



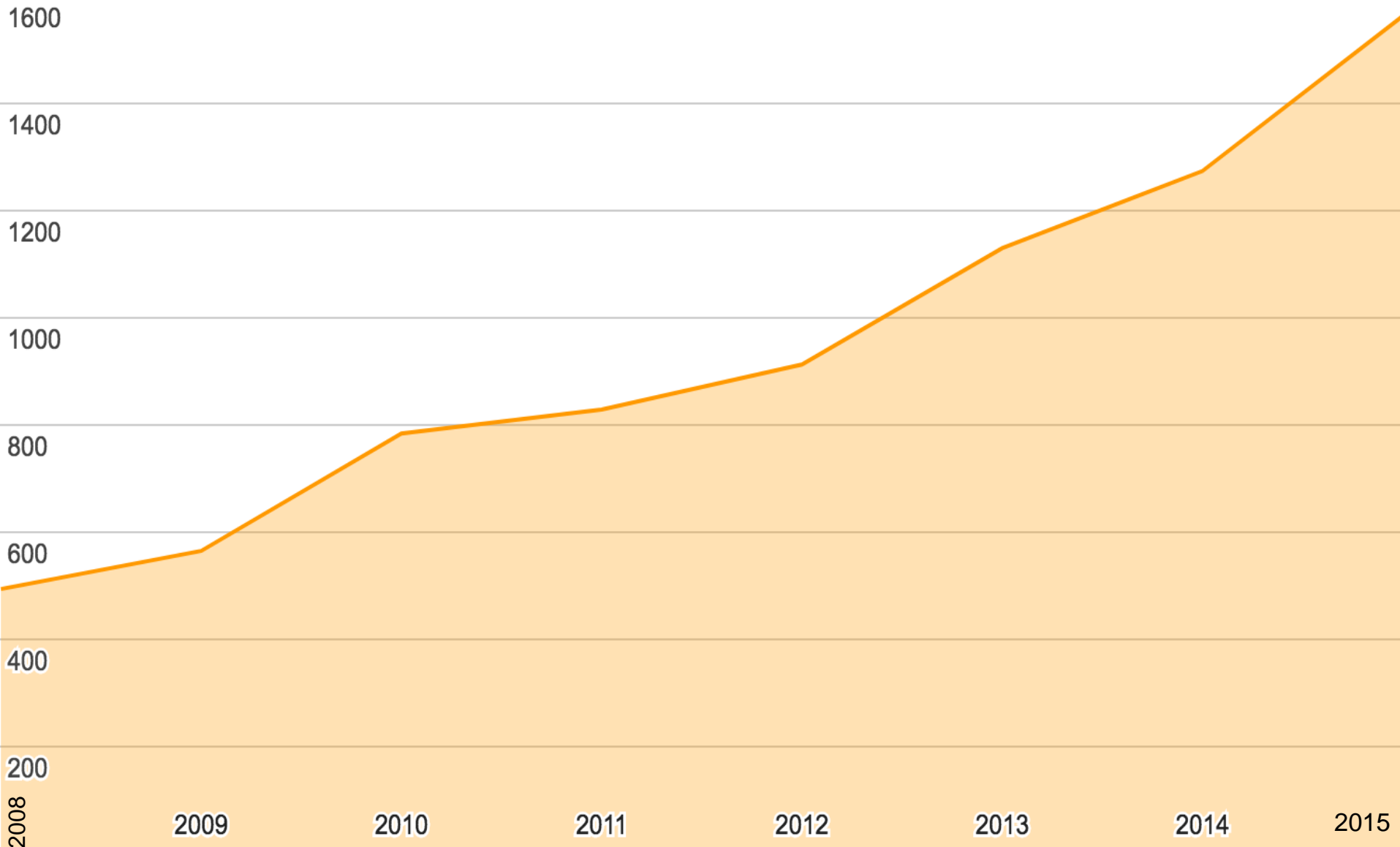
Briefing to Seattle City Council
Sustainability & Transportation Committee
Tuesday, May 16

- Brock Howell, Bicycle Security Advocates
- Bryan Hance, Bike Index

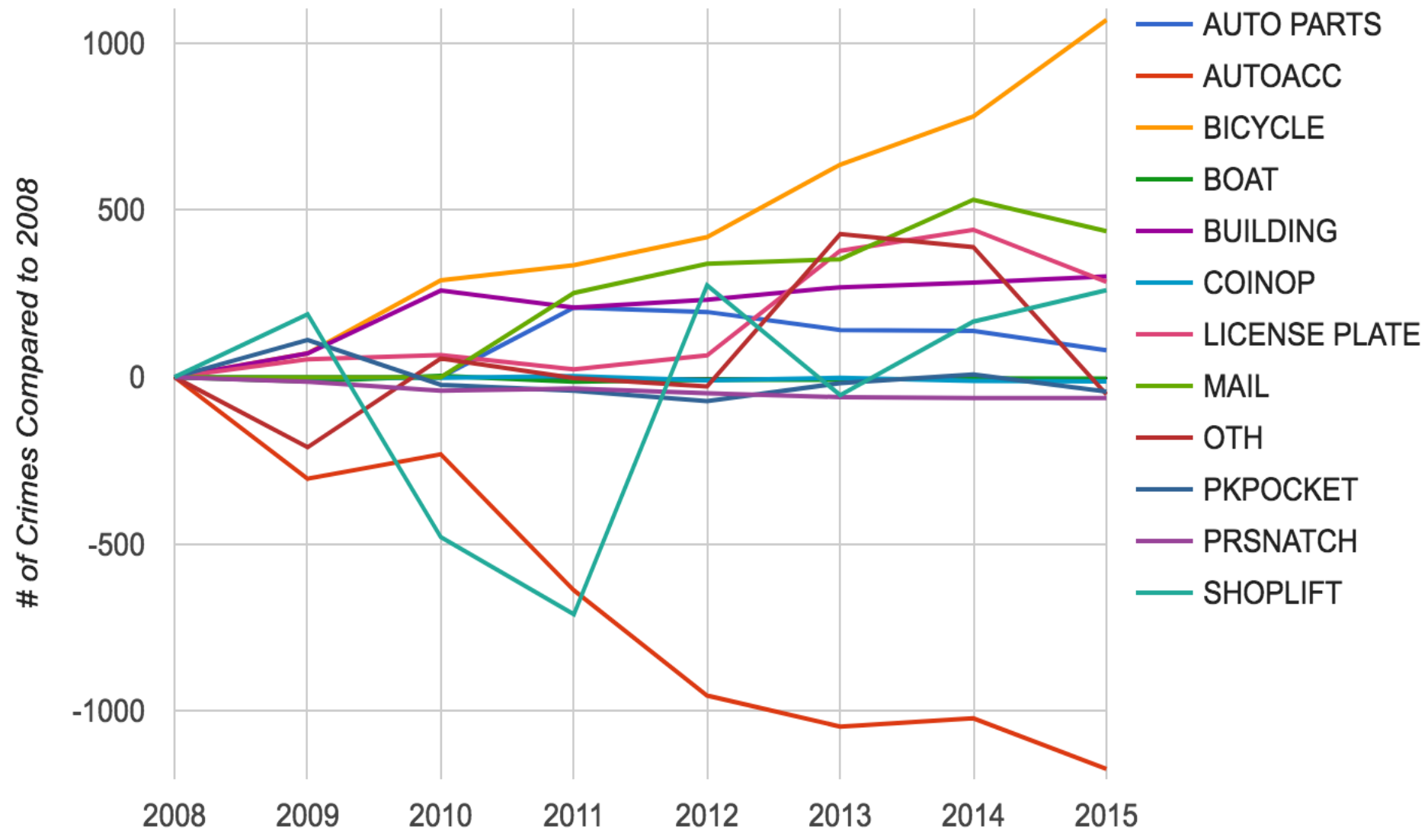


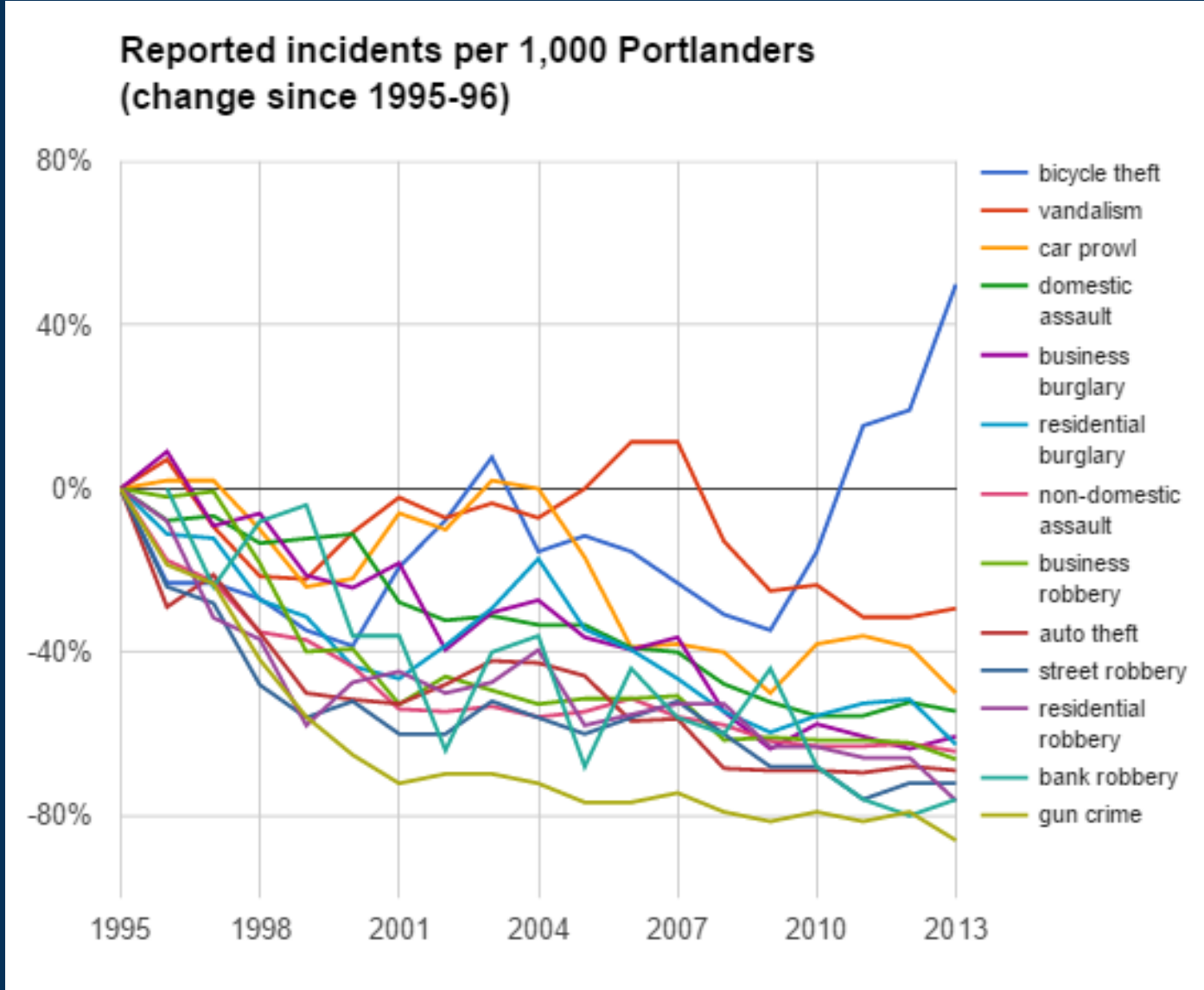
Advocates for improving bicycle parking
and fighting bike theft.

Bicycle Thefts by Year in Seattle

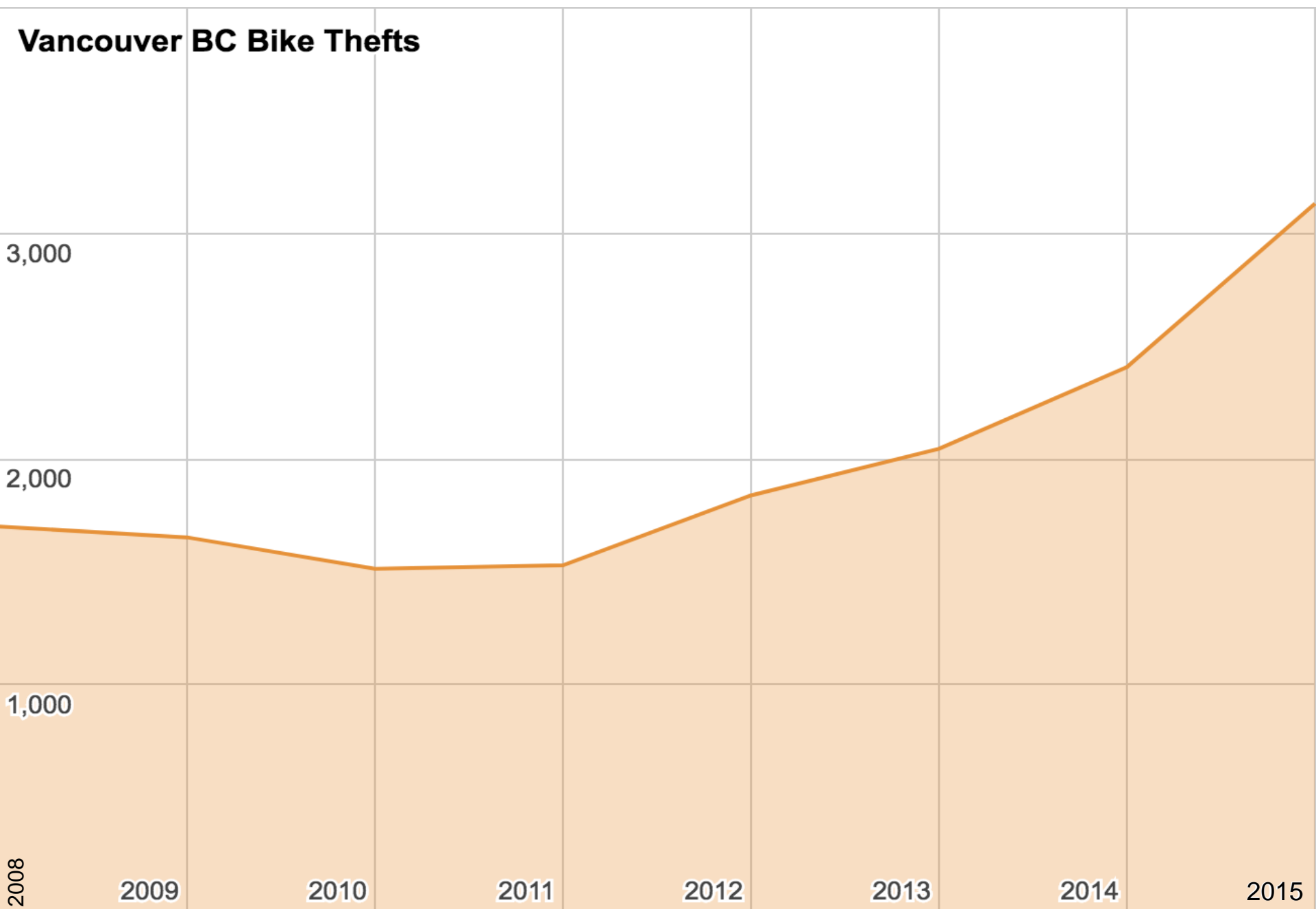


Larceny Crimes in Seattle



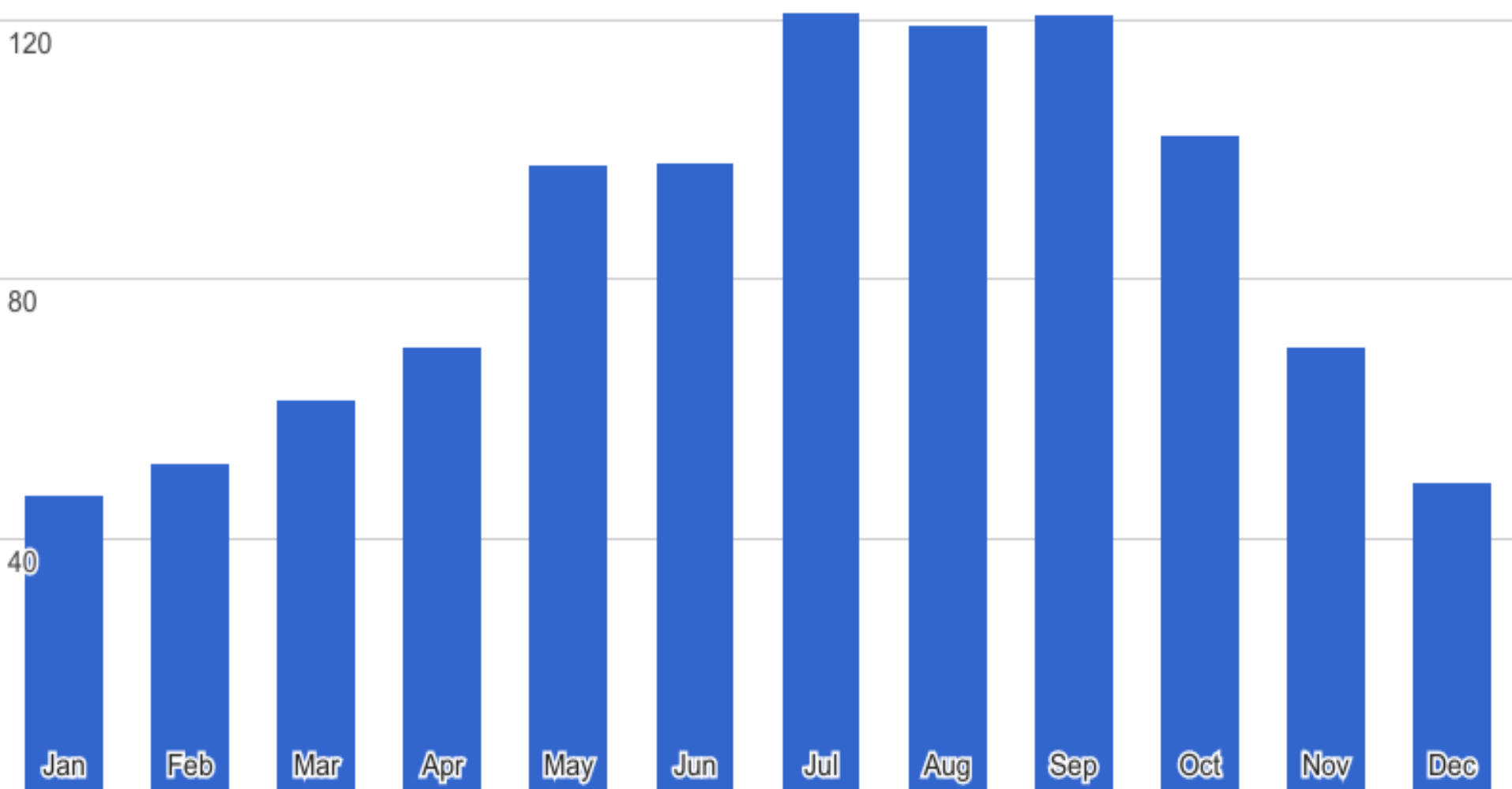


"In Portland, crime has plummeted in every major category except one," Michael Andersen, BikePortland.org (April 30, 2015), <https://bikeportland.org/2015/04/30/portland-crime-plummeted-every-major-category-except-one-142503>

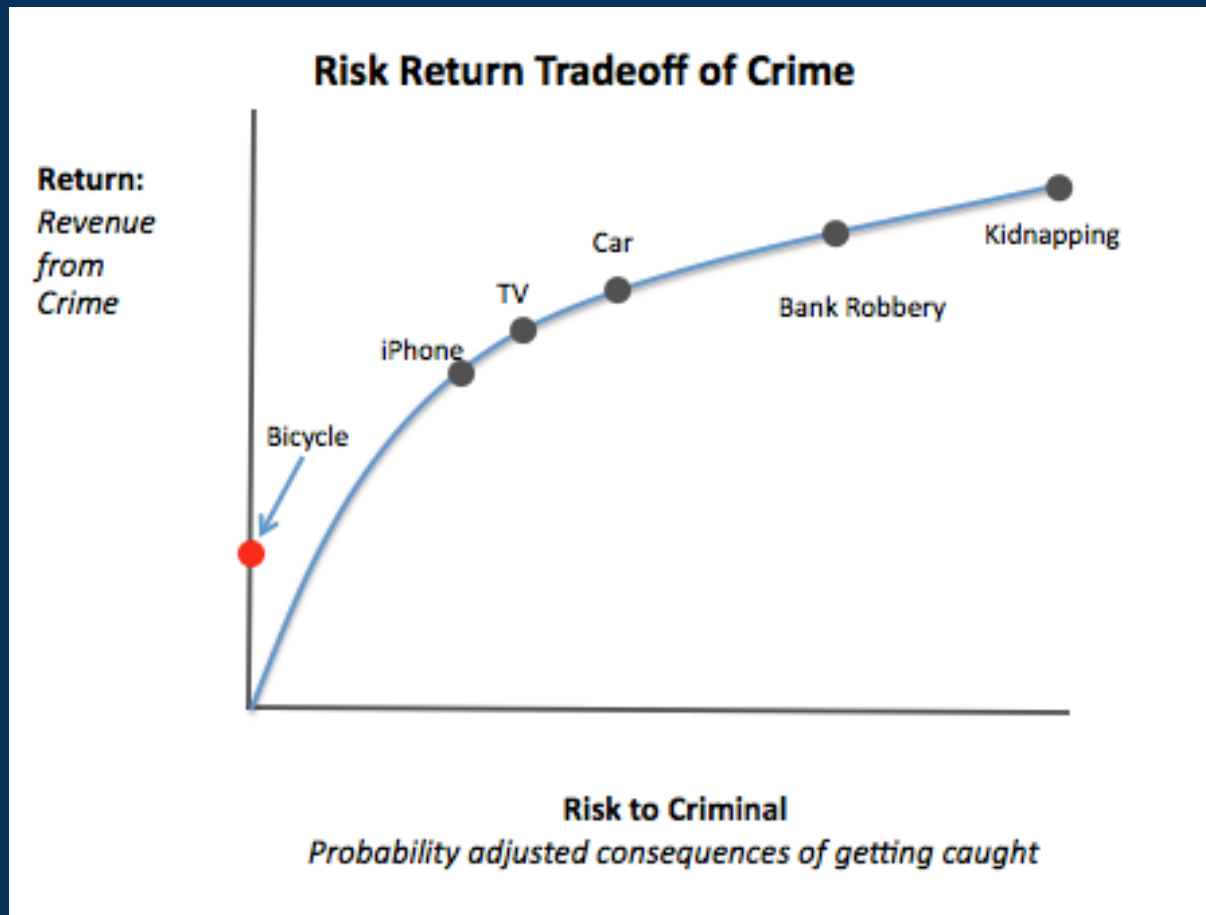


Average by Month

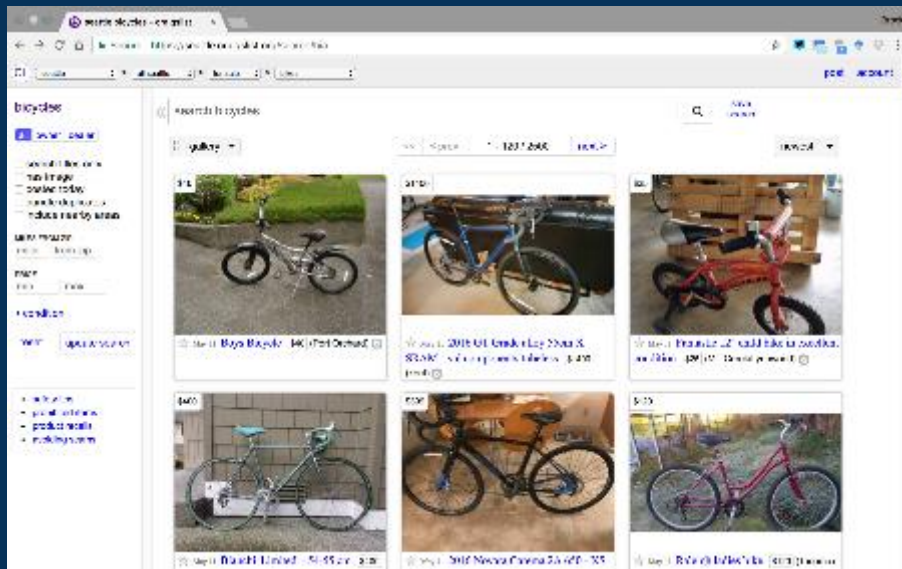
Month / Ave by Month



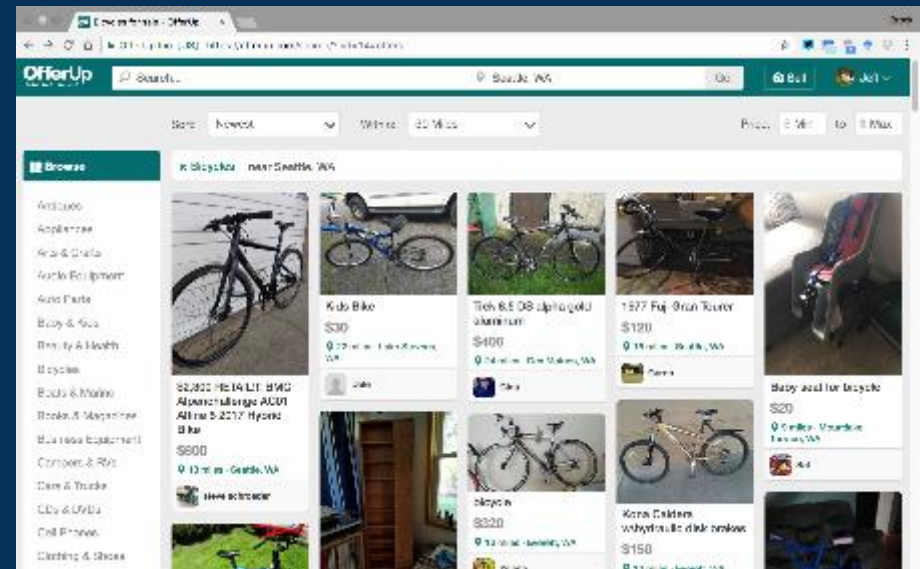
3.1%



“What happens to stolen bicycles?” Priceonomics.com (Aug. 28, 2012),
<https://priceonomics.com/post/30393216796/what-happens-to-stolen-bicycles>



Search results for bicycles on Craigslist. The page shows a grid of bicycle listings with filters for price, location, and category. The left sidebar includes filters for 'bicycles', 'price', and 'location'. The main content area displays several bicycle listings with images and brief descriptions.



Search results for Bicycles on OfferUp. The page shows a grid of bicycle listings with filters for price, location, and category. The left sidebar includes a 'Browse' menu with categories like 'Antiques', 'Appliances', and 'Bicycles'. The main content area displays several bicycle listings with images and brief descriptions.

Perspectives

Social Justice

Connected to other crimes

Significantly impacts the bottom line of bike retailers

Bryan Hance





Bike Index: Hello Seattle!



Who we are & why we're here

- **Bryan Hance:** Tech background, 'bike theft nerd'
- I ran **stolenbicycleregistry.com** from **2005-2014**
- **Seth Herr** (background in bike shops) started **Bike Index** in **2013**
- We merged in **2014**
- **Bike Index today:** over **114,000** bikes on file, **3,700+** recoveries, and **380+** partner organizations across the world
- **@bikeindex** on Twitter + Instagram
- **@stolenbikessea** – Seattle Twitter



Bike Index: Registration That Works

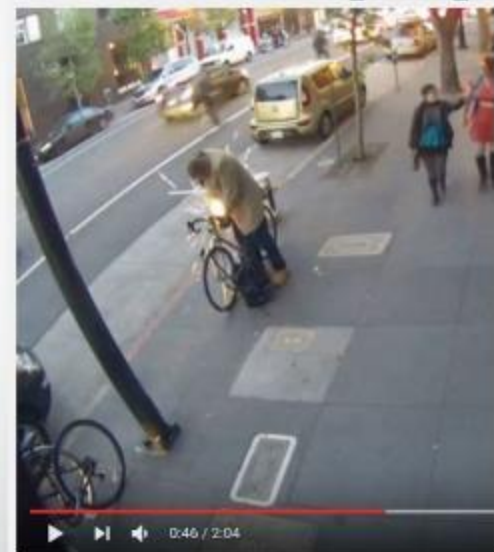
- **FREE indexing:** pre- and post- theft
- The more we **index**, the more we **recover**. We're aiming for a **critical mass!**
- **Free search, open API**, we prove bike ownership & provide stolen bike data
- Bike Index is the only system with **point of sale indexing**
- Bike Index is the only system sharing data with **pawn search partners**
- Bike Index is a nonprofit **501(c)(3)**



Bike Index recovers the most bikes.

So ... why bikes?

- **Ubiquitous** crime with a visceral response.
- **Huge financial impact** – \$100's of millions yearly*
 (* under reporting is est @ 15-30%, bike theft data = hard to get!)
- **More bikes on the road** – higher in value
- **Rampant online black market** fuels theft & fencing
- **Bike Thefts** = lower enforcement priority
- **'Balkanized' data** – City & state systems don't always communicate. When stolen bikes cross city/state lines, regular systems fail.



Sparks Fly As Bike Thief Grinds Through Lock

Bike Index centralizes this data – this leads to more recoveries.

Bike Index partners:



Community

- Bike shops, cycling organizations, cities, police, universities, other anti-theft orgs, countless daily theft victims.

Online region-specific sites / orgs

- **PNW:** BikePortland.org, SeattleBikeBlog.com, WeBikeEugene.org, etc.
- **Nationally:** GoBikeBuffalo, Indycog, BikingToronto, BikingInLA, TucsonVelo, BikeCleveland, CyclingUtah, Stolen Bikes NOLA, Savannah Bikes, **WSORCA** ...

Law enforcement, cities, and universities

- Portland Police Bureau, Seattle Police Dept., SFPD, King Co. Sheriff's Office, Berkeley CA, St. Louis PD, Pacific.edu, University of Washington, LAPD West, Bicycle Security Advocates, most of the folks on this panel, etc ... For a full list see bikeindex.org/where





Calculating the impact

The last 10 stolen bikes registered w/ values on file

- <https://bikeindex.org/bikes/118930> \$1000
- <https://bikeindex.org/bikes/118931> \$1200
- <https://bikeindex.org/bikes/118932> \$700
- <https://bikeindex.org/bikes/118935> \$4000
- <https://bikeindex.org/bikes/118939> \$1200
- <https://bikeindex.org/bikes/118923> \$1600
- <https://bikeindex.org/bikes/118916> \$800
- <https://bikeindex.org/bikes/118887> \$1700
- <https://bikeindex.org/bikes/118891> \$980
- <https://bikeindex.org/bikes/118895> \$1000

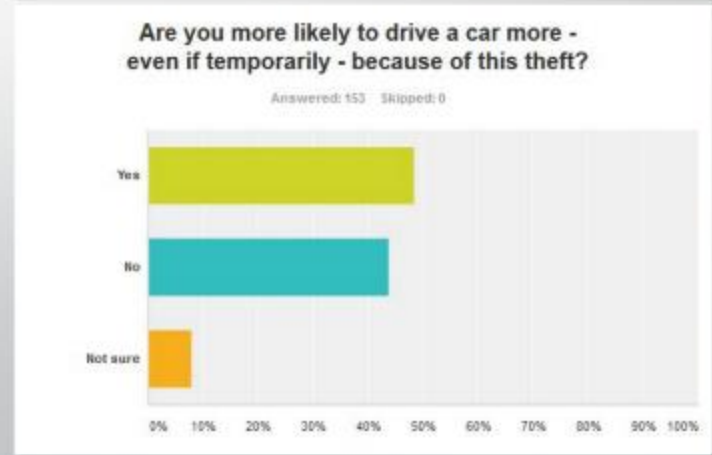
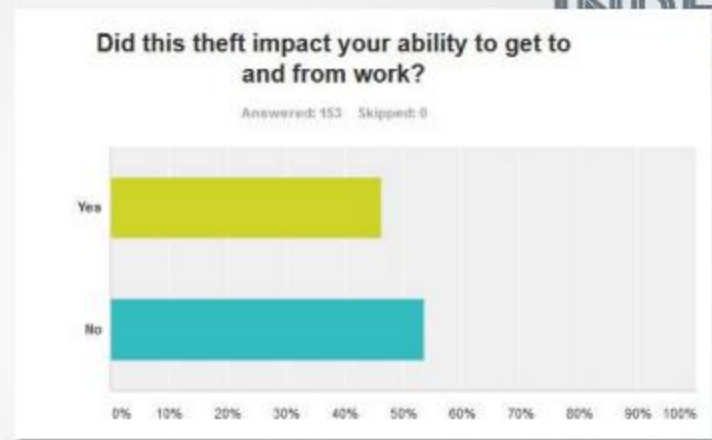
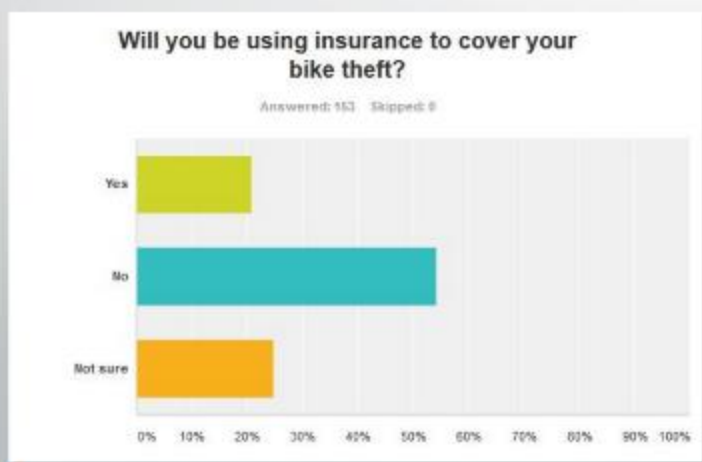
Total: \$14,180

- This is just **10** of **~40** stolen bikes reported stolen that day
- Bike-only: doesn't cover other costs (lost time, other theft damages)

Most victims aren't making insurance claims on these bikes and shoulder the whole loss.

More theft = less bikes

- More theft = less bikes
- Less bikes = more cars
- Many victims absorb 100% of the theft





Bike theft hurts shops + community

- Black market bikes **depress the legitimate market**
- Shops compete with thieves who fence bikes **online, unregulated**, at a **100%** profit
- **Victims:** Est ~7-15% stop riding after a theft
- **Victims:** tend to buy **cheaper** bikes after a theft
Circular issue: many victims - post theft - buy online b/c cheaper.
- **Black market bikes** = closely tied to local drug + property crimes, 'quality of life' issues. Bikes are a type of 'street currency'.



Bike Index in Seattle

- Some quick Seattle bike theft stats:

Records in **Seattle** within 25 miles

	Stolen in year	Total stolen by eoy	Recovered in year
2014	386	1590	18
2015	1096	2687	132
2016	1150	3839	137

Remember: This is only bikes reported to the Bike Index



More bikes Indexed = more recoveries!

Organic adoption across multiple law enforcement agencies

Lots of 'informal' use first (i.e. cops who ride) followed by more formal adoption

Bike Index augments systems already in place.

FYI, @KingCoSheriff, Sargeant Cindi West is awesome. She found my bike and returned it to me. @BikeIndex



RETWEETS 5 LIKES 7

1:48 PM - 27 May 2015

Seattle.gov
Mayor Edward B. Murray

Home SPD in the Community Major Incidents

You are here: Home » General » Bike Cops Use BikeIndex.Org to Recover Stolen High-End Cycle

Bike Cops Use BikeIndex.Org to Recover Stolen High-End Cycle

Written by: Jonah Spangenberg Lee on January 4, 2015 4:41 PM

Two SPD bike officers put the brakes on a suspected bicycle thief Saturday after they spotted him walking a high-end Cannondale through Cal Anderson Park and pedaled over to chat him up about his bike.

Officer Drew Fowler, a long-time cycling enthusiast, asked the man about his pricey silver Cannondale, and became suspicious when the man said he'd bought it from a website for \$400—about one-tenth of its retail value.

Officer Fowler (pictured right) and his partner Jose Silva asked the man if they could take a look at the bike's serial number, and he obliged. Officer Fowler quickly signed up for an account on Bikeindex.org and discovered the bike's owner had listed it as stolen.

After taking the man into custody for possession of stolen property, officers found a set of bolt cutters inside his backpack.

Officers booked the suspect into the King County Jail for investigation of stolen property and referred the case to mental health court.

With the help of [Bikeindex](http://Bikeindex.org), Officer Fowler was able to contact the Cannondale's rightful owner and return the bicycle.



More bikes Indexed = more recoveries!



Bike Index lets the community take an active role in the problem – through Indexing and recovery. We're fast - It takes **less than a minute** to register a bike!



More bikes Indexed = more recoveries!

Bee's
@KCSOBees

Follow

Recovered a bike index stolen Fuji Royale at Westlake yesterday. Another happy owner!

A photograph showing two police officers in yellow and black uniforms standing on a sidewalk with a woman. They are holding a black bicycle. The woman is smiling and looking at the camera. The background shows a street with buildings and a trash can.

PPB BTTF
@PPBBikeTheft

Follow

This one acquired after @BikeIndex tipped us off that it was being sold on @offerup. Owner almost in tears.

A photograph showing a police officer in a yellow and black uniform standing on a sidewalk with a woman. They are holding a white bicycle. The woman is smiling and looking at the camera. The background shows a building with a glass door.

RETWEETS 6 LIKES 26

* Many are recovered via photos only, no serial on file - matched while in the field.



In Seattle: King Co. Sheriff's - @kcsobees

Zach Shaner (@zachshan) Following

Bike thieves are terrible people. They cut off my car rack and took the twice-locked bike with it. #SEAbikes



RETWEETS 5 LIKES 4

Zach Shaner (@zachshan) Following

Got my stolen bike back! Thanks a million to @KingCoSheriff and @stolenbikessea for making it possible! #SEAbikes

RETWEETS 8 LIKES 32

10:07 PM - 18 Nov 2015

Reply to @zachshan @KingCoSheriff

(I've lost count how many bikes the KCSO officers have recovered.)

Bike Index in Seattle: UW!



The screenshot shows the "UW BICYCLE REGISTRATION" page. At the top, there is a navigation bar with the Bike Index logo on the left and links for "SEARCH BIKES", "NEWS", "DONATE", "ABOUT", "HELP", "ADMIN", and "SBR" on the right. The main content area features the University of Washington logo and the title "UW BICYCLE REGISTRATION".

REGISTER YOUR BIKE

Registration form fields:

- Email: bryans@bikeindex.org
- Bike manufacturer: [dropdown menu]
- Primary frame color: [dropdown menu]
- Checkbox: This bike is either missing or stolen.
- REGISTER button

UW AND BIKE INDEX

UW has partnered with Bike Index, the nation's largest and most effective bike registration and recovery service. [Learn more](#)

SEARCH STOLEN BIKES

Found a bike that seems suspicious? Check to see if it's listed as stolen on Bike Index.

ALL BIKES ON CAMPUS SHOULD BE REGISTERED

Registration is free! It provides a simple and secure location to maintain your bike details and helps authorities locate stolen bikes.

At the bottom, there are three small images: a group of people, a cyclist, and a social media widget for the University of Washington with "Like Page" and "2.1K likes".



Bike shops: Key partners in the equation

- Indexing at time of **sale**
- Indexing at time of **service**
- Serial checks for **suspect interactions**
- **Seriously, this is all FREE. Zero. Zilch. Nada!**
- **We also have 'low tech' options – come talk to us!**

Roughly a dozen Seattle shops
using Bike Index at last count.

So very many awesome, vigilant shops
- thank you for all you do!

Abra has had her bike since she was 18. It was stolen on the 24th. Today [@cyclepdx tours](#) recovered it and JUST LOOK AT THIS HAPPY FACE





Advanced partnerships

- **Bike data shared with partners like:**
 - **Perfecto.bike** – verified online marketplace
 - **LeadsOnline** - nation's largest pawn search system
- **Extra law enforcement support**
 - **Bulk serial search** for warehouses
 - **Free** registration setup for city, police, city org's
- **Various 'Theft Task Force' groups**
 - Members of the **Portland BTTF** – we're seeing lots of similar 'task force' groups springing up across cities in the US.
 - BTTF = Two officers, community, industry & city-level partners in Portland.



Newest partner - VerifiR

- **VerifiR.com** – tech from the pharma industry
- Chips implanted **in the frame** (or under paint)
- Can't remove the chip w/o damaging the bike!
- Scans via smartphone (NFC)
- **Bike Index + VerifiR:**
 - They bring **amazing chip tracking technology**
 - Bike Index brings **ownership data** and **registration/search/recovery network**.

Thanks to our API we can 'talk' to other services like VerifiR.



Thank you!

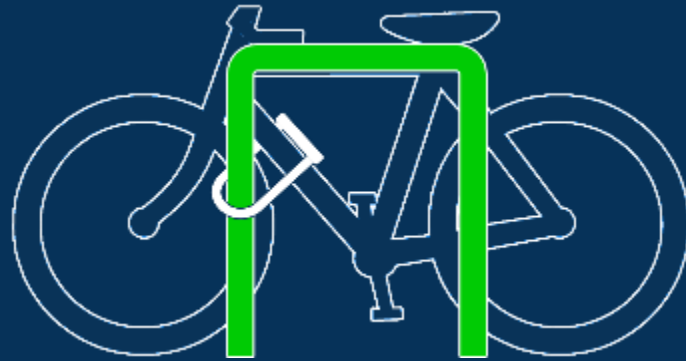


I'm bryan@bikeindex.org

Please don't hesitate to contact me!



Brock Howell



1. Vaccinate bikes



1. Vaccinate bikes

500,000

1. Vaccinate bikes

Have retailers index bikes and transfer “ownership” to buyers.

Require Craigslist, OfferUp, etc. to include a field for sellers to list the bike’s serial number or Bike Index ID code.

Have producers of paid event rides include a field for registrants to list their bike’s serial number or Bike Index ID code.

2. Improve Police Investigations

Create a single point of contact at SPD for reporting bike thefts and coordinating investigations.

Eliminate issues of reporting online v. to the precinct.

Coordinate bike theft investigations across precincts, with the major crimes division, and with KCSO and UWPD.

Build relationships with bike shops, pawn shops, Craigslist, OfferUp, etc.

3. Funding

Help bike retailers adopt pre-indexing through technical assistance and training.

Educate bicycle owners on the need to index their bikes and on proper locking techniques.

Fund the back-end database costs and investigatory assistance of Bike Index or another online indexing site.



Background	NPO, started in 2005, based in PNW	LLC, started in 2013, based in PNW
Code & Platform	Open API / web-based	Proprietary / primarily app-based
# of Indexed Bikes	114,000	Unknown
# of Recoveries	3,770 (287 in Seattle)	Unknown
# of Seattle Bike Shops	8 exclusively (10 total)	1 exclusively (3 total)
User Profile Integration	Facebook, Strava	Facebook, Twitter, Google+
Structure	Network / Community: Twitter Alerts & Relationships	Top-Down: Push Notifications via Mobile App & Email
Database Integration	LeadsOnline Perfecto.bike	National Bike Registry
Partnerships	UW, Seattle Bike Blog, & 380+ other partnerships	Marketing Contracts with College Campuses & Vancouver PD
Other	Lightspeed POS Integration VerifiR	Extensive use of Stickers For Purchase



Bicycle Security Advocates
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