



SAFETY ASSISTANCE FOR FREEWAY EMERGENCIES (SAFE) PATROL SPONSORSHIP BENEFITS



New Funding Stream

The sponsorship of the Kentucky Transportation Cabinet's (KYTC) SAFE Patrol creates a long-term, supplemental funding source for the vital service. In other jurisdictions, sponsorship revenue has allowed for extended coverage hours and/or areas, expanded fleets, and safer, highly reflective gear.

Safer KYTC SAFE Vehicles

Sponsorship includes the addition of reflective safety striping, rear chevrons and sponsor logoing and colors to the SAFE vehicles—making them more visible both day and night. Increased visibility means increased safety for KYTC SAFE drivers; the assisted motorists and first responders they serve; and all oncoming motorists.



Informative Highway Signage

An important element of sponsorship is the installation of seventy-five (75) sponsorship acknowledgment signs along patrolled routes. The signs inform motorists of patrol assistance on the covered routes and state the number to dial to request service, providing peace of mind and increasing awareness of this valued program.

SAFE Program Collateral

A new, modernized handout is provided to the SAFE drivers to distribute to assisted motorists. The handout includes direction on how to submit

feedback online, as well as information on patrol coverage areas and hours and Frequently Asked Questions.

Renewed Focus on Motorist Feedback

With sponsorship, assisted motorists now have the option of providing their comments via a customized digital survey hosted on the mobile-friendly website (www.AssistPatrol.com) or by using #AssistPatrol on social media.

This focus on feedback generation allows the KYTC to gain valuable insight into program efficacy, service satisfaction levels and areas for potential increase in service.

Best Practice Sharing

KYTC will now join a network of 18 other states with similar safety service patrol programs sponsored by State Farm. This allows KYTC to learn of trends and best practices from other patrols to improve the program, including survey feedback.

Greater Public Awareness & Appreciation

Promotion of the SAFE patrol by the sponsor will increase public awareness and appreciation for the benefits of the SAFE program. From this initial media event announcing the sponsorship, to descriptive program materials and various sponsor-initiated activities, to continual social media promotion of the life-saving activities of the patrol, Kentucky motorists will increase their appreciation for this state-provided, highway safety service.