Plan Development Process

- **Branding and Marketing**: Create branding scheme (logo, tagline, etc.) and a strategic communications plan
- **Public Involvement**: Create a public involvement plan; Conduct ongoing outreach and opportunities for public comment
- **Goals**: Review progress on previous goals, consider new federal themes, adjust as needed
- **Future Trends and Issues**: Explore forecasts and consider key issues related to population, travel, the environment and other important issues
- **Performance Measures and Targets**: Ongoing update and review per federal schedule
- **Financial plan**: Develop revenue forecasts and cost estimate methodology; Create forecasts by preservation, operations, expansion.
Plan Development Process

- **Call for Projects**: Issue a call for projects from BRTB members
- **Prioritization**: Review submitted projects and score based on a prioritization methodology
- **Effects of projects & programs**: Conduct assessments for
  - Air Quality Conformity
  - Travel demand modeling
  - Environmental Justice
  - Natural and cultural resources analyses
- **Draft Plan**: Release draft plan for a minimum 30-day comment period and hold meetings in each jurisdiction; Review and respond to public comments