



# HIGHWAY ASSISTANCE PROGRAM

SPONSORED BY MAPFRE INSURANCE

## 2019 ANNUAL REPORT

TravelersMarketing





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## A Partnership in Safety

In 2019, MAPFRE renewed its commitment as the sole sponsor for the highly regarded Massachusetts Department of Transportation (MassDOT) Highway Assistance Program. The patrol provides a vital service, keeping traffic moving by assisting drivers in times of need, reducing pollution, alleviating congestion and helping prevent secondary crashes. Patrol operators in the Bay State are frequently referred to as “road angels,” “heroes” and “lifesavers” by the grateful motorists who are assisted by these dedicated professionals every day. Highway Assistance patrol operators patrolled 1.4 million miles and attended to nearly 60,000 incidents last year.



From left: MassDOT Coordinator of Emergency Services Tim Morin, Massachusetts State Police Major Richard Ball and Lt. Colonel Robert Favuzza, Export Towing Vice President Tom Tedford, MAPFRE Insurance CEO Northeast Region Patrick McDonald, MassDOT Deputy Administrator and Chief of Operations & Maintenance Joseph Foti, and MassDOT Highway Assistance Patrol Supervisor Dave Torrey, Manager Matthew Clifford and Supervisor Michael Mathiau

MAPFRE and MassDOT's partnership is focused on safety, and with increased traffic on the roadways, the Highway Assistance Program sponsored by MAPFRE is needed today more than ever before. The Federal Highway Administration touts the importance of Safety Service Patrols, noting that in addition to direct motorist assistance, the

**“Jon was a godsend, polite, and smart. He helped me to calm down and provided the best repair and service advice. A terrific representative of your Highway Assistance Program. Thanks.”**

**Patrol Driver: John M., 2.15.19**

patrols play a much larger role in overall DOT safety management, as they can be “the on-scene eyes and ears for a traffic management center increasing the promptness and accuracy of information about an incident's impact to the traveling public.” Motorists in Massachusetts have come to rely on the Highway Assistance Program sponsored by MAPFRE Insurance for 17 years.

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## A Look Back at 2019

Last spring, the renewed program sponsorship was celebrated by MassDOT leadership, law enforcement and representatives from MAPFRE Insurance, and the press conference also served as an opportunity to commemorate the 10th anniversary of Massachusetts' Move Over Law, which took effect in 2009. The law provides a measure of safety for Highway Assistance Program operators, police, firefighters, paramedics, and all roadside emergency/maintenance professionals who patrol the highways everyday helping people.

Traffic congestion is on the rise and contributes to crashes and incidents attended to by the patrol. In August of 2019, MassDOT released a report titled, "Congestion in the Commonwealth – Report to the Governor 2019," in which MassDOT Secretary and CEO Stephanie Pollack stated, "People in Massachusetts don't need this study to confirm what they experience every day: congestion has gone from bad to worse, from occasional inconvenience and frustration to a constant and daily reality."

**"My vehicle ran out of gas right at the end of the highway ramp, during busy traffic time and rainy conditions. Sherman appeared out of nowhere and responded to my stalled car. He went above and beyond to help me. A true angel and great Samaritan! Thank you so much."**

**Patrol Driver: Sherman Benoit, 9.1.19**

The report goes on to say the "system is full, if not overflowing" with recurring congestion and "two-thirds of the state's roads are congested at 5 p.m." The Highway Assistance Program is advocated for in the report and listed as a solution to combat the issue, amongst other Transportation Systems Management and Operations (TSMO) plans.

The Highway Assistance Program sponsored by MAPFRE is a vital, free service for the Commonwealth. Motorists who frequent the highways and Turnpike see the patrol vehicles helping people day after day. In 2019 the patrol vehicles traveled 1.4 million miles across the state, offering assistance to people in need. Whether it be a flat tire, an empty gas tank, a fender-bender or a crash scene, assisted motorists are grateful for the "awesome," "courteous," and "professional" patrol operators. Millions of motorists witness patrol operators on the roadways and they are able to make it to their destinations in a more timely fashion due to the quick clearance services provided. Informational highway signs also remind the motoring public of the available assistance. Since 2003, the patrol has driven more than 24 million miles and responded to over 578,000 incidents.

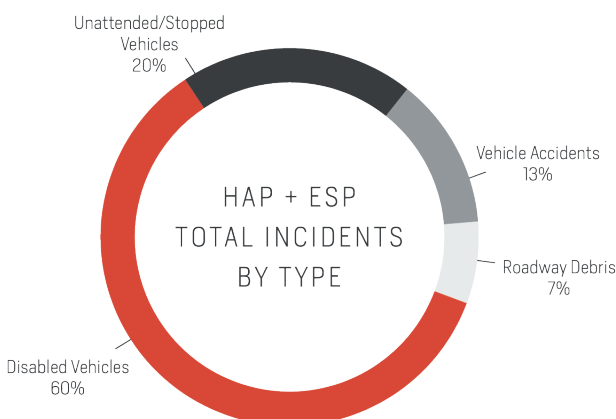
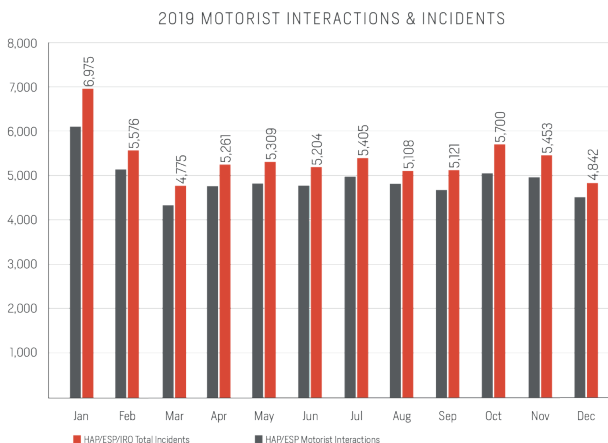
## Program Metrics

Highway Assistance Program patrol operators log well over a million miles annually, scanning the interstates, highways and Turnpike, assisting motorists, and keeping roadways safe by performing a variety of services including changing flat tires, fixing minor mechanical problems, removing roadway debris, providing small amounts of fuel

“Pat quickly changed my tire. He also aired it up because it was very low. Thank you, MAPFRE and MassDOT.”

Patrol Driver: Pat Dever, 8.14.19

and providing emergency medical assistance. Patrol operators have assisted with “Silver Alerts” and performed CPR in the line of duty, and they have helped countless people arrive at their destinations safely by working to keep the roads clear. The most common type of incident to which the program responds are “disabled vehicles” (flat tires, dead batteries, and empty fuel tanks) accounting for 60% of the program’s total incidents\*.



**1,417,578**

Miles Patrolled

**58,931**

Incidents Cleared

**64,725**

Motorist Interactions\*

\*MassDOT does not provide incident types for IRO; HAP/ESP totals reflected.

## Program Enhancement: Tablet Surveys

One of the newest program benefits is the institution of tablets used by the Export Towing-managed Highway Assistance Patrol fleet of patrol vans on the major DOT highways. Export Enterprises Inc. of Massachusetts included the program enhancement as part of their bid to operate the patrol. The new, on-scene digital option for obtaining assisted motorist feedback was put into action in May of 2019, in addition to the printed handout cards funded by the sponsorship.

"Jonathan came when I didn't have a Jack and was on the phone with a friend. Jonathan offered to change my tire for free. I couldn't believe it! Free, really! Thanks!"

Patrol Driver: Jonathan, 11.7.19

**United Road Towing**  
MassDOT  
**MAPFRE INSURANCE**  
**Highway Assistance Program**

**Service Areas and Hours**

The Highway Assistance Patrol (HAP) program sponsored by MAPFRE Insurance, responds to more than 30,000 incidents annually. MassDOT Highway Assistance operators are equipped with cell phones and can help you contact AAA, if the problem your vehicle is experiencing requires service beyond that which the operator is equipped to render. If a vehicle is in an unsafe location, the State Police may authorize immediate towing.

Service Area	Hours
Metro Boston, Worcester, Springfield and Cape Cod (Seasonal)	Monday-Friday 6:00 a.m.-10:00 a.m. 3:00 p.m.-7:00 p.m.
Interstate 93, the Maurice J. Tobin Memorial Bridge, Ted Williams Tunnel, Summer Tunnel & Callahan Tunnel	24 hours/day 7 days/week

Hours may be extended on the Massachusetts Turnpike (I-90) and during holidays in heavy traffic areas. Mass DOT operates an Incident Response Vehicle (IRV) fleet of flatbed tow trucks on the above routes.

**Please Take The Time To Complete The Following Survey**

To share your experience on social media use: #THANKSMAPFRE

Your MAPFRE Insurance Highway Assistance Program driver's name is,  
Mike mathiau

Route #	Date	Time
5225	01/14/2020	09:25 AM

How long did you wait for the Highway Assistance Vehicle?  
< 10 Mins.

Was your Highway Assistance driver professional, courteous and helpful?  
Yes

Was your Highway Assistance driver able to make your car operable?  
Yes

Overall, how would you rate this service?  
Excellent

If you are not currently insured by MAPFRE Insurance, would you like a representative to contact you about your insurance needs?  
No

powered by gpcanvas  
[www.gpcanvas.com](http://www.gpcanvas.com)  
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Highway Assistance Program operators provide information and solicit feedback at each assist, with the standard operating procedure now being to offer the tablet when it is safe to do so. The tablets are standard Samsung Galaxy Tab A (10.5" – 32GB – LTE) units with cellular WiFi and an Otter Box Weather Proof case for protection from the elements.

The tablets far surpassed mail-in survey responses in 2019, with 68.5% of responses coming in via the tablets.

## Assisted Motorist Reviews

Motorist feedback for the Highway Assistance Program sponsored by MAPFRE has increased 75% between 2015 and 2019, and reached 2,400 surveys submitted last year. MassDOT's program has grown from 1,372 surveys received in 2015 to a peak of 2,692 in 2018. There was a slight dip in 2019 due to the change in patrol operators at the beginning of the year, and the trend of survey returns increased heavily in the second half of the year. The average monthly reviews for July through December was 240, which would extrapolate to 2,880 surveys over 12 months.

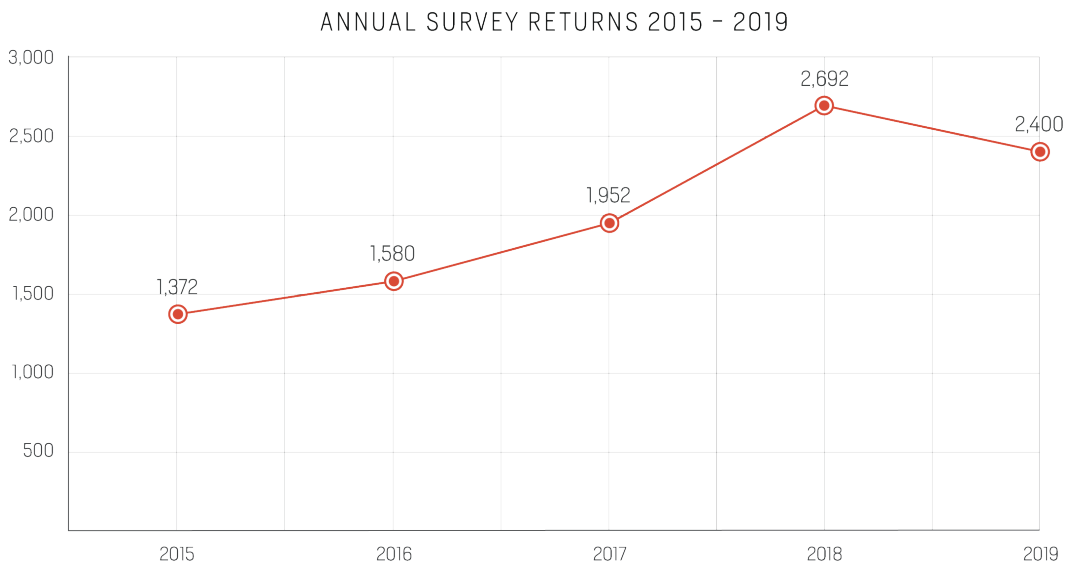
**2,400**

Motorist Reviews

**1,333**

Motorist Reviews Including Comment

Highway Assistance Program operators provide the tablets and/or handouts (when safe to do so) and request motorist feedback at each assist. Patrol operators are required to garner this important feedback, and the three patrol operators with the highest number of surveys returned each quarter are heralded in the Quarterly Snapshot reports. As evidenced by 2,400 surveys received in 2019, and with motorists providing an overall rating of the service as "Excellent," this sponsorship program embodies MassDOT and MAPFRE's unified goal of providing excellent service in the name of highway safety.



\* Survey returns dropped in 2019 due to changes in patrol operators at the start of the year. Trends in survey returns increased heavily following Q2.



## Positive Public Perception

The Highway Assistance Program sponsored by MAPFRE involves beneficial publicity, promotions and social engagement. Interactions between the Highway Assistance Program and assisted motorists are significant encounters that are recounted over the dinner table, at the office water cooler, and online. Additionally, the patrol is often in the news. Whether it be a busy travel weekend, a major snowstorm or construction project, MassDOT and the media inform the public that the MAPFRE sponsored Highway Assistance Program is on scene.

**"Jose showed up within minutes of my tire blowing. My infant was in the back seat and he was so fast getting us off the side of the road! Thank you, Jose!"**

**Patrol Driver: Jose, 5.21.19**

In 2019, there were a total of 163 online/print articles and social posts about the Highway Assistance Program, yielding over 52 million media impressions; all of which is beneficial as increased public awareness of the program adds to increased safety on the roadways.



2019 saw the introduction of recurring radio promotions airing on WBZ and iHeartRadio, provided by MAPFRE as part of the sponsorship, in addition to the continuation of monthly blogs published on the MassDOT blog page and authored by MAPFRE. Each blog post focuses on roadway safety, and the blogs average 2,000 readers monthly. The twelve articles included topics covering the Move Over Law, Back to School Safety Month, Sharing the Road and Winter Driving Safety Tips. The monthly blogs are promoted on MassDOT's social media pages, capturing more attention for the sponsored patrol and encouraging social engagement.

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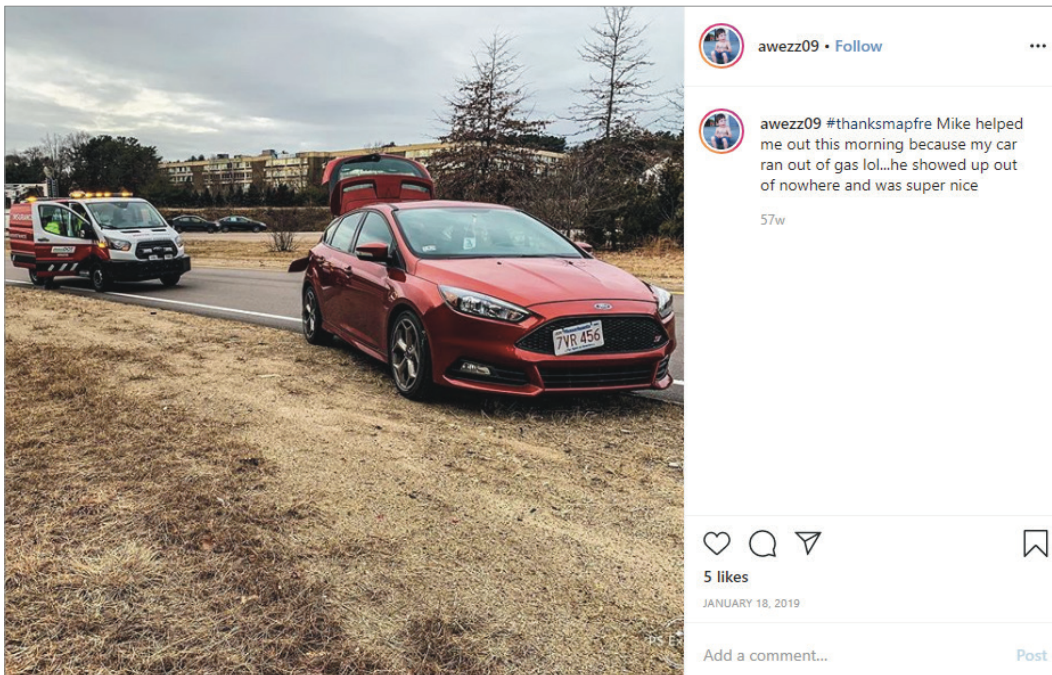
**163**

Total Stories

**52,003,347**

2019 Media Impressions

MassDOT engages the public through social media with informational posts about the patrol featured on Twitter, Facebook and Instagram. The hashtag #thanksMAPFRE was added to the side of the newly wrapped vans, and assisted motorists are encouraged to shout out their gratitude for the Highway Assistance Program using the hashtag. Comment cards are hand delivered to motorists at the time of assist, providing patrol coverage information, as well as request that motorists share their experiences with friends and family on their own social pages.





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## 2020 & Beyond

As traffic continues to increase year over year, the Highway Assistance Program sponsored by MAPFRE Insurance will be out on the road, ready to help in a time of need. Touted as a solution to Massachusetts' rising congestion problem, the patrol is of vital importance for the DOT and the community as a whole. In 2020 and beyond, the goal is to ensure that the traveling public continues to know and trust that MassDOT and the Highway Assistance Program are there in a time of need.

"I was driving 128 and struck road debris. State police showed up and 2 minutes later, the Highway Assistance Patrol showed up. He was able to change my tire and got me down the road. Michael was very professional. I would like to thank MAPFRE and MassDOT for the assist. Thanks, again."

Patrol Driver: Mike Mathiau, 10.16.19

With increased social engagement, MAPFRE and MassDOT continue to raise awareness about the great work performed by the dedicated professionals, and grateful assisted motorists shout out to friends and family about their meaningful experiences. Radio promotions, guest blogs, social posts and patrol mentions in news advisories via the MassDOT fan pages will shine even more positive light on the Highway Assistance Program sponsored by MAPFRE.

Advancements in technology, via the digital tablet survey program enhancement, help patrol operators solicit feedback on scene. Travelers Marketing looks forward to working with MAPFRE and MassDOT on similar program improvements in future years, as well.