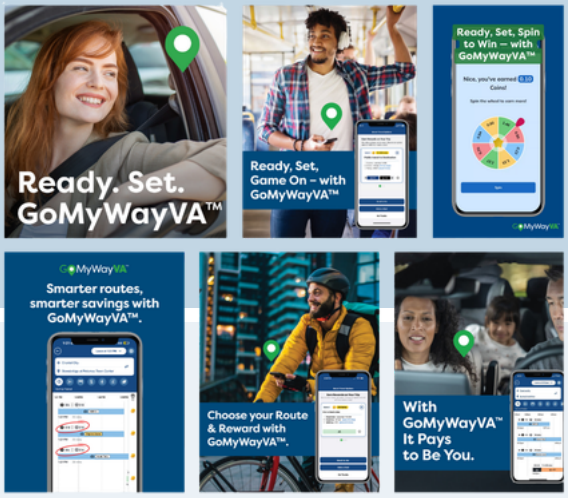
Virginia Department of Transportation

STAKEHOLDER-FOCUSED MARKETING DRIVES TRANSPORTATION APP ADOPTION

Northern Virginia



Northern Virginia's transportation network faces persistent congestion and unreliable travel times. To address these challenges, the Virginia Department of Transportation (VDOT) through the Regional Multi-Modal Mobility Program (RM3P) – a multi-agency collaboration with the Department of Rail and Public Transportation (DRPT), Northern Virginia Transportation Authority (NVTA), and Fredericksburg Area Metropolitan Planning Organization (FAMPO) launched the GoMyWayVA™ mobile app.

Developed by a multi-disciplinary team led by Metropia, Inc., which includes Arch Street Communications, Avid Core, ICF, and CommuterLink, GoMyWayVA™ is a first-of-its-kind mobile app to feature a trip planner providing estimated toll and driving costs and personalized Dynamic Incentives, rewarding users for shifting travel mode, route, or departure time.
This new app was introduced to the public in February 2025 through an integrated marketing and communications strategy featuring commuter-targeted messaging and bold imagery, and leveraging organic and paid social media, out-of-home advertising, and coordinated stakeholder marketing. The campaign aimed to gain a strong user base by generating excitement and trust around a new concept using the campaign tagline Ready. Set. GoMyWayVA™.

The campaign launched with an initial testing and feedback phase, engaging early adopters to help shape development of the app. By the end of the first phase, **over 260,000 impressions** were generated, over **1,300 early users** were secured, including close to 200 active testers who provided critical feedback, and **55 stakeholder events** featured GoMyWayVA™. This unique, phased approach ensured the campaign launched an app–and at the same time, built a community of support around it. Insights from this phase directly informed the full-scale public launch in October 2025.

At full public launch, GoMyWayVA™ achieved an **16.15% average organic engagement rate**, far exceeding industry benchmarks. In its first weeks of the full launch with solely organic social media posting, **total users reached 2,500,** demonstrating strong audience resonance and adoption, even without paid media, and establishing GoMyWayVA™ as a trusted regional mobility tool.

IMPACT IN NUMBERS

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1,300+ early users secured

55 stakeholder events hosted

16.15% average organic engagement rate

Total users reached **2,500**

VDOT Virginia Department of Transportation

ACT/40 YEARS Association for Commuter Transportation