



## ***TOWN OF CUTLER BAY***

# **Attachment “A”**

### **Case Studies:**

- Police - Collier County Sheriff’s Office (Naples, Florida)
- Shopping Center Security - IPC International Corporation (Bannockburn, Illinois)
- Shopping Mall Security – Sonae Sierra (Lisbon, Portugal)
- Bridgeport Police Department (Bridgeport, Connecticut)

### **Purchase of Two (2) Segway Patroller Units**

# Case Study

## Segway PTs Bring Versatility to Community Policing

### POLICE

Collier County Sheriff's Office, Naples, FL



Collier County, Florida, is home to miles of white sandy beaches, high-end shops, restaurants and exclusive residential developments. The county has a population of more than 350,000, and includes many working-class neighborhoods, several large shopping centers, a new rural university, and vast swaths of swamps and wetlands. The Collier County Sheriff's Office (CCSO) uses tools that are as varied as the topography to patrol the area: cars, boats, bikes, foot and mounted patrol, helicopters and ATVs.

In late 2006, a sergeant in one of the Sheriff's Office patrol districts saw Segway Personal Transporters (PTs) being used by the police at Lee County Airport and asked the Sheriff's Office to consider acquiring a patrol unit for his district. Thinking that this sounded like a good community policing option, the CCSO operations chief asked Lt. George Welch to look into the Segway PTs and determine if they might be a fit for all of the districts.

Lt. Welch, a twenty-year veteran of the CCSO and an assistant to the Undersheriff, immediately thought that the idea had merit. "We are divided up into six patrol districts, and we have a strong community policing philosophy in each one of them," says Welch. "I saw the Segway PT as a way to increase the visibility of our community policing officers and enable them to have more one-on-one

contact with our citizens. It became my job to evaluate the technology and determine the cost and benefits of implementation."

In early 2007, Welch organized an event with the local Authorized Segway Dealer that served to introduce CCSO personnel to the latest Segway police units. "Our Segway dealer brought ten units to a demonstration event, including both the Segway i2 and Segway x2 police models," says Welch. "We had all of our key personnel there - the district lieutenants, the patrol captains and commanders, the patrol sergeants and the chief of operations. I wanted them to experience this for themselves and determine if this would benefit their districts. The reaction was surprisingly positive. Usually there is a naysayer or two in the crowd when we introduce new technology, but every one of them thought that there was a real use for these in our agency."

Once the Sheriff's Office decided that the Segway PT was a good idea, they placed an initial order for five Segway x2s, the off-road model that Welch thought gave them the versatility they needed to patrol a variety of environments. They placed one unit with the community policing officers in each of five districts.

"Our North Naples district is a very affluent area and most of our shopping districts are

## Executive Summary

### CUSTOMER

Collier County Sheriff's Office  
Naples, Florida

### MARKET SECTOR

Police

### THE CHALLENGE

- Looking for ways to enhance the community policing initiatives of the Sheriff's Office
- Need to find one platform to enhance patrol capabilities in a variety of urban/rural environments

### THE SOLUTION

- Purchase five Segway x2 Police units and deploy them in five different patrol districts

### BENEFITS TO THE CUSTOMER

- Officer patrols shopping center in half the time it took on foot. One unit type - the Segway x2 Police - able to patrol beaches, downtown streets, shopping centers, parking lots and on/off the sidewalks at the new university campus.
- Officers are much more approachable and find it easier to engage the public as they patrol

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located here," says Welch. "This district also has beaches, and during the holidays, the area gets very busy. The Segway x2 allows us to patrol the entire area - the beaches and the downtown. It gives the officer an elevated platform to see over the crowds and they stick out so much people recognize them immediately and know that they are police officers."

"In other districts we have several shopping centers that we use the Segway x2s to patrol the interior and exteriors of the malls. In these areas I think the Segway PTs are a valuable crime deterrent, particularly in reducing vehicle burglaries. And on the other end of the spectrum, we have District 4, which is rural residential with very few businesses. It is the proud home of Ave Maria University that includes a large campus area with student housing. We use the Segway PT to patrol university events, and it is ideal for this because it can be used on the sidewalks and grass. The Segway x2 gives us one platform for all types of patrols. Our officers can be trained on one machine and use it everywhere. It makes implementation easier."

To train his community policing officers, Lt. Welch created a multifaceted training program incorporating a video presentation on how the technology works, an on-unit experience that focuses on the fundamentals of operation, and a real-world off-road test where officers use the machines on the beach. The idea was to have all patrol officers completely trained in all environments.

Welch used the initial training sessions to see how the deputies would react to the new technology. "You know, it's one thing for an administrator like me to look at the Segway PT and think it will be a good tool, but it's another thing for the troops to use them. I attended all of the training sessions so that I could gauge their initial reaction. Typical of many law enforcement officers, a few were tentative about embracing new technology. After a few minutes, however, they were all comfortable riding the Segway PTs and proactively shared ideas on where and how they could use them to be more efficient."

Corporal Carmine Marceno was one of the first community policing officers trained on the Segway x2, and he uses it nearly every day as he patrols in North Naples. "We use a back-to-basics approach to policing where we like to get out of the patrol cars, shake hands with people, and put a name to a face," says Marceno. "When people initially see me on the Segway PT they really aren't sure what it is or how it works, but the majority of them come right up to me and ask questions. It has made it very easy for me to get to know people as individuals, and for them to get to know me. It's a very personalized form of community policing."

Marceno is also impressed with the capabilities of the technology. "I patrol the Waterside Shops in my district, and I can do that in about half the time it took me to do it on foot. I also patrol the beach, and it takes me right through the sugar sand, no problem."

Each of Collier County's Segway x2s is equipped with two side cargo systems that the patrol officers use to carry emergency equipment, citation books, laptop computers,

water, and other gear. According to Lt. Welch, the units will get another test as they are put into use at large events later in the season. "We have several festivals and parades coming up where we plan to have three or four units on community policing patrols, and I think we'll get a lot of positive feedback from the public on that," says Welch. "The Segway PTs are ideal in crowds because you can see above everyone, but they will also give our deputies a great opportunity to interact with the public. I am excited to see their reaction." ■

"When people initially see me on the Segway PT they really aren't sure what it is or how it works, but the majority of them come right up to me and ask questions. It has made it very easy for me to get to know people as individuals, and for them to get to know me. It's a very personalized form of community policing"

-Corporal Carmine Marceno  
Collier County Sheriff's Office



# Case Study

## Securing the Shopping Center Environment with the Segway® PT

### SHOPPING CENTER SECURITY

IPC International Corporation, Bannockburn, Illinois

Shopping center public safety service has evolved beyond simply patrolling common areas and giving directions. Today security must focus on a multitude of areas, including protecting guests, deterring criminal activity, enforcing center policies and above all – customer service.



IPC International Corporation is the industry leader in shopping center public safety services. With almost 30 years of experience and more than 400 centers in the U.S., Puerto Rico and Great Britain, IPC is an industry barometer. So when IPC announced their Security Patrol program for the Segway Personal Transporter (PT) in the fall of 2004 it was regarded as a major innovation for the industry.

According to Jade Hirt, National Manager of Staff Development at IPC, the company was looking for a way to enhance the visibility of its officers while aiding patrol techniques and mobility. Prior to the introduction of the Segway PT, Hirt's options were limited to bicycles, golf carts and a motorized bicycle/cart type vehicle.

"For sometime we had been looking for a mode of transportation that was more maneuverable and center-friendly than a golf cart for patrol duties inside and outside shopping malls," recalls Hirt. With the availability of the Segway PT, IPC proceeded to develop a three-month security patrol beta test of this newly introduced technology.

"One of our clients had also been looking at Segway PTs and requested the beta test take place at one of their centers," stated Hirt. To initiate the trial, Segway Inc. representatives trained key IPC management and security personnel in a full-day seminar. The timing of IPC's beta test was established to coincide with the busy 2004 Christmas shopping season at one of the largest malls in Houston, Texas. During the beta test IPC evaluated every facet of Segway PT operation as well as its acceptance by the center's security officers, tenants and customers. This test allowed IPC to thoroughly study the Segway PT in real world conditions, examining how officers would be able to maneuver through the crowds, stop safely, and see over large areas like a food court. The results of the test confirmed that Segway PTs were a viable and safe security option for the shopping center environment.

"Clients are pleased with the attention our officers receive while on (Segway) patrol. It's a great ice breaker that promotes positive interaction with customers."

- Jade Hirt, National Manager of Staff Development, IPC International Corporation

### Increased Visibility and Improved Response Time are Major Assets

From a security standpoint IPC found that the increased visibility of the Segway PT security officers was a major asset. In addition, because officers on Segway PTs stand 8" taller they can see and be seen above the crowds especially during very busy periods.

The beta test also validated that in certain situations the Segway PT could greatly improve response times. "In the off hours when the mall was closed, officers were able to respond to an alarm much faster," stated

## Executive Summary

### THE CHALLENGE

- Improve patrol officer efficiency in the shopping center environment
- Improve community relations with center tenants and customers
- Ensure the safety of patrol officers and the public

### THE SOLUTION

- Put patrol officers on board Segway PTs throughout 40+ major shopping center properties in the United States
- Develop and deploy a standardized Segway PT training and operations program to IPC-certified supervisors and patrol officers

### BENEFITS TO THE CUSTOMER

- Patrol officer emergency response times improved
- Awareness of patrol officers' presence increased among center tenants and shoppers.
- Patrol officers were able to build trust and interaction with tenants and shoppers

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Simply moving

Hirt. "And being able to respond to a situation quickly can make a big difference in the outcome, whether it's a life saving event, damage to property or theft."

**"All of our Segway PT officers understand that this is an important tool to help them with their daily security duties to the center and that these machines are not toys."**

- Jade Hirt, National Manager of Staff Development, IPC International Corporation

Going beyond the improvement in response time, IPC looked at what officers actually did, and how they were able to perform their duties. The company's findings concluded that virtually every officer saw an increase in their capabilities while on patrol.

### **IPC's Standardized Training Program Ensures Safe Operation**

The trial then moved into a new phase: developing a standardized training program that would allow the Segway PT to be safely operated in any shopping center. "We developed a training curriculum that instructs our officers on the safe and efficient way to use the Segway PT on patrol," said Hirt. "All of our Segway PT officers understand that this is an important tool to help them with their daily security duties to the center and that these machines are not toys."

Hirt and IPC's Training and Professional Development Team, spent many hours riding the units so they would know first-hand what problems and environments their security personnel might encounter. To drill home the Segway PT Security Training program, IPC produced a 24-minute video and a 40-page companion manual. The completed program was used to train the first group of initial instructors in 2004 so that they could in turn go on to certify new officers on units at their individual centers.

"One of the first things that our officers had to realize was that the Segway PT was going to get them noticed," says Hirt. "We teach

new program instructors that their patrol officers will be approached and asked about the Segway PTs. They can expect to attract a crowd of people whenever they stop. Once the initial 'what is it' and 'wow' factors diminish, the pace of security patrol at the property will return to normal. Clients are pleased with the attention our officers receive while on patrol. It's a great ice breaker that promotes positive interaction with customers."

### **Patrol Officers' Presence Felt and Welcomed**

In further discussions with clients and center guests, it was discovered that Segway PTs provide the visual effect of turning one officer into two. This perception is a big selling point when IPC discusses the benefits of having a Segway PT patrol unit at a center. Segway PT patrol units are not designed to replace officers. What they are is an important tool that helps upgrade the visibility of IPC officers, aiding patrol techniques and mobility while providing additional customer relations and service benefits.

According to Jeff Taylor, IPC's Manager of Marketing and Corporate Communications, "the program will continue to grow and expand to more centers as development and management companies begin to utilize this new technology. We pride ourselves on delivering innovative security solutions for shopping centers. Our Segway PT Security Training program is one very visible part of our overall capabilities, and we're seeing more demand for it," says Taylor.

Echoing that statement, Hirt indicated that after May 2006, IPC will have six national Segway PT instructor trainers, and 50 static property trainers operating more than 75 client-owned Segway PTs. At that time, the Segway PT program will be spread out to 40 properties in the U.S.

Prominent property and management companies, including Bayer Properties, Taubman Company LLC and Vestar Property Management, all utilize IPC's Segway PT Security program.

Hirt concludes, "In our specialized industry you have to be constantly looking forward for ways to work smarter and faster. Our program is just one example of this smarter, faster approach and demonstrates our leadership in the security industry." ■



# Case Study

## Bringing Security Innovations to European Shopping Centres

### SHOPPING MALL SECURITY

Sonae Sierra, Lisbon, Portugal



Sonae Sierra, Lisbon, Portugal, is one of the largest owners, developers and managers of shopping malls in Europe. Since its incorporation in 1989, it has earned a stellar reputation for innovation and its integrated approach to ownership, development and management. The company currently owns or co-owns 43 shopping centres in six countries, including 19 centres in Portugal alone. Another 15 properties are currently in development.

In 2006, Sergio Carvalho, manager of maintenance at Sonae Sierra in Portugal, and Antonio Possidonio, manager of safety and risk, were looking for ways to increase the productivity of their security personnel when they learned about a trial of Segway Personal Transporters (PTs) at one of the company's mall properties in Spain. Realizing that the self-balancing Segway PTs might be a perfect solution for their needs, they contacted Segway's Authorized Distributor, Segway Portugal, to arrange a three-week trial at one of its largest malls—Centro Colombo, a 400-store shopping centre in Lisbon.

After thoroughly evaluating the results of this trial, Sonae Sierra purchased six Segway PT police packages for immediate implementation, and a single unit for Rio Sul Shopping Centre.

According to Carvalho, there were several factors that encouraged Sonae Sierra to adopt Segway PTs for their security

personnel. "Through our trial we discovered how easy it was for our security staff to learn how to ride the Segway PTs," said Carvalho. "We also learned that personnel who used the Segway PTs were far more productive than they could be while patrolling on foot. They could cover more distance in the same period of time, and easily patrol the interior of the facility as well as the outdoor parking areas."

### Security Personnel Stand Out in the Crowd

Carvalho found that both the store owners and shoppers immediately noticed the security personnel on Segway PTs. "Shoppers were very enthusiastic about seeing an officer using this new technology, and often stopped to talk to the security officer and ask questions," said Carvalho. "The Segway PTs made the officers more visible and, as a result, the shoppers and store owners felt more secure and safe. Because of the maneuverability of the units and the increased observational height of the personnel, we are also able to patrol our parking facilities and see over the cars."



## Executive Summary

### CUSTOMER

Sonae Sierra

### MARKET SECTOR

Shopping and Leisure Centres

### THE CHALLENGE

- Increase the productivity of security personnel who patrol the company's large shopping centres

### THE SOLUTION

- Purchase 23 Segway PT Police Packages and deploy them at 10 centres in Portugal
- Expand the fleet by bringing more Segway PTs to additional Sonae Sierra properties

### BENEFITS TO THE CUSTOMER

- Personnel are able to patrol a centre more quickly than they could on foot
- Shoppers and store owners notice the security personnel and feel safer and more secure
- Personnel are able to patrol indoors and out
- Segway PTs give off no emissions and use no fuel

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Today Sonae Sierra operates 23 Segway PTs spread over 10 of its shopping centers in Portugal and several more in Spain, and the company is steadily bringing more units to other locations. At each of these centres, the Segway PTs are used constantly during operating hours, with several units logging more than 40 kilometers each day. "Our security personnel find the Segway PTs to be useful instruments for work" said Carvalho. "Best of all we are able to improve our security with machines that use no fuel and give off no emissions, and in some cases use of the Segway PTs has also enabled us to lower the cost of our security operations. This is a perfect example of how Sonae Sierra continues to lead our industry with innovation and respect for the environment." ■



"The Segway PTs made the officers more visible and, as a result, the shoppers and store owners felt more secure and safe. Because of the maneuverability of the units and the increase observational height of the personnel, we are also able to patrol our parking facilities and see over the cars."

-- Sergio Carvalho,  
manager of maintenance  
Portugal, Sonae Sierra



SEGWAY®

## Segway® PTs Give a Big Boost to Community Based Policing

### CUSTOMER:

Bridgeport Police Department  
Bridgeport, CT

### CHALLENGES:

Build relationships between police officers and the neighborhoods they patrol

Ensure business people and visitors feel safe in the downtown business district

### SOLUTION:

Eight Segway Personal Transporters (PTs) – four i2s and four x2s that:

Improve community-based policing efforts citywide

Increase police presence in the downtown area

Enhance patrol coverage of special events and large parking garages

Bridgeport, Connecticut is a picturesque waterfront city of 140,000 people located on the Long Island Sound between New York and Boston. Known as "Park City" for its beautiful Beardsley and Seaside Parks, Bridgeport covers an area of approximately 12 square miles/20 kilometers and includes many diverse neighborhoods as well as a dynamic business community.

When Bryan Norwood was sworn in as police chief he brought 17 years of experience and a strong belief in community policing to the job. Not surprisingly, he quickly began looking for ways to forge stronger relationships between his officers and the communities they serve.

"About three weeks into my new job, a representative from a local Segway dealership stopped in to demonstrate the Segway PT. We were intrigued and he left a unit for us to try out," said Chief Norwood. "After a few days we were convinced that the PT would enable our patrol officers to engage with people and build relationships. Soon after, we took delivery of four i2s and a month later purchased four x2s."

The first officers to use the Segway i2s were part of the bike patrol team. The department was hosting a bicycle training class for 30 officers and added a two-hour Segway i2 training segment.

Chief Norwood added, "As a matter of policy, all bike patrol officers are thoroughly cross-trained on i2s and x2s. Within a month we had just over 40 officers trained on Segway PTs."

Bridgeport PD's Segway i2s were first deployed for patrols in the downtown business district, an area of about 12 square blocks. In that environment, the biggest benefit of the implementation was increased visibility — a phenomenon that works both ways.

"On a tactical level, the i2 is a great platform. Officers on Segway PTs, have good sightlines into stores and over crowds and pedestrians. It's a huge benefit that people notice them," said Chief Norwood.

Bridgeport officers who ride Segway PTs wear the same uniform as the bicycle patrol officers — a bright yellow jacket with 'Police' markings

on the back. The officer also stands 8 inches/20 centimeters taller on the i2. Pedestrians can see them from 5 blocks away.

"For the last several years the downtown has been a no-man's land, but that's quickly changing. Business owners love Segway PTs. They see officers ride by their window three or four times throughout the day. They notice them far more than when they were patrolling on foot," said Chief Norwood.

**He added, "We use i2s every day downtown, but I have walking beats in some tough neighborhoods and once or twice a week I let officers take out the i2s instead. The PT is a real icebreaker. Officers often talk about how people stop them and ask a million questions — 'How does it stay up?' and 'How fast does it go?' It gives officers the opportunity to have an engaging conversation with people and get to know them."**

"Officers are fighting over them. Tonight I have several walking beat officers going out on an eight-hour shift and all of those certified to use the Segway PT are going to ask if they can ride one," laughed Chief Norwood. "It's always a matter of whether I have enough PTs for everyone who wants one."

Norwood also uses i2s and x2s to patrol special events. Those occasions range from concerts to community events that draw large crowds and lots of traffic.

"The Who performed to a sold-out audience of 10,000 people here. I had three Segway i2s out there and all I heard was how great it was to see cops on Segway PTs and how approachable officers were," commented Chief Norwood. "PTs are also used to patrol our vast parking garage. Officers are able to see everything and patrol all five levels in ten minutes."

In the spring, Beardsley and Seaside Parks quickly fill with residents and tourists. Chief Norwood readily puts cross-terrain x2s on patrols in these off-road environments.

He added, "The x2s have the ability to take officers off the sidewalks. They're a good fit for our park patrols — and they handle well when there's a little snow on the ground."

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