

BICYCLE REGISTRATION CAMPAIGN

PROGRESS REPORT

MINNESOTA DEPARTMENT OF PUBLIC SAFETY

MARCH 1, 1985

## BICYCLE REGISTRATION CAMPAIGN

### EXECUTIVE SUMMARY

The Minnesota Department of Public Safety has undertaken a statewide effort to promote bicycle registration. The following three reasons for registering are emphasized in all promotional materials:

- 1) Accident victims can be identified in minutes if their bicycles are registered.
- 2) Registered lost or stolen bikes are more likely to be returned.
- 3) Registration fees now go to bicycle facilities and programs.

The promotional campaign is being conducted in two phases. Phase I enlists the support of bicycle organizations, police, bike shops, county 4-H agents, teachers, and park and recreation personnel. These groups have been sent registration brochures, posters, and news releases for local distribution. Phase II will be directed at the general public, and includes radio and television public service announcements.

Thus far, \$21,522.00 has been spent in the production and distribution of the bicycle registration campaign materials. While it is too early to see any change in the numbers of bicycles registered, it is expected that this campaign will more than offset the effect of the increase from \$3.00 to \$5.00 (plus the \$1.00 filing fee) in the registration fee.

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I. Background

The Bike Registration Task Force, established in 1982, studied the feasibility of mandatory bicycle registration on a statewide basis. Their conclusion was that resistance to statewide mandatory registration from towns and cities outside the metropolitan area would prevent passage of such a bill and jeopardize future bicycle registration legislation.

Of the estimated 2,500,000 bicycles in Minnesota, 176,981 are currently registered with the state system. Although there is no list of the cities which mandate bicycle registration, it is estimated that fewer than 30 cities do so. Of 77 police departments returning bicycle safety program reports for 1984, only 17 have adopted local ordinances mandating registration.

II. The 1984 Bike Registration Bill

The Bicycle Registration Bill, passed by the 1984 session of the Minnesota legislature, provides that bicycle registration fees must be used for bicycle programs. The bill established a state Bicycle Advisory Board (BAB) and a state bicycle coordinator in the Department of Transportation, as well as providing State funds for the Minnesota Community Bicycle Safety Project administered by the Minnesota Department of Public Safety.

The legislation requires that these programs promote bicycle registration among bicyclists and local units of government. Following is a report on the progress of the statewide Bicycle Registration Campaign.

III. The Bicycle Registration Media Campaign

To comply with the 1984 legislative mandate, the Minnesota Department of Public Safety committed a part of the Minnesota Community Bicycle Safety Project budget to be used for the development and implementation of a statewide media campaign to promote bicycle registration. Working with BAB members, the director of the Community Bicycle Safety Project outlined a two-part plan which would reach the general public -- first through agencies and organizations with bicycling concerns and interests, and then through the mass media.

A. Two Phase Plan

The first phase targeted those groups which could influence communities to promote and/or mandate bicycle registration. They included:

- police & sheriffs
- teachers
- 4-H agents
- bike dealers
- bicycle clubs
- mayors
- State Patrol Safety Education Officers
- civic groups
- businesses
- civil engineers
- city planners
- librarians
- environmental and recreational personnel

Convinced of the need for registration and equipped with information and materials, these groups can help promote bike registration to the general public.

The second phase of the campaign will involve radio, television, newspapers, and bicycling and safety publications and will be directed to the general public.

#### B. Three Reasons for Bicycle Registration

Three reasons are being used to "sell" bicycle registration:

- 1) accident victim identification,
- 2) theft prevention and recovery and
- 3) the fact that bicycle registration fees can now fund bicycle programs.

These themes and associated graphics appear on all campaign materials so that they will come to be identified with bicycle registration.

#### C. Materials Developed

##### Brochure/Poster

With input from the BAB, media consultant developed a brochure which gives the three reasons for bicycle registration. It includes "how to register" information and relevant phone numbers. This brochure and a matching poster were designed for use in all phases of the campaign.

##### News Release

A news release which described the Bicycle Registration Media Campaign was developed for release early in 1985.

##### Inserts

At the same time, three million Bicycle Registration cards were printed and will be inserted in motor vehicle renewal notices. These cards emphasized the value of bike registration in terms of accident victim identification.

##### Public Service Announcements (PSA)

Five public service announcements, three for television and two for radio, focus on the three reasons for bicycle registration. A third PSA for radio will be a message from Lt. Governor Marlene Johnson. The PSA's will be sent to all television and radio stations with a letter from Lt. Governor Johnson appealing for their assistance in the bicycle registration campaign. A copy of this letter appears in the Appendix.

##### Video Tape

A video tape describing how the State Bicycle Registration System operates and explaining the role of police in bike enforcement was developed. The script was written by Kirby Beck, a police officer with Coon Rapids Police Department and Sherri Wagner of the Minnesota Community Bicycle Safety Project, with assistance from Carl Peaslee and Vicki Anderson of Bicycle Registration Division in the Department of Public Safety. This tape will be used in a Bike Registration Enforcement Seminar scheduled for April 1, 1985, and duplicate tapes will be made available to police departments.

#### D. Distribution Plan

The plan for disseminating Bicycle Registration materials and information involves two phases as shown below:

#### Bicycle Registration Distribution Plan

##### PHASE I

##### Agencies & Organizations

##### Distribution Date

Bicycle Advisory Board	February 1
MN Coalition of Bicyclists	February 1
American Youth Hostels	February 1
Police Associations	February 1
State Patrol	February 1
State Agencies:	February 10
Department of Public Safety	
MN Department of Transportation	
Department of Natural Resources	
Department of Energy & Econ. Dev.	
MN Department of Education	
State Planning Agency	
1984 MN Community Bicycle Program Directors	February 15
Safety Education Officers	February 15
Police Chiefs	February 20
4-H Agents	March 1
Mayors	March 1
City Engineers	March 1
Park & Recreation Directors	March 1
Schools	March 1
Libraries	March 1
Parks	March 1
7-11 Stores	March 15
Bike Shops	March 15

These groups will receive letters asking for their assistance in promoting bike registration and packets containing news releases, brochures, and posters. A sample letter and packet appear in the Appendix.

##### PHASE II

##### General Public

##### Public Service Announcements:

All Minnesota radio stations	April 10
All Minnesota television stations	April 10
News releases and features	April 22 to May 1

At a Bicycle Advisory Board meeting in November, board members indicated their needs for bike registration materials and the constituent groups which they could help contact. The list of these agencies and individuals follows:

1985 Bike Registration Campaign

Agency/Individual	Groups	Brochures	Posters	Publication
MN Community Bicycle Safety Project Sherri Wagner	500 police chiefs 6 police assn. 366 bike shops 87 Co. 4-H Agts. 78 7-11 Stores 12 Safety Ed.Off. 77 MN Comm.Bike Saf. Progs.	57,500	1,600	Bike Safety Program News Police Journal Monthly Memos
Dept. of Natural Resources Angela Anderson		3,000	30	Volunteer
Dept. of Energy and Economic Devel. Chris Gilchrist		5,000	100	Explore MN
State Planning Agency Chuck Hawkins			1	
Dept. of Transportation Nancy Mahle Pat Bursaw	855 Mayors 110 City Eng. 87 Counth Eng. 950 Park and Rec. Dir. 1000 MRP 10 Pub. Affairs Directors Mail with maps	10,000	1	
State Bicycle Coord. Jim Dustrude	1500 Schools 200 Higher Ed. Coordinators 3 UM info.ctr. 110 Libraries Parks 10 HCPRD 25 Office Bldg. Sheriff Assn. UM P.D.	11,500	4,500	
MN Dept. of Ed.			30	Update MEA
Dept. of Pub. Saf. Kathy Swanson		3,000	200	
American Youth Hostels Doug Nelson		3,000	3	Hosteler

MN Coalition of Bicyclists Tim Crampton Marjorie Thies	Bike Clubs	2,000	30	Cyclebrations
	Sierra Club Northern Sun Alliance Rovers Club	2,000	100	
Bicycle Advisory Board Garry Peterson	Twin City Tandems	600	5	Twin City Tandems
TOTALS:		100,000	6,600	

#### E. Bicycle Registration Events

##### State Bicycle Safety Conference, February 10-12, 1985

Focus was bicycle registration; participants received brochures, posters, news releases and bicycle registration enforcement seminar forms. Police were shown the bicycle registration enforcement video tape and the television PSA's.

##### County Extension Day, University of Minnesota, March 15, 1985

Bicycle Registration exhibit and presentation will be one of many working tours. Four 20 minute presentations explaining the bicycle registration system including the television PSA's.

##### Hennepin County Chiefs Police Training Advisory Committee, March 20, 1985

A bicycle registration presentation will be made by Coon Rapids police officer Kirby Beck and Garry Peterson, Hennepin County Medical examiner and chairperson of the BAB.

##### Bike Registration Enforcement Seminar, St. Paul Campus, April 1, 1985

Seminar for police and bike dealers to explain the Bicycle Registration System and teach them how to educate the public and to enforce bicycle registration locally.

##### Minnesota Bike Week, May 5-11, 1985

Proclaimed by Governor Perpich, Bicycle Registration exhibits at:

Town Square	IDS Building
Coffman Union	St. Paul Student Center
AYH Ironman Bike Ride	MCB Cycle Sunday bike ride
Possible bike ride with Lt. Gov. Johnson	

##### Bike Patrol Training, May 18-19, 1985

All bike patrol trainees will be instructed in the bicycle registration system by police instructors from communities which have mandatory bicycle registration programs.

State Fair Bike Registration Booth, August 22 - September 2, 1985

As in 1984, there will be a bicycle registration booth in the Department of Public Safety building at the 1985 State Fair. In 1984, 47 volunteers worked during the 12 days of the fair to staff the booth and give out bicycle registration information.

F. Bike Registration Promotion Budget

Media Consultant (scripts, brochure art, news release, distribution lists)	\$ 2,000.00
Production of television and radio PSA's	3,000.00
Design, typeset insert	111.00
Design, typeset, print seminar brochure	141.00
Production of Bike Registration video tape	3,350.00
Printing: 100,000 brochures	4,417.00
3,000,000 inserts	7,231.00
6,700 posters	1,003.00
Total:	<u>\$21,253.00</u>

G. Agency Contributions to Bike Registration Campaign Budget

Minnesota Community Bicycle Safety Project (DPS)	\$11,602.00
DPS Driver and Vehicle Services Division	7,231.00
DPS Office of Public Information	1,003.00
Mn/DOT Bicycle Coordinator's Office	1,417.00
Total:	<u>\$21,253.00</u>

H. Summary

In response to the bicycle registration bill passed in 1984 by the Minnesota legislature, the Minnesota Department of Public Safety has undertaken a statewide effort to promote bicycle registration. All promotional materials focus on three reasons to license bicycles with the Minnesota Bicycle Registration System:

- 1) Accident victims can be identified in minutes if their bicycles are registered.
- 2) Registered lost or stolen bikes are more likely to be returned.
- 3) Registration fees now go to bicycle facilities and programs.

The Minnesota Community Bicycle Safety Project, with the help of the Bicycle Advisory Board and six state agencies, is conducting the campaign in two phases. The first phase enlists the support of bicycle organizations, police, bike shops, 7-11 stores, county 4-H agents, state patrol, teachers, and park and recreation personnel. These



groups have been sent bicycle registration packets including brochures, posters, and news releases for local distribution. They have been asked to promote bike registration in their respective organizations and communities.

The Bike Registration Division in the Department of Public Safety will assist bike dealers, police departments and non-profit organizations in becoming bicycle registrars. American Youth Hostels members will deliver bicycle registration packets directly to bike shops in St. Paul and Minneapolis. Communities will be assisted in incorporating bicycle registration into their Community Bicycle Safety Project grant applications.

The second phase will be directed to the general public just preceding Minnesota Bike Week, May 5-11, 1984. All television and radio stations in the state will be sent public service announcements with a request from Lt. Governor Marlene Johnson to air them prior to and during Bike Week. Newspapers and bicycle and enforcement publications will be sent news releases and feature articles explaining the bike registration system.

Recognizing the special role police and bike dealers play in promoting and enforcing bike registration, the Minnesota Community Bike Safety Project will offer a Bike Registration Enforcement Seminar on April 1 at the University of Minnesota. Participants will receive copies of bike registration promotional materials and the new Bike Registration Video Tape for use in their own departments and shops.

During Bike Week, bike registration displays will be set up in shopping malls, libraries and government buildings and information will be distributed at the various bicycle events.

While it is too early to see any change in numbers of bicycles registered, it is expected that this campaign will more than offset the effect of the increase from \$3.00 to \$5.00 (plus the \$1.00 filing fee) in the registration fee. A report on the numbers of bicycles registered and the monies raised in 1985 will be available from the Department of Public Safety in January, 1986.

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