



AGENDA

NASHVILLE METROPOLITAN TRANSIT AUTHORITY

PLANNING & MARKETING COMMITTEE

1:30 p.m. Thursday, September 17, 2015

Immediately Following the Finance Committee Meeting

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

Chair – Lewis Lavine
Interim Member – Marian Ott

1. Call to Order
2. Digital Communications Report
– Patricia Harris-Morehead PMCI-15-028
3. Fareless Friday: Black Friday Free-Ride Day
– Patricia Harris-Morehead PMCA-15-004
4. nMotion Update – Mark Sturtevant & Felix Castrodad PMCI-15-029
5. Adoption of Service Design Guidance Principles
– Steve Bland PMCA-15-005
6. Other Business
7. Adjournment