

2017 ANNUAL REPORT



MASSACHUSETTS DEPARTMENT OF TRANSPORTATION
HIGHWAY ASSISTANCE PROGRAM
SPONSORED BY  **MAPFRE | INSURANCE**[®]



A Year in Review

In 2017, forty-five (45) MassDOT Highway Assistance Patrol sponsored by MAPFRE vehicles traveled 1.97 million miles across the Commonwealth of Massachusetts in search of people in need of assistance. Highway Assistance Program sponsored by MAPFRE operators responded to nearly 64,000 highway incidents, rendering assistance to more than 81,000 motorists and their passengers with millions more witnessing the patrol in action.



1,970,359

Miles Patrolled

63,686

Incidents Cleared

81,426

Motorist Interactions

1,952

Motorist Reviews

70

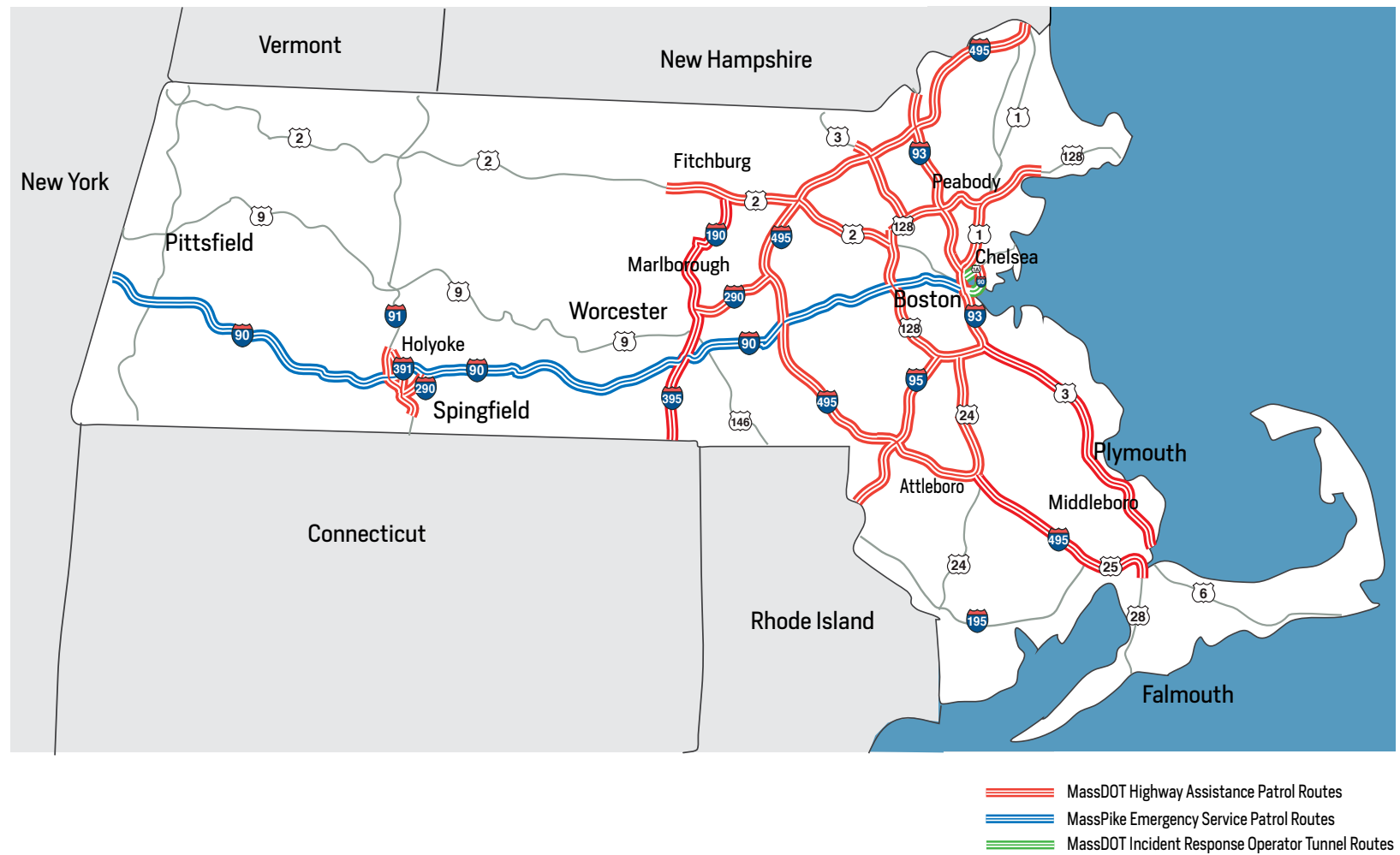
Highway Signs

45

Patrol Vehicles

MassDOT Highway Assistance Patrol Coverage

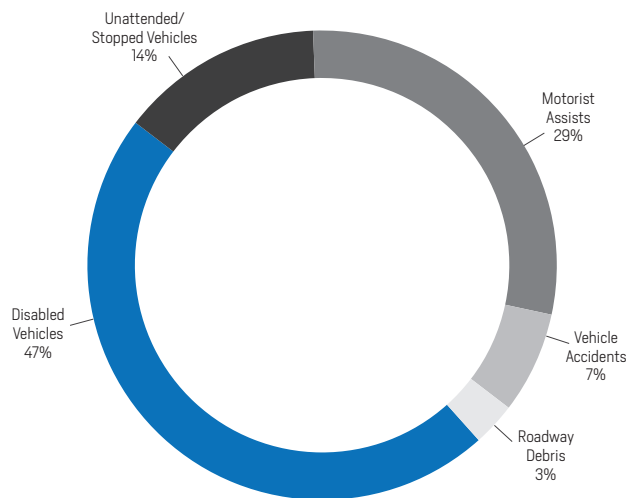
The MassDOT Highway Assistance Program sponsored by MAPFRE patrols 34 high traffic routes across the Commonwealth.



Sponsorship Performance

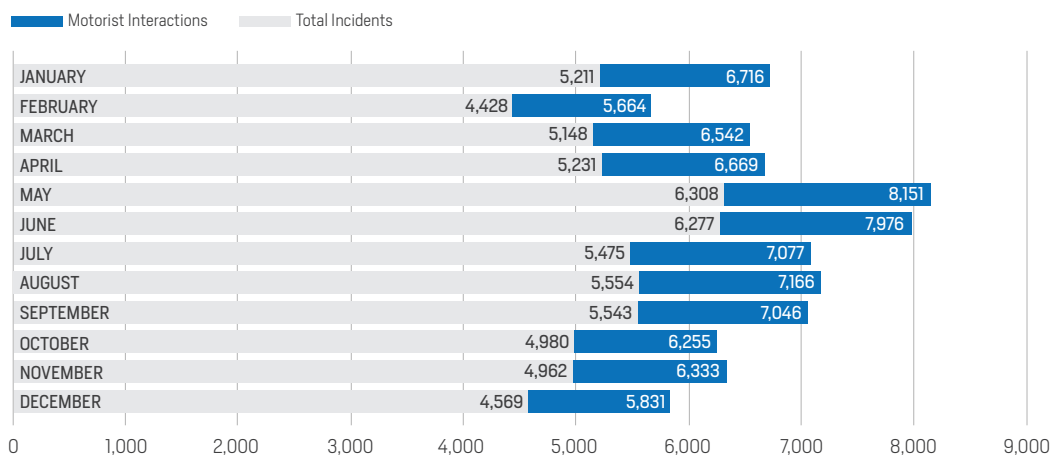
Month to month, the MassDOT Highway Assistance Program sponsored by MAPFRE provides consistent service to motorists. The spring and summer months see an increase in the program's activity since there are more motorists out on the road and traveling. The most common type of incident to which the program responds are "disabled vehicles" (flat tires, dead batteries, and empty fuel tanks) accounting for 25% of congestion on U.S. roadways. The MassDOT Highway Assistance Patrol sponsored by MAPFRE's presence at each highway incident helps to reduce non-recurring traffic congestion, emissions, secondary accidents and travel delays.

Incidents by Type



*The chart to the left covers HAP and ESP activity only. A breakout of incident types for IRO is not currently available.

Motorist Interactions & HAP/ESP/IRO Total Incidents



*Motorist Interactions account only for HAP and ESP activity. A breakout of incident types for IRO is not currently available.

Testimonials

MassDOT Highway Assistance Program sponsored by MAPFRE operators distribute handouts and solicit motorist feedback at each assist. The program received thousands of motorists' stories last year. Motorists gave the service an overall rating of "Excellent." The MassDOT Highway Assistance Program sponsored by MAPFRE exemplifies the Commonwealth's commitment to integrity, service and leadership.

Sample Comments

"A flat tire at 6:30 a.m. in a New England winter is a terrible experience. David absolutely turned my day around. He was very professional and had me up and running quickly."

1.10.17 | Assisted By: David

"Scott did a great job and was extremely helpful. He took the time to walk me through options, and stayed with me until help arrived."

2.1.17 | Assisted By: Scott

"The MAPFRE truck showed up fast. The gentleman who helped me was friendly and worked quickly. I was totally at ease."

3.2.17 | Assisted By: Dan

"I can't thank Jimmy enough for his excellent support. Because of him, I was able to visit my patient. I'm a hospice nurse."

4.19.17 | Assisted By: Jimmy

"Michael was like an angel that came out of nowhere. I was on hold with AAA when he showed up. He was very pleasant and very experienced. I appreciated his service. I had an important appointment. Thank you very much."

5.17.17 | Assisted By: Michael

"Sherman was very courteous and helpful—very professional. I ran out of gas, and he got me going quickly."

7.6.17 | Assisted By: Sherman

"Mike was absolutely amazing—so kind and capable. I really appreciate this service from MassDOT and MAPFRE."

8.7.17 | Assisted By: Mike

"Paul was beyond professional. He made me feel safe at a stressful time. He even taught me how to change my tire! This is an amazing service. Thank you!"

9.1.17 | Assisted By: Paul

"What a wonderful surprise when your truck showed up. Service was outstanding, pleasant, and competent."

11.7.17 | Assisted By: Fred

"Amazing, quick and professional service. Mike was the nicest man I could have come across. He was very kind and took time to explain the services offered in the event I needed them again. He had me on my way in less than 15 minutes."

11.29.17 | Assisted By: Mike

"David was spectacular—very professional, kind, and helpful. I couldn't imagine it possible to do a better job!"

12.19.17 | Assisted By: David

Media and Social Mentions

Public Relations

MassDOT promotes the Highway Assistance Patrol sponsored by MAPFRE in routine traffic related news alerts and press releases. News advisories are issued during major travel holidays or in conjunction with highway construction projects. In 2017, 13 news articles mentioned the MassDOT Highway Assistance Program sponsored by MAPFRE, yielding nearly 75 million media impressions.

Guest Blogs

An additional 540,000 media impressions were generated from the MassDOT blog posts penned by MAPFRE CEO, Northeast Region, Patrick McDonald. Each post averages 2,000 readers and expands upon the MassDOT Highway Assistance Program sponsored by MAPFRE and how it contributes to safety initiatives across the Commonwealth.

Social Mentions

In 2017, MassDOT started to promote #thanksMAPFRE for use by the traveling public when posting on social media about the Highway Assistance Program sponsored by MAPFRE. The new hashtag encourages the motorists to share their experience with friends and family. Motorists have already shown interest with a handful of posts appearing on Twitter and Instagram.

