# PROJECT 529

**Project 529 Benefits**

## Project 529




Over the last two decades, bicycle theft has grown to epidemic proportions, impacting over two million North Americans at an estimated economic impact of exceeding $500 million annually. Within the province of British Columbia, StatsCan data suggests about 50,000 BC citizens are affected by bike theft yearly with as many as 15% of these thefts attached to secondary crimes. Compiling the best research we have, we estimate the direct impact of bike theft to BC residents, businesses and agencies to be approximately $70 million annually.

This epidemic undermines the tremendous investments being made to establish cycling as a first-class mode of transportation. Theft reduces engagement amongst its victims, resulting in fewer trips and less desire to join the mobility movement. International studies suggest that victims of theft do not replace their bicycle (16.1% on average) or reduce trips made by bike (27.3% on average). In Vancouver, 37% of cyclists cite a fear of theft and 64% say that secure destination parking positively motivates trips by bike. It's clear that bicycle theft is dragging the momentum for increased cycling down across the Lower Mainland.



## *Project Beneficiaries*

Implementation of the program has assisted B. C. citizens and the cycling community, local bike shops, law enforcement, cycling advocacy groups, schools, and universities. The program aims to strengthen the connection between Vancouver's public transit system and cycling accessibility through education and engagement efforts. Activities focus on correct locking techniques, safer bike locking areas, the importance of bike registration, theft deterrence, and safer riding habits. The net benefits of these activities will continue to decrease bike thefts, and in parallel, increase ridership across Metro Vancouver, while also reducing the number of cars and emissions on the urban streets.



## Program Impact

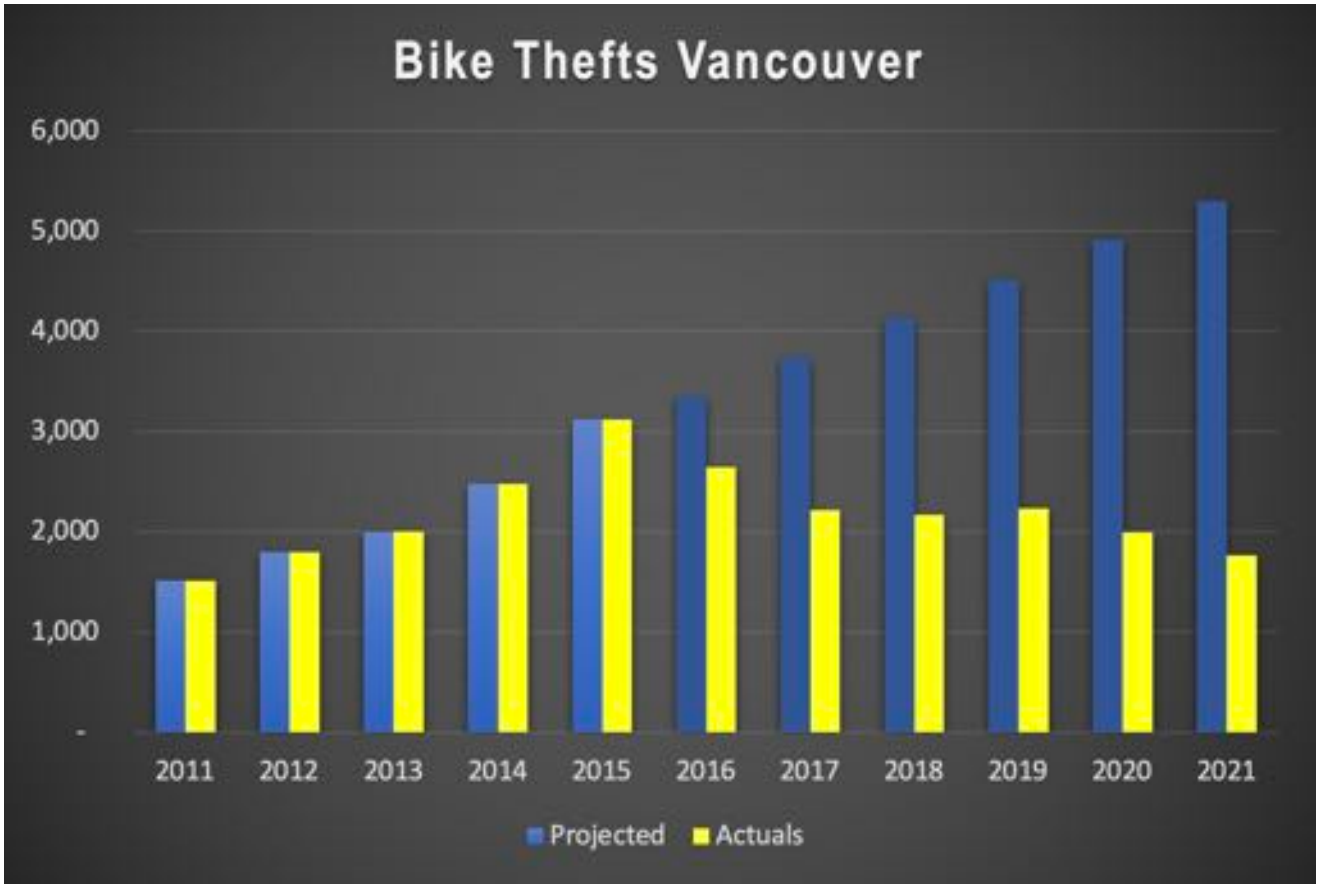
So what is the impact to a city? Using the metrics above form the City of Vancouver we can pull some highlights from the program started in November of 2015

Highlights

- 58% reduction in bike theft, which equals about 11 thousand bikes
- Prevention of $8,000,000 in stolen bikes (6 years)
- $400,000 in returned stolen bikes (2021)
- 33,000 hours in police hourly savings
- 11,000 less calls for service over the 6 year period
- 300% increase in bike trips in COV (2000-2021)
- 30% increase in bike theft reporting (Project 529 survey)
- 97% of all seized registered 529 bikes are returned to owner vs going to police property office

- Immeasurable results from contact with the community and satisfaction of reducing crime in the community

"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," said VPD Chief Constable Adam Palmer. "We are asking Vancouver residents to help us fight bike theft by registering with Project 529."
**Chief Adam Palmer Vancouver Police Department**




## Key Partners

This year, Project 529 teamed up with VPD, TransLink, Better Environmentally Sound Transportation (BEST), Vancouver School Board, Emily Carr, Vancouver General Hospital, EHS, Vancouver Parks Board, City of Vancouver, Granville Island, Science World, Vancouver, University of British Columbia UBC, 35 Police Departments and RCMP Detachments throughout BC Canada and the USA , with over 400 bike stores, to help increase awareness about bike security, locking techniques, and bike theft prevention.

## Some Of Our Earned Media

Project 529 generated significant media coverage in 2022 across British Columbia and Canada. Much of the coverage was focused on theft reduction for Vancouver residents. Notably, a key storyline was the recognition of Vancouver as a global leader in reducing bike theft in Maclean's magazine. The highlights are noted below:

**Print Media & News Websites**

https://www.macleans.ca/society/meet-canadas-only-full-time-bike-theft-detective/

https://vancouversun.com/news/local-news/the-state-of-bike-thefts-in-vancouver

**https://financialpost.com/feature/stop-bicycle-thief-inside-an-ex-microsoft-wunderkinds-canadian-crusade-to-save-your-bike**

https://www.vancouverpolicefoundation.org/2021/04/project-529-reduces-bike-theft-in-vancouver-by-40/

https://globalnews.ca/news/8055404/vpd-stolen-bikes/

**https://www.capitaldaily.ca/news/victoria-has-a-bike-theft-problem-heres-how-to-fix-it**

https://utown.ubc.ca/articles/10-1-2021/get-ready-ride-project-529

https://www.vancouverisawesome.com/local-news/stolen-bikes-found-in-vancouver-returned-to-burnaby-11-year-old-and-edmonton-man-3678679

https://bc.ctvnews.ca/45-000-in-stolen-bikes-recovered-in-vancouver-police-hoping-to-return-them-to-owners-1.5520817

https://www.thewestendjournal.ca/blog/2021/8/1/a-closer-look

https://voiceonline.com/dont-let-organized-crime-steal-your-bike-this-summer/

https://www.straight.com/news/vancouver-officers-recover-almost-30-allegedly-stolen-bicycles-from-east-vancouver-storage

https://www.victoriabuzz.com/2021/03/vicpd-transitions-bicycle-registry-to-project-529-garage-app/

https://www.princegeorgecitizen.com/bc-news/the-internet-just-found-this-vancouver-wheelchair-users-stolen-bicycle-photos-4534207

https://www.darpanmagazine.com/news/national/vpd-recovers-dozens-of-bikes-in-stolen-property-investigation/

https://www.newwestrecord.ca/bc-news/video-catches-man-making-off-with-bike-still-locked-to-bike-rack-4227617

**Broadcast**

Global BC: Project 529 helps return one stolen bike a day in Vancouver (web & TV)

CTV News: VPD pilot project credited with 44 per cent drop in bicycle thefts (web & TV)

CBC TV





CBC






French (National)

CBC French (Local)

CityTV

Omni

Global BC Morning Show

**Radio**

News 1130 (also online)

CBC French

CFOX

Global Radio Toronto

CBC Montreal

CKNW AM-980 Talk Radio  Vancouver

## Social Media

| | Impressions | Followers |
|---|---|---|
| Twitter | 1,469,000 | 2700 |
| Facebook | 2000 | 1287 |
| Instagram | 30000 | 551 |



| Event | Date | Location | Approx # of contacts |
|---|---|---|---|
| **Pop-up w/Granville CPC** | January 21st | David Lam Park - 1300 Pacific Blvd | 75 |
| **Rad Power Bikes** | January 23rd | Rad Power Bikes - 275 W 5th Ave | 75 |
| **Pop-up w/WECH & Granville** | January 30th | Sunset Beach (Beach/Broughton) | 100 |
| **Rad Power Bikes** | February 27th | Rad Power Bikes - 275 W 5th Ave | 150 |
| **Pop-up w/WECHCPC** | March 6th | Sunset Beach (Beach/Broughton) | 160 |
| **Pop up w/Kits CPC** | March 23rd | Olympic Village | 150 |
| **Rad Power Bikes** | March 28th | Rad Power Bikes - 275 W 5th Ave | 40 |
| **Pop up w/KOM** | March 30th | KOM CPC (Arbutus Greenway) | 125 |
| **Bee's Knees Bike Shop** | March 31st | Bee's Knees - 1315 Burrard St | 100 |
| **Pop up w/Granville CPC** | April 8th | David Lam Park - 1300 Pacific Blvd | 75 |
| **Pop up w/Kits CPC** | April 15th | Olympic Village | 150 |
| **Pop up w/KOM** | April 16th | Nat Bailey Stadium | 50 |
| **Pop up w/Kits CPC** | April 27th | South End Of Burrard Bridge | 150 |
| **Pop up w/Granville CPC** | May 5th | David Lam Park - 1300 Pacific Blvd | 50 |

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|---|---|---|---|
| **Pop up w/Kits CPC** | May 12th | Olympic Village | 150 |
| **Pop-up w/WECH & GWCPC** | May 15th | Sunset Beach (Beach/Broughton) | 200 |
| **Pop-up @ Crescent Beach** | May 21st | 3085 McBride Ave | 60 |
| **Side Saddle** | May 23rd | 3400 blk Commercial Street | 75 |
| **Pemberton Heights** | May 29th | Corner Stone - 1096 W 22nd St | 100 |
| **Rad Power Bikes** | May 30th | 275 W 5th Ave | 40 |
| **BTWW w/WECH & Strathcona** | May 31st | Devonian Park - W Georgia/Denman | 100 |
| **BTWW w/multiple CPCs** | June 1st | Landyachtz - 1100 blk Union St | 150 |
| **BTWW w/Kits CPC** | June 2nd | South End Of Burrard Bridge | 250 |
| **BTWW w/KOM CPC** | June 3rd | Arbutus Greenway (6070 E Blvd) | 50 |
| **BTWW w/multiple CPCs** | June 4th | Olympic Village | 150 |
| **Bicycle Sports Pacific** | June 12th | 20241 Fraser Hwy | 20 |
| **Pop up w/KOM** | June 18th | Granville/67th Ave | 50 |
| **Pop up w/BSP (DT location)** | June 19th | 999 Pacific St | 70 |
| **Pop up w/SVCPC** | June 22nd | W 45th/Inverness | 40 |
| **Pop up w/Kits & WECH** | June 26th | S. End of Burrard Bridge | 150 |
| **Rad Power Bikes** | June 27th | 275 W 5th Ave | 40 |
| **Pop up w/Kits CPC** | July 8th | Olympic Village | 100 |
| **Pop up w/WECHCPC** | July 10th | Devonian Harbour Park | 100 |
| **Pop up w/KOM & WECHCPCs** | July 16th | 67th/Granville St | 50 |
| **White Rock RCMP** | July 21st | 15299 Pacific Ave | 120 |
| **Pop up w/SVCPC** | July 22nd | 37th/Ontario St | 75 |
| **Pop up w/WECH & Strathcona CPCs** | July 23rd | Linear Park - 787 Prior St | 120 |
| **NVan RCMP** | July 29th | Harbourside | 75 |
| **Rad Power Bikes** | July 31st | 275 W 5th Ave | 50 |
| **Pop up w/SVCPC** | Aug 11th | 37th/Ontario St | 60 |
| **Pop up w/KitsCPC** | Aug 12th | Olympic Village | 125 |
| **Pop up w/KOMCPC** | Aug 13th | 67th/Granville St | 10 |
| **Pop up w/WECH/GW/& Strathcona CPCs** | Aug 14th | Beach Ave/Broughton St | 150 |

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|---|---|---|---|
| **Reckless Shipyards (Bike to Shop w/HUB)** | Aug 15th | 150-125 Victory Ship Way | 50 |
| **Cathedral Square (Bike to Shop w/HUB)** | Aug 16th | 566 Richards St | 25 |
| **Pop up w/Kits CPC** | Aug 19th | South End Of Burrard Bridge | 150 |
| **Rad Power Bikes** | Aug 22nd | Rad Power Bikes - 275 W 5th Ave | 60 |
| **Pop up w/Kits CPC** | Aug 31st | S. End of Burrard Bridge | 150 |
| **Pop up w/Strathcona CPC** | Sept 3rd | Strathcona Linear Park | 150 |
| **Pop up w/Granville CPC** | Sept 7th | David Lam Park - 1300 Pacific Blvd | 75 |
| **Pop up w/Granville CPC** | Sept 14th | Bicycle Sports Pacific (999 Pacific Blvd) | 10 |
| **Pop up w/KOM** | Sept 15th | Nat Bailey Stadium | 75 |
| **Pop up w/sVCPC** | Sept 21st | S end of Kerr St (River District) | 50 |
| **NVan RCMP** | Sept 24th | Harbourside - Spirit Trail | 75 |
| **BTWW w/KOMCPC** | Sept 27th | 6070 E Blvd | 40 |
| **BTWW w/multiple CPCs** | Sept 28th | 1100 blk Union St | 100 |
| **BTWW w/Kits CPC** | Sept 29th | S End of Burrard Bridge | 125 |
| **BTWW/WECHCPC/Granville** | Sept 30th | Sunset Beach (Beach/Broughton) | 150 |
| **BTWW w/multiple CPCs** | Oct 1st | Olympic Village | 250 |
| **Pop up @ VGH** | Oct 21st | VGH (866 W 10th Ave) | 50 |

## 2022 Highlights

- 60 registration events across lower mainland
- 20 registration events across Vancouver Island

- 4232 registrations at Granville Island Bike Valet
- Registrations done at all 11 VPD CPC
- 2.5 million users across Canada
- 21,000 additional bikes registered in COV 2022
- 262 recoveries/reunited bikes with owners
- 44% reduction in bike theft with a 300% increase in bike trips COV
- Equals approx a 3 million dollar reduction in stolen bikes for 2021
- 12,000 hours in police hours saved
- City of Vancouver recognized as world leaders in bike theft reduction
- Adoption across Canada and the USA

On Friday, 07 June , I received a call from the RCMP , - to notify me that my stolen Giant Trance 2 had been recovered . Const. Terry Kineshenko and his partner asked “when” would it be convenient to return my wayward mountain bike .
Within 15 minutes these two Mounties reunited me with my bike ….. WOW !!!
The bike is banged up and has been abused , but with a little TLC it will be a stellar back up .
Kudos to our policemen and their efforts !!!
Have a Happy Summer ,
Peter Ypma .

Manuelle Chanoine
“Reunited with my bike and I’m so happy! I really didn’t think that I would be seeing it again because this is such a common story in Vancouver... but Project 529 is changing the narrative. Their collaboration with the Vancouver Police Department to reduce bike theft in Vancouver is truly incredible. Words can’t describe how relieved and happy I am to have my bike back so I can continue to commute to work and go on adventures around and outside the city! Thank you Project 529!”

I imagine you get more negative feedback than positive (something that I’m familiar with as a city planner), so here’s one for the department fridge.

I recently had my bike stolen from my locked bike locker, in a secured bike room, within the secured parking of my building. This theft felt oddly personal and obviously was not a pleasant experience. However, I have to say, that’s really where the unpleasantness ended. From start to finish, my interaction with the various VPD members who assisted me was exceedingly positive.
From the moment I reported my bike stolen, to when my bike was recovered (and afterwards), the level of service was exceptional.

The people who I spoke to on the non-emergency line when I initially reported the bike stolen, and later when I saw my bike for sale on craigslist, were friendly, helpful, and professional. They made the process easy and clear. The officers who helped me recover my bike contacted me quickly, walked me through the process of setting up the meeting with the suspect, and then did all the hard work. I literally waited on a patio and had a coffee while listening to a busker play an excellent acoustic version of Stairway to Heaven (and other classics). I understand that there were three officers involved in the recovery, and I later learned that there was a hard take-down involved with the suspect. That officers put themselves in harm's way to recover my personal property is not something I would have asked for, but I appreciate and respect their commitment.

After getting my bike back I committed to registering it with Garage 529 (along with my other bikes). I logged-in to register my bike, only to find that the thief had already registered it and reported stolen. I contacted Garage 529 to help me address this and received a prompt response. I even received a follow-up phone call from the Garage 529 VPD Liaison. All of our bikes are now registered with this app and I am actively encouraging everyone I know to do the same. I think this is a fantastic program and I wish I had known about it sooner. I hope the City continues to support this program as imagine it makes the work of your members easier, helps reunite stolen bikes with their owners, and likely reduces thefts to begin with.

If you can believe it, this is not the first time I've witnessed this level of service. Last summer, my wife's bike was stolen downtown. The story was the same. After reporting it stolen and finding it on craigslist, VPD helped to recover it.

This is not necessarily the level of "customer" service that one expects from a police department. It is definitely a reflection of the character of the individuals that helped me, but I believe that the consistency of service that I experienced is indicative of an organization and leadership that makes this a priority for its members.

I would like to express my gratitude to the all of the members of the VPD who assisted me. Please share this with them, their colleagues, and their supervisors. To help make sure this finds its way to all the right people, I have included some file numbers and specifics below.

Thanks again, and keep up the great work!
Sincerely,
Ryan Gilmore

Theft File No. VA18-182-193
Recovery File No. VA18-185-611. Constable Blue (and 2 other officers)

Garage 529
Robert Brunt
Chief Outreach Officer
(Retired VPD Detective 30 years)