

Bicycle Registration - Next Steps

On January 5, 2021, the Common Council approved a resolution eliminating the City's bicycle registration program which had required bicycle registration through the City run program. The ordinance repeal stated in the Drafter Analysis - "Instead of requiring registration with the City, the City will encourage bicycle owners to voluntarily register their bicycles through free national bicycle registrations services."

Options for Encouraging Use of National Bicycle Registration Services

1. Inform Madison bike owners about both free national bike registration services - [Bicycle Index](#) and [529 Garage](#). City gets a subscription from one company to use to do searches for recovered bicycles.
2. If the City wants to enter into a more formal contractual relationship with one of the registries and strongly encourage residents to use that national registry - this would amount to the city outsourcing its previous in-house bike registration program.
 - a. Use the appropriate competitive selection process to select the vendor to provide this service – via Purchasing
 - b. Go through IT APM 3-20 system to see if any software review is required
 - c. Go thru legal review for the contract.
3. Enter into a contractual relationship with one company per Option 2 **PLUS** the City's old registration data in the City's Accela database would be added to one of the online national database to be searchable by the city and other subscribers to the service.
 - a. This raises legal data privacy issues and will require a contractual review by the Attorney's office.
 - b. Would need to determine what kind of disclosures, if any, the City would need to provide to the bike owners whose data would be shared with the new vendor, and what the new vendor intends to do with that data.

Staff Recommendation – Option 1

- Pay for a subscription with Bike Index which could be used to search for lost/recovered bikes.
 - Bike Index is less expensive at \$499 vs Project 529 at \$1,000. Both advertise the same functionality and search each other's registration records.
 - Subscribe to Bike Index for a year to evaluate the search capabilities and other functionalities. If Bike Index doesn't meet the City's needs or other issues arise, then switch City subscription to Project 529 and trial it for a year to compare.
- Inform people with current or expiring bike registrations about both of the 2 national bicycle registration companies, [Bicycle Index](#) and [529 Garage](#), and encourage them to register with one. Publicize both companies to residents moving forward and let them choose which to use.
 - Do not share our current bicycle registration data with the national companies and continue to have that available to search via Accela.
 - Continue to evaluate the companies and subscription/contract options as the City determines needs moving forward and receives feedback from users.