

# *massDOT*

Massachusetts Department of Transportation

## **2022 ANNUAL REPORT**

### **MASSDOT HIGHWAY ASSISTANCE PROGRAM SPONSORSHIP**







MassDOT Secretary Jamey Tesler (center left) joined MAPFRE President and CEO Jaime Tamayo (center right), along with other representatives from the DOT, MAPFRE, and Travelers Marketing at the 2022 "Thank You" Luncheon for the MassDOT Highway Assistance Program fleet operators.

## Sponsorship Overview

"We at MAPFRE could not be more proud to sponsor this public service in partnership with MassDOT," President and CEO Jaime Tamayo said at a "Thank You" luncheon for the dedicated patrol operators of the MassDOT Highway Assistance Program sponsored by MAPFRE Insurance. "I am thrilled to be able to recognize the dedication of the Highway Assistance Program fleet drivers, who go the extra mile to help drivers in need."

Fleet drivers patrol the Commonwealth's highest-traffic Interstates, major highways and the Turnpike with the objective of improving safety and keeping traffic moving by assisting motorists and clearing traffic-causing incidents. In 2022, the sponsored fleet of 57 vehicles patrolled nearly 1.3 million miles and cleared a total of 40,693 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. "Disabled vehicles" (flat tires, dead batteries, and empty fuel tanks) are the most common type of incident to which the program responds, accounting for 36% of the program's total incidents in 2022.

By being there for motorists in their time of need, the MassDOT Highway Assistance Program allows MAPFRE to show how they are focused on protecting what matters most to Massachusetts: its people and communities. Rapid response and quick clearance of highway incidents ensures motorists can continue on with their day and focus on the truly important moments in life.

# PROGRAM HIGHLIGHTS BY THE NUMBERS

**57**



Highway Assistance Program vehicles patrolling the highest-trafficked highways in the Commonwealth

**28 MILLION**



Miles of roadway protected by the MAPFRE-sponsored patrol since 2003

**70**



Informational highway signs prominently displayed on covered patrol routes

**3.7 BILLION**



Estimated annual program impressions from drivers who are reminded of the safety service

**702,000**



Total Incidents to which Highway Assistance Program patrol operators responded since 2003

**116 MILLION**

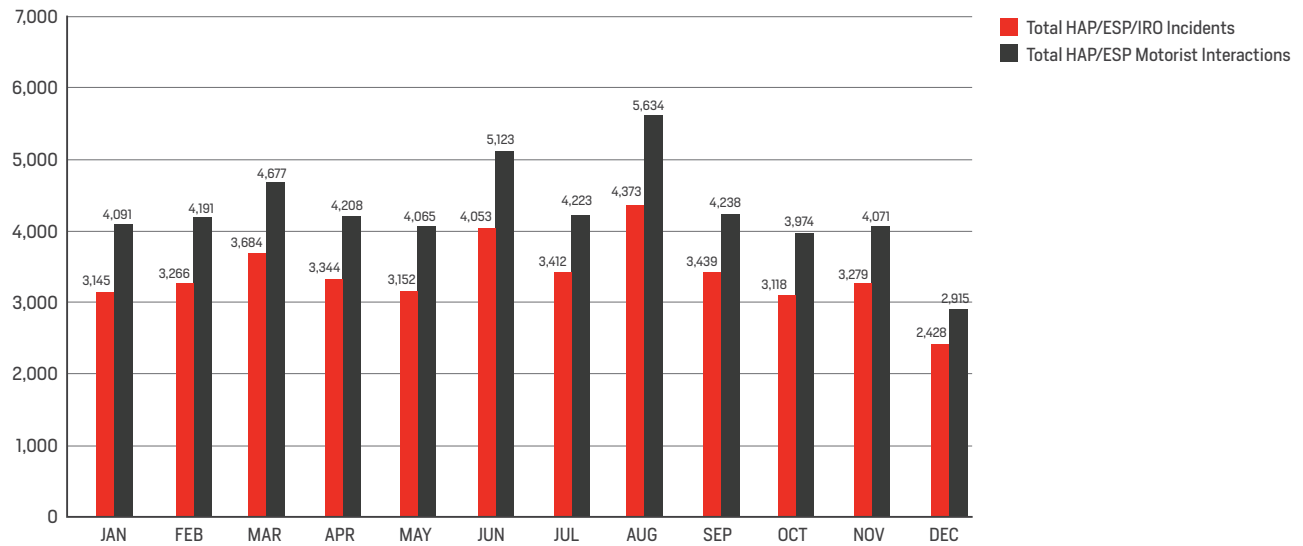


Estimated media impressions garnered in 2022

<sup>1</sup>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. 2022 impressions estimated according to continued rebounding traffic.

## Sponsorship Statistics

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

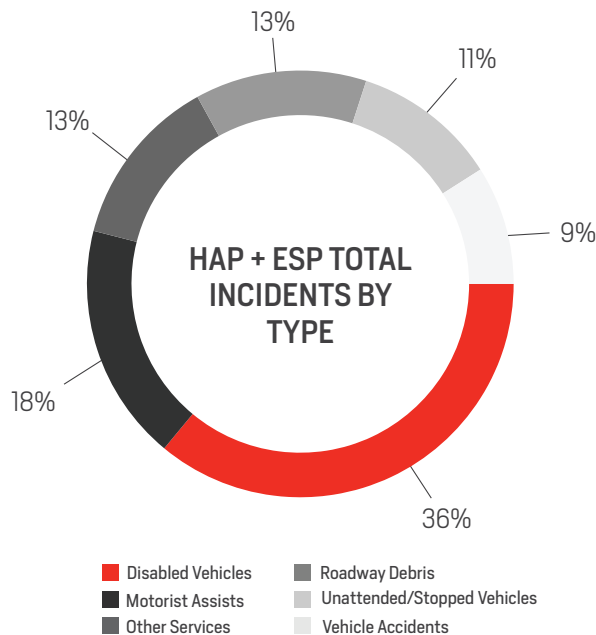


#### Incidents:

Includes all stops performed by the MAPFRE sponsored Highway Assistance Program, including debris removal, traffic control, motorist assists, accidents and medical. MassDOT does not provide incident types for IRO; HAP/ESP totals reflected.

#### 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.



### 2022 INCIDENT STATISTICS

**1,269,800**

Miles Patrolled

**40,693**

Incidents Cleared

**51,405**

Motorist Interactions

## Feedback from Grateful Motorists

In 2022, assisted motorists submitted 60 surveys per month on average, with a total of 714 survey reviews submitted over the year. Surveys are submitted via tablet, a mailed in comment card and/or the online survey. The vast majority of assisted motorists rate the service as “Excellent.”

Motorists are tremendously grateful for the help provided and praise the operators, the service, and the sponsor, using descriptors such as “lifesaver,” “professional,” “great,” “courteous,” “exceptional,” “impressive,” “efficient,” and “friendly.”

The image shows a tablet screen displaying a survey form titled "Highway Assistance Patrol". At the top, there are logos for "United Road Towing", "MAPFRE INSURANCE", and "massDOT". The form includes a section for "Service Areas and Hours" and a "Please Take The Time To Complete The Following Survey" section. The survey contains several questions with red buttons for responses. The questions and their responses are:

- How long did you wait for the Highway Assistance Patrol? ☐ < 30 Mins.
- Was your Highway Assistance operator professional, courteous and helpful? ☐ Yes
- Was your Highway Assistance operator able to make your car operable? ☐ Yes
- Overall, how would you rate this service? ☐ Excellent

At the bottom, there is a section for "Additional Comments" where the user has written: "Patrick switched my flat tire. First he had to put air in my spare, which was flat. Thanks for helping me Mapfre."

“Danny did an incredible job helping my wife and I in a dangerous highway situation by repairing our flat tire. He is an angel who came to our rescue. I am very appreciative!”

– HAP Driver: Danny J., 2/3/22

“Patrick removed my flat and installed the spare tire after airing it up. Many thanks to MAPFRE and MassDOT.”

– HAP Driver: Patrick D., 2/14/22

“John pulled up and asked if I needed help. I thought that was awesome and didn’t know that this great service was available. Thank you for the great service. I hope I won’t ever have a problem again. As a senior citizen, it was scary being broken down on the side of the highway. Thank you, again!”

– HAP Driver: John F., 7/12/22

“Don was a lifesaver. He was able to immediately provide me with help. Otherwise, I would have been very late to Thanksgiving!!”

– HAP Driver: D. Sorel, 11/19/22

## Publicity & Activation

In 2022, there were a total of 175 media mentions across online, print, radio, and social media about the Highway Assistance Program and associated cross-promotions and events.

According to the media monitoring service Meltwater, the estimated audience impressions generated from these media mentions surpassed 116 million. In addition to planned events and promotions, MassDOT works with the media to regularly remind the public that the MAPFRE-sponsored Highway Assistance Program is on patrol, especially during high-traffic long holiday weekends, impactful weather events and around work zones.

### 2022 MEDIA COVERAGE:

**175**  
No. of Stories

**116,254,042**  
Estimated Media Impressions

\*Media impressions listed as reported by Meltwater.



## Roadway Safety Conference

MassDOT invited MAPFRE to participate in a June 2022 Road Safety Press Conference. MAPFRE SVP of Business Development Andrea Zemaitis joined a panel of high-level speakers including MassDOT Secretary of Transportation, MassDOT Highway Administrator, the Assistant Undersecretary for Law Enforcement and Criminal Justice in the Executive Office of Public Safety and Homeland Security, RMV Registrar, and the Massachusetts State Police Lieutenant, as well as representatives from the Massachusetts Motorcyclists' Survivors Fund, and walkBoston.





Pan-Mass Challenge participants had fun striking a pose with the MAPFRE-sponsored Highway Assistance Program van during a water-stop break.

## Pan-Mass Challenge

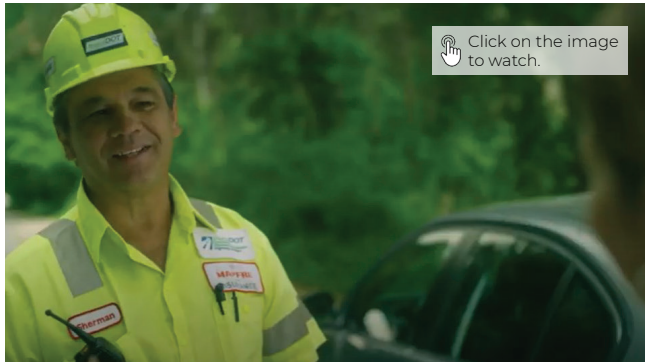
For the third time, the MAPFRE-sponsored MassDOT Highway Assistance Program fleet vans participated in the Pan-Mass Challenge, which is also sponsored by MAPFRE. MassDOT promoted the event on social media, reminding the public that the patrol vans would be stationed at water/lunch stops.



MAPFRE President and CEO Jaime Tamayo expressed the company's appreciation for the dedicated MassDOT Highway Assistance Program patrol operators.

## Thank You Luncheon

MassDOT and MAPFRE co-hosted a September 2022 "Thank You" luncheon at the Highway Operations Center in South Boston. MAPFRE President and CEO Jaime Tamayo was joined by Transportation Secretary and CEO Jamey Tesler, along with MassDOT Deputy Administrator & Chief of Operations Joe Foti to bestow thanks for the exceptional service provided by the three fleets that make up the program: the Highway Assistance Patrol (HAP), Emergency Service Patrol (ESP) and Incident Response Operators (IRO). MassDOT leadership expressed their pride in the hard work and dedication provided day-in and day-out by the patrol operators.



## TV Commercial

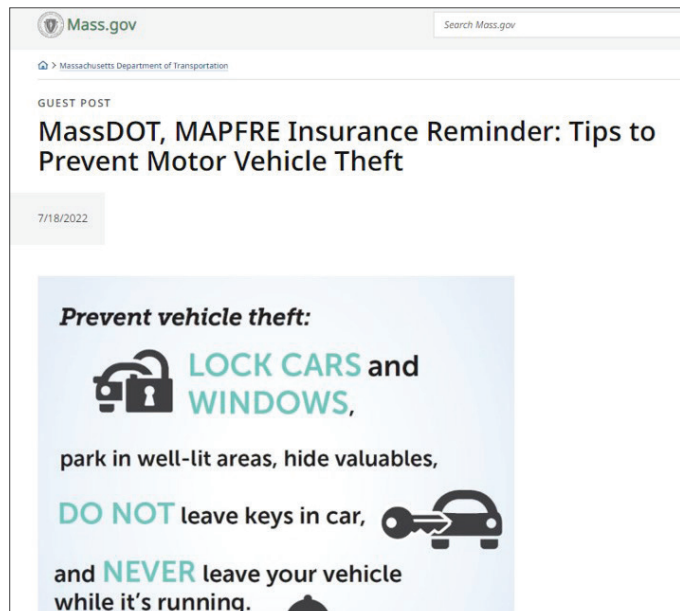
MAPFRE debuted a TV commercial that aired on broadcast television and online in the fall 2022, which featured the Highway Assistance Program as part of their “Made for real life” messaging. Travelers Marketing coordinated with MassDOT and the program operator to provide a real-life patrol driver as the talent.

## MassDOT Monthly Blogs & Social Posts

Popular monthly guest blogs authored by MAPFRE continued to educate and inform MassDOT blog readers in 2022. According to Meltwater, the roadway safety-related blog posts posted in the news section on the main Mass.gov website, garnered over 4.2 million estimated audience impressions per blog.

The blogs focus on safety-related topics including Pledge to Wear Seat Belts, Navigating Potholes, Awareness of Work Zones, Tips to Prevent Motor Vehicle Theft, and more. The blogs are promoted by MassDOT, capturing more attention for the sponsored patrol and facilitating sharing and online discussion.

Social posts appear on MassDOT’s Twitter, Facebook, and Instagram pages, tagging MAPFRE and often featuring the hashtag #thanksMAPFRE, which also appears on the DOT highway patrol vans and comment cards.





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## Looking Ahead to 2023

The year 2023 will mark 20 years of MAPFRE sponsorship of the MassDOT Highway Assistance Program. The sponsor, MassDOT and Travelers Marketing will collaborate on public relations opportunities and activation efforts to promote the program's anniversary and further leverage the program's ties to Massachusetts communities.

### Look Both Ways

Travelers Marketing is working with MAPFRE, partnering MassDOT with Fundación MAPFRE's Look Both Ways campaign to hold a contest for high school students to develop a public safety announcement (PSA) that will be broadcast online and on local TV stations. The winning team will work with a professional advertising agency to produce the PSA. The winning school will receive a prize to be used toward teaching road safety. MassDOT, MAPFRE, CTP Boston (agency), and Travelers Marketing all have representatives on the judging panel. MassDOT is promoting the contest with social posts drafted by Travelers. The effort will culminate in an assembly-style event at the winning school, with the winner announced and the PSA aired live.

### 20th Year Anniversary of Sponsorship

Travelers Marketing is working with MAPFRE to build a social media campaign to promote the 20th-year anniversary. Brainstorming is underway for a larger publicity effort to take place in the summer in advance of the August anniversary.

Through publicity and social engagement, MAPFRE and MassDOT will shine a positive light on the great work performed by the dedicated MassDOT Highway Assistance Program operators who help those in need.

