



# CITY OF EASTVALE

The Need for an  
Independent Zip Code

## **Abstract**

Without a definitive zip code, Eastvale is often overlooked and omitted from consideration by commercial developers and businesses, affecting our sales tax base.

According to the United States Postal Service, Eastvale is an “alternative city name for two Mira Loma zip codes.” However, since 2010, Eastvale is a growing full-fledged city, incorporated under Riverside County Local Annexation Law.

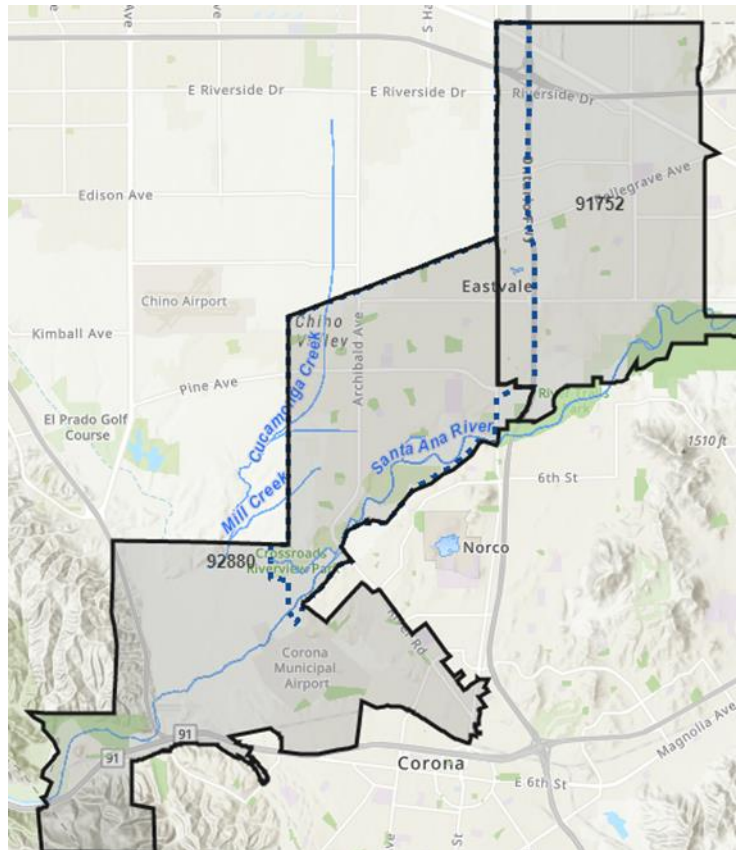
This paper highlights the need to correct the incongruity between perception and reality and establish Eastvale as a vibrant, unique place with its own zip code.

## **Background**

The ability to diversify and strengthen the City’s tax base is central to its fiscal health and sustainability. The lack of a definitive zip code impacts the City’s identity and economic culture.

Zip codes are not always aligned with municipal boundaries. As of today, Eastvale has two zip codes: 92880, which is shared with the Cities of Chino, Chino Hills, Corona, and Small portions of unincorporated Orange County and Riverside County and 91752, which is shared with the City of Jurupa Valley. There is an inconsistency within the 91752 zip code geographic area because the area is coded as Mira Loma on postal mail which does not exist. Prior to incorporation, this assignment was acceptable when the population of what was then known as Mira Loma was minimal. However, in 2022 the old designation is causing significant problems for the City of Eastvale’s 71,000+ residents and businesses.

Mira Loma has been annexed by the cities of Eastvale and Jurupa Valley and no longer exists as a municipality or census-designated place in Riverside County.



### **Where is Eastvale?**

This is a common question, even from those who reside in the same county less than five miles away. Eastvale is one of the newest cities in Western Riverside County and California. Geographically, Eastvale is 13.1 square miles and “landlocked” by the cities of Chino, Jurupa Valley, Ontario, and Norco. Eastvale’s proximity to Ontario International Airport and Interstate 15 and California State Routes 91, 60, and 71 make it a hub to the region and a part of a fast-growing global economy.

Prior to incorporation, the area was a census-designated place in Riverside County known as Mira Loma. The City transitioned from cows and farmland to over 16,000 households with a burgeoning commercial presence.

## What's the Problem?

Like other Cities, Eastvale competes for commercial development. Commercial developers make business decisions based on the 1 mile, 3 mile, and 5 mile trade areas. Zip codes set these trade areas. Without an independent zip code, Eastvale's population demographics are grouped with residents from neighboring cities - leaving out crucial information that is specific to Eastvale resident's demographics.

Demographics in Eastvale are unique and may attract a different set of commercial vendors than surrounding communities. The City's residents have an average age of 37, the median income is over \$140,000, and at least 41% of the population has a bachelor's degree or other higher education. With this demographic, commercial developers see an opportunity to do business in Eastvale.

Eastvale has incurred difficulty from the development community because our trade area is not distinct as the zip codes pull economic data from surrounding communities versus evaluating Eastvale's data, and it is challenging to carve out Eastvale as a niche market in the region.

One of the top 25 sales tax-generating businesses in Eastvale has significant issues with truck deliveries because the zip code 92880 shows the city of Corona in all wayfinding and directional applications, thereby sending deliveries to the wrong city.

Currently, Eastvale residents are assigned mailing addresses bearing the names of neighboring jurisdictions. Having an address improperly associated with another city causes higher insurance rates. For example, the recent wildfires in Corona have affected insurance rates and, in some cases, caused people to lose insurance or not be able to obtain insurance.

Emergency response concerns have arisen after a small earthquake, with an epicenter located in Eastvale, was mistakenly reported in Mira Loma by

the U.S. Geological Survey (USGS). While this earthquake was small, and no damages were reported, it demonstrated an issue should a significant natural disaster or emergency arise in Eastvale. When these occurrences are linked to the incorrect City it has the potential to delay local, state, and federal support efforts which puts our residents and infrastructure at risk.

A lack of a definitive zip code causes confusion with voter registration, misdirected property, and sales tax revenues, and decreased property values because comparable sales are mixed with adjacent communities and not exclusive to Eastvale. Thus the continuity of property values is disrupted.

Eastvale is a community rich in vitality where many residents have chosen to raise a family. Zip code discrepancies have impacted eligibility for local sports leagues who use this information to determine who can participate.

The need to use mailing addresses from neighboring jurisdictions essentially strips a part of Eastvale's hard-earned community identity and pride. This issue is particularly pronounced for Eastvale because the City is only nine years young and is still developing into a full-service city.

Norco College, part of Riverside Community College District and fifth largest community college district in California, has difficulty accounting for the amount of Eastvale residents enrolled at the College. This discrepancy requires a manual and time-consuming process utilizing Geographic Information Systems to individually map Eastvale residents within the two zip codes. A letter from the President of Norco College is included as an attachment.

Official mail from the City of Eastvale is being returned from the United States Postal Service with the city name "Eastvale" crossed out and the name "Corona" written instead. This impacts legal notices

sent from the City to residents about development, Code enforcement and City events and impacts the delivery of all mail to businesses and residents. Without a postal location, we are associated with the rural routes in the nearby City of Norco, rather than the suburban zones that exist in Eastvale. This confusion exacerbates delays in mail deliveries.

### **Formal Request to Establish Independent Zip Code**

The City engaged its Congressional Representative, Ken Calvert, to document the need for an independent zip code.

Since its incorporation in 2010, the City submitted letters documenting the impacts associated with a lack of an independent zip code.

The Eastvale business community loses revenue because the zip code does not coincide with the City boundaries. Multiple zip codes cause confusion with deliveries, receipt of mail, and patronage because mapping programs are based on zip codes and send drivers to the wrong location. Receipts from businesses located in Eastvale show Jurupa Valley, Mira Loma and Corona as their location. Copies of receipts and the postal notification are attached to document this ongoing issue.

The City of Eastvale is no longer an alternate city name for an area that was previously unincorporated Riverside County. The City of Eastvale is a full-fledged city that has quickly built one of the fastest-growing cities in Riverside County. Establishing a zip code for the City is vital to the growth and sustainability of Eastvale.

# Attachments

**JONO'S SIMPLE  
JAPANESE**

6987 HAMNER AVE #7  
CORONA, CA 92880  
9196898888

**92880 Zip Code listed as Corona for Eastvale  
business Jono's Simple Japanese**

**Starbucks adjacent to Eastvale City Hall**

----- DUPLICATE RECEIPT -----

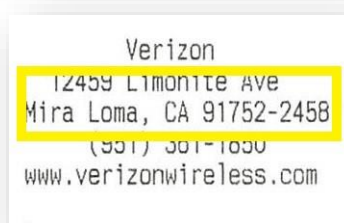
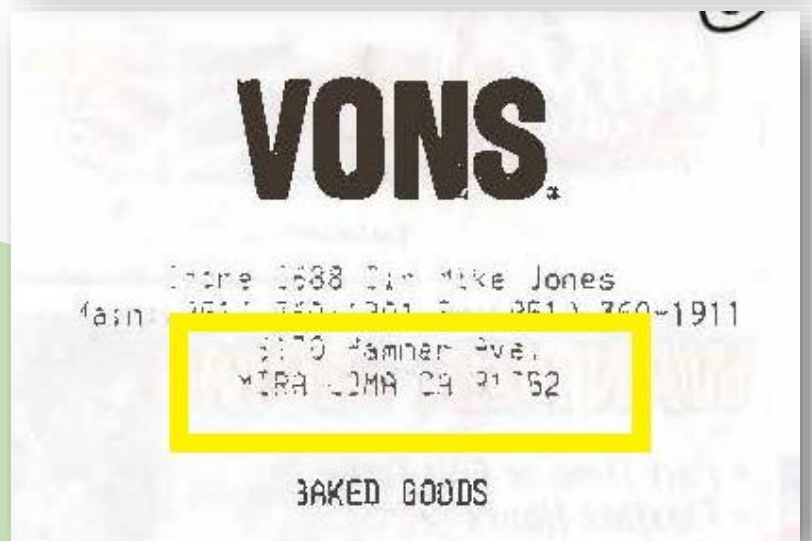
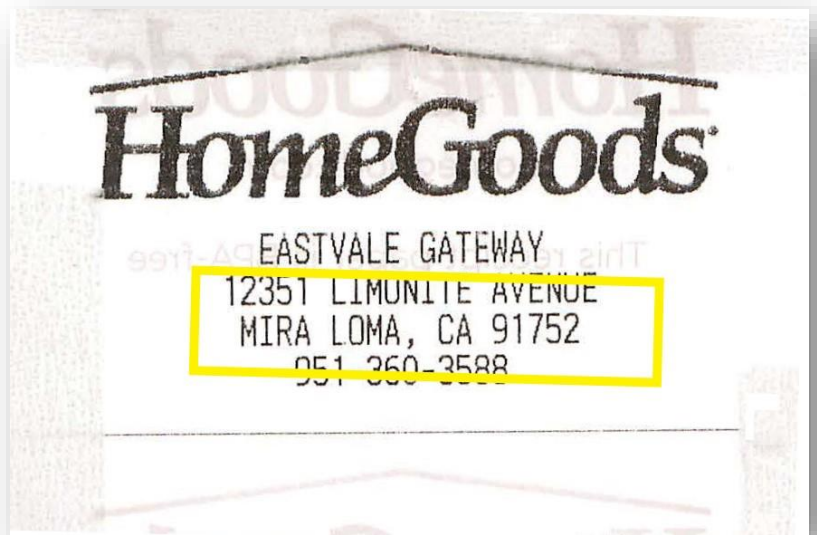
STARBUCKS Store #8902  
12700 Limonite Avenue  
Corona, CA (951) 738-8256

CHK 688408  
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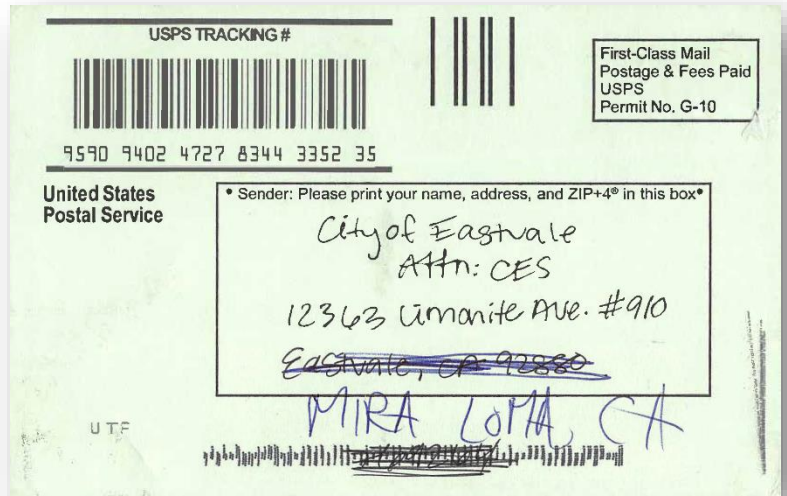
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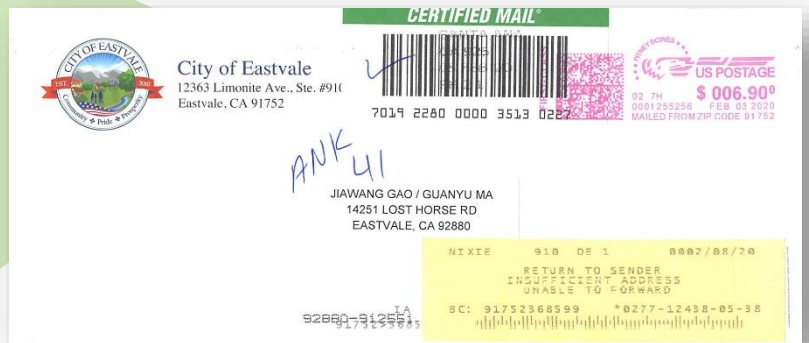
Businesses in the Eastvale Gateway Shopping Center (same shopping center as Eastvale City Hall).



United States Postal Service Domestic Return Receipt with Eastvale crossed out.



Certified Mail returned as an insufficient address.



Google Maps Image of the same address.

