



LONDON POLICE SERVICES BOARD

“Deeds Not Words”

Report #: 20-58

To: Chair and Members of the London Police Services Board

Date: May 21, 2020

Subject: London Police Service Bicycle Registry – 529 Garage

Board Action:

- ☒ Update / Information Purposes Only
- ☐ Seeking Input
- ☐ Seeking Decision
- ☐ Evaluation

Synopsis:

This Report is before the Board to advise you of the ‘soft launch’ of the 529 Garage Bicycle Program led by the London Police Service in the City of London.

On February 20, 2020, the Board agreed to provide the funding to start the program, as well as a second year to allow for a proper evaluation.

The distancing restrictions in place as a result of the COVID-19 pandemic, require a revised approach to our planned spring launch so we can deliver on the commitment made in October 2019 to bring a bicycle registration program to the City of London for 2020.

A more robust and interactive launch will follow, once distancing restrictions are no longer in effect.

A communication strategy has been put in place to coordinate the ‘soft launch’ and the higher-profile public launch, with our community partners, to be conducted at a future date and time.

Background:

529 Garage is the largest online bicycle registry in North America, with over 1.5 million bicycles registered. 529 Garage was started in 2015 in Portland, Oregon. It is now used in 50 states and nine provinces.

529 Garage is a free, to download, online application (App) that allows the owner of a bicycle to register their bicycle(s) in a system that is community driven. The information does not reside in

any police database and is voluntarily provided by participants, who are required to accept the End User License Agreement.

The registration process provides bicycle owners with the ability to upload up to six pictures of their bicycle, a picture of themselves with their bicycle, and the bicycle's unique features.

In the event that a bicycle is stolen, the owner can easily send a push notification through the App that any other 529 Garage users within a defined radius will receive. In essence, it's a crowdsourcing network that pushes information back to users in the event an alert is issued. The local cycling community is then alerted to the theft, making it a community-powered, community-driven solution.

The London Police Service, as administrators of the Application in London, would also receive the push notifications, in addition to having access to the database to search bicycles reported as stolen as well as compare against found/recovered bicycles to determine if they are registered.

Financial Implications:

There are no new financial implications associated with this Report.

Recommendation:

It is recommended that the Board receive this Report for its information.

SUBMITTED BY: Stuart Betts, Deputy Chief - Administration