



City of Carmel-by-the-Sea

Staff Presentation and Ad Hoc Recommendation on Street Addresses

City Council Meeting
July 9, 2024



City of Carmel-by-the-Sea

Questions Central to Ad Hoc and Staff Research

1. Will street address implementation trigger at-home mail delivery?
2. Can a hybrid system be implemented?
3. Can the City definitively say the downtown post office will not close?
4. Does California Fire Code compliance require the City to have street addresses?
5. How does street address implementation enhance public safety for Carmel-by-the-Sea?



City of Carmel-by-the-Sea

1. Will street address implementation trigger at-home mail delivery?

No, street address implementation in the City of Carmel-by-the-Sea will not trigger at-home mail delivery.



1. Will street address implementation trigger at-home mail delivery?



City of Carmel-by-the-Sea

POST OFFICE BOX CC
CARMEL-BY-THE-SEA, CA 93921
(831) 620-2000

Karen Ferlito
City of Carmel-by-the-Sea, City Council Member
PO Box CC
Carmel-by-the-Sea, CA 93921

February 5, 2024

Marsha McFayden, Customer Relations Manager
Denise Moreno, AMS Manager California 3
United States Postal Service
28201 Franklin Parkway
Santa Clarita, CA 91383-9606

Dear Marsha McFayden and Denise Moreno:

I write to you as a City Council member for the City of Carmel-by-the-Sea to inquire about the process of developing and implementing a street address system. Since its incorporation in October 31, 1916, the City has operated without a formal street address system in place. Street names and cross-streets are posted at intersections, no numbers or "numerical addresses" are assigned to houses and buildings in the City. The roughly 3,220 residents in our one-square community use a centralized mail delivery system in place by picking up our mail at the local post office, a beloved and effective system that the City has no intention of changing. The residents and business owners of this community have been able to navigate their day-to-day with this centralized mail delivery system and without house/building numbers but with changing times and increased requirements for physical address verification and the California Fire Code requirements of visible address identifications, the City Council recognizes the need to make the exploration of street addresses a priority for this community.

The City Council has made exploration of the process of implementing a formal address system, assigning house/building numbers throughout the community, a priority item and we have directed City staff to research and report on what the process entails. At our direction, City staff has contacted both of you for preliminary information and to open the line of communication for a collaborative and effective process to better inform our staff, City Council, and residents on street address implementation. Staff has researched USPS policies and procedures, how address management systems have been utilized in new developments, and city addressing guidelines and have communicated how responsive and helpful you both have been in this preliminary exploration process.

As we move forward in the exploration process, I would like to express that the City and its residents appreciate and favor the centralized delivery system to the local post office and exploration of a street address system for the City is aimed only to assigning house/building numbers for the purposes of personal address verification (having an address that will register in financial, governments, etc. databases) and findability in GPS location systems. To this end, as staff has communicated how helpful and supportive you have been in our unique endeavor, in order to better inform the City Council and staff, I have worked with staff to formulate baseline questions to USPS to determine how we can proceed in this process while considering the values and preferences of the City of and its residents.

Questions Asked by Councilmember Ferlito

1. Will the local post office be required to close and/or will the City's mail delivery system change?
2. Is USPS the deciding authority for street address system incorporation in to street address management systems that are used for government address verification purposes?
3. If the City develops and implements a street address system approved by USPS, will USPS be the authority that relays that new address system for GPS findability?



1. Will street address implementation trigger at-home mail delivery?

Reply from USPS Address Systems Manager

1. Local Post Office will not close; mail delivery system will remain as is.
2. Yes, USPS is the authority for street address systems. Other entities and mailers use our mailing products to determine valid addresses.
3. USPS does not relay the new address for GPS findability as we do not have any products with that data linked. We are the authority for address verification.

Postal Service

The Post Office will continue to deliver mail to your home.

I hope this information is helpful.

Sincerely,

Denise N. Williams
Address Systems Manager



February 21, 2024

Karen Ferlito
PO Box CC
Carmel by the Sea, CA 93921

Dear Karen Ferlito,

I am writing to you as the Address Management System Manager for California 3, in response to the questions you recently raised concerning the implementation of street addressing by USPS for the City of Carmel-by-the-Sea. I am pleased to inform you that I have analyzed your queries and prepared responses to address them.

Please be assured that my team and I have conducted a thorough review of the matter, and our findings are as follows:

- Will the local Post Office be required to close and/or will the City's mail delivery system change?
-Local Post Office will not close; mail delivery system will remain as is.
- Is USPS the deciding authority for street address system incorporation into street address management systems that are used for government address verification purpose?
-Yes, USPS is the authority for street address systems. Other entities and mailers use our mailing products to determine valid addresses.
- If Carmel-by-the-Sea develops and implements a street address system approved by the USPS, will USPS be the authority that relays that new address system for GPS findability, address verification databases, and address databases, and address databases most widely used for legal "physical addresses"?
-USPS does not relay the new address for GPS findability as we do not have any products with that data linked. We are the authority for address verification.

The USPS offers address verification through Address Information System (AIS) products. Before an address can be certified as deliverable (CASS™ certified), it must first be standardized. Address correction software fixes spelling errors, corrects abbreviations, and standardizes capitalization so each address in a mailer/government list complies with the USPS® official format. The USPS definition of a standardized address is "one that is fully spelled out, abbreviated using the

ADDRESS MANAGEMENT SYSTEMS
UNITED STATES POSTAL SERVICE
SIERRA COASTAL DISTRICT
26201 FRANKLIN PKWY
SANTA CLARITA CA 91383-9321



City of Carmel-by-the-Sea

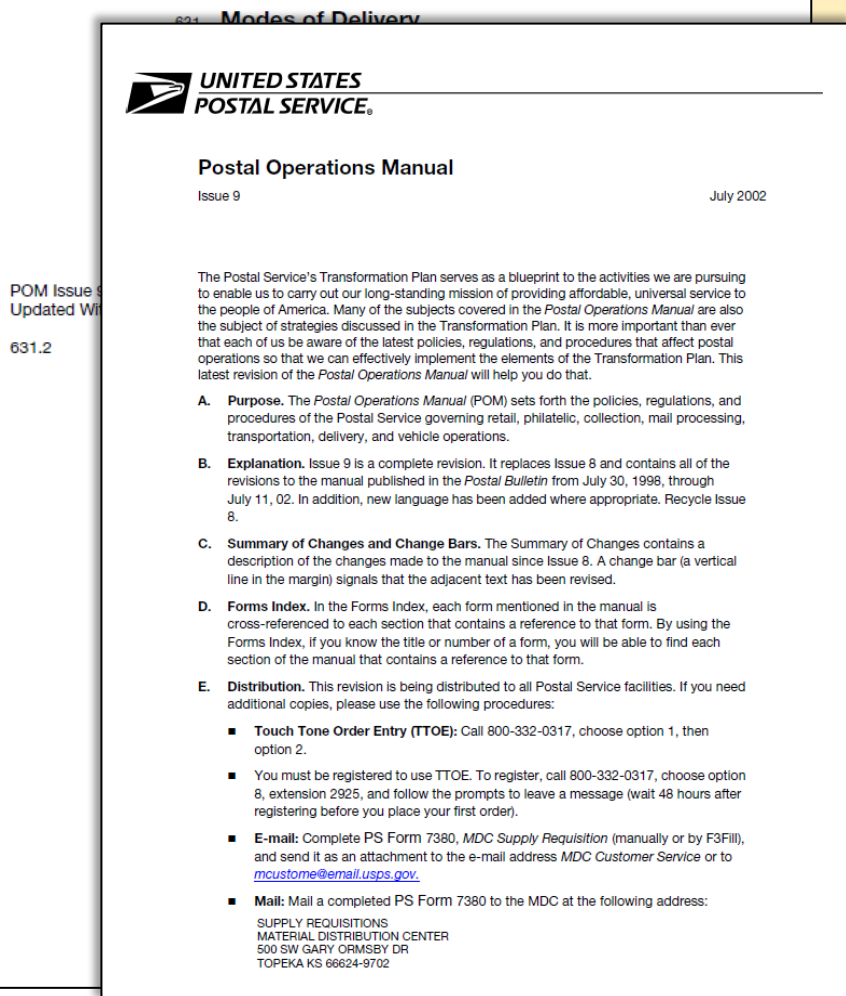
2. Can a hybrid system be implemented?

Yes, a hybrid system can be implemented



2. Can a hybrid system be implemented?

63 Modes of Delivery, Mail Receptacles, and Keys



City Service and Modes of Delivery

- A combination of methods is considered to provide regular and effective service to all residential and business sections of a community
- Centralized Delivery = Preferred Mode of Delivery
- Curbside, sidewalk delivery, and door modes not available as new delivery points (“very rare exceptions”)
- USPS will keep existing delivery infrastructure of centralized delivery in the City, and continue delivering to P.O. Boxes



2. Can a hybrid system be implemented?

Addressing Conventions from USPS Address Management Systems Manager, CA-Dist.3

City-Style Addressing

The address convention using the building number and street name format

Primary Address Number

The numeric or alphanumeric part of an address that precedes the street name

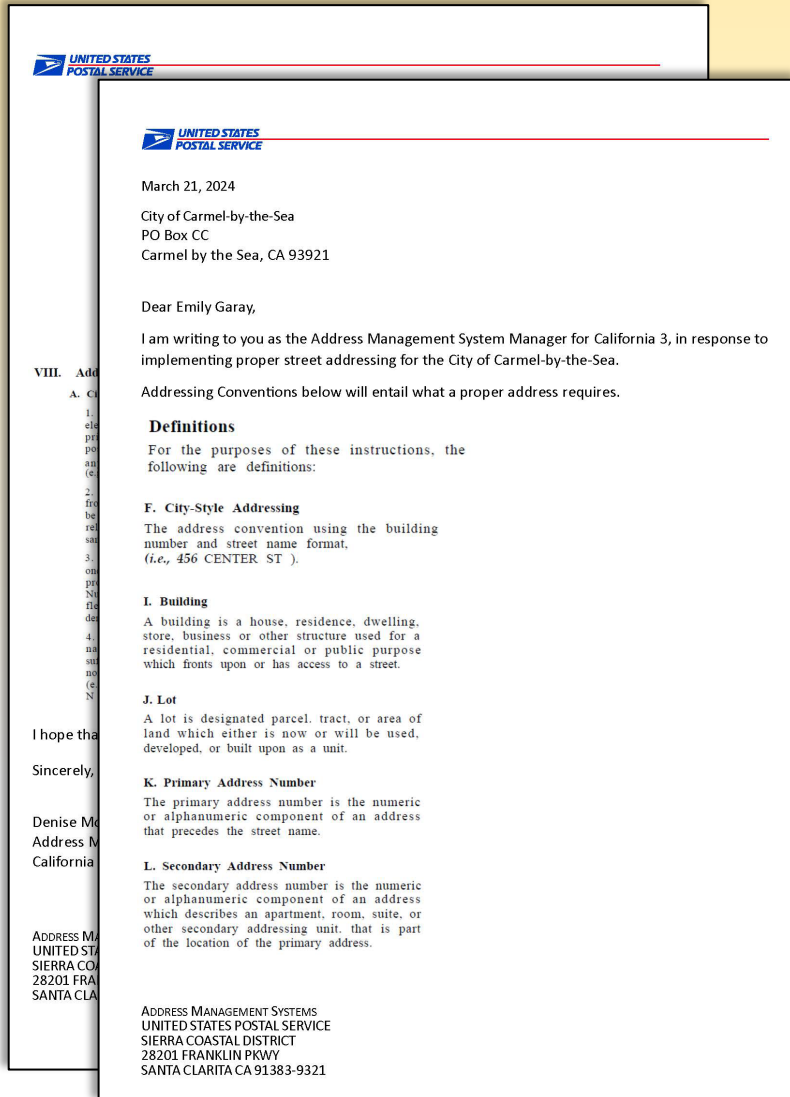
The logical/grammatical order of address elements is:

street number, pre-directional, primary street name, suffix, post directional, and secondary number (if any)

Example: "100 W Main St. SE Apt 201"

Avoid non-specific addresses, such as a corner location address

Incorrect: Pico and 33rd – Correct: 123 Pico Blvd





City of Carmel-by-the-Sea

3. Can the City definitively say the downtown post office will not close?

No, the City cannot definitively state or guarantee that the downtown Post Office will never close



City of Carmel-by-the-Sea

4. Does California Fire Code compliance require the City to have street addresses?

Yes, in order to be in compliance under the California Fire Code, the City shall have street addresses and street address numbers with visible house numbers/building numbers, visible from the street



4. Does California Fire Code compliance require the City to have street addresses?

Research and Conclusion: California Fire Code

A city, in its adoption of the California Fire Code into its Building Code, may amend the Fire Code regulations, but those amendments may only, “establish more restrictive building standards, including, but not limited to, green building standards, reasonably necessary because of local climatic, geological, or topographical conditions.”



City of Carmel-by-the-Sea

5. How does street address implementation enhance public safety for Carmel-by-the-Sea?

- Enhances emergency response personnel's ability to render aid as soon as possible
- The California Fire Code and Building Code, adopted by the City, are codes that set foundational safety standards



5. How does street address implementation enhance public safety for Carmel-by-the-Sea?

Director of Public Safety/Police Chief Tomasi Outlined:

Emergency Responses & Dispatch

- Monterey Fire, CAL Fire, American Medical Response (AMR), and Monterey County Office of Emergency Services (OES)/(MCDEM)
 - Calls for emergency services through these agencies are dispatched through Monterey County Dispatchers

Current Directional Addresses and Emergency Response

Monterey Fire Department

- Training, volume, and regularity of call responses increases Monterey Fire's recognition of the City's descriptive addresses



5. How does street address implementation enhance public safety for Carmel-by-the-Sea?

Other Emergency Response Agencies

- AMR, CAL Fire, Monterey County OES/MCDEM respond to calls in the City less frequently
 - These agencies do not have a full grasp of the City's addressing system due to the intermittent dispatching and response to calls

American Medical Response (AMR)

- AMR responds to 15%-20% of medical emergencies in the City
 - A known possibility of delay or slow response by medical and ambulance personnel is a hindrance to public safety

Emergency Notifications Systems – Monterey County

- Address-based
- Alerts in the City are only sent by zip code (93921), other cities have the ability to use neighborhood-specific alerts
- Current system creates challenges to zoning in on area-specific emergencies or alerts, such as Missing Adult alerts



Extent of Accepted Inconveniences

Inconveniences and Public Health and Safety Issues

- Extended wait times for financial institution verification processes
- Lost or undeliverable packages
- Utilities set-up delays, etc.

Inconveniences may rise to a public health and safety issue when they fall in the realm of prescribed medication delivery or delivery of essential medical equipment



City of Carmel-by-the-Sea

Ad Hoc Committee's Recommendation

1. Move forward with the assignment of street addresses in the City of Carmel-by-the-Sea
2. Create an implementation plan
3. Return to City Council no later than September 2024



Direction to Staff

Red Light, Green Light

1. Move forward with street addresses system implementation, create an implementation plan, community engagement plan, and return to Council with updates at a future meeting
2. Conclude its research and maintain the status quo of not having a standard street address system in the City



City of Carmel-by-the-Sea

Questions

Staff will provide answers to questions covered through current research



City of Carmel-by-the-Sea

End of Presentation