



2021 ANNUAL REPORT

MASSDOT HIGHWAY ASSISTANCE PROGRAM SPONSORSHIP

TravelersMarketing



Patrol Activity on the Rise

The MassDOT Highway Assistance Program, sponsored by MAPFRE Insurance, generates praise from assisted motorists, their families, friends and co-workers year after year, and 2021 was no exception. While COVID was a lingering issue last year, calling for extra precautions while assisting stranded motorists, patrol activity metrics and key performance indicators continued to climb compared to the year prior.

The MAPFRE sponsored MassDOT fleet of 57 vehicles patrolled nearly 1.4 million miles in 2021. Operators scour the patrol routes with the objective of keeping traffic moving and improving the safety of the Commonwealth's Interstates, major highways, and Turnpike by assisting motorists and clearing traffic-causing incidents. Operators perform a variety of services, including changing flat tires, fixing minor mechanical problems, removing roadway debris, providing small amounts of fuel and offering emergency medical assistance, including assisting with "Silver Alerts" and even performing lifesaving CPR.

In 2021, the Highway Assistance Patrol (HAP) cleared 19,408 incidents, the MassPike Emergency Service Patrol (ESP) cleared 20,772 incidents and the Incident Response Operators (IRO) cleared 3,916 incidents, for a combined total of 44,096 incidents cleared. This reflects an overall increase of over 9% year-over-year. As in prior years, the most common type of incident to which the program responds is "disabled vehicles" (flat tires, dead batteries, and empty fuel tanks) accounting for 56% of the program's total incidents.

2021 PROGRAM HIGHLIGHTS:

57

MAPFRE-sponsored Highway Assistance Program vehicles

70

Official highway signs

3.5 Billion

Annually generated impressions ^[1]

26.7 Million

Miles traveled by the fleet since 2003

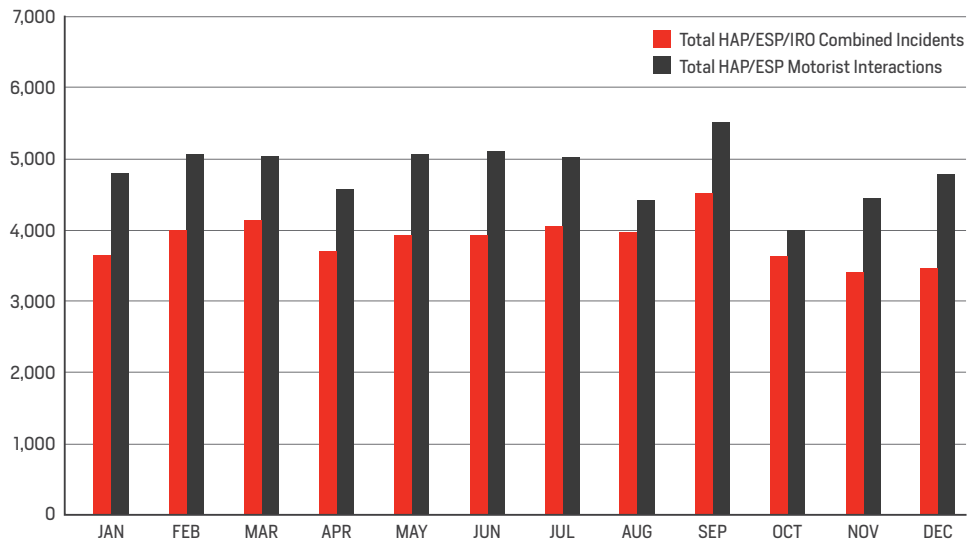
662,000

Incidents to which patrol operators responded since 2003

¹ Travelers Marketing calculates impressions for audience exposure to program elements based on the average annual daily traffic (AADT) that passes each patrol vehicle and sign. The AADT number is then multiplied by a load factor of 1.5 (the figure established by the Traffic Audit Bureau for Media Measurement Incorporated), to convert vehicles passing into people passing, i.e. impressions.

Sponsorship Statistics

HAP/ESP/IRO Incidents & HAP/ESP Motorist Interactions

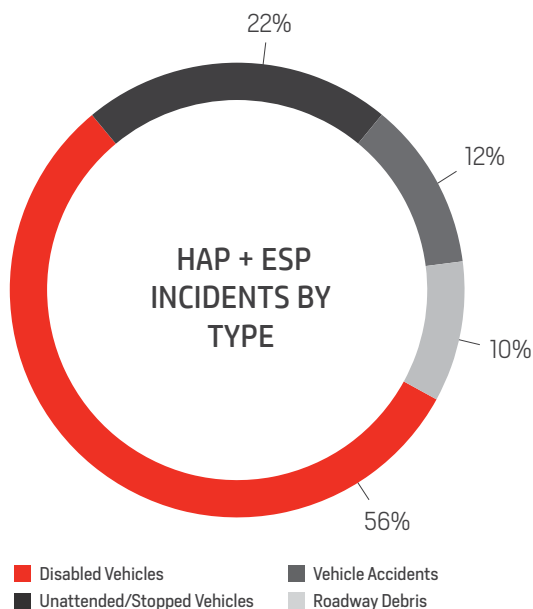


Incidents:

Includes all stops performed by the MAPFRE sponsored Highway Assistance Program, including debris removal, traffic control, motorist assists, accidents and medical.

Motorist Interactions:

Stops that involve direct interaction with motorists and their passengers, such as accidents, gas and flat tires. To account for passengers in the vehicles, a 1.5 load factor has been applied to motorist interactions.



2021 INCIDENT STATISTICS

1,376,940

Miles Patrolled

44,096

Incidents Cleared

54,887

Motorist Interactions

Feedback from Grateful Motorists

In 2021, there were a total of 1,041 survey reviews submitted, with the majority rating the service as “Excellent” and nearly a third including a comment praising the program and its representatives. MAPFRE is routinely applauded for their involvement with the program by both existing and potential customers. Motorists are extremely grateful for the assistance provided, offering many repetitious words of praise for the operators, the service, and the sponsor, such as “lifesaver,” “professional,” “courteous,” “exceptional,” “impressive,” “quick,” and “amazing.”

The image shows a tablet displaying the MAPFRE Highway Assistance Patrol survey form. The form is titled "Highway Assistance Patrol" and includes the MAPFRE logo and the MassDOT logo. It contains sections for "Service Areas and Hours", a survey introduction, and a feedback section with various questions and a contact form. The form is displayed on a tablet screen.

“Didn’t know this service was available and free. Thank you! You guys are life savers. Matthew was very professional and quick to get me back on the road. Keep up the good work.”

– HAP Driver: Matthew S. | Date of Assist: 2/16/2021

“Mr. Hickson was perfect. His knowledge and skills were excellent. He is an asset to the Massachusetts Highway Department. Thank You!!!!”

– HAP Driver: D. Hickson | Date of Assist: 4/19/2021

“I didn’t have a tire iron, and the underbody is rotted out where the jack is supposed to go. Pat showed up, found a safe lifting spot on the car, and got my flat changed fast. Thanks, MassDOT and MAPFRE.”

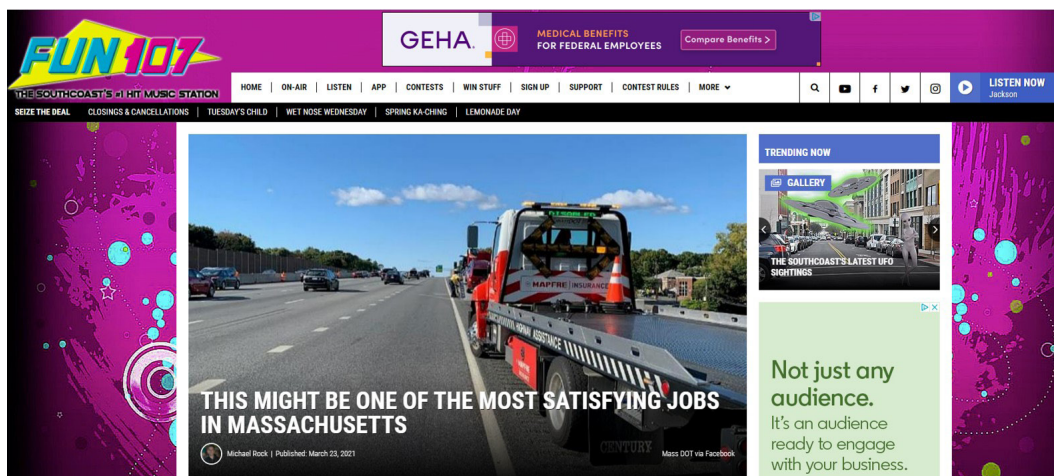
– HAP Driver: Pat D. | Date of Assist: 6/29/2021

“I truly, truly appreciate with ALL MY HEART the rescue your service has provided me today. I’m a nurse who works 80 hours a week and having your guy help me is truly a blessing!!!! Thank you so much!!!!”

– HAP Driver: Danny J. | Date of Assist: 11/8/2021

Publicity & Activation

Whether it be a busy travel weekend, a severe weather event, or a construction project, MassDOT and the media regularly remind the public that the MAPFRE-sponsored Highway Assistance Program is on patrol. In 2021, there were a total of 109 media mentions across online, print, radio, and social media, about the Highway Assistance Program and the co-branded “Look Both Ways” Public Service Campaign. According to media monitoring service Meltwater, the estimated audience impressions generated from these media mentions surpassed 32 million.



“Mike was my guardian angel. He told me that he could hook me up with some gas, then gave me directions to the nearest gas station. I’ve never been more appreciative of a total stranger in my entire life. I apologized to him for not having any cash with me, as I would have loved to give him a few bucks. He waved it off and told me that it’s a free service and, ‘it’s just my job.’

What an awesome job that must be, showing up out of nowhere when people are at their most vulnerable. I’m so thankful to Mike, MassDOT, and MAPFRE for sponsoring this incredible public service. Mike completely solved what could have been an incredibly painful situation.”

– Excerpt from radio/online feature by Michael Rock of Fun 107 FM

Look Both Ways Campaign

The “Look Both Ways” campaign is an example of how MAPFRE support of the MassDOT Highway Assistance Program creates opportunities for cross promotion and MassDOT support of MAPFRE safety initiatives. With the “Look Both Ways” campaign, Fundación MAPFRE challenged the stereotype of a typical “Massachusetts driver” by encouraging people to be “aggressively nice” on the road. MassDOT partnered with the Fundación MAPFRE to support the campaign and its messaging.

“MassDOT’s first priority is ensuring that members of the public safely reach their travel destinations. We are happy to partner with MAPFRE Foundation on the Look Both Ways PSA to improve safety and reduce injuries and fatalities on our roadways.”

– MassDOT Highway Administrator, Jonathan Gulliver

The screenshot shows a Benzinga Pro website article. The header includes navigation links like 'DATA & APIs', 'EVENTS', 'MARKETIFY', and 'PREMARKET'. Below the header, there's a table of market data with columns for various indices and currencies. The main article title is 'Massachusetts Department of Transportation and Fundación MAPFRE Launch "Look Both Ways" PSA to Promote Road Safety'. The article is dated June 22, 2021, and is attributed to PRNewswire. A promotional banner for a 50% discount on bear market options trades is visible. The article text mentions the launch of a new public service campaign to reduce road-related injuries and fatalities. On the right side, there are two sidebars: 'Create a Watchlist' and 'BEAT THE MARKET WITH OUR'.

Final creative, including video messaging and out of home placements, incorporated the MAPFRE, MassDOT and the Executive Office of Public Safety and Security logos, signifying brand alignment and support across the organizations. In addition to the planned media placements, the MassDOT Highway Assistance Patrol Program operator added the PSA creative to the customer response tablet that is handed to assisted motorists at appropriate assists. The resulting media coverage from the collaborative effort, which launched in June, reached well over 60 news stories.



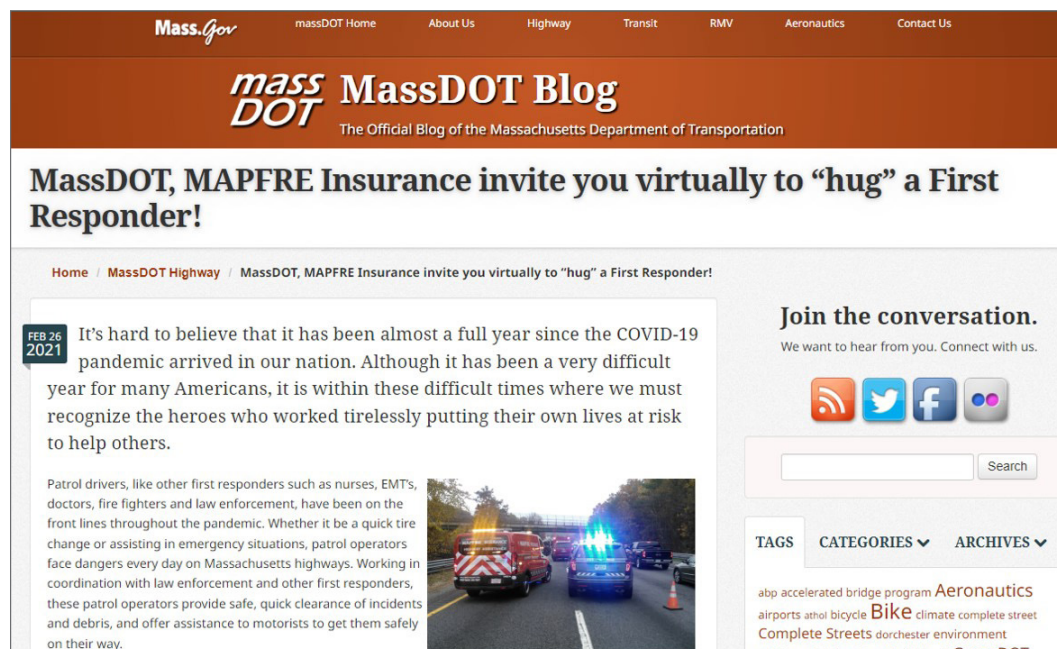
PanMass Challenge

Another sponsorship cross-promotion took place in August 2021, with the return of the MAPFRE-sponsored MassDOT Highway Assistance Patrol fleet vans participating in the Pan Mass Challenge, which is also sponsored by MAPFRE. MassDOT promoted the event on social media, reminding the public that the patrol vans would be stationed at water stops.



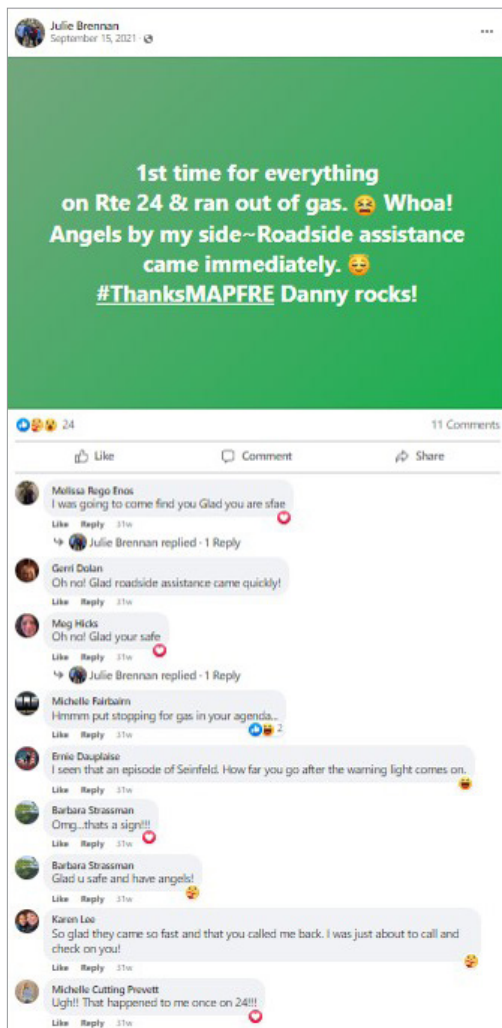
MassDOT Monthly Blogs

Popular monthly MassDOT blogs authored by MAPFRE continued throughout the year. According to Meltwater, the roadway safety-related blog posts have estimated audience impressions ranging from 50,000 to 75,000 per blog. The blogs exemplify MAPFRE's pledge to do well in the community with topics covering National Walking Day/Pedestrian Safety, School Buses and Zones, Summer Road Safety, Holiday Travel, Nighttime Driving, and more. The blogs are promoted on MassDOT's social media pages, capturing more attention for the sponsored patrol and facilitating sharing and online discussion.



Social Engagement

Periodic social posts were provided by Travelers Marketing, and approved by MAPFRE, for MassDOT to highlight important initiatives such as Crash Responder Safety Week. Social posts appear on MassDOT's Twitter, Facebook and Instagram pages and feature the hashtag #thanksMAPFRE, which also appears on the DOT highway patrol vans and comment cards. Assisted motorists are encouraged to use this hashtag when sharing their gratitude for being helped by MassDOT and MAPFRE on social media.



Looking Ahead to 2022

The MassDOT, MAPFRE and Travelers Marketing teams are collaborating to ensure continued public relations and activation efforts throughout the year.

Sponsorship Extension Announcement

MAPFRE plans to issue a press release (with MassDOT approval) to share the news of the extension of the sponsorship.

Summer Media Pitch

Travelers Marketing is working with MassDOT and MAPFRE's Corporate Communications team to draft and distribute a summer driving release, including stats supported by the MassDOT Highway Assistance Program's roadside assistance data and other highway metrics.

In 2022 and beyond, Massachusetts motorists will continue to benefit from the services provided by the dedicated patrol operators who strive to keep the roadways safer. The highly visible patrol vehicles and highway signs are co-branded with MAPFRE and MassDOT markings and alert motorists to the services, while making covered routes more identifiable. Through publicity and social engagement, MAPFRE and MassDOT will continue to raise awareness about the great work performed by the devoted MassDOT Highway Assistance Program operators and share stories from appreciative assisted motorists, who are grateful to the "lifesavers" and "heroes."