

ANNUAL SPONSORSHIP REPORT

2016



MASSACHUSETTS DOT HIGHWAY ASSISTANCE PROGRAM

SPONSORED BY  **MAPFRE | INSURANCE®**

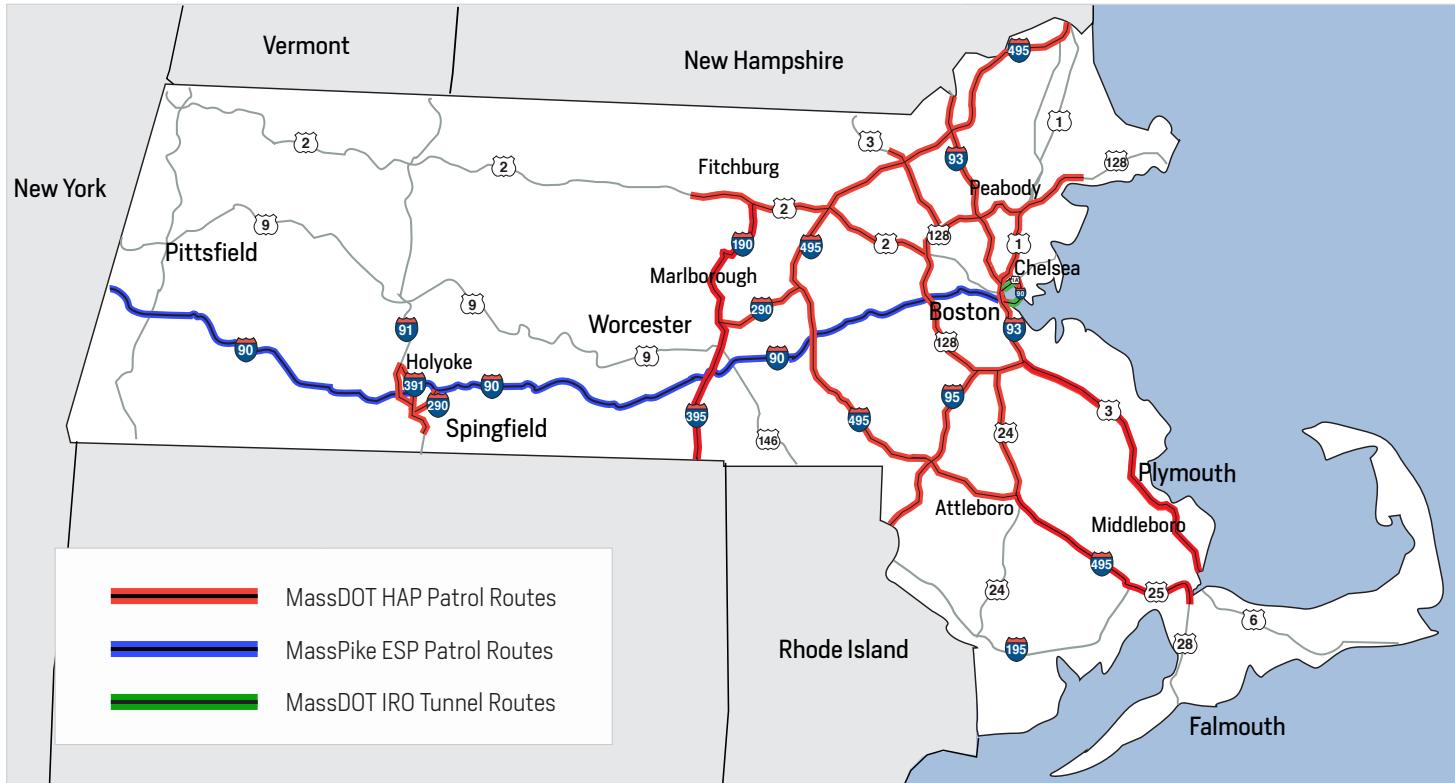


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2016 Program Metrics



Analysis of the HAP, IRO and ESP programs, finds the following metrics for 2016.

- Fleet Vehicles:** 45
- Highway Signage:** 70
- Total Incidents*:** 51,080
- Total Assists*:** 17,006
- Total Miles Patrolled:** 2,035,240
- Comment Card/Surveys:** 1,580
- Comment Card/Surveys with Actual Comment:** 1,274 (81%)

Since 2003 when
MAPFRE first sponsored
the MassDOT Highway
Assistance Patrol...

393,807 Incidents
have been responded to
by MassDOT HAP services

18,964,482 Miles
of roadway have been
patrolled by MassDOT
HAP services

*See pages 8-9 for detailed breakouts and descriptions.

2016 Sample Comments

Date	Driver	Courteous & Helpful	Overall Rating	Comment
1/1/16	Joe Canavan	Yes	Excellent	My Highway Assistance driver was very well-mannered, helpful and courteous. He went beyond our expectations to provide excellent service.
3/17/16	Angela	Yes	Excellent	I was happily surprised by this service. Angela arrived before AAA, which I cancelled. She was very helpful. I appreciated this service and thank you!
4/11/16	Brian Abbott	Yes	Excellent	This is a fantastic service. Brian was great— he was professional and did everything possible to assist me. I cannot say enough about how great this service is.
6/13/16	Angela	Yes	Excellent	Angela was so friendly and professional. She took me through the steps to change my tire for the future. I was disappointed she couldn't accept tips. She was really what every employer wants!
7/31/16	D. Hickson	Yes	Excellent	He did a great job trying to get us started. He was very helpful! We felt he went above and beyond the call of duty! He was friendly and assisted us with anything we needed.
8/23/16	Danny	Yes	Excellent	Danny was great! I had just pulled over and not even two minutes later he was behind me ready to help. Whoever started this service had a great idea!
9/24/16	Patrick Devers	Yes	Excellent	My day went from horrible to amazing: Patrick is a wonderful employee and represents your company so well! He was amazing— so relatable and kind and made me feel better about the entire ordeal. After he put a gallon in my car and jumpstarted it, he even came to the gas station with me just in case my car wouldn't start again. Thank you!
10/12/16	Angela	Yes	Excellent	I hit something on I-95 that gave me a blowout. Angela was amazing! She had my car fixed quickly and calmed me down and made sure I made it off the highway safely. She was a lifesaver! Thank you!
10/24/16	Josh Jenkinson	Yes	Excellent	Josh arrived within seconds of my car breaking down. He got my car on the flat bed quickly. He has a dangerous job. I was in a narrow breakdown lane on Route 3 and he had to go into traffic multiple times to get the car situated. It was dark and traffic was moving quickly. I recommend he be rewarded for his actions. Thank you for providing this service!
11/4/16	Mike Mathiau	Yes	Excellent	Mike was very helpful and professional. As a father with daughters, it is comforting to know that such nice, helpful people and services exist.
12/13/16	Derek Walrond	Yes	Excellent	Derek was phenomenal and arrived almost immediately. We are so grateful for his help. Please keep this program going—it's fabulous.

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MAPFRE cross promoted two of its sponsorships when it displayed the Highway Assistance Patrol vehicle at the Pan-Mass Challenge.

Event Participation:

With MassDOT approval and support, MAPFRE agreed to a cross promotion of two MAPFRE sponsorships by having the HAP program participate in the Pan-Mass Challenge (PMC), an annual bicycle race to support cancer research. Travelers Marketing collaborated with MassDOT, MAPFRE and the PMC team to determine the best approach for incorporating the HAP vans, given the contractual obligations and restrictions to which the patrol drivers must adhere. MassDOT and Travelers Marketing successfully coordinated the placement of two HAP vans in prominent locations at the lunch stop at Dighton Rehoboth and the final water stop in Wareham on Saturday, August 6. The vans, along with directional signage, informed the cyclists where to obtain refreshments during much needed breaks along the course. MassDOT worked with Travelers Marketing to include information about the HAP in the press release issued about MAPFRE's sponsorship of the PMC.

Hashtag/Social Media:

Travelers Marketing suggested updating the HAP comment cards to include a hashtag, "#thanksMAPFRE", to encourage motorists to post their feedback on social media. MassDOT requested replenishment of comment cards in October, and Travelers Marketing worked with MassDOT and MAPFRE to have the changes implemented and approved. The batch of 4,000 comment cards was printed and delivered in November 2016. In 2017, Travelers Marketing will track usage of the hashtag on social media and promote the patrol socially, while sharing the results with MassDOT.

Please take the time to complete the following survey!

Return by mail or complete this survey online. To share your experience on social media use: **#THANKSMAPFRE**
www.commerceinsurance.com/highwaysurvey

Please separate this card on the perforated line before mailing.

Your MAPFRE Insurance Highway Assistance Program driver's name is: _____

Route #: _____ Date: _____ Time: _____

How long did you wait for the Highway Assistance Vehicle?	<input type="checkbox"/> < 10 mins.	<input type="checkbox"/> < 30 mins.	<input type="checkbox"/> > 30 mins.
Was your Highway Assistance driver professional, courteous and helpful?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Was your Highway Assistance driver able to make your car operable?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
If not, was a tow truck requested?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Overall, how would you rate this service?	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Poor

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

Please provide your name and indicate the preferred method of contact: Name: _____ Phone: _____ Email: _____

MAPFRE Insurance may use comments for promotional purposes: Yes No

Additional comments: _____

MAPFRE | INSURANCE  CIC243 (Revised 11/16)

A new batch of comment cards was provided for MassDOT distribution in November 2016.

Recognition of Patrol Drivers

Given the environment in which they work, even the most routine tasks performed by HAP drivers can be dangerous, which makes proper protocol and training that much more important. Stepping onto the highway to clear debris, setting up safety cones in the breakdown lane, redirecting high-speed traffic, and assisting stranded motorists on the side of the highway with cars whizzing by at 65 miles per hour is all in a day's work. There are some days, however, where HAP drivers must go above and beyond that to help motorists in need. In 2016, three MassDOT Highway Assistance Patrol drivers were recognized for their excellence and bravery when responding to medical incidents.

In April, Operator #5214 Angela Morley was awarded for her dedication to service when she aided in a medical emergency. She had stopped for a routine check, reporting to the Highway Operations Center that she provided lights to a truck that was securing its cargo in a safe location on I-495N at Exit 49 in Haverhill. Ms. Morley spoke with the motorist and he advised that he would be clearing shortly. While patrolling the area for a third time, however, she noticed legs sticking out from the truck and she stopped to check on the driver and found him unresponsive. Ms. Morley called 911 to start emergency response. The motorist was transported to a hospital by emergency responders from the Haverhill Police Department.



Another award ceremony has been scheduled to take place February 13th, where the Highway Administrator's Chief of Staff will recognize similar heroic efforts by patrol operators Edgar Rodriguez #5221 and Michael Carroll #5223, who also responded to medical emergencies in 2016. In response to a medical call he received taking place on I-93S near Exit 37C, Mr. Carroll utilized an Automated External Defibrillator (AED), which contributed to the motorist's resuscitation. In this apparent drug overdose situation, Mr. Carroll used the AED while calmly instructing the motorist's passenger in performing CPR until EMS arrived.

While not all medical calls have a happy ending, the hard work and dedication of these patrol operators is critically important, as was the case for Edgar Rodriguez who also utilized an AED while patrolling I-93 South, past Exit 43B and saw a van stopped in the median. While the driver was on a cell phone, calling for help, Edgar noticed an unresponsive passenger in the front seat. He requested EMS and began CPR. A Lieutenant from the Wilmington Police Department wrote a letter to Tim Morin, Patrol Manager for the HAP at MassDOT to commend the work of Mr. Rodriguez. In his letter, he stated, "One of the most important things I want to convey to MassDOT and MAPFRE Insurance is Mr. Rodriguez's professionalism, control, knowledge and collaborative effort he displayed the entire time on scene— with all first responders."

The bravery, dedication and top tier training of these patrol drivers is to be commended and MAPFRE's long-term sponsorship of the HAP has contributed to additional medical equipment and training.

2016 Total HAP/ESP & IRO Incidents

Total Annual HAP/ESP & IRO Incidents: **51,080**

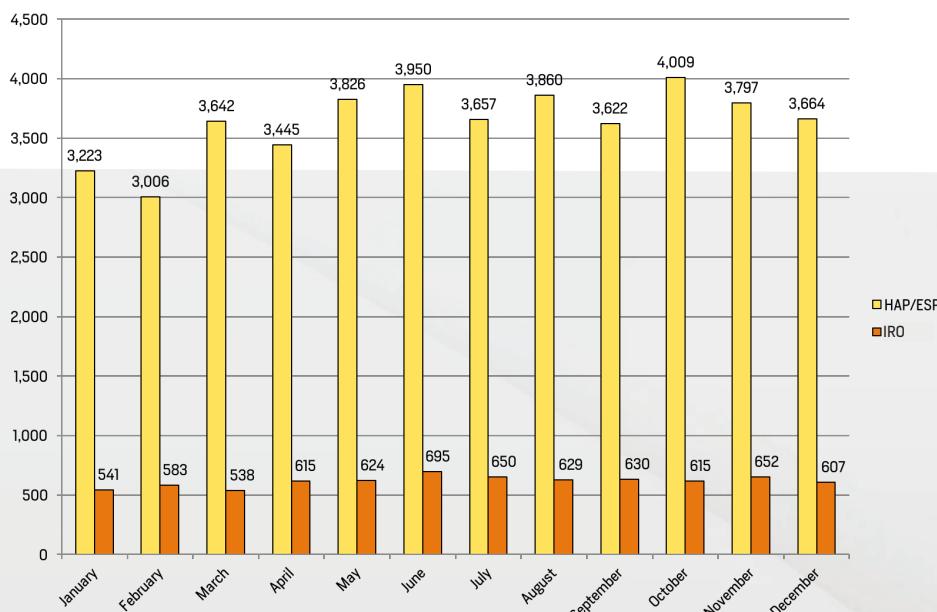
Total Annual HAP/ESP Incidents: 43,701

Month with Highest Number of HAP Incidents: June

Total Annual IRO Incidents: 7,379

Month with Highest Number of IRO Incidents: June

Total HAP/ESP and IRO Incidents by Month



2015 Statistics*

Total Annual HAP & IRO Incidents: 34,667

Total Annual HAP Incidents: 27,257

Month with Highest HAP Incidents: October

Total Annual IRO Incidents: 7,410

Month with Highest Number of IRO Incidents: February

*Reflects HAP & IRO; ESP not included.

Incidents Defined

Stops of all types, including debris removal, traffic control, motorist assists, accidents and medical.

“David was polite, professional and extremely helpful. I had no idea the Commonwealth and MAPFRE sponsored such a helpful and potentially life saving service. I am grateful!”
– Motorist Assisted by David Luong, 7/18/16

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2016 Total HAP/ESP Assists

Total HAP/ESP Assists: **17,006**

Month with Highest Number of HAP/ESP Assists: August

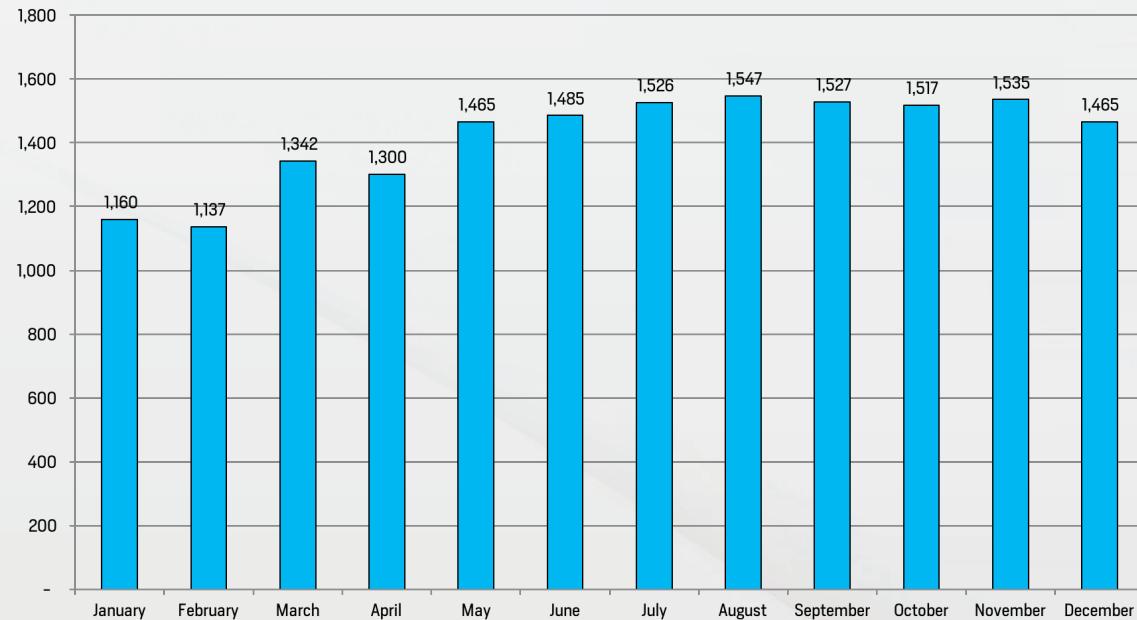
2015 Statistics*

Total Annual HAP Assists: 8,486

Month with Highest HAP Assists: September

*Reflects HAP only; ESP not included.

Total HAP/ESP Assists by Month



Assists Defined

Only those stops that involve direct interaction with motorists and their passengers, such as accidents, gas and flat tires. MAPFRE may consider accounting for passengers in the vehicles, in which case a **1.5 load factor** may be applied to the number of assists to reach a total of **25,509** drivers and passengers assisted by the HAP program. IRO does not include motorist assists.

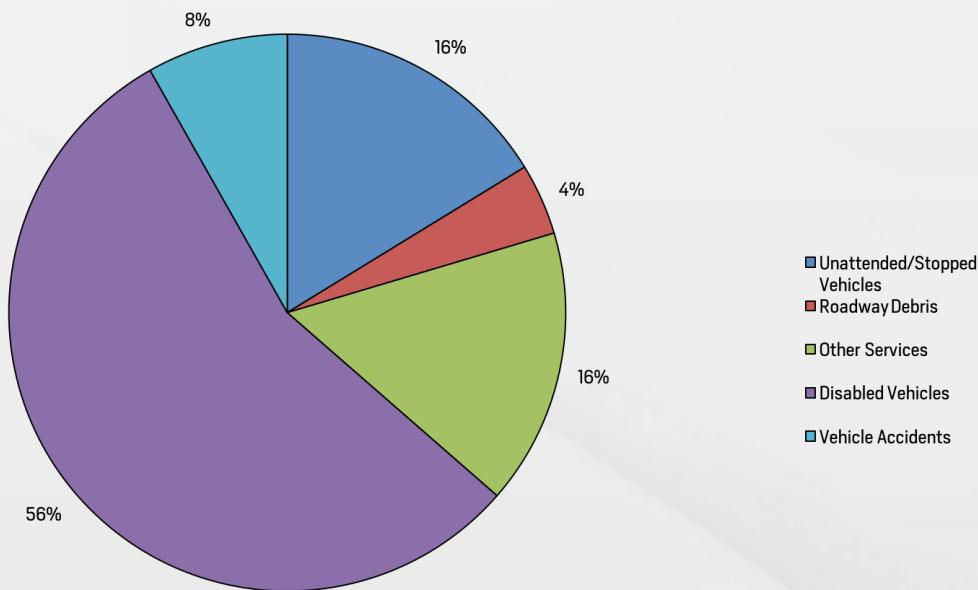
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2016 HAP/ESP Incident Types

Most Common Types of HAP/ESP Incidents:

- Disabled Vehicles (56%)
- Unattended/Stopped Vehicles (16%)
- Other Services (16%)
- Vehicle Accidents (8%)

Types of HAP/ESP Incidents



2015 Statistics*

Most Common Types of HAP Incidents:

- Disabled Vehicles (54%)
- Stopped Vehicles (18%)
- Vehicle Accidents & Other Services (10%)

*Reflects HAP only; ESP not included.

“Jimmy was an angel! I’m so, so grateful to Massachusetts and MAPFRE for providing this service. I don’t know what I would have done without you!”

– Motorist Assisted by Jimmy G., 12/19/16

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2016 HAP/ESP Comment Cards Returned

Total HAP/ESP Comment Cards Returned: **1,580**

Month with Highest Returns: July

Total HAP/ESP Comment Cards Distributed: 11,284

Average Percentage of Returns/Distributed: 14%

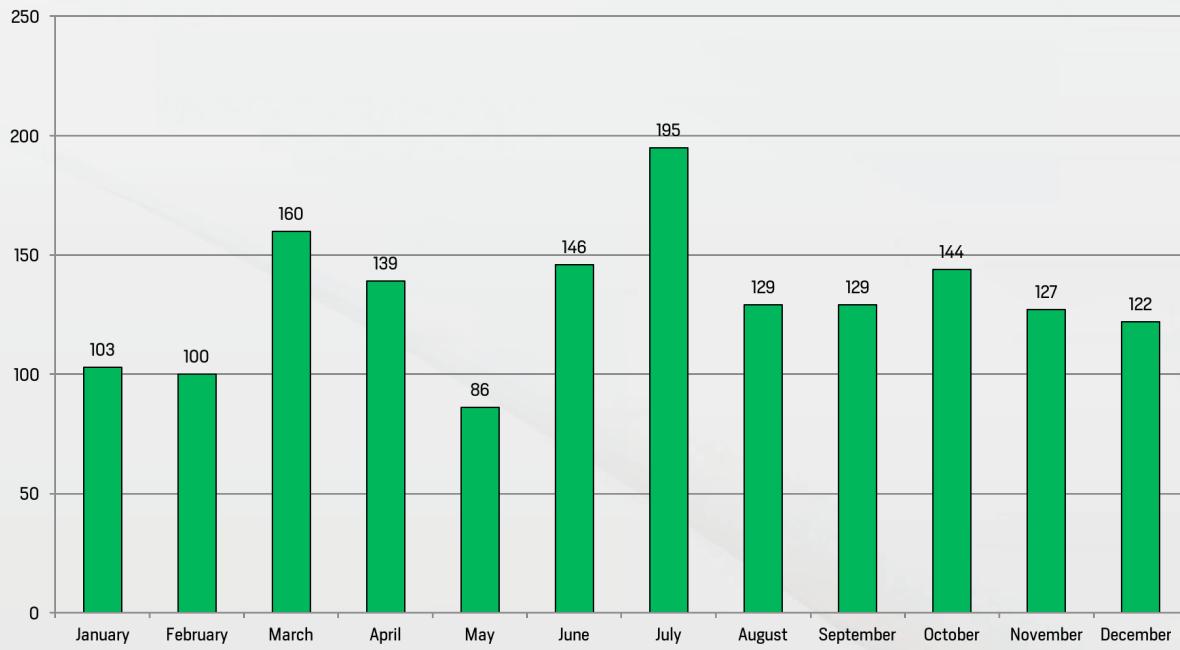
2015 Statistics*

Total HAP Comment Cards Returned: 1,372

Month with Highest Returns: May

*Reflects HAP only; ESP not included.

Total HAP/ESP Comment Card Returns by Month



"This is the best service. I would like to give a big thanks to the man who came out in the cold to help, and to all the others who put their life on the line to assist people like me. Thank you and God bless you!"

– Motorist Assisted by Dave Hickson, 2/14/16