

Re: Agenda item 63143, *Repealing Sections 12.78, 12.781(3), (4) & (5), amending Sections 12.79 and Sec. 1.08(3)(a) of the Madison General Ordinances to eliminate the City bicycle registration system.*

Madison's bike registration law is obsolete, but that doesn't mean bike registration is useless or that Madison municipal code and Madison's Department of Transportation have no role to play.

The law should be rewritten:

- The Department of Transportation and Chief of Police shall together select a nationwide bike registry service to partner with, and periodically reevaluate that choice.
- The Department of Transportation will manage the registrar partnership.
- The Chief of Police shall primarily use that registrar when working with lost, stolen, or impounded bicycles
- Madison-area dealers are required to register all bike sales with that registrar -- *replaces 12.78(2)(d) and 12.781(3)*
- UW Madison shall actively promote and use the same registrar -- *replaces 12.78(2)(e)*
- Neighboring municipalities are encouraged to adopt the same registrar -- *new*

Today's law justly identifies dealers as the best place to capture bike registrations. Unfortunately, dealers have long flouted the law. With a free & less onerous registration process, hopefully they will get on board. If not, Madison should still have the right to impose fines.

For reference: today there are two leading national bike registries, bikeindex.org and project529.com -- an comparison at <http://bicyclesecurityadvisors.com/protect-your-bike/index-your-bike/> bikeindex.org recently added QR code stickers, allowing law enforcement to easily message a bike's owner -- perhaps it's stolen, or perhaps it's parked illegally.

For reference: [Middleton](#), [Shorewood Hills](#), [Wausau](#), [Sun Prairie](#), [La Crosse](#), and [Milwaukee](#) all have free bike registration. Other communities have lifetime registration, such as [Fitchburg](#) (\$5), [McFarland](#) (\$5), and [Waunakee](#) (\$1).

Best regards,

-Craig Weinhold

