



OFFICE OF THE CHIEF CONSTABLE

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March 8, 2021

Ms. Jocelyn Jenkyns
City Manager
City of Victoria

Ms. Lauri Hurst
Chief Administrative Officer
Township of Esquimalt

Via Email

Dear Ms. Jenkyns and Ms. Hurst:

RE: Project 529 Garage – Transition to a new bicycle registration program

We are writing to advise you that the Victoria Police Department has decided to transition away from the in-house VicPD Bike Registry and partner with the Project 529 Garage system. As a result of this transition, there is an opportunity for the municipalities to partner with Project 529 Garage as a registration location to help support bike theft prevention.

The Project 529 Garage system has become the world's largest bicycle registration program with more than 800,000 searchable bikes. It offers a web-based platform designed and implemented by Microsoft veterans. It is a modern, simple and efficient bicycle registration/reporting/recovery platform that allows the public and private sectors to attack this problem collaboratively by allowing the owner to register their bike(s) via a mobile application including photographs on a 24 hour a day, 7 days a week, 365 days a year basis. It also allows citizens to report stolen and found bikes through the system, reducing the efforts placed upon police departments while increasing the ability to return the bicycle to the rightful owner.

The VicPD Bike Registry required staff to do all the data entry on behalf of registrants and required members to contact other staff to query bicycles, making it significantly resource-

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dependent. Project 529 Garage has registrants enter bicycle and individual contact details themselves, allows query of bicycles on mobile devices, and permits the upload of photographs of the registrant's bicycle to aid in the bicycles recovery if stolen. This functionality is not available within the current VicPD system.

In addition to registration, the Project 529 Garage system can be used together with individualized tamper-resistant "shields" much like a licence plate decal that act as a deterrent and make recovering and identifying bicycles easier.

VicPD sees the Project 529 Garage as a better way to deter bike theft and recover stolen bicycles. In British Columbia specifically, the City of Burnaby and the District of Mission have signed on with Project 529 Garage. Numerous other police departments on Vancouver Island, in BC, and across North America have also signed on with Project 529 Garage. Due to COVID-19, staffing limitations, the ease of self-registration, and because the police cannot collect money from selling Project 529 Garage shields, VicPD has decided not to become a registration location. However, we are encouraging the City of Victoria and the Municipality of Esquimalt to consider if becoming a branded registry and a registration location makes sense for them.

Project 529 Garage currently has four registration locations located within the boundaries of Victoria, which sell the shields for between \$5 to \$20. The shields can also be purchased online through Amazon for \$12.99. If the City of Victoria and Township of Esquimalt each became a branded registry at an individual municipality cost of \$1,500 annually, they would be able to get a discount on a bulk order of shields and then sell them to recuperate their annual cost. These bulk order shields can be purchased for the below costs:

- 100 to 999 pieces - \$2.75 each
- 1,000 to 4,999 pieces - \$2.50 each
- 5,000+ pieces - \$2.00 each

Also, with a branded registry, municipalities would get the following benefits:

- access to Kiosk mode for bike registration: Kiosk registration provides a simple way for your organization to register bikes for bike owners, either by allowing the bike owner to enter their registration on one of your organization's computers or tablets or by having a staffer or volunteer register the bike for the bike owner.
- ability to set required fields for bike registration on your own website: for example, if you want cyclists to add their postal code, etc.
- ability to see your organization's registered, stolen, impounded and returned statistics for bikes registered to customized bike registry landing pages for Victoria and Esquimalt
- ability to see registration data for bikes registered at partnering bike shops

- ability to customize emails sent to new bike registrants
- access to a Collateral Library of print-ready (and customizable) marketing materials for your registry program.

Currently, there is also a possibility of a grant through the Ministry of Transport to cover the first years branded registry cost and hopefully the first order of Project 529 Garage shields for sale.

For more details about the Project 529 Garage program, Donna Williams can be contacted at donna@project529.com. Alternatively, your staff can connect with Cst. Ryan Wilson at ryan.wilson@vicpd.ca for additional program and transition information for VicPD.

Yours Truly,



Del Manak
Chief Constable

Kim Maddin

From: Laurie Hurst
Sent: March-08-21 11:23 AM
To: Kim Maddin
Subject: FW: Letter from Chief Manak re: Project 529 Garage
Attachments: 210308 Letter to municipalities re Project 529.pdf

For mail log, thanks.

Laurie Hurst, CPA, CGA
Chief Administrative Officer
Tel: 1-250-414-7133

For the latest on the Township's response to COVID-19, please visit
esquimalt.ca/covid19

From: Thomson, Collette <collette.thomson@vicpd.ca>
Sent: March-08-21 11:08 AM
To: Jocelyn Jenkyns <JJenkyns@victoria.ca>; Laurie Hurst <laurie.hurst@esquimalt.ca>
Cc: Colleen Mycroft <cmycroft@victoria.ca>; Jodi Graham <Jodi.Graham@esquimalt.ca>
Subject: Letter from Chief Manak re: Project 529 Garage

Good morning, Jocelyn and Laurie.

Please see the attached letter from Chief Manak.



Collette Thomson

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