

## Tutorial: Engage!

### 1. Home Screen

- a. Welcome to Engage! A public involvement resource toolkit.

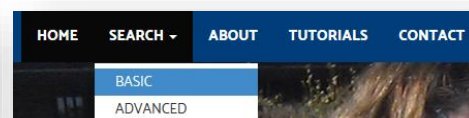
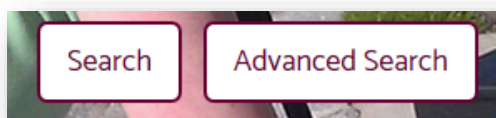


- b. At the **top left** of the application is a toolbar to aid the user in navigating the application.

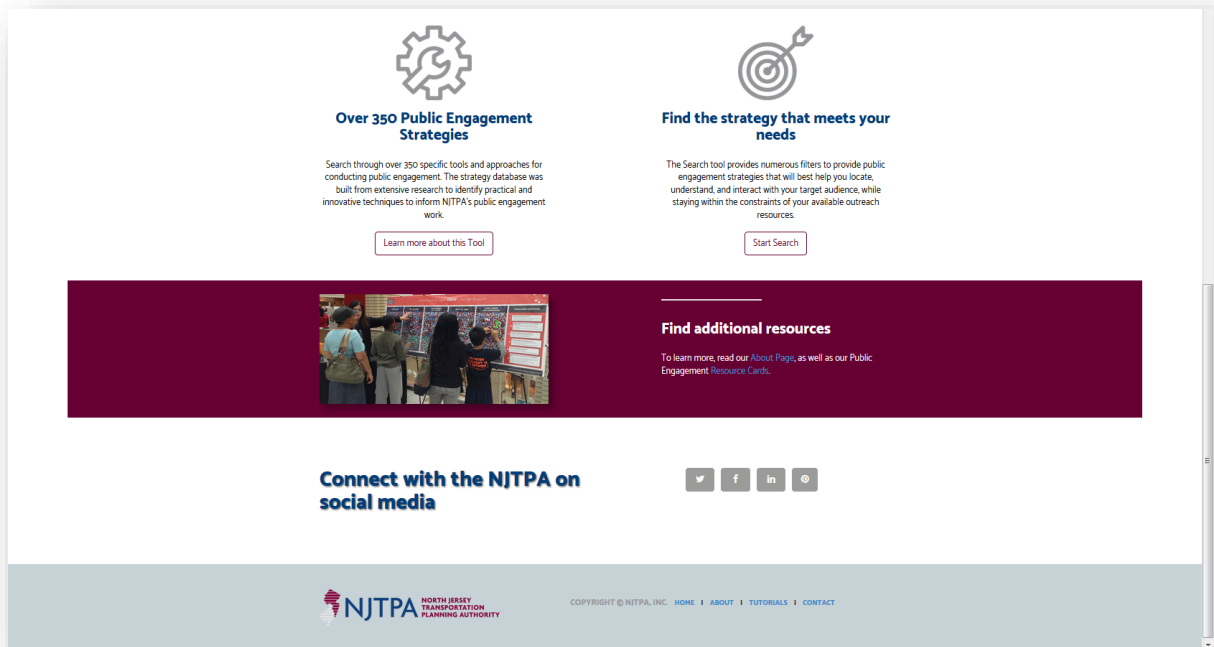


1. **Home**- enables a user to return to the home screen.
2. **Search**- a user can choose to do a basic or advanced search.
3. **About**- provides additional narrative on what public engagement is.
4. **Tutorials**- contains documentation on the user guide and a video.
5. **Contact**- email staff at the NJTPA with feedback or questions.

- c. A user can click either the **Search or Advanced Search button** to begin the search functionality or use the toolbar at the top left of the application to begin a search.

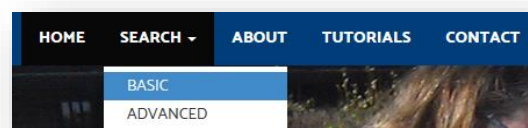
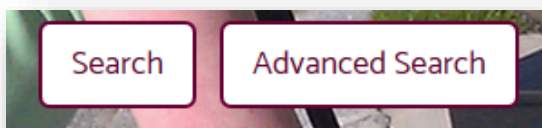


- d. Scrolling down the page using the **scroll bar on the right** or the **mouse wheel** provides additional information for the user. A user can click to learn more about the tool, find additional resources or start a search.



## 2. How to perform a Basic Search

- a. To begin a basic search in the application, click the **Search button** or select **“Basic”** under the **Search text** in the **top toolbar**.




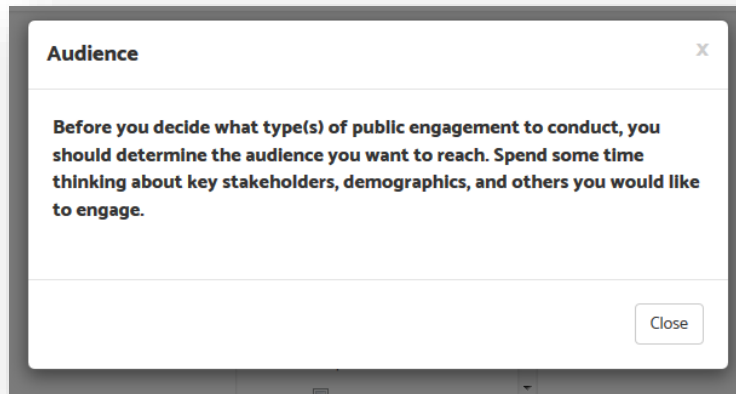
- b. The first step in the search process appears. The user will be able to track their progress by looking at the **progress bar located underneath the picture**.

The screenshot shows the Engage! website interface. At the top, there is a navigation bar with links: HOME, SEARCH, ABOUT, TUTORIALS, and CONTACT. The Engage! logo is on the left, and the NJTPA North Jersey Transportation Planning Authority logo is on the right. Below the navigation bar, the main heading is "Search for Public Engagement Strategies". A large photograph shows a group of people at a public meeting, looking at a display board. Below the photo is a progress bar labeled "Step 1 of 5". Under the progress bar are tabs: Audience, Scope, Geography, Tool Type, and Time. The "Audience" tab is selected. The main content area asks "Who is your target audience?" and displays a list of audience categories with checkboxes: General, Low-income, Minorities, Immigrants & LEP, Children and teens, Millennials, Senior citizens, and Special Needs. A "Continue" button is at the bottom.

- c. On the screen, there are topics that correspond to a question and list of criteria for the user to choose from. A user can select multiple items within the list by **clicking the corresponding box next to the text**.

This block contains two overlapping screenshots of the "Who is your target audience?" form. The background screenshot shows the form with a list of audience categories: General, Low-income, Minorities, Immigrants & LEP, Children and teens, Millennials, Senior citizens, and Special Needs. A blue bracket highlights the list. A "Continue" button is at the bottom. The foreground screenshot is a zoomed-in view of the same list, showing the checkboxes next to each category. The categories listed are: General, Low-income, Minorities, Immigrants & LEP, Children and teens, Millennials, Senior citizens, Special Needs, and Practitioners.

- d. To get additional information on each step **click** . A pop-up box will appear with a brief description of the topic.



- e. After selecting your criteria, **click the “Continue” button** to move to the next topic.



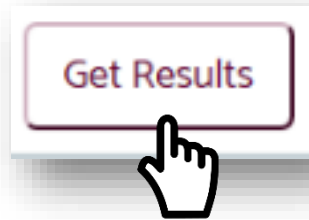
- f. A new set of questions will be presented to the users based on what topic (*Audience, Scope, Geography, Cost or Time*) is selected. Users may select from the list provided under the specified topic and **click “Continue” to proceed** through the application or a user can choose to skip one of the topics by **clicking** the topic heading located below the picture.



- g. To go back to any topic **click** the topic heading.



- h. Once a user had completed his or her selections and reached the last topic, “**Time**,” click the “**Get Results**” button to view the strategies.



- i. The results will be provided in tabular format. On the **left-hand side** are the criteria the user selected. A user can change their criteria by clicking on the boxes beside the text. The table will update automatically. Scroll through the results by **clicking the numbers** located at the **bottom of the table**.

### Filter Strategies

#### Audience [\[?\]](#)

☐ General☐ Senior Citizens

☐ Low-Income☐ Special Needs

☐ Minorities☐ Practitioners

☐ Immigrants & LEP☐ Business Owners

☐ Children and teens☐ Local Officials

☐ Millennials

#### Scope [\[?\]](#)

☐ State☐ Municipality

☐ Regional☐ Neighborhood

☐ County

#### Geography [\[?\]](#)

☐ Rural

☐ Suburban

☐ Urban

You selected:

**Audience: Scale: Geography: Budget: Timeframe:**  
96 strategies matched your search criteria.

	Name of Tool
Select	Piggybanks
Select	"Planner speak" glossary
Select	Activity books
Select	Advertise with radio reading services for the blind
Select	Billboards and variable message signs
Select	Briefings
Select	Celebrate project completions
Select	Celebrate Project Launches
Select	Charrette
Select	Citizen Budget
Select	Citizen juries
Select	Citizens' Panels
Select	Citizens Planning Institute
Select	CityVoice
Select	Cityzen

1 2 3 4 5 6 7

- j. Click **“Select”** to view additional information on the selected strategies.

### Filter Strategies

#### Audience [?](#)

☐ General☐ Senior Citizens

☐ Low-income☐ Special Needs

☐ Minorities☐ Practitioners

☐ Immigrants & LEP☐ Business Owners

☐ Children and teens☐ Local Officials

☐ Millennials

#### Scope [?](#)

☐ State☐ Municipality

☐ Regional☐ Neighborhood

☐ County

☐ Rural☐ Suburban☐ Urban

You selected:

**Audience:** Scale: **Geography:** Budget: **Timeframe:**

197 strategies matched your search criteria.

**Name:** Bilingual twitter chats

**Geography:** Rural, Suburban, Urban

**Audience:** Immigrants & LEP

**Category of Tool:** Comment Platform, Small Group Discussion/Consultation, Social Media

**Scale:** State, Regional, County

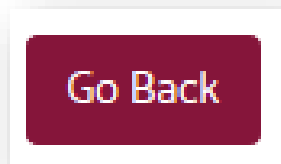
**Description:** Twitter chats are an effective way to reach Millennials and teens in a platform that they use often. Bilingual Twitter chats specifically can reach young LEP communities. Youth share frequently on social media, and engaging with them can allow you to indirectly reach their friends. Youth also may share information that they learn with their families and community members who have less access to information online.

**Examples:** [DigitalGov](#) and [#SomosSocial](#)

**Resources:** [blog.usa.gov](#) offers trainings on bilingual Twitter chats to reach Hispanics: <https://www.digitalgov.gov/2015/11/05/somosocial-5-keys-for-government-to-reach-hispanics-through-social-media/>

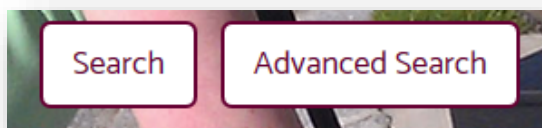
Go Back

- k. Click the **“Go Back”** button to return to the results table.



### 3. How to perform an **Advanced Search**

- a. To begin an advance search in the application, click the **Advance Search** button or select **“Advanced”** under the **Search** text in the top toolbar.



- b. A table containing the strategies is shown. On the **left-hand side of the application**, a user can select certain criteria found under the **Filter Strategies text** to narrow the results.

HOMESEARCHABOUTTUTORIALSCONTACT

Filter Strategies

Audience

☐ General☐ Senior Citizens☐ Low-income☐ Special Needs☐ Minorities☐ Practitioners☐ Immigrants & LEP☐ Business Owners☐ Children and teens☐ Local Officials☐ Millennials

Scope

☐ State☐ Municipality☐ Regional☐ Neighborhood☐ County

Geography

☐ Rural☐ Suburban☐ Urban

Type of Tool

☐ Game/Contest☐ Advertising☐ Survey/Election

You selected:

**Audience: Scale: Geography: Budget: Timeframe:**  
197 strategies matched your search criteria.

	Name of Tool
Select	Piggybanks
Select	"I Speak" Cards
Select	"Know Your Rights" Page
Select	"Laundry Day" Outreach
Select	"Planner speak" glossary
Select	Activity books
Select	Adapt Documents for Use with Screen Readers
Select	Advertise with radio reading services for the blind
Select	Advisory boards/ committees for specific populations
Select	All Our Ideas
Select	Auto-translator for websites
Select	Balancing Act
Select	Bilingual twitter chats
Select	Billboards and variable message signs
Select	Blogs

12345678910...

c. Click **"Select"** to view additional information on the selected strategies.

Filter Strategies

Audience

☐ General☐ Senior Citizens☐ Low-income☐ Special Needs☐ Minorities☐ Practitioners☐ Immigrants & LEP☐ Business Owners☐ Children and teens☐ Local Officials☐ Millennials

Scope

☐ State☐ Municipality☐ Regional☐ Neighborhood☐ County

Geography

☐ Rural☐ Suburban☐ Urban

You selected:

**Audience: Scale: Geography: Budget: Timeframe:**  
197 strategies matched your search criteria.

**Name:** Bilingual twitter chats  
**Geography:** Rural, Suburban, Urban  
**Audience:** Immigrants & LEP

**Category of Tool:** Comment Platform, Small Group Discussion/Consultation, Social Media  
**Scale:** State, Regional, County

**Description:** Twitter chats are an effective way to reach Millennials and teens in a platform that they use often. Bilingual Twitter chats specifically can reach young LEP communities. Youth share frequently on social media, and engaging with them can allow you to indirectly reach their friends. Youth also may share information that they learn with their families and community members who have less access to information online.  
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Go Back

d. Click the **"Go Back"** button to return to the results table.

A red button with the text "Go Back" in white, centered on the page.