



**City of Long Beach**  
*Working Together to Serve*

**Date:** June 20, 2017

**To:** Honorable Mayor and Members of the City Council

**From:** Councilwoman Suzie Price, Third District *SP*  
Councilman Daryl Supernaw, Fourth District *DS*  
Councilmember Dee Andrews, Sixth District *DA*  
Councilmember Roberto Uranga, Seventh District *(R)*

**Subject:** City Voluntary Bike Registration Program

---

**RECOMMENDATION:**

The City Council requests the City Manager work with the Police Department and the Technology Services Department to report on the feasibility of creating a free voluntary online bicycle registration program for use by residents and Council offices, an app-based registration system, and an education campaign to inform residents of this service.

**OVERVIEW:**

Since 2011 the City of Long Beach has not operated a bicycle registration program. This program was suspended because the fees generated failed to cover the cost of administering the program, and the difficulty in purchasing licenses in-person caused an undue burden on residents seeking to be compliant, as well as poor public education on the requirement all combined to result in few resident bikes were registered. Instead a voluntary system where residents pay a fee and register their bikes through the privately operated National Bike Registry was recommended.

Although, residents are able to register their bicycles through the National Bike Registry the pressing issues of bike theft necessitates more effort be taken to confront this problem. Currently the Police Department does not have access to the National Bike Registry's database, making it difficult to prove a bike is stolen when it is found if it has not been reported as stolen, and also impossible to return the bike to the owner. The National Bike Registry functions as simply a storage location for residents to keep make, model, photos, and serial number information for their bikes that they would then be able to provide to law enforcement.

In 2011 the establishment of a free voluntary registration program was among the possible alternatives to the program but cost was cited as why staff recommended moving from mandatory bike registration to using the National Bike Registry rather than developing a voluntary web-based registration program operated by the City. Since that time the City has significantly developed its tech-based abilities making it more likely that a registration program

designed to help ensure lost bikes are recovered and returned to their owners would be feasible. Through the use of app based reporting technology such as "Go Long Beach" the City is better able to connect residents with City departments in sharing and tracking information. Additionally, with a minimal level of on-line education and outreach, providing this service would be easy to get resident bikes registered, and would give the Police Department a much needed tool in confronting bike thefts and related property crime.

Unchecked bike thefts undermine our city's commitment to being "bike friendly" and leave the Police Department with little recourse when they find stolen bikes. However, if the Police Department had access to bike serial numbers, descriptions, photographs and contact information for the owner they would be able to proactively identify bikes as stolen and return them to their owners. With the establishment of a free bike registry program similar to that operated by the City of Seal Beach currently, the residents of Long Beach would be better served and equipped to confront the issue of bike thefts.

**FISCAL IMPACT:**

There is no significant financial impact for the preparation of a report. Additional resources may be necessary to develop an app-based feature through "Go Long Beach" or other program for the implementation of the recommendations in the report.