

# Video Produced In-House: Education/Training/Recruitment (2025-2026)

## Category Description

*(This category is exclusive to municipalities only.)*

Submit a single video for an educational campaign, training exercise or local government recruitment opportunity produced entirely using department staff/resources.

Videos must not exceed five minutes.

Submissions will be judged on criteria such as creativity and innovation, clear messaging, production quality, inclusivity and overall presentation.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** Summary of the video's goals and objectives, as well as the production process, target audience and overall impact.

### Name of Individual Submitting Entry

Candice Temple

### Affiliation (Municipality/Organization)

City of Palm Beach Gardens

### Primary Contact Email

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(561) 799-4152

### Entry Title

Why Widening Roads Won't Work

### Social Media

[www.facebook.com/cityofpbg](http://www.facebook.com/cityofpbg) [www.instagram.com/cityofpbg](http://www.instagram.com/cityofpbg) [www.youtube.com/citypbg](http://www.youtube.com/citypbg)

### Video Link (YouTube or Vimeo)

<https://www.youtube.com/shorts/7kRUcfDxQFU>

### Supporting Documentation

Supporting Documentation - Why Road Widening Won't Work.pdf

Why Road Widening Won't Work\_FINAL.mp4

### What are the goals and objectives of the video (include target audience)?

Traffic congestion is a major concern for most drivers, and there is a common belief that simply adding lanes to busy roadways will solve the problem. However, multiple studies show that widening roads can often lead to increased congestion over time. The goal of this video was to educate the public on this concept while providing transparency into the factors that influence roadway infrastructure decision-making by the City.

Additionally, the video aimed to inform residents that the City is continually working to expand mobility options beyond driving alone. By promoting alternative transportation options, we can help reduce the number of vehicles on the road and improve overall traffic flow. As Palm Beach Gardens continues to grow, City staff is proactively planning for this population increase by identifying and implementing transportation solutions that improve mobility and accessibility for everyone.

**Describe the supporting documentation submitted with this entry.**

The supporting documentation submitted with this entry includes performance analytics from our social media platforms demonstrating the reach and engagement of the video. The video generated more than 6,000 views and 172 engagements, including likes, comments, and shares. These metrics help demonstrate that the video successfully captured audience attention and encouraged interaction with the content. Also, the supporting documentation will provide an example of the divided schools of thought in our comment sections ranging from support to skepticism.

**What is new, innovative or creative about this video?**

The project used an unconventional, tactile storytelling approach to explain transportation concepts in a clear and engaging way. Rather than relying on static graphics or digital animation, we introduced small, wooden figurines to represent different transportation options. These figurines were placed on a dry erase board with hand-drawn lanes to visually represent a roadway network.

As the speaker explained transportation talking points, she physically moved the figurines in real time, allowing viewers to see how various modes of transportation interact within the same space. This hands-on method transformed abstract planning concepts into a simple, visual narrative that felt approachable and intuitive.

By combining physical movement, analog materials, and live explanation, the video created a dynamic learning experience that encouraged attention, reinforced understanding, and made complex transportation topics more accessible to a broad audience.

**Describe how the video was successful (include your evaluation process and metrics).**

The video's success is evident in its generating strong engagement and meaningful community discussion around a complex transportation topic. Performance was evaluated using key metrics including views, likes, comments and shares. In addition to this data, feedback from audience comments demonstrated that the content resonated with viewers and prompted thoughtful conversation about transportation planning. The video also generated a wide range of perspectives, with residents expressing both support for and opposition to the concept, further indicating that the content successfully encouraged public dialogue and awareness.

On Facebook and Instagram, views totaled 7,235. On YouTube the video garnered 859 views. There were 172 Engagements across all platforms.

This video is also part of a larger series of mobility-focused educational videos developed at the direction of our City Manager to help educate the public on the City's transportation priorities, current challenges and long-term vision for meeting the needs of a rapidly growing community. As part of this growing catalog of content, the video serves as a valuable, reusable educational tool that supports ongoing public outreach efforts. Additionally, this content helps support broader advocacy efforts as the City continues working with legislative partners to secure funding and resources needed to advance mobility improvement projects.

**Recognizing the diversity of our communication departments across the state, in the space below, discuss the factors that set your community and submission apart i.e, department size, overall budget spend, innovative and creative techniques utilized, impact on community and size of city/county as examples.**

Our submission stands out because it demonstrates how a small, in-house communications team can produce high-impact educational content with minimal financial resources. The total production cost for this video was \$118.92, which covered whiteboard markers, wooden figures used for the visual demonstration and shipping costs. All planning, scripting, filming, editing and distribution were completed internally by our three-person Public Communications team, with on-air subject matter expertise provided by one of our senior planners in our Planning and Zoning department. This approach allowed us to use existing staff

knowledge and skills rather than relying on outside vendors or large production budgets.