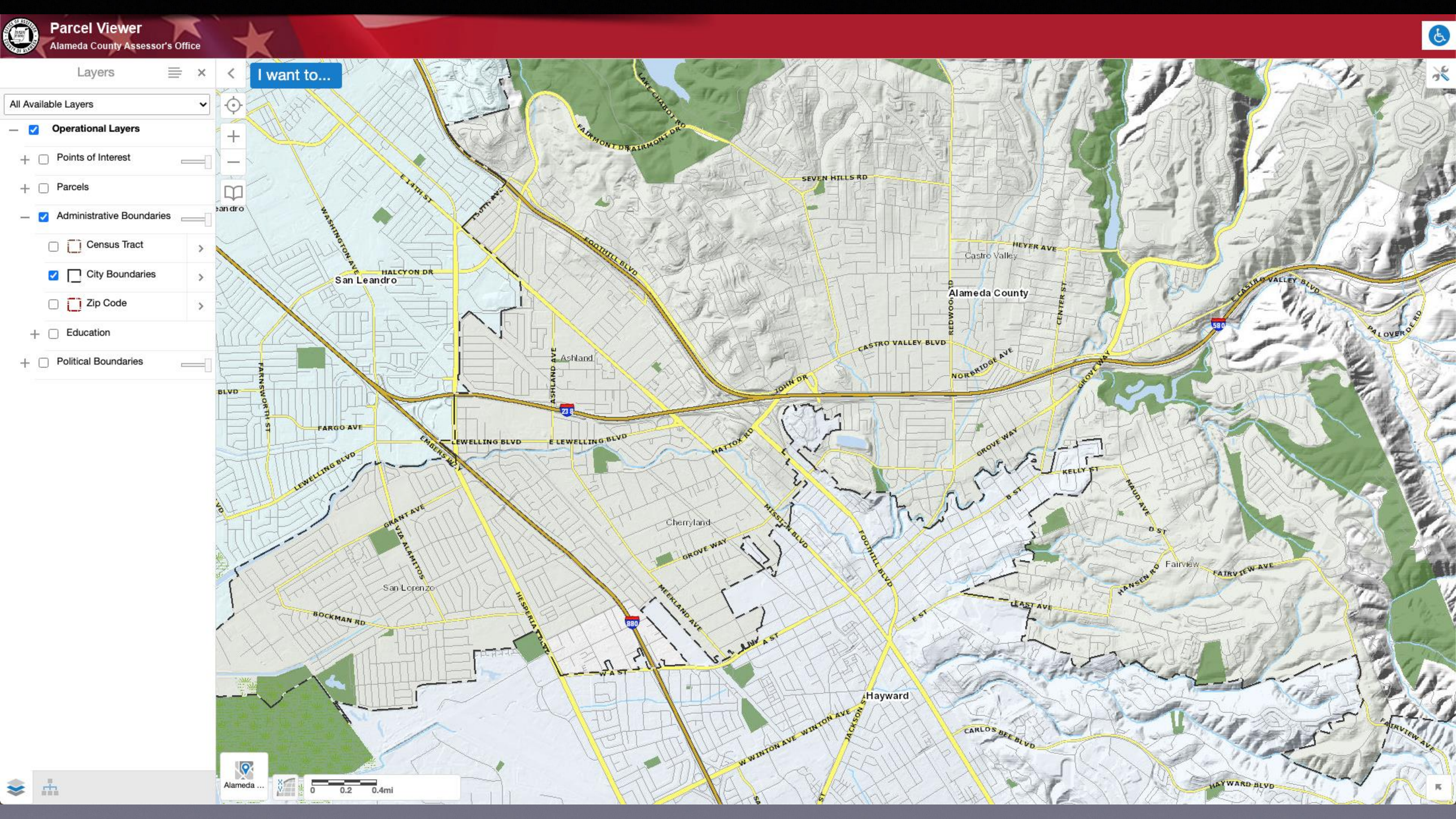
94541
94545
94544
Alameda ...
0 0.2 0.4mi

Parcel Viewer

Alameda County Assessor's Office

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Alameda County Assessor's Office
Layers
All Available Layers
Operational Layers
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City Boundaries
Zip Code
Education
Political Boundaries
I want to...
San Leandro
Ashland
Cherryland
San Lorenzo
Castro Valley
Alameda County
Fairview
Hayward
LAKE CHABOT RD
FAIRMONT DR
SEVEN HILLS RD
HEYER AVE
E 14TH ST
WASHINGTON AVE
HALCYON DR
FOOTHILL BLVD
REDWOOD RD
CENTER ST
E CASTRO VALLEY BLVD
PALOMARES RD
CASTRO VALLEY BLVD
NORBRIDGE AVE
GROVE WAY
JOHN DR
ASHLAND AVE
FARNSWORTH ST
FARGO AVE
LEWELLING BLVD
EMBERS WAY
MATTOX RD
MISSION BLVD
KELLY ST
MAUD AVE
B ST
D ST
GRANT AVE
VIA ALAMITOS
HESPERIA RD
BOCKMAN RD
MEEKLAND AVE
W A ST
E ST
LEAST AVE
HANSEN RD
FAIRVIEW AVE
W WINTON AVE
JACKSON ST
CARLOS BEE BLVD
HAYWARD BLVD
Alameda ...
0 0.2 0.4mi

Realignment Application

Who can do it?

- Alameda County
- City of Hayward
- City of San Leandro

Meeting with Hayward

Their reaction

What we learned

Change of tactics

Contact with the USPS

- Their reaction
- What we learned
- Change of tactics

How to approach San Leandro

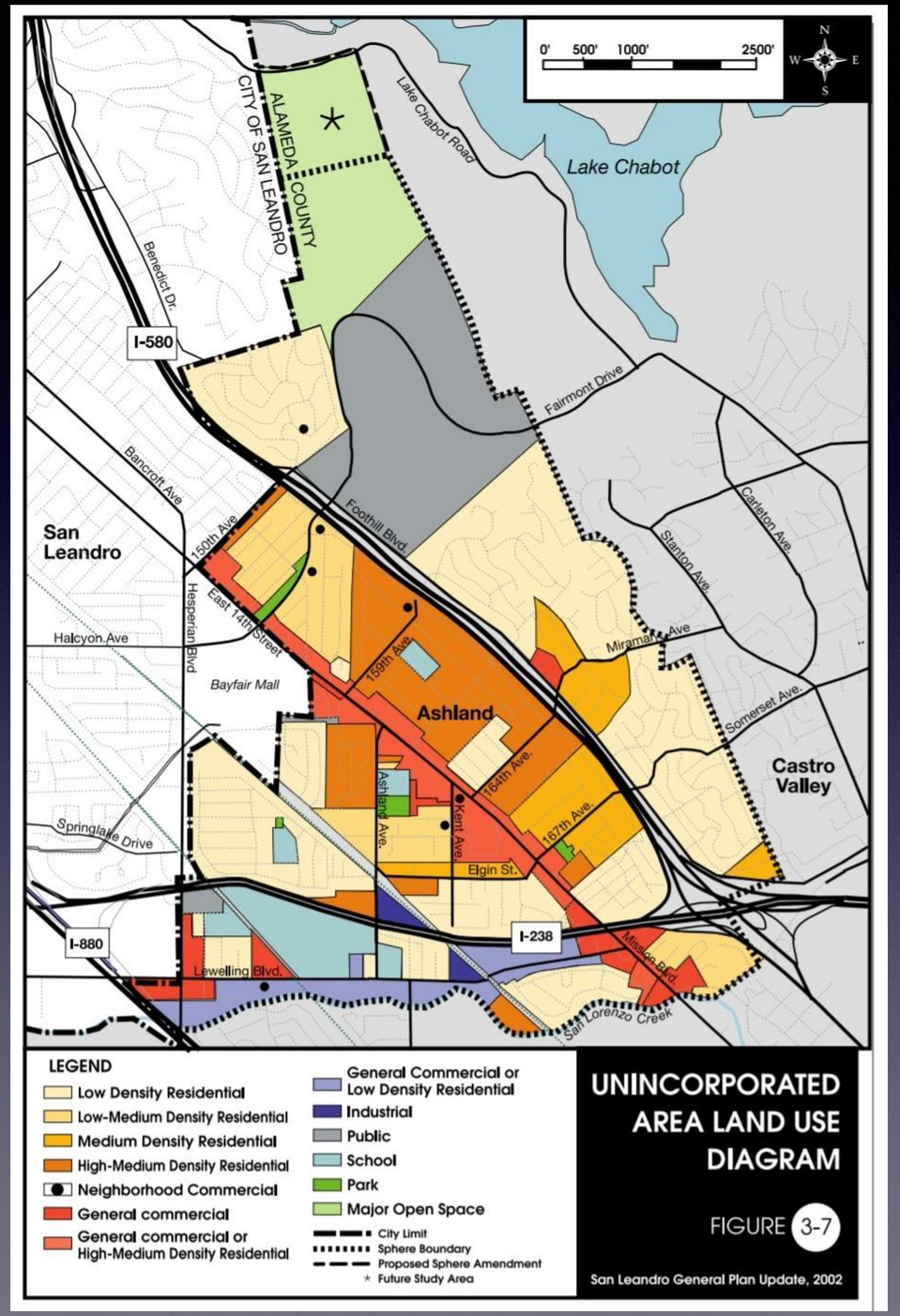
Interest and motivation to act

Presenting evidence and getting buy-in

San Leandro's Sphere of Influence

Why it matters, and getting to the root of the problem:

Fragmentation and Identity

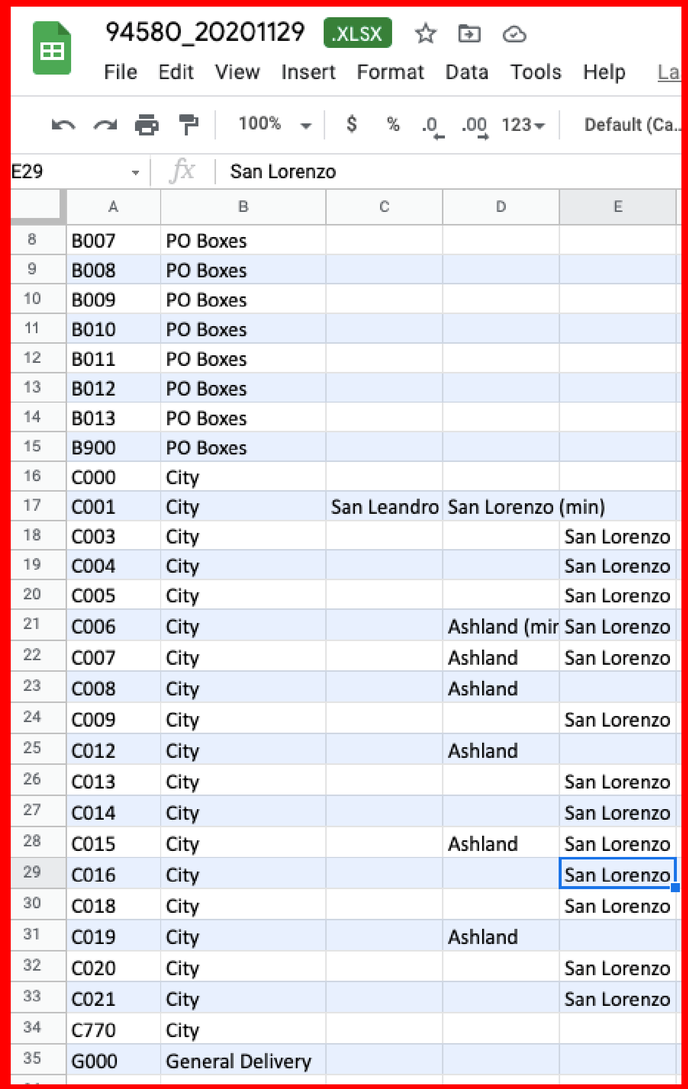


Tech Advisory Committee work

What’s been worked on

What’s been learned

Understanding Postal Routes



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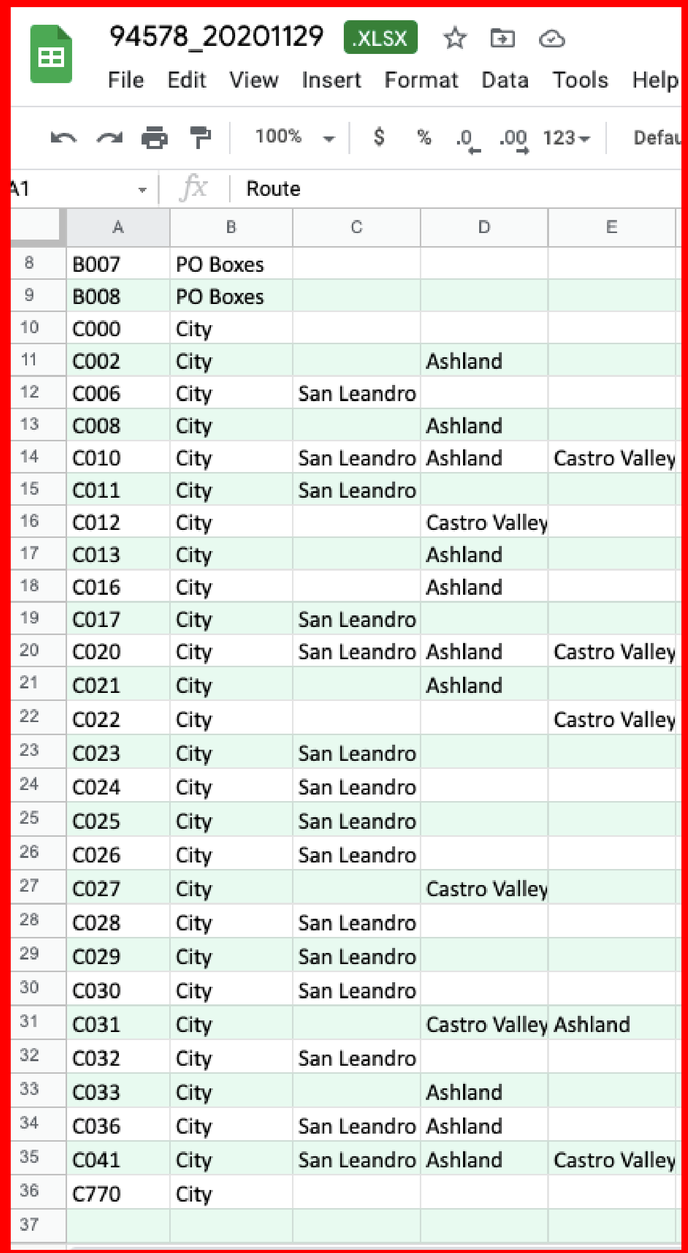
E29 | San Lorenzo

	A	B	C	D	E
8	B007	PO Boxes			
9	B008	PO Boxes			
10	B009	PO Boxes			
11	B010	PO Boxes			
12	B011	PO Boxes			
13	B012	PO Boxes			
14	B013	PO Boxes			
15	B900	PO Boxes			
16	C000	City			
17	C001	City	San Leandro	San Lorenzo (min)	
18	C003	City			San Lorenzo
19	C004	City			San Lorenzo
20	C005	City			San Lorenzo
21	C006	City		Ashland (mir	San Lorenzo
22	C007	City		Ashland	San Lorenzo
23	C008	City		Ashland	
24	C009	City			San Lorenzo
25	C012	City		Ashland	
26	C013	City			San Lorenzo
27	C014	City			San Lorenzo
28	C015	City		Ashland	San Lorenzo
29	C016	City			San Lorenzo
30	C018	City			San Lorenzo
31	C019	City		Ashland	
32	C020	City			San Lorenzo
33	C021	City			San Lorenzo
34	C770	City			
35	G000	General Delivery			

Balancing routes for alignment and low impact on USPS logistics



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A1 fx Route

	A	B	C	D	E
8	B007	PO Boxes			
9	B008	PO Boxes			
10	C000	City			
11	C002	City		Ashland	
12	C006	City	San Leandro		
13	C008	City		Ashland	
14	C010	City	San Leandro	Ashland	Castro Valley
15	C011	City	San Leandro		
16	C012	City		Castro Valley	
17	C013	City		Ashland	
18	C016	City		Ashland	
19	C017	City	San Leandro		
20	C020	City	San Leandro	Ashland	Castro Valley
21	C021	City		Ashland	
22	C022	City			Castro Valley
23	C023	City	San Leandro		
24	C024	City	San Leandro		
25	C025	City	San Leandro		
26	C026	City	San Leandro		
27	C027	City		Castro Valley	
28	C028	City	San Leandro		
29	C029	City	San Leandro		
30	C030	City	San Leandro		
31	C031	City		Castro Valley	Ashland
32	C032	City	San Leandro		
33	C033	City		Ashland	
34	C036	City	San Leandro	Ashland	
35	C041	City	San Leandro	Ashland	Castro Valley
36	C770	City			
37					

Next Steps

Meet with USPS Bay Valley District Manager Eddie Morgan Jr.

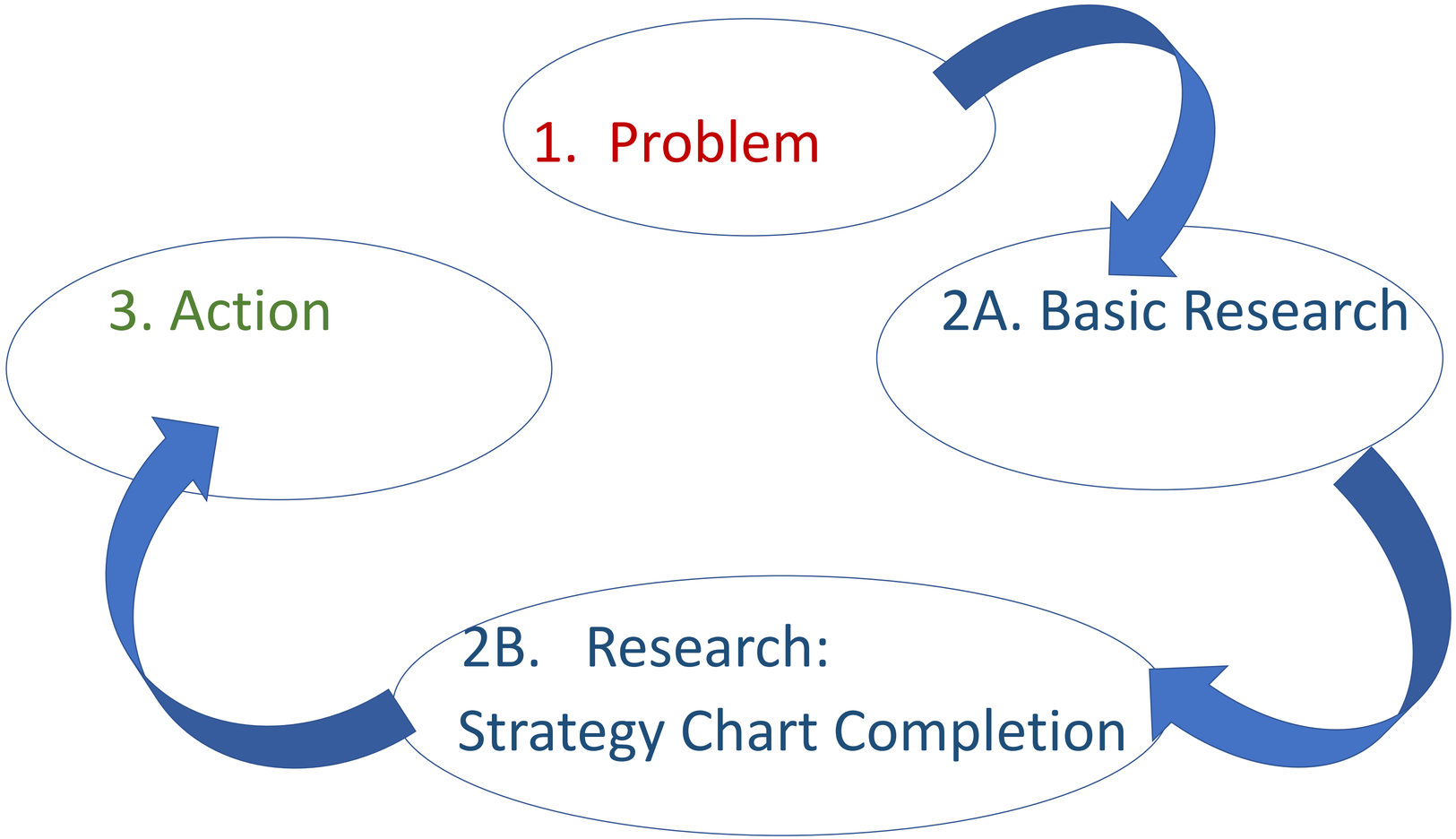
Meet with Paul Sanfter from City of San Leandro

Determine next steps with City of Hayward

Revisit Goals and Strategy

Where we are
in the organizing process

Process for addressing the problem



Organizing for a Solution

What stage are we in now?

1. **Identify the Problem**: *What is the problem, **generally**, we are trying to solve?*

2a. **Basic Research:** *Research all aspects of this problem,* including:

- Our assumptions – is the problem really what we thought it was?
- What does the data show?
- What are the unintended consequences,
- Possible solutions,
- Who is responsible, etc.

2b. Research - Strategy Chart Completion: *Continue researching until you are clear on…*

- **Issue Definition:** R*estate the problem, above, as an issue or set of issues with specific solutions*
- **Goals:** *What do we want to happen, specifically? Are they measurable, specific, measurable, immediate & attainable?*
- **Target/s:** *Who is the person or persons who can give us what we want*
- **Tactics:** *Think through the actions/s we will take to get our targets/s to pay attention to us.*
- **Allies:** *Who supports our goals, & can bring their power to bear in advocating for the change we seek?*

3. Action: *Implement the strategy chart!*

Q&A