



SANTA CRUZ POLICE DEPARTMENT
155 Center Street, Santa Cruz, CA 95060

MEDIA RELEASE



DATE/TIME: Tuesday July 12, 2016

TOPIC: City of Santa Cruz

TOPIC: Free Online Bicycle Registration for City Residents & Bike Shops

INFORMATION:

Santa Cruz Police Offer Free Online Bicycle Registration for City Residents & Bike Shops

The Santa Cruz Police Department has launched an online bicycle license registration system. The registration is free and never expires! This online registration was developed to make registration of bicycles easier for City of Santa Cruz residents and bike shops. Additionally, it will help locate owners of recovered bicycles and deter bicycle theft.

<http://www.cityofsantacruz.com/departments/police/bicycle-license-registration>

The SCPD is providing this free online service to all bike owners and bike shop operators within the city. In the week ahead, SCPD will be partnering with local bicycle dealers to demonstrate how to register any new or used bicycles sold at the business. Participating bike shops will have license stickers to apply on bikes for customers at the point-of-sale.

155 stolen bikes have been reported in just the first five months of 2016. The costs for those victims of bike thefts were estimated to be \$357,357. The City of Santa Cruz has experienced a rise in the amount of bicycles stolen. In 2015, reported bike thefts increased by 19% over 2014. The police department also recovers hundreds of bikes each year that are unregistered and are never returned to the owner primarily because we have no way to identify rightful owner. These bicycles are eventually donated or sold at auction with the money benefitting the Teen Center.

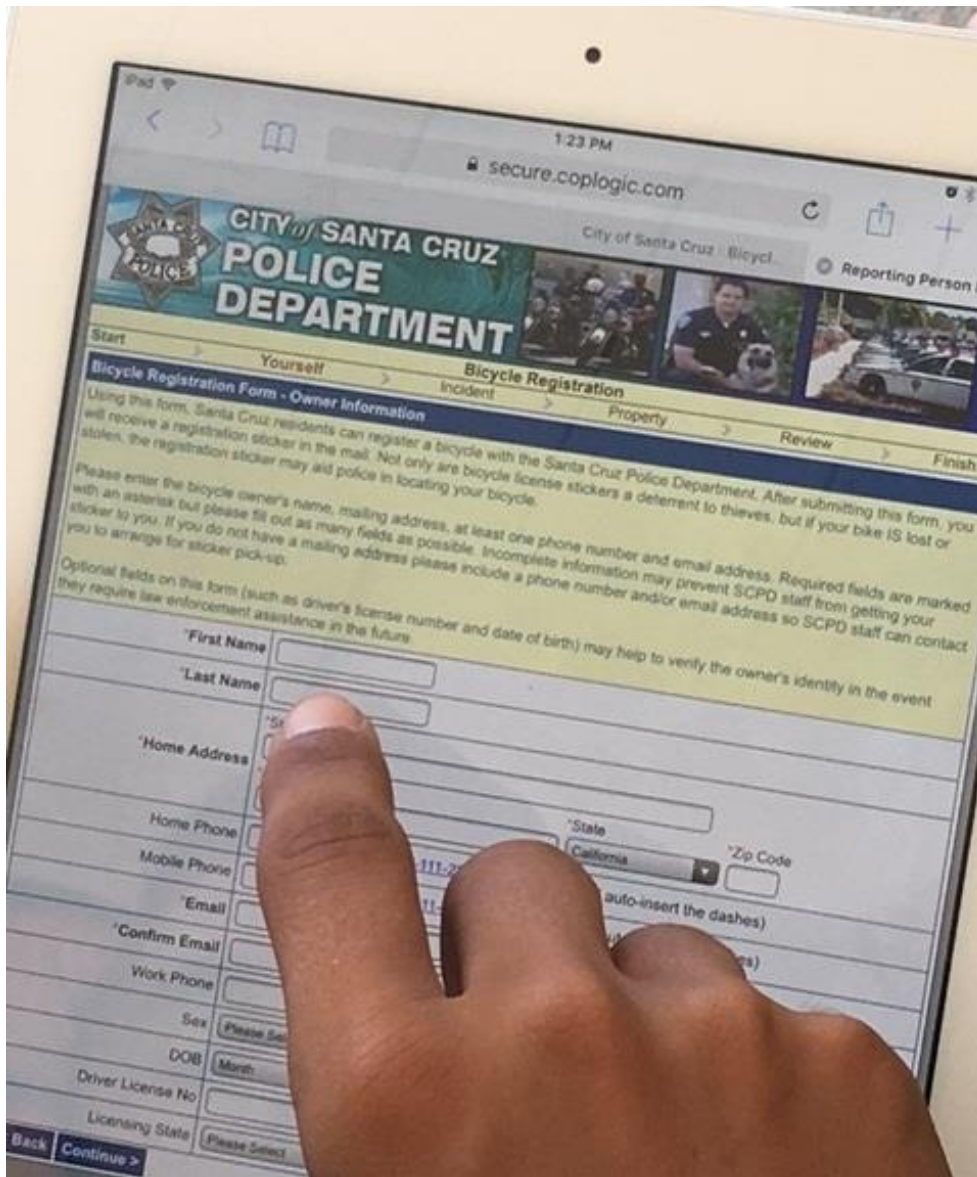
To register your bicycle, simply complete the [Bicycle Registration Form](#). Upon receipt of your online form, you will receive a bicycle registration sticker by mail. Apply the sticker to your bicycle. Its tracking number is exclusive to you.

Photos and bike serial # graphic on the following page.

When a bicycle is reported stolen, SCPD Officers rely on a recorded serial number and description as a means to recover a bike. A properly registered bike in the law enforcement databases will increase the chances of having a stolen bike returned.

Registered bicycles act as a deterrent to theft. Thieves are less likely to steal a registered bike because the owner can be easily identified. Registering your bike greatly increases the likelihood it will be returned if recovered. Having a registered bike gives SCPD Officers one more resource to recover stolen or lost bicycles quickly. It also makes it possible to file charges against the person in possession of the stolen bike.

Photo: Easy sign up on SCPD Online Bicycle Registration



Here's how it works

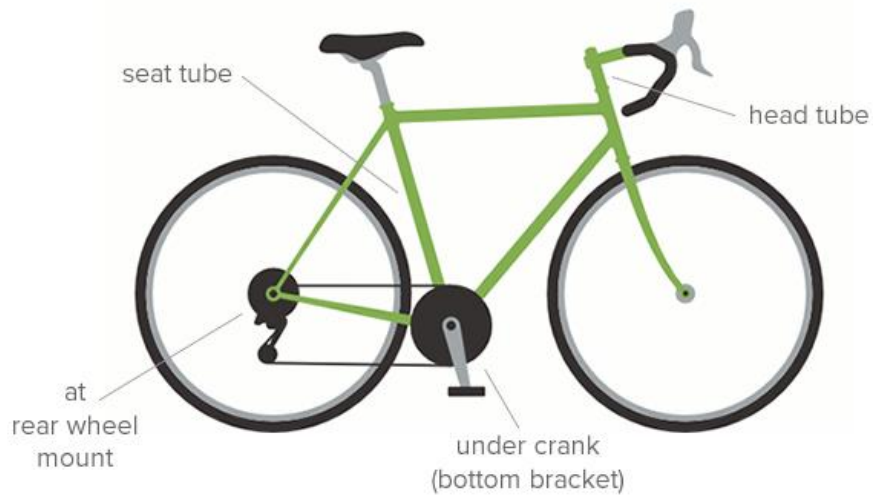
1. To register your bike simply complete the [Bicycle Registration Form](#)
2. Fill in info about your bike, with the serial number. The more detail you can provide about the bike the better.
3. You will receive a bicycle registration sticker by mail.
4. Apply the license decal on your bike.

Photo: Bike License Decal Sticker



Graphic: Where to find serial # on your bike

Common Serial Number Locations



Resources:

Santa Cruz Police Department Online Bicycle Registration:

<http://www.cityofsantacruz.com/departments/police/bicycle-license-registration>

Bike Shops in the City of Santa Cruz interested in partnership opportunities contact

bikereg@cityofsantacruz.com

For any bicycle license registration questions, please email bikereg@cityofsantacruz.com

SCPD Lost & Found, Recovered Property on Instagram and Pinterest

<https://www.instagram.com/scpdproperty/>

<https://www.pinterest.com/scpdproperty/>



For additional information, contact: Joyce Blaschke

Phone: (831) 420-5844

Anonymous tips can also be sent to the police department through our Tip Line (831) 420-5995, or from our Website; www.santacruzpolice.com. Tipsters can also submit an anonymous tip via our smartphone app or from an SMS text. Visit our Website for instructions.