

# 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 swathes 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

To learn more information or to find a local Authorized Segway Dealer, please visit [www.segway.com](http://www.segway.com) or call 866.4SEGWAY

[www.segway.com](http://www.segway.com)

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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." ■

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