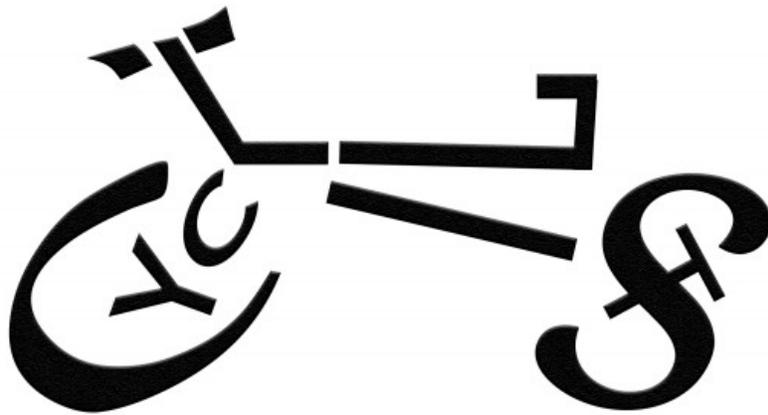


CYCLLIST

Reducing Bike Theft One Cyclist At A Time



Report prepared by :

Aidan Lee

Raseel Dalgamouni

Sadie Russell

Sofia Tuliao

Acknowledgments:

We would like to thank everyone who has contributed to our project for the information, guidance and time offered to us. With their help, CYCLLIST became the well rounded project it is today.

- ★ Mike Smith-Cairns.
- ★ Andrew Egan.
- ★ Ileana Costrut
- ★ Detective Rob Brunt.
- ★ J Allard
- ★ Mike Albrecht.
- ★ The administration of Eric Hamber Secondary School.
- ★ Students of Eric Hamber Secondary School.
- ★ The creators of “529 Garage Short Films:”
 - Mikaela Browner, Luis Giuliani, Ness Xu, Lucas Chung, Sara Crivelli

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CYCLLIST is a five-point checklist that focuses on strengthening bike-locking techniques and increasing registration in Garage 529, a registration program aimed at reducing theft and returning stolen bikes.

Our group came together as part of the Applied Environmental Studies 2100 class in Langara College that runs in collaboration with Vancouver's CityStudio. We chose this project, "529 Garage Boost" because we understand first-hand how bike theft affects cyclists, households and the larger community. We believe that spreading the awareness of this program can greatly reduce the number of bikes stolen in Vancouver.

The project mission states that we need to:

"Create a manner of increasing the rates of registration for Garage 529, and reducing bike theft in Vancouver. This project may include a public outreach campaign and marketing, it may also include a design aspect for improving bike locking techniques or racks." (Egan 2)

CYCLLIST furthers the effort of the Greenest City 2020 Action Plan by addressing barriers faced by commuters when choosing green transportation alternatives. Bike theft in Vancouver is a widespread issue with its impact being felt by residents across social demographics. By addressing the safety concerns, current and potential cyclists have in regards to theft, more individuals may be inclined to use their bikes on a regular basis. Increasing the number of non-car trips to 50% of all commutes taken is a specific target of the Greenest City Action Plan.

Our project also aligns with the targets of the Healthy City Strategy which aims to have reliable, safe modes of active transportation available to all. The goal of cycLLIST is to empower people and reinstall a sense of control, and security, in their green transportation choices. It also connects to the BC Active Transportation strategy being developed. This strategy will have measures that support program like ours, educational programs that promote cycling as a main means of transportation.

Methodology:

We've gone through many approaches to looking for the right method in our project. First, we looked at events and campaigns that have been done in the past regarding Project 529. After gathering enough information, we started to search for potential targets, mostly in the student-wide demographic. This ranged from elementary school students to college students. We ended up choosing high school students as our target, as they have many connections and the most potential to change their transportation behaviour. We also realized that high schools have not yet been targeted in Project 529 registration events.

Our next step was to decide how to convey our message of bike registration to high school students. We chose to create a campaign that not only spreads awareness on Garage 529, but also teach students proper bike-locking techniques. These two factors would then help greatly reduce bike theft in Vancouver, while also promote registration in Garage 529. We did research on factors to consider when locking up bikes, and created an acronym, LLIST. With this acronym, we made the decision to name our campaign CYCLLIST.

Finding Our Niche:

Using the information available on existing collaborations with Garage 529, we examined where our efforts could be most useful. Many post secondary institutes in Vancouver have pre-existing connections with the program and therefore, there is a better chance that students are already aware of it. We opted instead to target a younger demographic of bike users; cycLLIST is aimed at teenagers or high school students. Schools provide a high density of bike users who depend on their bicycles as a means of independent transportation. Targeting this demographic can influence transportation and healthy living choices now and later in life. An important factor in our decision was the close ties this age group still has to a family community, and many for many of them, to a wide network of peers. Our targeting influence can have an amplified effect on the spread of the program.

While the best way to learn about how Garage 529 operates globally was through their website, more specific info regarding their work in BC was not easily accessible. Our initial contact was with the CEO of project 529, J. Allard, who resides in Portland.



J Allard <j@project529.com>
to aidanlee99, me, media ▾

Fri, Sep 13, 12:45 PM ☆ ↶ ⋮

Hi Sofia,

We also got a message from Aidan inquiring about this and would be happy to help you out - I'm guessing that you're working together, but if you're on competing teams, well, I'm giving you a fair start (although his mail was first).

A couple of thoughts

1. Download the app and register some bikes. Best knowledge is through experience. Give it a try.
2. Read up on blog.project529.com. The Ask Annie columns in particular will help you with some knowledge about the crime. There's also 2-3 articles specific to Vancouver with numbers.
3. We do not have an office in Vancouver, but I am up there occasionally (I'm based in Bellingham). VPD has two members that are hard at work driving much of the program across BC.
4. I would encourage you to think about getting Langara onboard with the program as one of your tactics. We have a university toolset for campus security/police/transportation that can help not just with stolen bikes, but helping campus staff locate owners for abandoned bikes (a big problem on campuses). UBC is a participating partner.
5. I'm attaching some information below that would be helpful in understanding the problem, our strategy and some of the key numbers. The backgrounder is a bit out of date in terms of data, but the strategy remains the same.
6. In the 6 years we've worked on this, we've found that awareness and apathy are probably the two biggest hurdles to overcome. Definitely think about what superpowers you have to help get the word out, get people educated and convert that awareness into action. Our message is always - register, lock, report. Even though we have 1.5M bikes in the database, about 100M bikes have been sold during that period. Locking? Check this article to see how poorly people lock - even with good locks. Reporting - 15-20% of thefts reported, 0% of "prowls" (stolen wheel, seat, etc). That means police don't know how big the problem is or patterns of where it's happening. We have a TON of collateral and stickers and stuff we've designed that you could work from or reuse.

We'd be happy to field additional questions as you get them and help in any way we can.

Best,

J

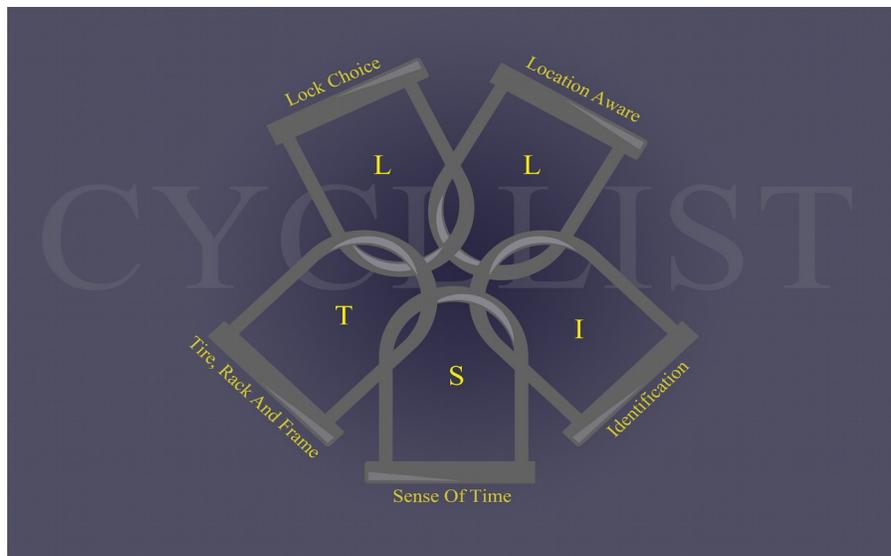
At the same time, we reached out to the Vancouver Police Foundation (VPF) as their website indicated their collaboration with 529 Garage. Through our contact with Ms. Danielle Tsang from VPF, we gained further information on how the program is funded. Garage 529 has been granted financial support from VPF for the last three years and this year's funding, approximately \$12 million, has been primarily allocated to the distribution of free "shield" stickers which identify a bike as being registered. The cost of the shield, usually \$12.00, is being waved for new members. Both Mr. Allard and Ms. Tsang advised us to contact Detective Rob Brunt of the Vancouver Police Department, who is one of the dedicated representatives of the

program, and who runs many of the registration events around Vancouver. Detective Brunt was thrilled to hear of our initiative to spread awareness of Garage 529 and was very supportive of the idea of focusing on youth with the program. He explained that previous attempts with that age group have been somewhat difficult and unresponsive. He confirmed information we received earlier regarding shield costs, and was willing to allow us to use the sponsored shields in our campaigns.

Outcomes:

After much debate, we decided to come up with a program that supports both registration in Garage 529 and educates cyclists on efficient bike-locking practices. CycLLIST is a program with 5 points that are easy to follow and remember. These points tackle a variety of aspects that provides more secure locking and make opportunity motivated bike theft harder to execute. The tenements are lock choice, location awareness, sense of time, identification, and tire, frame & rack.

We created cycLLIST's poster, as well as detailed pamphlets that have information on our 5 focus points.



Putting It Together:

With our cycLLIST poster and pamphlets at hand, we made connections with Eric Hamber Secondary School, which is well known for its active biking community. Through the help of Mr. Mike Albrecht, head of the school's bike club, we managed to arrange information sessions and tabling events that would happen on two scheduled days.



Raseel Dalgamouni <rasedal@gmail.com>
to malbrecht@vsb.bc.ca, aidanee99@gmail.com, sofiatuliao@gmail.com, Sadie ▾

Nov 13, 2019, 1:47 PM ☆ ↶ ⋮

Good Morning Mr. Albrecht.

Hope this email finds you well. We apologize for the delayed email, we were waiting for confirmation from project 529 for the dates we discussed , and we just heard back from them this morning .

It is important that we get in touch with the **Liaison officer** for Eric Hamber. We were hoping you can provide us with his/her contact, so that the VPD officer in charge of 529 can keep them in the loop.

Recap of our meeting :

- we are langara students in the applied environmental studies course offered in cooperation with City Studio .
- Our project is called CycLList . It teaches proper locking techniques and promote registration in Garage 529.
- we would like the chance to speak to as many students as possible to do so, and we are suggesting to do so on two separate date, so as to establish general knowledge on the first date (Nov 20), and encourage students to register to 529 website . Then distribute shields (identification stickers for their bikes) on two days after (Nov 22) where we will be accompanied by the VDP officer in charge. (Rob Brunt or another representative)
- we discussed times and locations. You recommendation that we do lunch time or after school. We decided to do both, if that works. We will set up a table with a Background poster and Video display and will have some flyers about our project .
- for lunch we will set up indoors by the central office . And for after school, by the bike racks outside.
- there will be minimum three of us at each time.
- kindly note that we are working on the papers to present to Eric Hamber regarding our group and 529 involvement in our project . We will have it ready this Friday.

Regards;
CycLLIST.



During our first information session, we informed students about Garage 529 and how to register with the phone app. On the second day, we handed out shields to those who had completed registration.

Results of Pilot Project:

The pilot project was successful, yielding 7 registrations for 529 Garage as well as generating awareness and interest in the program. The two-day approach was not the most effective, with only one student registering on their own between the days. The most effective time for getting students to register was after school; we walked the students through the registration process and registered their bikes right there. Students who weren't interested in registering cited various reasons, such as lack of phones, distrust of unknown apps, being too

busy at that moment. Some stated that they already had bike insurance or that their bikes probably won't get stolen.

Path Forward:

Our interactions with Eric Hamber students for our pilot project proved to be successful in that we've learned a lot in how to tailor our approach going forward. We believe that the individual encounters with the students can be replaced by addressing entire classes. This would allow for more time to explain the process of registration and provide step-by-step demonstration. In our limited time with students during our pilot, we felt there wasn't enough time to also explain the safe locking check-list. With more time and a captive audience, we can better outline what needs to be done to complete their registrations and demonstrate the other proactive measures of cycLLIST that address proper locking of bikes.

The next steps of this project is to reach out to more high schools and begin a collaboration between them and Garage 529. If the Vancouver School Board were to adopt the program, access to class time would be easier to obtain. We believe the project can successfully be carried on through Parent Advisory Committees (PAC) or already established school bike clubs. Members of our group will be attending Eric Hamber's monthly bike club meeting (on Dec 6th) to present our report and pass along our materials so they can continue with it if they so choose.

Aidan Lee <aidanlee99@gmail.com>
to info, bcc: sadiejsr, bcc: sofiatulliao, bcc: raseel.dal

Oct 25, 2019, 11:24 AM ☆ ↶ ⋮

Dear Sir/Madam,

I am part of a group of Langara students that are working on a project in conjunction with CityStudio and Project 529 (a bike registration service). Our goal is to reduce bike theft in Vancouver by educating high school students on methods of preventing bike theft. We plan on meeting with Eric Hamber high school to discuss collaboration. We are contacting you to make you aware of our project and to see if you are interested in working with us to reach out to further schools in the future. Please let me know if you need any further clarification about anything.

Sincerely,
Aidan Lee
Langara College

Conclusions:

Through the trial of our pilot project at Eric Hamber Secondary School, cycLLIST has shown to be a potential way to educate high school students on proper anti-theft techniques for bicycles. We believe cycLLIST has the potential to grow into a much larger program, spreading to schools all across Vancouver and beyond. As the program becomes more well known, students will likely become more receptive to it, increasing its effectiveness. Funding for the project may come from the VPF's Garage 529 grant or elsewhere.

Work Cited

Egan, Andrew and Smith, Mike. "ENVS2100_Major_Project_2019_handout." Applied Environmental Studies. Langara College. Sep 2019. Accessed Nov 30, 2019. d2l.langara.bc.ca/d2l/le/content/138500/Home?itemIdentifier=D2L.LE.Content.ContentObject.ModuleCO-2064969

