

CASE STUDY

Workshopping and Publicizing Apps to Help the Virginia Department of Transportation Drive Smarter Travel Choices in Northern Virginia

Virginia Department of Transportation (VDOT) launched GoMyWayVA, a first-of-its-kind transportation app that delivers real-time traffic updates, cost comparisons, predictive travel times, and rewards to help users navigate the region.

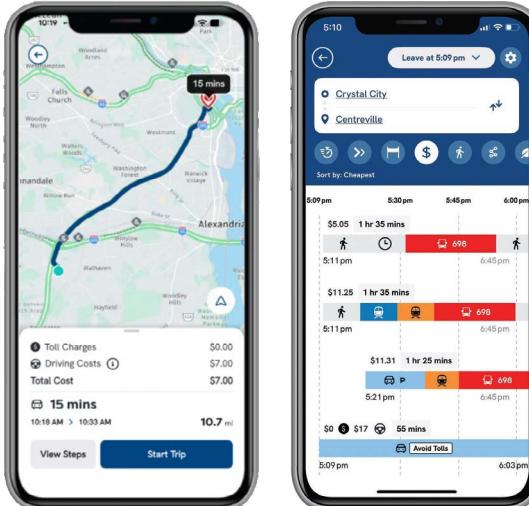
We serve as the local engagement engine behind GoMyWayVA, shaping the app to meet commuter expectations and building the partnerships necessary for a successful launch. These relationships have already opened doors to new collaborations, including interest in replacing outdated transit tools with GoMyWayVA's more powerful features.

Our regional outreach strategy has strengthened the app's visibility and credibility across Northern Virginia. By coordinating with municipalities, transit agencies, and community partners through workshops, advisory committees, and one-on-one engagements, we aligned messaging, identified integration opportunities, and built momentum ahead of launch.

To generate excitement before release, we led the GoMyWayVA Pioneers Program, a curated group of early users who test the app, explore features, provide direct feedback, and earn exclusive rewards. Their insights help VDOT and DRPT fine-tune the final product and build a base of enthusiastic ambassadors ahead of the October 2025 launch.

We continue to amplify GoMyWayVA's reach by coordinating events, supporting marketing campaigns, and leveraging regional networks.

Our efforts uncovered new promotional opportunities, expanding the app's presence across community channels, and positioning GoMyWayVA as a transformative tool for smarter, easier, and more efficient travel in Northern Virginia.



We specialize in driving meaningful connections and engagement through a mix of creative and strategic marketing solutions.

Our approach combines in-person and virtual events, outreach, social media, and mobile strategies to boost both online and offline collaboration, helping brands and messages make an impact where it counts.

Core Competencies

- Audience and brand research
- Digital and traditional advertising
- Social media management
- Event facilitation

Contact

Amanda Roberts
aroberts@avid-core.com
703.635.4394