



AGENDA

NASHVILLE METROPOLITAN TRANSIT AUTHORITY

PLANNING & MARKETING COMMITTEE

2:30 p.m. Thursday, October 16, 2014

**Music City Central Meeting Room
400 Charlotte Avenue, Nashville, Tennessee 37219**

Chair – Thomas F. O’Connell
Member – Lewis Lavine

1. Call to Order
2. Marketing and Communications Update PMCI-14-021
- Patricia Harris-Morehead
3. Fareless Friday: Black Friday Free-Ride Day PMCA-14-002
- Patricia Harris-Morehead
4. StrIDe Ridership Report PMCI-14-022
- Dan Freudberg
5. Performance Indicator Report PMCI-14-023
- Felix Castrodad
6. Other Business
7. Adjournment