



Project 529

Law Enforcement Benefits: A Case Study

sales@project529.com

The True Cost of Bike Theft

It's more than the cost of the bike

Bike theft results in:

- Fewer cyclists and trips by bike, resulting in more traffic congestion
- Additional police resources assigned to bike theft than other more violent priorities
- Less revenue for local bike shops
- Secondary crimes committed on stolen bikes
- A thriving black market for stolen bikes

6 Year Summary

Case Study: Vancouver, British Columbia



- 42% decline in bike thefts with Project 529
- Fewer thefts unreported to the police
- Double digit results in neighboring communities
- The 529 Shield established as a known theft deterrent

Case Study by the Numbers

Six Year Results

Bikes Stolen	↓	11,000 fewer bikes stolen
Bikes Returned	↑	3,200 more bikes returned
Police Manpower	↓	33,000 hours saved
Calls for Service	↓	11,000 fewer calls

Testimonials

From Law Enforcement's Own Experience

"The number of reported bike thefts in Vancouver have been declining since 2015 and Project 529 has played an important role in this success. This program gives law enforcement tools to easily identify stolen bikes and locate their owners."

"We are asking Vancouver residents to help us fight bike theft by registering with Project 529."

- Chief Adam Palmer, Vancouver Police Department

Additional Benefits Uncovered

Building a Stronger Bridge to the Community

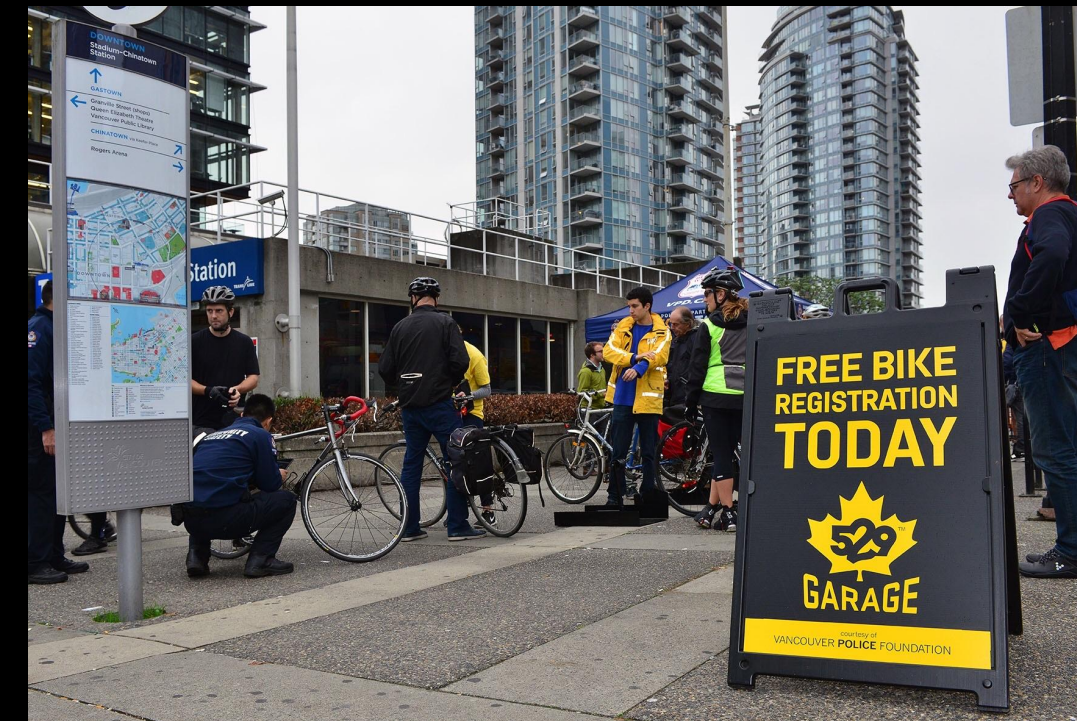
- Seized Bikes: 97% of Project 529 registered bikes returned to their owners (<2% for unregistered bikes)
- 30% increase in bike theft reporting due to higher confidence that it will be effective
- Growth in community theft awareness and security practices
- Project 529 Shield became a visible theft deterrent



Positive Community Engagement

Increased goodwill between the community and the police

- Comprehensive community engagement (Police, Bike Shops, Apts, Universities, neighborhoods)
- Increased community confidence encouraged more cyclists and more cycling!



Network of Partners Maximizes Impact

Law Enforcement, Transit, Universities, Apartments, Clubs, Bike Shops, Bike Manufacturers...



#endbiketheft

sales@project529.com