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MEMORANDUM

To: Mayor and City Council
From: Kimberly Greer, Assistant to the City Manager
Date: December 13, 2010
Subject: **ZIP Code Discussion**

ITEM DESCRIPTION

Staff requests direction in regard to potential changes to existing ZIP Code boundaries.

BACKGROUND

In 1963 the country was divided into postal delivery zones with five-digit delivery codes termed ZIP (Zoning Improvement Plan) Codes. Today, ZIP Codes have been expanded in length and allow mail to be directed to a unique delivery point which corresponds to the post offices where final sorting of mail is completed and from which letter carriers are dispatched to make deliveries.

The Postal Service has always contended that the ZIP Code system's only purpose is to facilitate the efficient and orderly delivery of mail. Nevertheless, ZIP Codes are now used for purposes unrelated to mail delivery from targeting populations for performing demographic research, to setting insurance rates, to estimating house values.

Because ZIP Codes are based on the location of delivery post offices, they often do not correspond to political jurisdiction boundaries. On the east side of Dunwoody, for example, many residents and businesses receive their mail from a post office in Doraville and their mailing address reflects the name and ZIP Code of that post office rather than the jurisdiction in which they actually live.

As illustrated in the attached map, Dunwoody is covered by five ZIP Codes. The majority of Dunwoody's residents and businesses are within the 30338 ZIP Code. A substantial minority of eastern Dunwoody is covered by 30360, the majority of the Perimeter Center area is covered by 30346 and to a lesser degree 30328. Small pockets of 30350 can be found along Dunwoody's northern border.

DISCUSSION

The Postal Service's ZIP Code Boundary Review Process affords municipalities a process to request changes to ZIP Code boundaries. One of the rationales for requesting a change is that Dunwoody citizens receive different benefits and obligations including different home insurance premiums due to the different ZIP Code addresses.

Dunwoody could request that the 30338 ZIP Code boundary be expanded to include all or additional parts of the municipal boundaries. For example, the request could be that the part of the 30360 ZIP Code within the Dunwoody municipal boundaries be added to the 30338 ZIP Code. Additionally, Dunwoody could request that "Dunwoody" be used as the "Actual City" name instead of an "Acceptable City" name in any of our ZIP Codes. For example, in 30338, the "Actual City" name is "Atlanta" and "Dunwoody" is one of the "Acceptable City" names.

Ken Wright Mayor

Denis Shortal City Council Post 1
 Adrian Bonser City Council Post 2
 Doug R. Thompson City Council Post 3

Robert Wittenstein City Council Post 4
 Danny Ross City Council Post 5
 John Heneghan City Council Post 6

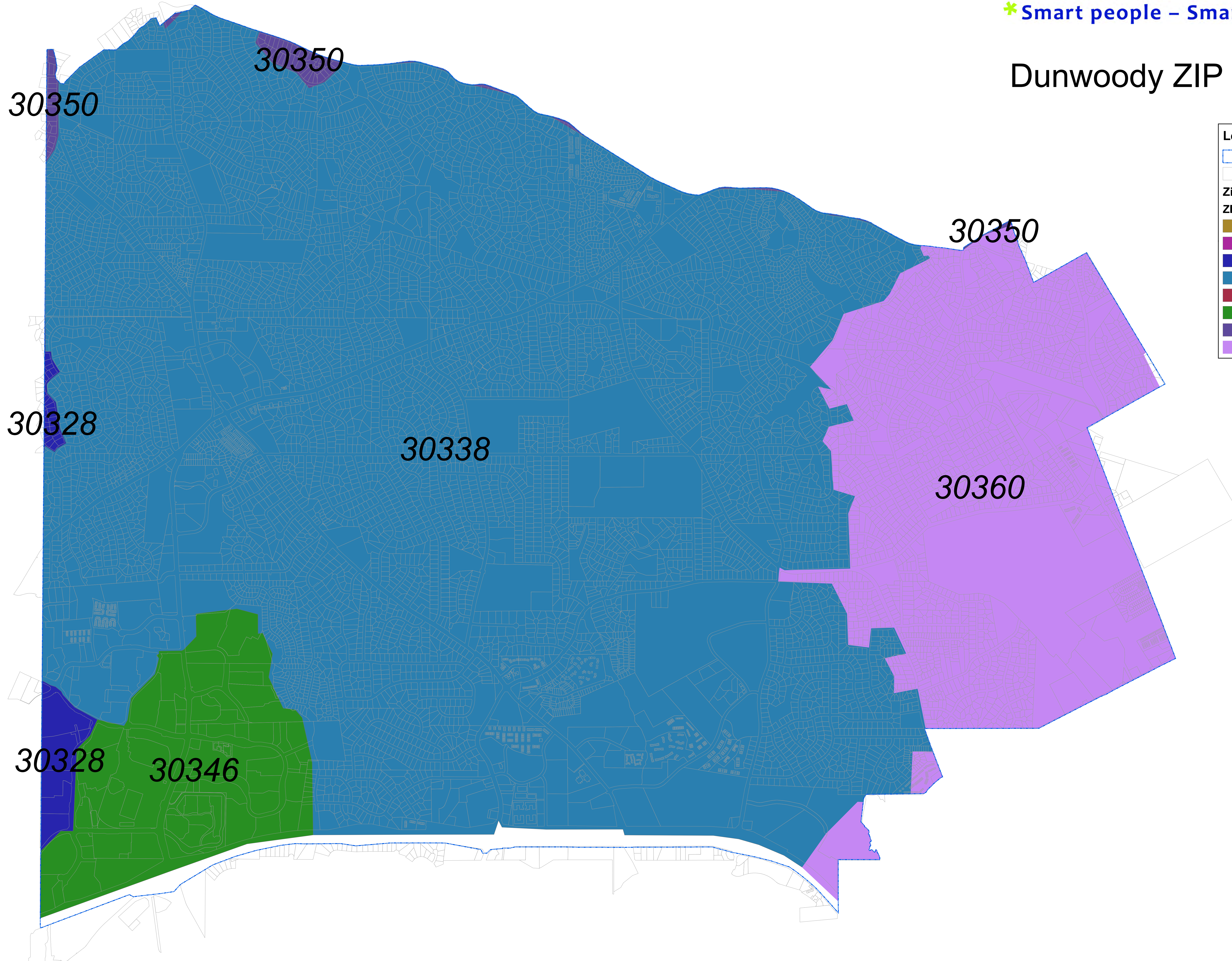
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For either of these changes, the Postal Service's ZIP Code Boundary Review Process requires a request be submitted in writing to the manager of the district detailing the rationale and justification. The district manager then identifies all relevant issues and potential solutions, quantifying the specific operational impacts and feasibility of the request. If the request is feasible, the Postal Service proceeds with formal survey of all the customers who would be affected by the proposed change. In order for the change to take effect, a simple majority of the survey respondents is required.

NEXT STEPS

If Council wishes to request a change to the United States Postal Service, the first step in the process would be to adopt a Resolution of Support and direct staff to send request for the desired change to the Postal Service. The District Manager will have sixty days to review the feasibility of the request. If the request is found feasible, from reviewing the successful 2009 ZIP Code boundary change for Keller, Texas, staff would recommend the City hold public hearings and send sample surveys to the citizens and businesses affected by the potential change prior to the sending of the Postal Service's formal survey.

Dunwoody ZIP Codes



Legend

- City Limits
- Land Parcels

Zip Codes

ZIP

- 30092
- 30319
- 30328
- 30338
- 30341
- 30346
- 30350
- 30360

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