

Case Study

Washington, DC Parking Enforcement Team Deploys the Segway Personal Transporter (PT)

PARKING ENFORCEMENT | Improve Efficiency and Increases Revenue

Washington, DC



Washington, DC spans only 10 square miles, yet it is home to more than 615,000 people and visited by even more each year. Residents, commuters and tourists often travel by car and are required to park. Enforcing parking regulations in such a densely populated and well visited area is a daunting task. Enter the District of Columbia's Parking Enforcement Department, which

issues approximately 1.6 million violation tickets each year. In 2007, Jarvis McNeal, Parking Enforcement Supervisor, knew he needed to improve the mobility of his team. He also hoped to meet the expectations of local government officials by doing it with an environmentally friendly transportation solution. Jarvis began his research by contacting the local Metropolitan Police Department. He commented, "The police department had been using Segway PTs to patrol the District for several years. They were very happy with them and all the benefits they offered. They highly recommended that I request a product demonstration."

Evaluation

"Initially I was tentative about evaluating the Segway PT. I wasn't very familiar with the PT and I was unsure what to expect," said Jarvis. "However once I was trained, I was incredibly impressed. It was so easy to learn and fun to ride. I was immediately confident that the PT would improve my team's overall efficiency and productivity."



Executive Summary

CUSTOMER

Washington, DC Parking Enforcement Team

MARKET SECTOR

Parking Enforcement

THE CHALLENGE

- Improve the productivity of a 240+ person parking enforcement team

THE SOLUTION

- Implement 40 zero emissions Segway PTs and instantly improve mobility and efficiency

BENEFITS TO THE CUSTOMER

- Increased visibility and maneuverability of the parking enforcement team
- Increased parking enforcement revenue, reinvested to expand Segway PT fleet
- Supported local government's comprehensive green initiative
- Improved community relations with residents, commuters and tourists
- Improved employee morale

To learn more or to find a local Authorized Segway Dealer, please visit www.segway.com/patrol or call 866.4SEGWAY

www.segway.com

Segway® and the Segway "flyguy" logo are registered trademarks of Segway Inc. ("Segway"). Other marks including InfoKey and LeanSteer, are trademarks or common law marks of Segway. Segway reserves all rights in its trademarks. Trademarks not owned by Segway are the property of their respective holders as designated. Copyright © 2013. Segway Inc. All rights reserved.



Implementation

In 2008, the District of Columbia's Parking Enforcement Department deployed 40 Segway PTs. Based on the success of that implementation, the department has added PTs to its fleet each and every year since then.

"By improving the efficiency of our enforcement officers, the revenue we generate has significantly increased," said Jarvis. "Therefore, each year we reinvest a portion of that profit in purchasing additional PTs for our fleet."

The decision to implement the Segway PT was made for a variety of reasons including but not limited to the unit's:

Mobility – Parking enforcement officers can complete their rounds 3x faster than walking.

Maneuverability – The PT's true zero turning radius allows it to easily maneuver in very tight spaces including between parked cars.

Green – The Segway PT boasts zero emissions and operates for less than a penny per mile*.

Versatility – The PT is flexible and in an urban environment can easily travel across grassy parks, up and down hills and ramps and off curbs as well as glide through doors and into elevators.

Visibility – The Segway PT's base adds 8" of height. Parking enforcement officers can oversee a larger area and proactively address parking violators.

Approachability – The PT's patented self balancing technology consistently draws a curious crowd. Officers can easily connect with and educate citizens on parking regulations.

Fun Factor – The Segway PT improves job satisfaction and increases employee morale just because it's fun to ride!

Usage

Jarvis took advantage of Segway's Train the Trainer program and has trained dozens of employees to ride. In fact as of 2013, more than 70 employees, or 30% of the team, were trained and empowered to execute their daily responsibilities in a more proficient manner.

Jarvis added, "My most enthusiastic parking enforcement officers are those that ride Segway PTs. They're very happy to have access to technology that makes their job easier and allows them to be more efficient." ■

"By improving the efficiency of our enforcement officers, the revenue we generate has significantly increased. Therefore, each year we reinvest a portion of that profit in purchasing additional PTs for our fleet."

- Jarvis McNeal, Parking Enforcement Supervisor, Washington, DC

