



Date: June 20, 2018
To: Patrick H. West, City Manager *PW*
From: *CB* Craig A. Beck, Director of Public Works
For: Mayor and Members of the City Council
Subject: Project 529 Bicycle Registry Educational Campaign

On March 20, 2018, the City Council approved a partnership with Project 529 to offer free, voluntary bicycle registration to Long Beach residents. As a part of this effort, Public Works (PW) staff is developing a campaign to educate residents of the service and benefits of registering their bicycles.

Background and Next Steps

Currently, the Project 529 database contains over 400,000 registered bikes, the largest in the country. Project 529 allows individuals to register their bicycles via the website, <https://project529.com/garage>, or through their free mobile application, 529 Garage. There is no-cost to the user and the database is available to the Long Beach Police Department (LBPD) as a resource to help with bicycle recovery.

Public outreach has already started, including:

- Pop-up registration at community events
- Promotion of Project 529 at the Bike Station (located at 223 East 1st Street)
- Project 529 informational handouts at community events and during Bike Month programs

Attached is an informational flyer (in draft form) that will be posted to the PW website and social media outlets.

If you have any questions, please contact City Traffic Engineer Eric Widstrand at (562) 570-6537.

CB:MM; JC
P:JENNIFER CAREY|TFF

ATTACHMENT

CC: CHARLES PARKIN, CITY ATTORNEY
LAURA L. DOUD, CITY AUDITOR
TOM MODICA, ASSISTANT CITY MANAGER
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REBECCA GARNER, ASSISTANT TO THE CITY MANAGER
MONIQUE DE LA GARZA, CITY CLERK (REF. FILE #18-0269)
DEPARTMENT HEADS

PROTECT YOUR BIKE FROM THEFT IN **5 MINUTES**

Register

The Long Beach Police Department and Long Beach Public Works invite you to join 529 Garage, the largest and most advanced online bike registry. To register, just upload key details and photos of your bike through the 529 Garage website or app to assist LBPD in the event of theft.

Respond

If your bike is stolen, use the 529 Garage app or website to immediately alert the LBPD, the 529 community, and your social network.

Recover

Once your bike is found, the information you provided at registration makes it easy to prove ownership and reclaim your ride.

**VISIT PROJECT529.COM/GARAGE
OR DOWNLOAD THE 529 GARAGE
APP TO REGISTER:**



**REGISTER TODAY AND
KEEP BIKE THEFT AT BAY!**

DRAFT

BIKE LOCK TIPS

1



ALWAYS LOCK YOUR BIKE

Never leave your bike unlocked, even for a minute.

2



ALWAYS USE A U-LOCK OR CHAIN

Invest in a high-quality lock.



3

LOCK THE FRAME AND WHEEL TO A SECURE BIKE RACK

For extra security, remove the front wheel and lock it with the frame and rear wheel, or secure with separate cable.

4



KEEP IT INSIDE OVERNIGHT

and your bike will be alright.

