

# Case Study

## Paramedics On Patrol At The Fiesta Bowl® and Super Bowl® XLII

### PUBLIC SAFETY

Glendale Fire Department, Glendale, AZ



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Glendale, AZ, Fire Department

Worldwide, hundreds of police, fire and security agencies use Segway® Personal Transporters (PTs) to patrol urban business districts, college campuses, parks, airports and special events. However, the Glendale, AZ, Fire Department holds a special distinction: it is the first fire department to have its paramedics use Segway PTs at the Super Bowl®.

According to Deputy Chief Chuck Montgomery, a 22-year veteran of the department, the move to Segway PTs was in response to an obvious problem. “We first looked into them after we hosted the BCS Bowl Game in 2007,” says Montgomery. “We thought that given the size of the crowd and the magnitude of the University of Phoenix<sup>SM</sup> Stadium complex that it would make a lot of sense to put some of our personnel on Segway PTs. The idea was that the units would allow us to cover more ground and respond more quickly to emergency situations. Tom Cole, one of our battalion chiefs in charge of special events, looked into them and liked what he saw. We ended up purchasing six Segway x2s and two Segway i2s in the fall of 2007.”

Two of the Glendale Fire Department’s Segway PTs were assigned to the Fire Marshal’s Office headed by Chuck Jenkins,

two went to fire department supervisors and four were assigned to paramedics who patrol the exterior of the stadium on game days. Segway of Scottsdale, the Authorized Segway dealer in the area, provided all personnel with a comprehensive one-day training program, and the units were ready to roll. The first stadium test of the Segway PTs came during the January 1 Fiesta Bowl®, an event that drew more than 70,000 fans. For that event the paramedics carried a full complement of advanced life support gear, including automated external defibrillators, airway devices, IV fluids and medications.

According to Jenkins, this event showed that the Segway PTs are ideal transportation tools for environments such as this. “On the outside of the stadium the fire marshals are looking for overcrowded situations, making sure that the crowds are moving through freely through different access points and gates,” says Jenkins. “We are able to get anywhere around the stadium in a couple of minutes. On the interior we are inspecting the utility corridors to make sure that they are clear and without hazards. We are also in communication with all other sections of the fire department, so if we see other concerns such as medical issues, we are able to get a quick paramedic response. We work together as a team.”

## Executive Summary

### CUSTOMER

Glendale Fire Department,  
Glendale, AZ

### MARKET SECTOR

Public Safety

### THE CHALLENGE

- Events are very high-profile and present significant public safety risks
- Emergency response can be difficult when 70,000 people are gathering in one area
- Emergency preparedness must be fully integrate among all first responders and the command structure

### THE SOLUTION

- Purchase eight Segway x2s
  - two units for the fire marshals
  - two units for fire department supervisors
  - four units for fire department paramedics
- Fully train all personnel in the use of Segway PTs at University of Phoenix<sup>SM</sup> Stadium
- Deploy units at the 2008 Fiesta Bowl® and at Super Bowl® XLII
- Integrate response with stadium security and the Glendale Police Department, which also had personnel patrolling on Segway PTs

### BENEFITS TO THE CUSTOMER

- Fire marshals used Segway PTs to cover all checkpoints in a short period of time
- Paramedics were able to quickly and safely respond to emergency calls
- Public safety personnel were highly visible to the public



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This integration of response extends to the police department, stadium security and other first responders who are linked together by a central command as well as an 800-megahertz communications system.

By the time the Super Bowl® XLII for the NFL® rolled around on February 3, the paramedic teams were extremely comfortable using their Segway PTs in the stadium environment. Their experience at the Fiesta Bowl® and various NFL® Experience events around the stadium had given them a good chance to see how the Segway PTs performed.

On game day, more than 73,000 visitors were met at the stadium by Glendale Fire Department personnel on Segway PTs. According to Chuck Montgomery, the fire marshals, department supervisors and paramedics were very pleased with the performance of the units and the response of the public.

“The enormous footprint of the University of Phoenix<sup>SM</sup> Stadium and the West Gate complex made the Segway PTs an invaluable asset for our personnel,” says Montgomery. “This was particularly true for the fire marshals who had

to cover a lot of checkpoints in a short period of time. And when our paramedics were on Segway PTs they were able to easily maneuver through crowds and respond quickly to emergency calls – just what we were looking for. Mark Burdick, our fire chief, also boarded a Segway x2 and was able to survey the entire area and get a good feeling for how the security and public safety operations were progressing. It was a very integrated effort because the stadium security department owns two units, and the Glendale PD was patrolling on another ten Segway PTs. I can tell you this, the public loved them, and we have heard that the NFL was elated by the entire emergency preparedness operations around this event. Our department is very proud of the role we played in this.”

Montgomery says that the Segway PTs in his fleet will also be busy in the off-season. “Between now and the beginning of the Cardinals® football season, we will use the Segway PTs at concerts and trade shows at the stadium, and at parades and public events held elsewhere in the city,” says Montgomery. “These units help us do our jobs more effectively, and whenever there’s a big event we’ll have our paramedics on them. ■

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