

massDOT HIGHWAY ASSISTANCE
Massachusetts Department of Transportation PROGRAM
SPONSORED BY MAPFRE INSURANCE
2018 ANNUAL REPORT

TravelersMarketing



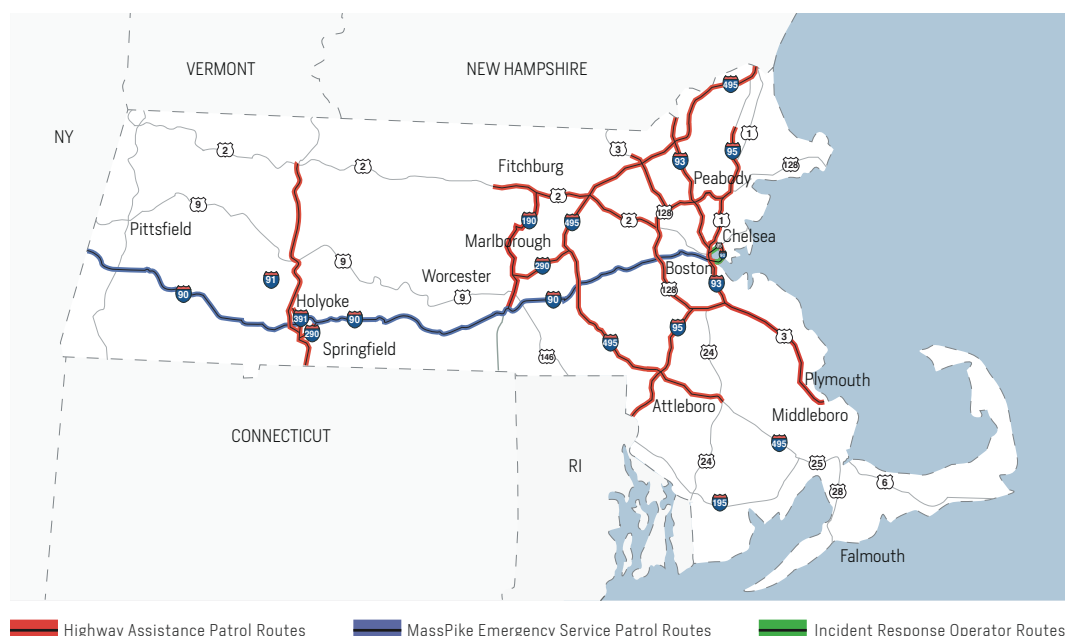
Highway Assistance Patrol Driver, Peter Ethier, along with the assistance of Massachusetts State Police, successfully rescued Keeto (dog pictured above) from traffic on I-91 in Longmedow, MA, safely reuniting him with his worried owner.

Highway Assistance Program Metrics

The Highway Assistance Program assists stranded motorists on Massachusetts' busiest highways; and in turn helps to keep traffic flowing so they can get to their destinations safely. Since 2003 when MAPFRE Insurance, then known as Commerce Insurance Company, began sponsoring the program, the Highway Assistance Program has patrolled more than 23 million miles and responded to almost 520,000 incidents.

2018 PATROL METRICS

ROUTES COVERED	INCIDENTS CLEARED	MOTORISTS ASSISTED	MILES PATROLLED
35	62,292	80,079	1,848,951

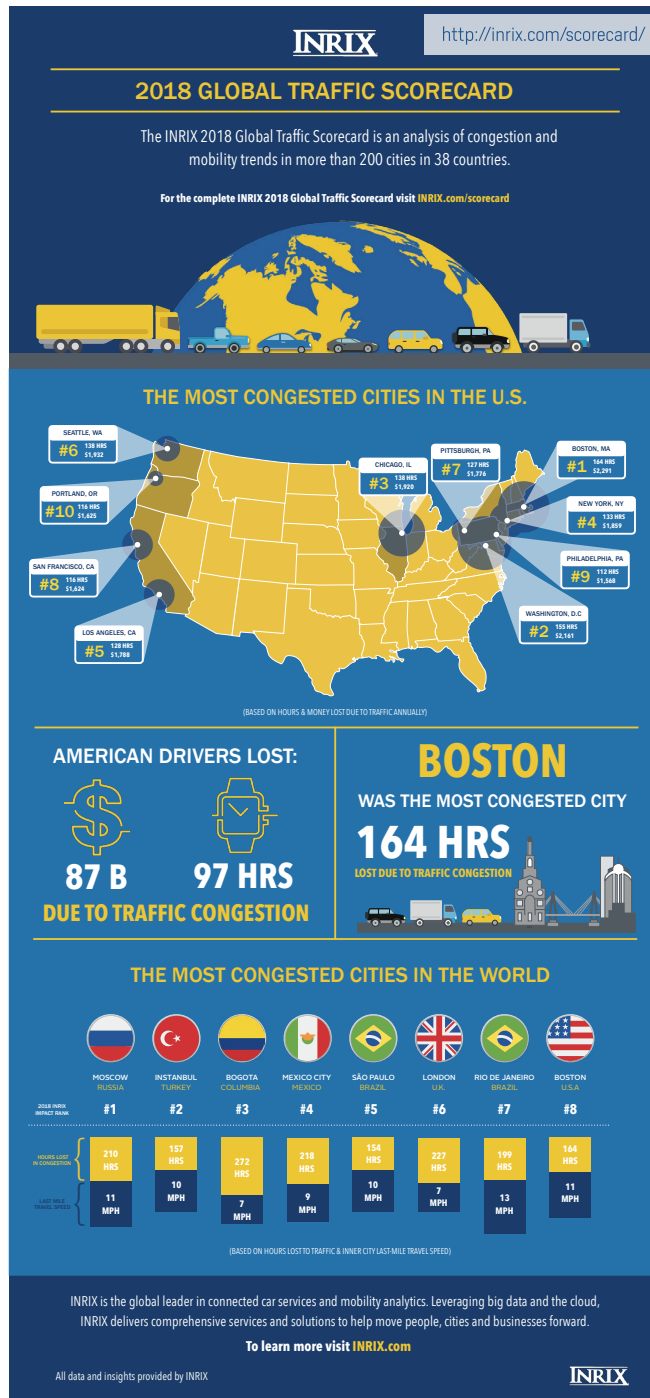


A Year in Review

In an analysis of congestion and mobility trends conducted by INRIX in more than 200 cities across 38 countries, Boston was ranked the most congested city in the U.S and eighth overall. On average 164 hours are lost due to traffic congestion in Boston, costing motorists \$2,291 annually, according to the study. The need for a Highway Assistance Program that reduces traffic congestion and improves traffic flow is undeniable. MAPFRE support of such a program is highly beneficial.

Annual increases in traffic and congestion translate to heightened awareness of the patrol. Motorists and passengers are repeatedly exposed to the prominent sponsor-branded patrol vehicles and highway signs as they travel Massachusetts highways.

In 2018, 57 highly visible Highway Assistance Program vehicles traveled 1.85 million miles across the Commonwealth.





“The driver saved me! I was on the highway with my baby and dog, and out of gas. I was starting to really panic as it was not safe. Before AAA even picked up the phone, your driver pulled up and saved our skin. I will never forget this kindness!”
9/18/18 | Driver: Ara

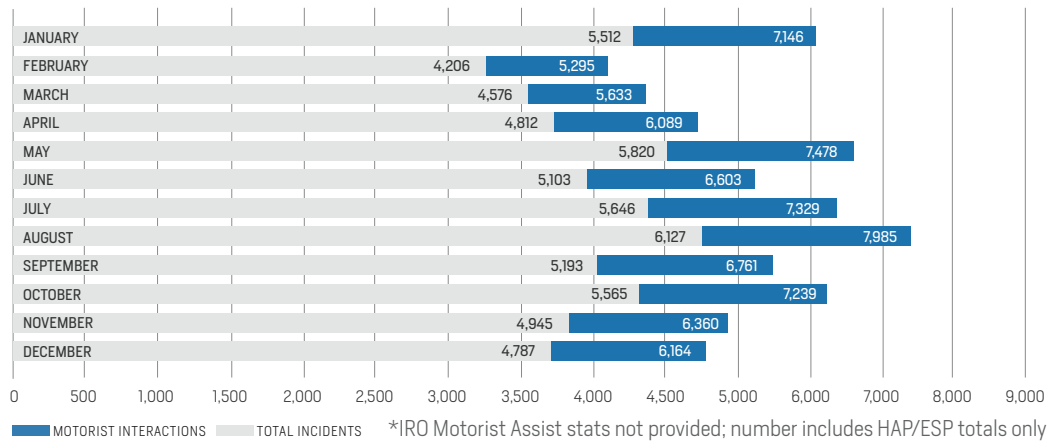
70%
of returned cards included a handwritten comment.



Sponsorship Performance

The MAPFRE Insurance-sponsored MassDOT Highway Assistance Program provides reliable and consistent service to motorists in need of help. It also provides quick clearance of incidents and debris removal on the busiest highways in the Commonwealth. These services enable thousands of motorists to make it to their destinations safely each day. Studies have proven that patrol presence at each highway incident helps to reduce non-recurring traffic congestion, emissions, secondary accidents and travel delays.

Total HAP, ESP & IRO Incidents & Total Motorist Interactions

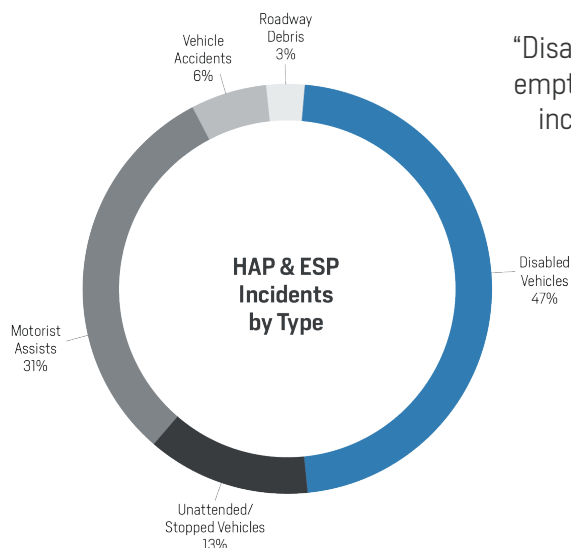


INCIDENTS CLEARED BREAKDOWN

32,831
HAP

22,137
ESP

7,324
IRO



“Disabled vehicles” (flat tire, dead batteries, and empty fuel tanks) are the most common type of incident the program responds to, accounting for 47% of the program’s total incidents.

70 HIGHWAY SIGNS

35 PATROL VEHICLES

57 FLEET VEHICLES

Testimonials

At each assist, the MassDOT Highway Assistance Program operators distribute comment cards to solicit motorist feedback. Motorists are extremely grateful for the vitally important work performed by the MassDOT Highway Assistance Program sponsored by MAPFRE. Motorists rate the program overall as “Excellent.” The thousands of motorist stories submitted annually illustrate MAPFRE’s and the Highway Assistance Program’s commitment to integrity, vocation for service, and leadership.

Comment Cards Returned



COMMENT CARDS RETURNED

Sample Comments

“My car broke down, and I called the state police who never showed up. I was alone, in the cold, and in the dark, and in a dangerous situation for almost an hour. Then Pat showed up. He provided security and comfort, and he let me sit in the van to warm up while he called a tow. Big thanks to Pat; his customer service was A+.”
1/10/2018 | Driver: Patrick

Amazing! I felt so safe, and he arrived before I got in touch with AAA. It was cold, and he let me stay in my car while he fixed my tire! He was so friendly!
1/14/18 | Driver: Danny

“This was an outstanding service—professional and courteous. I could not ask for anything better, as we were stuck on the highway in a snow storm and unable to repair our blow-out. Thank you!”

2/18/18 | Driver: Dan

Dan was incredible! He was polite, helpful, and so very valued. I don’t know what I would have done without his help. Bravo!
3/16/18 | Driver: Dan

Mr. LeClair was very professional, courteous, kind, helpful and so understanding of my predicament. Within a half hour, I was back on the road. Many thanks and much appreciation.
3/24/18 | Driver: Mr. LeClair

Danny was extremely helpful, professional and courteous when I blew out my tire. He made a stressful morning much more manageable.
4/17/18 | Driver: Danny

Mr. Canavan and his coworker, Al, were amazing! They were friendly, efficient and thorough. It was late, and they did my family and I a great service! Thank you!
4/24/18 | Driver: Mr. Canavan & Al

It was my first flat tire and Edgar was extremely comforting! He got me out quickly, as I was in a dangerous location.
6/5/18 | Driver: Edgar

I had nearly finished changing a flat tire on the Pike when Mr. Hixon arrived and helped inflate my spare tire with the air compressor! Having his truck and flashing lights made my position on the side of the Pike much safer! Thank you!

6/8/18 | Driver: Mr. Hickson

So very grateful to Paul and the Highway Assistance Program for helping me with a flat tire. [He] performed service in a friendly, courteous, and expedient manner. Thank you very much!

6/14/18 | Driver: Paul

David was an angel sent from God to save me. He arrived when I least expected him and fixed my tire for me. David, God bless you for your kind heart! I'm so grateful!

7/25/18 | Driver: David

I had no idea this service was available and didn't even have to call. Paul just showed up, went right to work and made an event that could have ruined my day (and cost a lot of money) easy and quick!

8/3/18 | Driver: Paul

"This Highway Emergency Response Operator was my hero. Dave was absolutely amazing—very professional, courteous and friendly. He put me at ease. These guys put their lives on the line every day. Thanks, Dave!"

8/29/18 | Driver: Dave

Angela was our angel! We blew a tire on our travel trailer. She appeared out of nowhere and changed the tire for us in no time at all. We were very impressed!

9/14/2018 | Driver: Angela

"I was amazed at how quickly my MAPFRE 'knight in shining armor' appeared and changed my flat tire. It was 90 degrees, the day before a holiday, and the driver was outstanding! Thank you so much!"

9/18/18 | Driver: Ara

Thank you, Joe, for rescuing my two daughters who ran out of gas! They were never so happy to see someone. They now understand the important role you have on the highways!

9/28/2018 | Driver: Joe

"Angela was absolutely amazing. She immediately attended to our crisis and turned it around to such a personal, memorable experience."

10/8/2018 | Driver: Angela

Derek was like an angel sent from heaven! After my tire blew out he arrived less than 2 minutes later! He changed my tire and got me on the road for a very important appointment. He was outstanding—so professional, and hard-working! Thank you!

10/30/2018 | Driver: Derek

My 7-month-old and I would never have gotten home without your help! I was a woman traveling alone with her baby and Mr. Hickson was a knight in a shining truck.

11/28/2018 | Driver: Mr. Hickson

Sponsorship Activation

Interactions between the Highway Assistance Program and assisted motorists are memorable, one-of-a-kind encounters. Activation allows MassDOT and MAPFRE to share these experiences beyond the road.

Over the past year, the Program has benefited from several cost-effective activation opportunities, including public relations efforts and social engagement. In 2018, there were a total of 71 online articles, print articles and social media posts about the Highway Assistance Program, yielding nearly 37 million positive media impressions.

80,079
Motorist Interactions*
2,692
Motorist Reviews
24%
Return Rate

*IRO Motorist Assist stats not provided; number includes HAP/ESP totals only.

Public Relations

Praise for the Program extends beyond motorists to state legislatures, dignitaries, fellow first responders and the media. MassDOT regularly mentions MAPFRE sponsorship in traffic-related news alerts, press releases, and social posts.

Guest Blogs

With assistance from Travelers Marketing and MAPFRE, MassDOT publishes monthly Program blogs on the MassDOT blog page, promoting them on Facebook and Twitter as well. Each post averages 2,000 readers.

2018 GUEST BLOG POSTS

MassDOT & MAPFRE Insurance...

1/18/18: Winter Driving Safety Tips

1/31/18: Prepare for The Big Game

3/15/18: “Don’t Push Your Luck” this St. Patrick’s Day—Safe Driving is Key

4/18/18: Reminder: April is Distracted Driving Awareness Month

5/17/18: Reminder: May is Global Youth Traffic Safety Month

6/20/18: Reminder: June is Seat Belt Safety Month

7/12/18: Urge Summer Heat Precautions

8/3/18: Reminder to Share the Road with Bicyclists

9/11/18: Raise Awareness for Child Passenger Safety Week

9/26/18: Focus on Drive Safely Work Week™

11/13/18: Remind Motorists to Make it to the Thanksgiving Table Safely

12/11/18: Provide Helpful Winter Weather Tips