

LA ABUELINA PILOT CAMPAIGN

Pedestrian Hybrid Beacon (PHB) Education

July - August 2023



Montgomery County's Spanish-first pilot campaign promotes the safe and proper use of recently installed pedestrian hybrid beacons (PHBs) targeted to the Latino community.



PROJECT GOALS

- 1 Develop a campaign** using the existing “La Abuelina” characters to inform and encourage drivers and pedestrians to safely navigate and use pedestrian hybrid beacons.
- 2 Execute the culturally competent campaign** using English and Spanish materials.
- 3 Collect feedback from residents in the targeted areas** in Downtown Silver Spring, Aspen Hill, and Gaithersburg.

This campaign was developed to continue and expand the existing community education efforts around PHB use – introducing Abuelina as a spokesperson. Branding and messaging were developed for the campaign that leveraged the Latino Health Initiative’s (LHI) La Abuelina COVID-19 campaign cast of characters to pivot to safety messaging and visuals for the Pedestrian Hybrid Beacons installed at over 20 locations around Montgomery County.

APPROACH

PEDESTRIAN HYBRID BEACONS (PHBs) GIVE YOU **THE POWER TO STOP TRAFFIC!**

Learn how to use them to cross safely



SCAN ME



Learn more at MontgomeryCountyMD.gov/CrossSafe

Abuelina quiere que llegues a salvo

¡ES TAN FÁCIL COMO... En las intersecciones, deténgase y deje que los peatones crucen con seguridad.

¡ES TAN FÁCIL COMO... EN LAS SEÑALES AMARILLO... Precaución DESACELERAR




MCDOT

Las lecciones de Abuelina

¡Los dispositivos de cruce (PHBs) hacen que cruzar sea más seguro para todos!

#CruceSeguro



VISION ZERO SIN MUERTES POR COLISIONES DE TRÁFICO

Las lecciones de Abuelina

LECCIÓN 1 ¡Los dispositivos de cruce (PHBs) hacen que cruzar sea más seguro para todos!

Los dispositivos PHB permiten que los peatones crucen la calle en forma segura. El dispositivo permanece oscuro/inactivo a menos que lo active un peatón.

CONDUCTORES	PEATONES
<ol style="list-style-type: none"> DISMINUYA LA VELOCIDAD cuando las luces estén intermitentes DETÉNGASE y ESPERE que crucen los peatones ESPERE hasta que no haya luces o peatones cruzando para continuar 	<ol style="list-style-type: none"> OPRIMA el botón para activar la señal de SIGA ESPERA unos segundos CRUCE cuando la señal se prenda y los carros se hayan detenido

Más información en MontgomeryCountyMD.gov/CruzarConSeguridad



VISION ZERO SIN MUERTES POR COLISIONES DE TRÁFICO


Tell Us What You Think!

Name/ Nombre _____


Phone/ Teléfono _____ Email/ Correo _____

Comments/ Comentarios _____

PEDESTRIAN HYBRID BEACONS (PHBs) GIVE YOU **THE POWER TO STOP TRAFFIC!**



- PUSH** the button to activate the WALK signal
- WAIT** a few seconds
- CROSS** when the signal is lit and cars have stopped



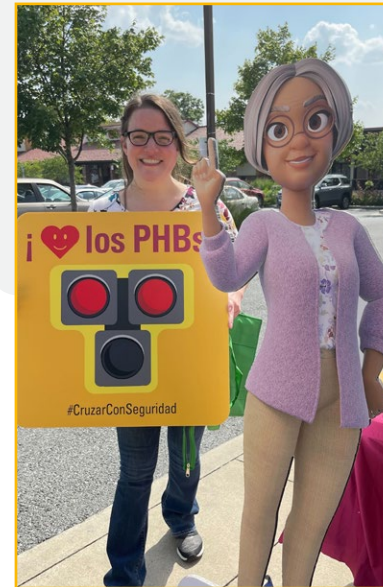
VISION ZERO SIN MUERTES POR COLISIONES DE TRÁFICO

IN-PERSON OUTREACH

Outreach prioritized at locations with active PHBs and higher Hispanic/Latino population.

OUTREACH EVENTS

8 In-person events



1,027 residents engaged

Spanish (199 - 20%)
English (828 - 80%)



152 Comments

Spanish 39
English 113

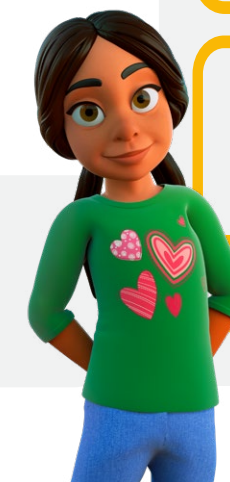


RESIDENT FEEDBACK

New people from his country (Honduras) are not familiar with US traffic law, so the brochure will help them know what to do.

A lot of pedestrians do not cross in a crosswalk or use the light. Good to see you are encouraging people to use the light.

The lights here provide additional safety for walkers, especially walkers because cars have not been patient to allow pedestrians to cross.



DIGITAL OUTREACH STRATEGIES

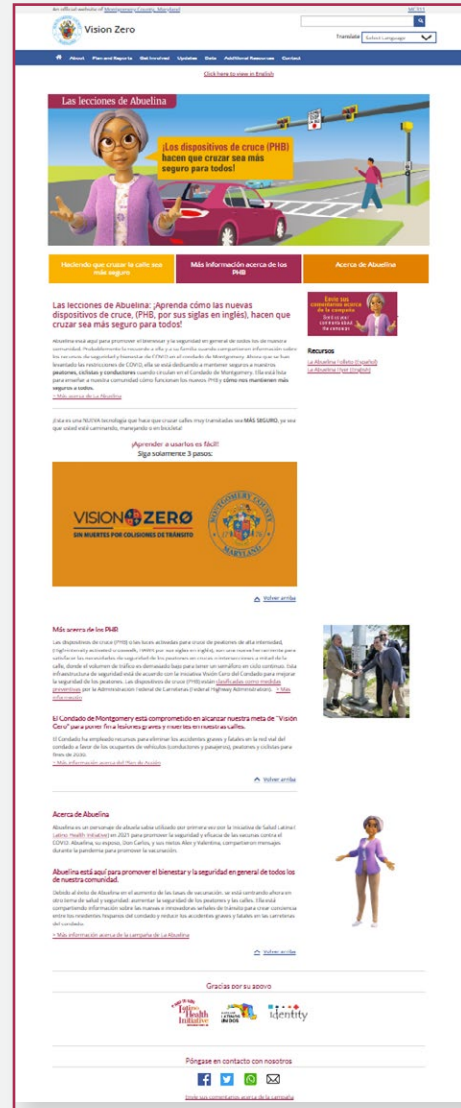
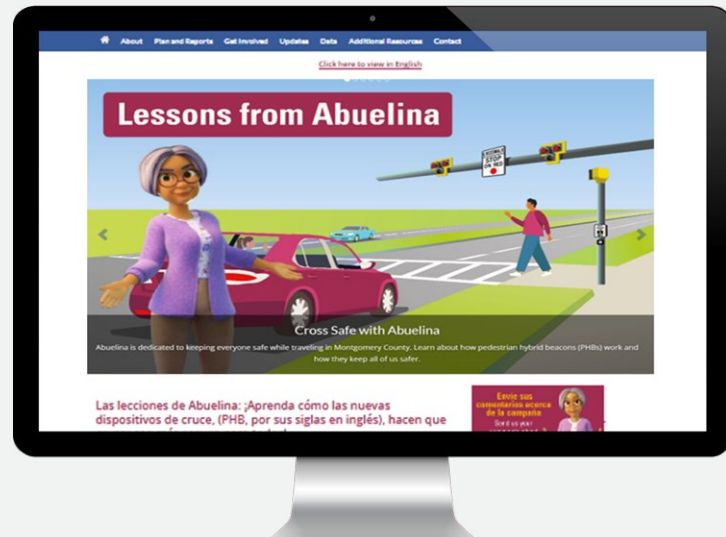
Digital strategies were implemented to expand the campaign's reach.

WEB

A dedicated Spanish language web page launched on July 10, 2023 to house information about PHBs and advertise in person outreach events.

[Las Lecciones De Abuelina](#)

The page was also promoted on the Vision Zero home page as part of the carousel. [Vision Zero](#)



Web Page Visits

From July 10 - August 11, 2023

597 Total Views
245 Total Users

Device Users

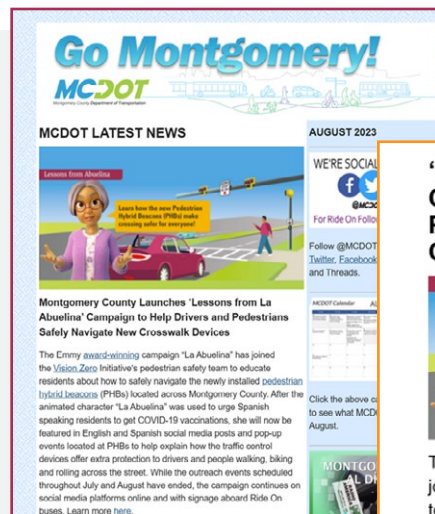
177 Web/desktop
64 Web/mobile

E-NEWSLETTERS

The **MCDOT newsletter**, GoMontgomery ran a story on La Abuelina twice during the campaign including once as the lead story

This newsletter has **23,700** subscribers.

Additionally, the **County Executive's weekly newsletter** included a story in July to its **100,000+** subscribers.



'Lessons from La Abuelina' Campaign Will Help Drivers and Pedestrians Safely Navigate New Crosswalk Devices



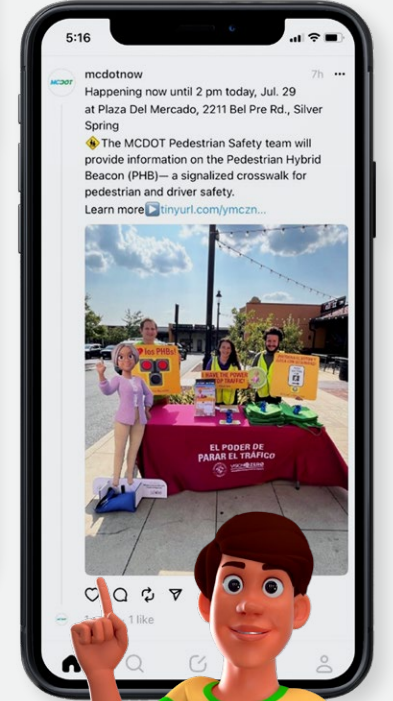
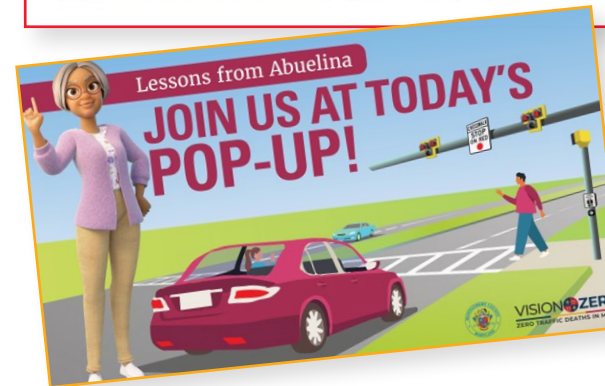
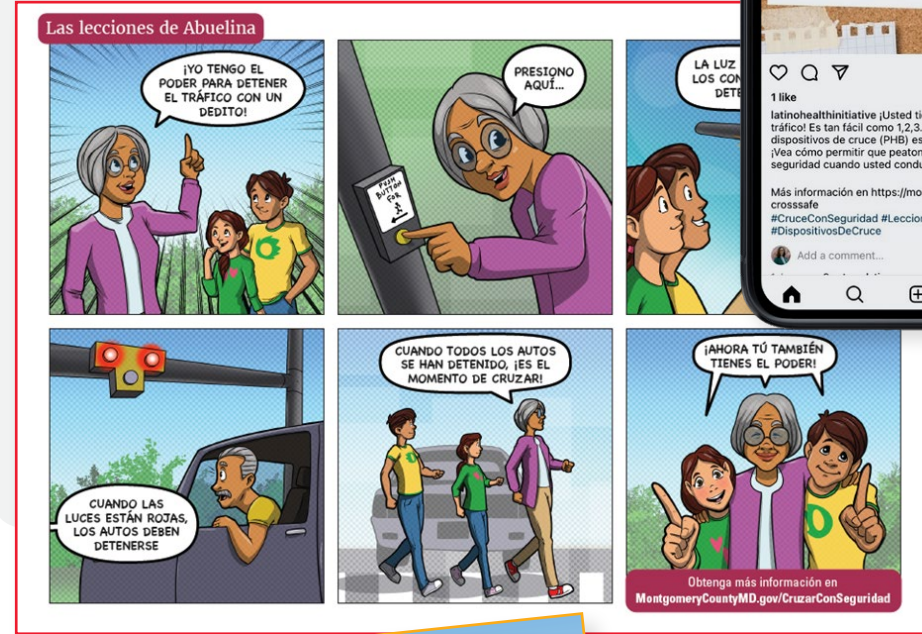
The Emmy award-winning campaign "La Abuelina" is joining the Vision Zero Initiative's pedestrian safety team to educate residents throughout July and August about how to safely navigate the newly installed pedestrian hybrid beacons (PHBs) located across the County.

[Read More](#)

DIGITAL OUTREACH STRATEGIES

SOCIAL MEDIA

Social media messages and graphics were created in English and Spanish in a variety of formats such as animated GIFs, an illustrated comic strip, and plain text and graphics promoting in-person events. Messages were shared via Facebook, Twitter/X, and Instagram.



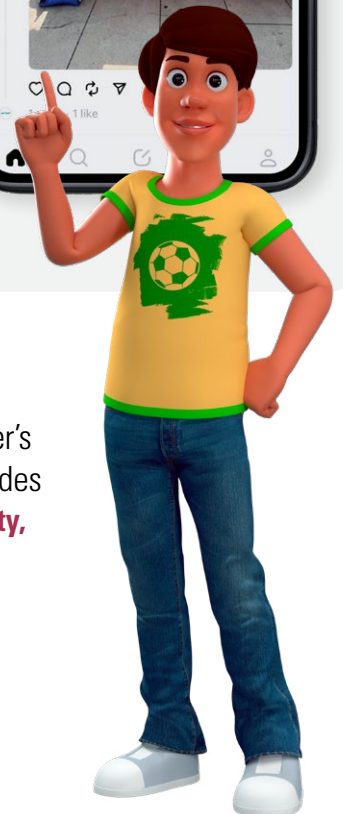
The campaign was promoted on our partner's social media channels. Total visibility includes **Montgomery County, MCDOT, LHI, Identity, MD Latinos Unidos'** posts:

Facebook **13,253** followers
Twitter/X **7,436** followers
Instagram **3,955** followers

MONITOR SLIDES

Messaging was displayed in building lobby monitors in English and Spanish around Montgomery County.

- Chevy Chase Regional Services Center – **Bethesda**
- Executive Office Building Lobby and Cafeteria – **Rockville**
- Upcounty Regional Services Center – **Germantown**
- Takoma East Silver Spring (TESS) Community Action Center – **Silver Spring**
- Wheaton Library/ Rec Center – **Silver Spring**



PARTNERSHIPS

An important priority for the campaign involved forging partnerships with organizations in the local Latino community to enhance our approach and amplify our communications efforts.



MEDIA HIGHLIGHTS

Abuelina captured the attention of local media outlets



THE MOCO SHOW



1.5 million unique viewers every month

7/26/23

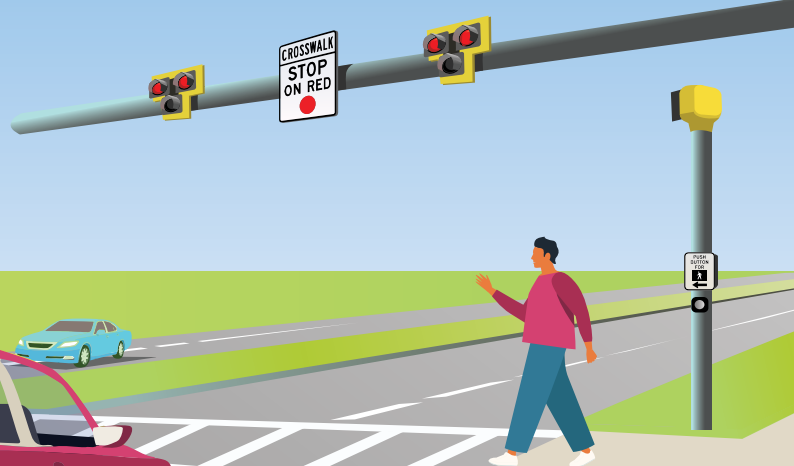
7/26/23

7/26/23

[Stop or go?
Clearing up confusion over traffic
lights in Montgomery County](#)

[Montgomery County Launches
'Lessons from La Abuelina' Campaign
to Help Drivers and Pedestrians Safely
Navigate New Crosswalk Devices](#)

[La Abuelina es Ahora Parte de la
Campaña de Seguridad Peatonal
y Vial 'Visión Cero'](#)



Learn more at MontgomeryCountyMD.gov/CrossSafe