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Dear Editor:

“I had no idea this was part of Santa Ana.” Ever since my family moved to unincorporated Orange County four years ago, I have heard these exact words from friends, family and contractors countless times. They stand on my driveway, trying to square their familiarity with Santa Ana’s bustling urban setting to the bucolically rural distinctiveness of

the tranquil neighborhood they’re observing.

Just last week, my family was heading south on the 55 and the 4th Street exit said go right for Santa Ana and go left for Tustin. I mentally corrected the sign by placing an asterisk above the word “Tustin” with some fine print that said, “Go even more left for Santa Ana again.”

So how did such befuddled highway signage come to pass? In 1995, the USPS added 4,800 addresses from the 92701 zip code in Santa Ana to the 92705 zip code of North Tustin. In those pre-internet days, the impact was administrative at best, a change in stationery – but in modern times, the impact has become so much more.

Thanks to Google, laptops, tablets and smart phones, the web has become a data-mining juggernaut. Zip codes have become geographical buckets used to collect, parse, sort and report statistical data about where we all live and who we all are.

Home-buying families use online real estate web sites that often include crime statistics to determine if the neighborhood is safe for their family. The data-mining domain allocated to the 92705 zip code will report that we have 116 personal crimes, 76 robberies and 167 property crimes for 92705 – but they won’t see the ZERO for each of those in North Tustin.

It’s time for a change. Not incorporation. Not annexation. Not a change to services, schools or property taxes. Simply a change in stationery -- again by working with the USPS to provide North Tustin with a dedicated zip code.

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The Foothill Communities Association (FCA) "Fix-Our-Zip" committee, comprised of your North Tustin neighbors, has been working to raise awareness by holding public meetings, reaching out to elected representatives, responding to inquiries and conducting due diligence communication with the USPS. We encourage you to visit our website at FIXOURZIP.COM, read our FAQs, join our mailing list, sign our on-line petition, ask us questions, lend financial support with a donation to the FCA, or sign up as a block captain and help spread the word.

Scott Logue
North Tustin