

Proposal for an All-New Bicycle Registration System

Overview

This proposal is for the establishment of a significantly improved bicycle registry at WWU to replace the existing registry operated by University Police with one operated and hosted by the nonprofit Garage 529. Our current bicycle registration system offers no passive protection against theft, and because of poor advertising and incentives is very underused. This situation is acknowledged by university police and the agency is interested in pursuing the replacement of the current system with one such as what is proposed in this document.

The Project 529 system is in some ways similar and others different to what we currently have. It is a cross-jurisdictional registry like the current one. However, unlike our current registry, the services provided by Project 529 can provide passive protection against theft because of the 529 shield. These “shields” are stickers attached to the frame of the bike which identify the bike as being in the Project 529 database and registered to a specific owner. Shields provide passive protection against theft by displaying that a bicycle is registered to an owner, and have been shown to significantly increase the likelihood of a bike being returned to its owner after a theft occurs. We hope for this new program to be paired with an initial incentive of active protection, as well. We are making a request to the AS Large Events Fund for the funding to purchase 200 bike locks to be distributed to the first 200 users of this new registration system for free, pairing the passive protection offered by the 529 shield with the active



A 529 Shield

protection of a U-Lock which would provide significantly higher security than the cable locks which many students come to campus with.

The second major part of the services which Garage 529 provides in their \$1,500/year package for universities is a customizable branded registry hosted by Garage 529. This registry is the form which users of the service fill out to register their bicycle with Garage 529, and aside from being branded specifically for WWU would allow staff account holders to search for bikes registered through

Why this is needed

We believe every student should have as much protection from bike theft as possible. Bike thefts result in fewer students biking to school, students losing out on their hard earned money, and a black market for stolen bikes. The shield system developed by project 529 is an effective way to prevent bike theft on and off campus. This belief is based off of a case study in Vancouver which tracked number of bikes stolen, bikes returned, Police work, and calls for service over a 6 year time period. The results are shown in the table below. The study found that in comparison to the previous 6 years. 11,000 fewer bikes were stolen, a 42% decline. 3,200 more bikes were returned, police saved 33,000 hours, and there were 11,000 fewer service calls to police. Additionally of the bikes stolen 97% of Project 529 registered bikes were returned to their owners. On top of this there was a 30% increase in bike theft reporting due to higher confidence that bikes will be found. These studies were done on bike registration in tandem with

shields. We believe the minimal extra cost of the shield is well worth the money. Purchasing what we estimate will be an entire year's worth of shields (750) is \$1,500 ~ roughly the price of a nice mountain bike. As such, if these shields can prevent even one bike theft they will be well worth it.

What is needed to get it going

Budget

- \$1500 yearly from the Transportation Services Fee for the branded registry
- Shield purchasing
 - 500 shields to be bought immediately
 - Quarterly options of 250 shields
 - The quantity of the quarterly options, if deemed too little or too great, can be modified through a contract modification process

Closing Statement

Financing

Initial investment

item	amount	cost per unit	Initial investment
shield	500	\$2	\$1,000
registry	1	\$1,500	\$1,500
Total		Total	\$2,500

Year 1

Item	amount	cost per unit	year 2 cost	total cost
shield	750	\$2	\$1,500	
registry	1	\$1,500	\$1,500	

Total		Total	\$3,000	\$5,500
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Year 5

Item	amount	cost per unit	year 2 cost	total cost
shield	3,750	\$2	\$7,500	
registry	5	\$1,500	\$7,500	
Total		Total	\$15,000	\$20,500