



AGENDA

NASHVILLE METROPOLITAN TRANSIT AUTHORITY

PLANNING & MARKETING COMMITTEE

2:30 p.m. Thursday, February 19, 2015

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

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

1. Call to Order
2. Marketing and Communications Update PMCI-15-004
- Patricia Harris-Morehead
3. Performance Indicator Report PMCI-15-005
- Felix Castrodad
4. Spring 2015 Service Improvements PMCA-15-001
- Felix Castrodad
5. Strategic Plan Update PMCI-15-006
- Felix Castrodad
6. Other Business
7. Adjournment