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## The Challenges of Local Bike Registries

- ONE NATIONAL PLATFORM: Localized registries have far fewer tools and features than 529 - ours is a North American-wide system built by high-tech professionals from requirements gathered from hundreds of partners. The platform can be licensed for about \$4/day vs. allocating resources for a localized bike registry, i.e., in-house engineering, data storage, maintenance, security, updates, report-building, cyclist support etc. Any bikes from your community which are added to the national bike registry are searchable by law enforcement agencies across North America.
- CROSS-AGENCY COOPERATION IS CRITICAL: Law enforcement agencies express frustration with the fact that today's black market for bicycles works across postal codes versus 20 years ago when most of the black market happened where bikes were stolen. Today, with online marketplaces and high-end bikes, most sales (and many recoveries) happen outside of the jurisdiction.
- COMMUNITY ENGAGEMENT AIDES THE POLICE: We estimate that 30-50% of successful recoveries involve the cycling community who report suspicious activity, find bikes "too good to be true" on Craigslist, eBay, etc., and bike shops who run suspicious bikes. Local / police-only registries do not harness the power of the community.
- LACK OF ENGAGEMENT: Most local / police registries are underutilized. They often have weak security protections and require personal data (like home address). Many cyclists state concerns about privacy, giving the government data and the lack of accessibility by the public as reasons to avoid participation. The most successful regional registration effort we could find was in San Francisco. They registered about 18,000 bikes in 3 years (with a massive push). 529 accomplished nearly 100,000 bikes over the same period in British Columbia -- and has over 1,500,000 bikes in the system. One of the best 'data stories' you will be able to share after switching to our national system is how many more bikes have been registered.
- LOCAL BIKE REGISTRIES ARE RESTRICTED IN THEIR EFFICIENCY AND EFFECTIVENESS BEYOND ONE AREA: If a law enforcement agency recovers a bike registered to a closed (local) system, they have no way or knowing who the owner is, unless they have access to log in to that system. Additionally, few agencies can consistently do the work to contact other agencies with a recovered bike (even if it is marked with that city). Millions of cyclists change their home address every year. **A bike registered into the national registry is essentially registered and can be looked up in any jurisdiction in North America.**
- FEATURE SET: Our system has numerous features built in that a basic registry does not cover. We have an extensive make/model database so that the data coming in is accurate (case in point, 3 years of Portland bike theft data had "Schwinn" spelled \*18\* different ways). We have an error correction algorithm on the shields to prevent 98% of data entry errors. We can do geo-based searches. We auto-generate missing bike poster PDFs for victims. The system can send out optional email alerts which can be an easy way of distributing a stolen bicycle's information to other local police agencies.
- COMMUNITY-ORIENTED POLICING TOOL: Many of our partners use bike registration events to positively engage with community. Our team can train your team to host/run these (optional) events. The 529 Garage app makes it easy for your staff and/or volunteers to register bikes.

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-HELP DESK SUPPORT: Your registered cyclists will expect fast answers to questions: *I sold my bike, I need to close my account, I found a bike, what should I do?, I saw my stolen bike on Kijiji what should I do?, How do I add a bike to my registration? Can I add pictures to my registration? I want to close my account, I need to change the email address associated with my registration, Can I register a scooter/eBike/bike trailer?, I am registered with the national bike registry - do I need to also register with the local registry?, What is your approach to securing my data? How can I see/access my data...*the administrators of local systems typically wear numerous other hats and are often overburdened with the customer support aspect of their local program.

-ACCESS TO DATA: Consumers want the right to see and delete their data. But getting access to a bike registered into a closed system often requires cyclists to contact the administrator of the system to request changes (and is a reason why many people won't share data (even bike data) or participate in local programs.