massDOT
Massachusetts Department of Transportation

# 2024
## HIGHWAY ASSISTANCE PROGRAM SPONSORSHIP
## ANNUAL REPORT

TravelersMarketing

An annual recap of the MassDOT Highway Assistance Program Sponsorship.

# SPONSORSHIP OVERVIEW

**MassDOT Highway Assistance Program, Sponsored by MAPFRE Insurance: A Commitment to Safety and Service**

Since its inception, the Highway Assistance Program fleet has traveled an impressive **31.7 million miles** across Massachusetts' busiest interstates, major highways, and Turnpike—serving as a visible symbol of reliability and safety for motorists statewide.

With a steadfast focus on improving roadway safety and traffic efficiency, the fleet has responded to **791,193 incidents** since 2003. Operators deliver critical roadside support ranging from tire changes and mechanical assistance to debris removal and emergency medical interventions—including lifesaving CPR and responses to "Silver Alerts." Notably, 46% of incidents in 2024 involved disabled vehicles, such as flat tires, depleted batteries, and empty fuel tanks.

By delivering timely, expert assistance to stranded motorists, the program highlights MassDOT and MAPFRE's enduring commitment to protecting the lives and well-being of Massachusetts residents. Each rapid response not only minimizes traffic disruptions but also helps drivers get back on the road quickly and safely.

Further strengthening this mission, the collaboration between MAPFRE and MassDOT continues to expand community outreach and safety education through a variety of initiatives including the annual Look Both Ways contest, MAPFRE's participation at public safety events, fleet vehicle displays, and a wide range of engagement activations throughout the year.

# KEY METRICS

**57**

Highway Assistance Program vehicles patrolling the busiest highways in the Commonwealth

**31.7 MILLION**

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

**70**

Informational highway signs prominently displayed on covered patrol routes

**3.96 BILLION**

Estimated annual program impressions from drivers who are reminded of how the patrol helps make roadways safer

**791,193**

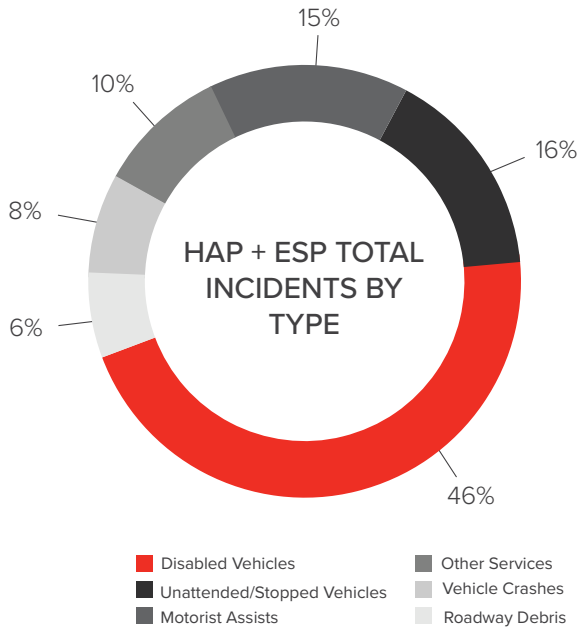
Total Incidents to which HAP patrol operators responded since 2003

**77.5 MILLION**

Estimated media impressions from positive articles, broadcasts, and social media mentions garnered in 2024

Travelers Marketing calculates annual program 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.
Media impressions are as reported by Meltwater.

# SPONSORSHIP STATISTICS



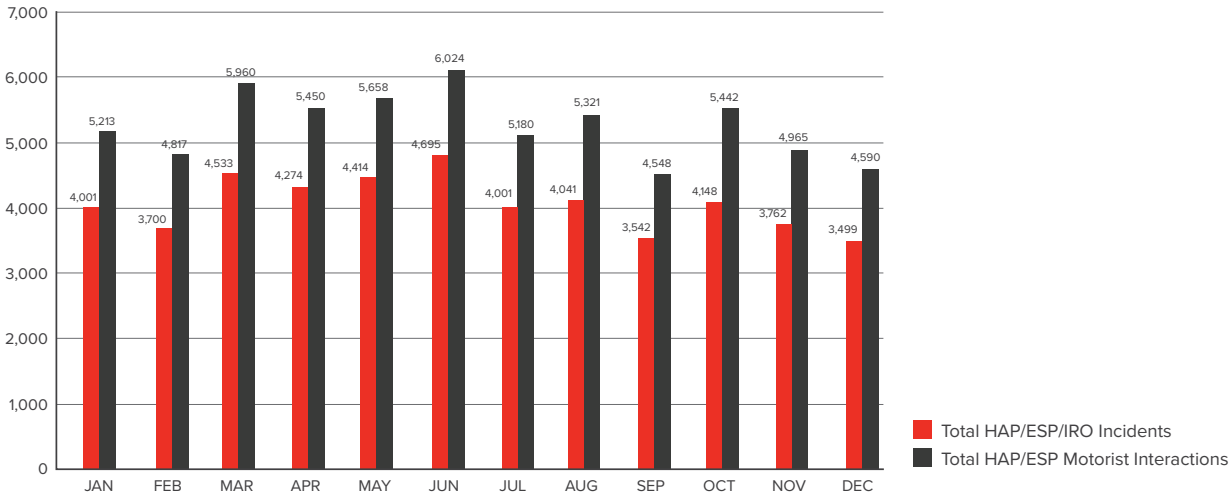

## 2024 INCIDENT STATISTICS

**1,774,888**
Miles Patrolled

**48,610**
Incidents Cleared

**63,165**
Motorist Interactions

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

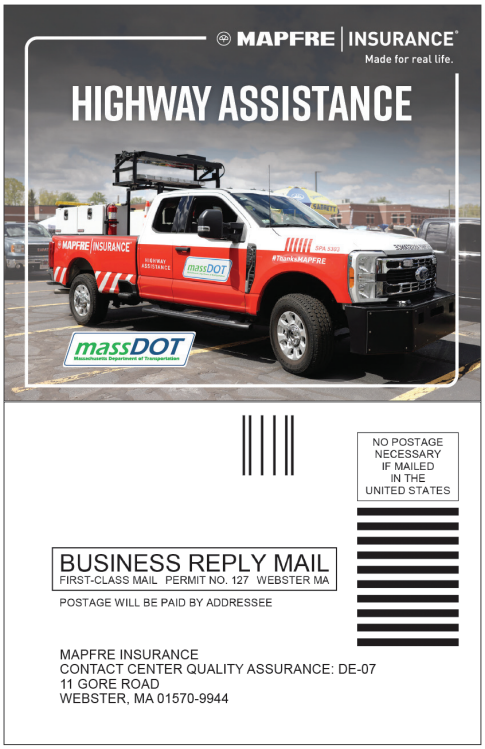



**Incidents**
All stops performed by the MAPFRE-sponsored Highway Assistance Program, including debris removal, traffic control, motorist assists, accidents and medical. MassDOT does not provide incident types for IRO; HAP/ESP totals reflected.

**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.

# MOTORIST FEEDBACK

Assisted motorists submitted an average of 30 surveys per month in 2024, totaling 368 surveys for the year. The majority of respondents rated the service as “Excellent.” Motorists expressed immense gratitude for the assistance provided, praising the operators, the service, and the sponsor with terms such as “lifesaver,” “professional,” “great,” “courteous,” “exceptional,” “impressive,” “efficient,” and “friendly.”




“Mark was a lifesaver! Got my flat tire changed safely and efficiently on a busy highway duuring morning rush hour!”

- HAP Driver: Mark, 2/9/24

“Don helped us on the side of the road with a flat tire and was amazing. This the quickest and fastest tire change ever! He was super nice and friendly and overall just provided amazing customer service!”

- HAP Driver: Don S., 4/21/24

“Dan was professional, immediately introducing himself and shaking our hand. He assessed the issue of the flat tire and went and got his equipment to change it and put on the spare. He had his truck lights on since the Mass Pike was very busy at that time. When he was finished, he made sure that he went next to my car to signal people to move over so I could get into the drivers seat. He also instructed us to wait until he pulled out before we proceeded onto the lane. He was courteous and very professional and more importantly empathized with us and was kind.”

- HAP Driver: Dan, 9/13/24

“Mike was wonderful! Very helpful. He called a tow truck for us because we had our 4-year-old with us and he was talking with her. He’s very professional. Thank you so much for all of your help, Mike!”

- HAP Driver: Mike M., 10/14/24

# PUBLICITY & ACTIVATION

In 2024, the Highway Assistance Program and related events received 94 mentions across online, print, and social media platforms. According to Meltwater, these generated over 72.5 million audience impressions. MassDOT continues to collaborate with media outlets to sustain public awareness of the MAPFRE-sponsored program, with targeted messaging around high-traffic holiday weekends, major weather events, and work zone safety.

**2024 MEDIA COVERAGE**

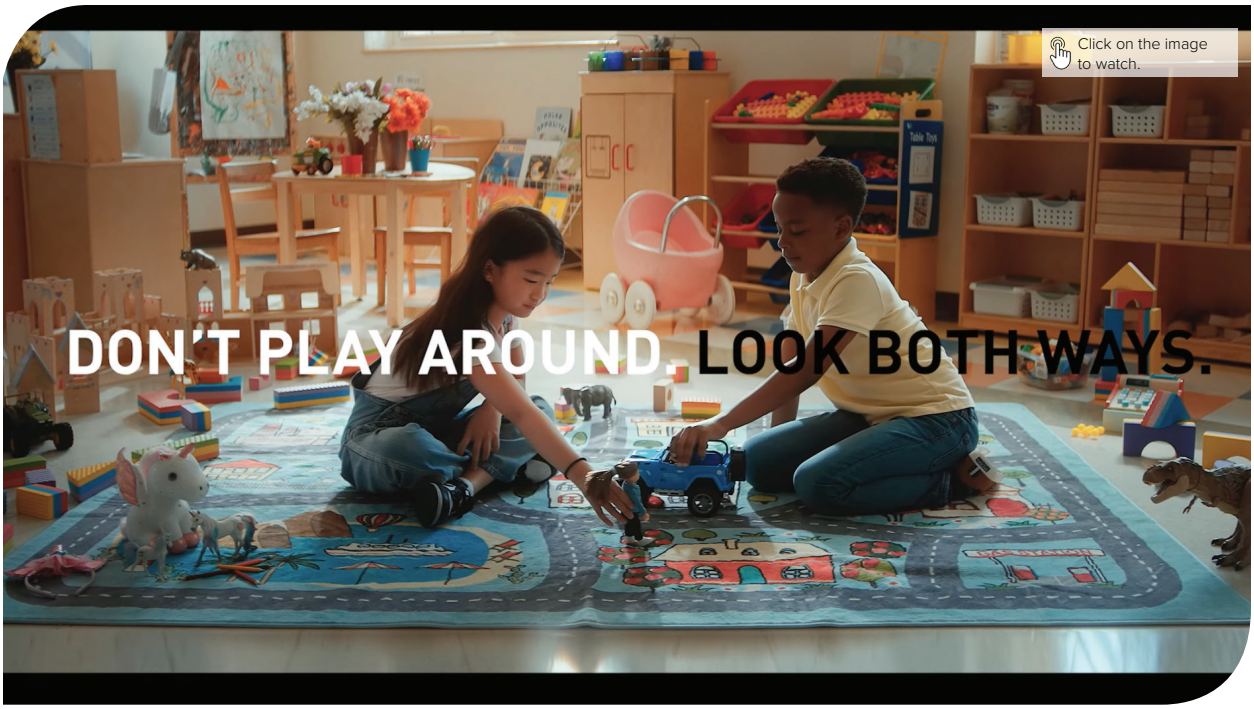
**94**
Positive Stories

**72,522,444**
Est. Media Impressions

## THE WICKED BIG CAR SHOW

In an exciting and creative opportunity to display the newly wrapped, MassDOT and MAPFRE co-branded Highway Assistance Program trucks, the patrol was featured at The Wicked Big Car Show on May 11th. The event was held at the MAPFRE Insurance campus at 11 Gore Road in Webster, MA, in partnership with the Webster Dudley Chamber of Commerce. The Wicked Big Car Show event marked the first car show since the COVID-19 pandemic and welcomed residents of all ages from across Central Massachusetts. With an estimated 600 antique and classic cars on display, the show generated significant local interest. MAPFRE's support of the event enhanced visibility for the Highway Assistance Program and reinforced its presence as a committed partner in the region.

*Media impressions listed as reported by Meltwater. Impressions and Advertising Value Equivalency represent 100% of the total media stories.



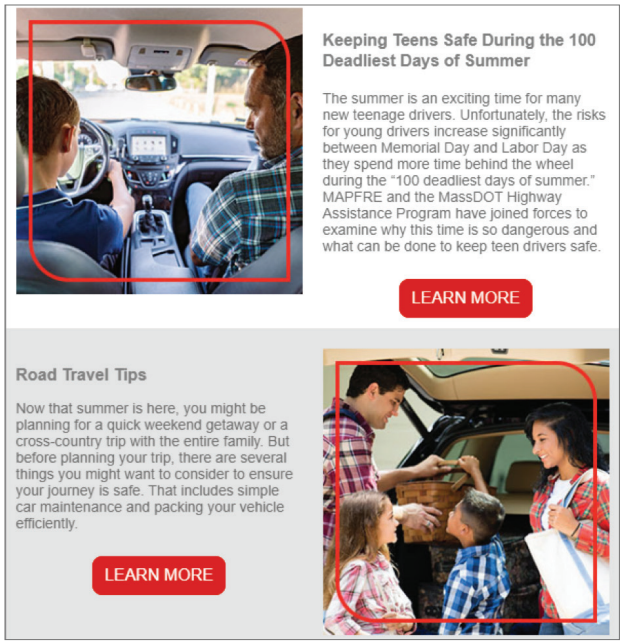

Look Both Ways contest winners Natick High School's Road Safety PSA.

## LOOK BOTH WAYS CONTEST

Once again in 2024, through the partnership rooted in the Highway Assistance Program, MassDOT and Fundación MAPFRE collaborated on a high school roadway safety PSA contest aimed at educating teens about safe driving practices.

On Tuesday, June 4, Natick High School hosted the Look Both Ways High School PSA Event in the school's lecture hall. Vice Principal Zach Galvin opened the event with remarks congratulating two freshmen for their award-winning PSA, and thanked Broadcast teacher Lynne Tartaglia-Ricciotti for her guidance. Andrea Zematis, SVP at MAPFRE Insurance, applauded the students' efforts, highlighted the importance of pedestrian and driver safety, and introduced Registrar of Motor Vehicles Colleen Ogilvie, who also spoke briefly. Attendees then viewed the PSA—twice, due to enthusiastic response—before the students were honored with a trophy and certificates. The event concluded with photos of the students alongside the speakers and teacher, celebrating the success of the student-driven safety initiative.

The students' script was produced and made into a professional safety PSA that opens with a realistic street scene resembling downtown Natick. A distracted teen girl wearing headphones crosses the road while focused on her phone, unaware of an approaching car driven by an equally distracted teen boy. Just before a potential crash, time freezes and the scene cuts to two children playing with toys modeled after the characters. They discuss the near-accident and decide to "redo" the scene. Rewinding the moment, the teens now act responsibly—putting away distractions, paying attention, and safely interacting at the crosswalk. The message ends with a peaceful resolution and the slogan: "Don't play around, look both ways."




MAPFRE's Newletter offering safe driving tips

MassDOT HAP Information inserted into customer billing statements

## MAPFRE MINUTE NEWSLETTER & STATEMENT STUFFERS

MAPFRE Insurance highlighted the sponsorship and related road safety messaging in several customer-facing channels. This included crossover promotions—such as those tied to the Pan-Mass Challenge—featured in MAPFRE's newsletter (top left), helping publicize the program's benefits. MAPFRE also distributed a promotional and informational insert (top right) about the MassDOT Highway Assistance Program with customer billing statements, further raising awareness of the patrol's vital work.

## PAN-MASS CHALLENGE

It has become an annual tradition for the MassDOT Highway Assistance Program fleet vans to participate in the Pan-Mass Challenge, a fundraising bike ride across the state which is also sponsored by MAPFRE. Over the weekend of August 3rd and 4th Highway Assistance Program vans were staged and served as a billboard backdrop at Dighton-Rehoboth High School and Patriot Place, respectively, providing riders, volunteers and the press an up-close view of the impressive patrol vehicles. Both MAPFRE and MassDOT promoted the event on social media, informing the public that the patrol vans would be present at water and lunch stops.

MassDOT Secretary Monica Tibbits-Nutt

MAPFRE President & CEO Jaime Tamayo

## 2024 MASSACHUSETTS ROAD SAFETY SUMMIT

On October 28, 2024, Fundación MAPFRE and MassDOT co-hosted the Massachusetts Road Safety Summit at the UMass Club in Boston. This full-day event brought together leading voices in transportation, healthcare, policy, and advocacy to address the most pressing issues impacting roadway safety today. The summit served as a natural extension of MAPFRE's ongoing partnership with MassDOT through the Highway Assistance Program Sponsorship, reflecting a shared, unwavering commitment to reducing traffic incidents and saving lives.

The program opened with remarks from Jaime Tamayo, President & CEO of MAPFRE USA and Chief Representative in North America for Fundación MAPFRE, who underscored the company's deep-rooted investment in public safety and community resilience. Keynote speaker Monica G. Tibbits-Nutt, Secretary and CEO of MassDOT, emphasized the importance of cross-sector collaboration in building a safer, more equitable transportation system for all users.

Additional speakers included Dr. David Mooney, Trauma Medical Director at Boston Children's Hospital; Raquel Barrios, Executive Director of Youth for Road Safety (YOURS); and David Zipper, Senior Fellow at the MIT Mobility Initiative—each offering global perspectives and innovative solutions on topics ranging from pedestrian protection to the role of data and design in preventing crashes.

The event also featured robust panels on vulnerable road users, distracted driving, and the future of vehicle technology, with expert contributions from Bonnie Polin, MassDOT State Safety Engineer; Jascha Franklin-Hodge, Boston's Chief of Streets; and Sam Madden, Head of Computer Science at MIT, among others.

Through initiatives like the Road Safety Summit and the Highway Assistance Program, Fundación MAPFRE and MAPFRE USA continue to drive meaningful change—educating communities, empowering public agencies, and working together to make Massachusetts roadways safer for all.

## PAN-MASS CHALLENGE KIDS RIDE

Despite it being a rainy day on September 21, 2024, MAPFRE Insurance proudly hosted and sponsored the Pan-Mass Challenge Kids Ride at its Webster, MA campus. The event featured strong community involvement, with the Highway Assistance Program patrol vehicle, along with local police, fire, and EMT departments participating in a popular “Touch a Truck” experience.

As part of the event, the patrol drivers were on site to engage with attendees, showcase their vehicles, and explain the vital services they provide on Massachusetts roadways. The team shared how they assist stranded motorists, help reduce traffic disruptions, and support public safety—all while representing MAPFRE’s commitment to community outreach and roadway safety. The event provided a valuable platform to build awareness and enthusiasm for the program through hands-on, educational interaction with families and young participants.

## HALLOWEEN SAFETY CAMPAIGN

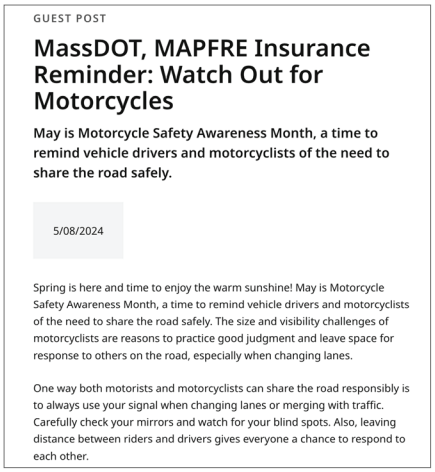
Together with MassDOT, MAPFRE launched a targeted social media push on Instagram and Facebook beginning October 21, 2024 to highlight safety tips for Halloween. The campaign used a "scared straight" messaging approach, highlighting alarming pedestrian safety statistics, particularly involving children trick-or-treating, to encourage drivers to be more vigilant. This promotion also gave MAPFRE and MassDOT a chance to promote the previous Look Both Ways PSA contest winners with the zombie featured commercial.

The content placed responsibility on adults to prevent accidents during this high-risk period, with a focus on data specific to Massachusetts where available. MAPFRE supported the initiative by linking to its Halloween safety blog. The campaign generated over 4 million impressions.

## MASSDOT MONTHLY POSTS

In 2024, MAPFRE's monthly guest posts continued to educate MassDOT readers on roadway safety, achieving over 51 million estimated audience impressions in the year, according to Meltwater. Covering topics like the Navigating Icy Roads, Watching Out for Motorcycles, Crash Responder Safety Week and more, these blogs highlight MassDOT and MAPFRE's road safety commitment.

Promoted by MassDOT, the blogs enhance awareness of the sponsored patrol and encourage online discussion. Social media posts on MassDOT's Twitter, Facebook, and Instagram, tagged with #thanksMAPFRE, further amplify the posts' reach.


GUEST POST

**MassDOT, MAPFRE Insurance Reminder: Watch Out for Motorcycles**

**May is Motorcycle Safety Awareness Month, a time to remind vehicle drivers and motorcyclists of the need to share the road safely.**

5/08/2024

Spring is here and time to enjoy the warm sunshine! May is Motorcycle Safety Awareness Month, a time to remind vehicle drivers and motorcyclists of the need to share the road safely. The size and visibility challenges of motorcyclists are reasons to practice good judgment and leave space for response to others on the road, especially when changing lanes.

One way both motorists and motorcyclists can share the road responsibly is to always use your signal when changing lanes or merging with traffic. Carefully check your mirrors and watch for your blind spots. Also, leaving distance between riders and drivers gives everyone a chance to respond to each other.

# LOOKING AHEAD: 2025 AND BEYOND

Travelers Marketing remains committed to maximizing the impact of MAPFRE Insurance's sponsorship of the MassDOT Highway Assistance Program through ongoing public relations and activation efforts in 2025.

## 2025 MARKETING PLAN

Travelers Marketing drafted a comprehensive Marketing Plan in 2024 which outlined key objectives, identified marketing channels, and established goals and schedules for partnership meetings. It included an annual schedule for pre-approved guest post topics and proposed various activation events, cross-promotion, and publicity opportunities. The efforts of the Marketing Plan will expand and continue in 2025 with three PSA campaigns aimed at reaching parents of teens. The first publicity effort aired in February and focused on the "Safety Strong" concept, with an in-depth article titled "How to prepare your teen for the open road" that was promoted by video and banner ads and accompanied by a parent and teen quiz.