

TRAFFIC SYSTEM PLANNING CANVAS



ASCEND



Existing Traffic Campaign(s) Y N

Content:

Success Metric _____

Benchmark Cost _____ Actual Cost _____

Benchmark Number _____ Actual Number _____



Existing Traffic Campaign(s) Y N

Content:

Success Metric _____

Benchmark Cost _____ Actual Cost _____

Benchmark Number _____ Actual Number _____

ADVOCATE



Existing Traffic Campaign(s) Y N

Content:

Success Metric _____

Benchmark Cost _____ Actual Cost _____

Benchmark Number _____ Actual Number _____

PROMOTE



Existing Traffic Campaign(s) Y N

Content:

Success Metric _____

Benchmark Cost _____ Actual Cost _____

Benchmark Number _____ Actual Number _____

EXCITE



Existing Traffic Campaign(s) Y N

Content:

Success Metric _____

Benchmark Cost _____ Actual Cost _____

Benchmark Number _____ Actual Number _____

CONVERT



Existing Traffic Campaign(s) Y N

Content:

Success Metric _____

Benchmark Cost _____ Actual Cost _____

Benchmark Number _____ Actual Number _____

AWARE



Existing Traffic Campaign(s) Y N

Content:

Success Metric _____

Benchmark Cost _____ Actual Cost _____

Benchmark Number _____ Actual Number _____



ENGAGE



Existing Traffic Campaign(s) Y N

Content:

Success Metric _____

Benchmark Cost _____ Actual Cost _____

Benchmark Number _____ Actual Number _____

SUBSCRIBE



Existing Traffic Campaign(s) Y N

Content:

Success Metric _____

Benchmark Cost _____ Actual Cost _____

Benchmark Number _____ Actual Number _____