



# The RM3P Journey: Innovation Concept to Real World Implementation

FHWA / WSDOT WORKSHOP:

INTEGRATING EMERGING MOBILITY INTO TRANSPORTATION MANAGEMENT

# The Mission

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*Leverage the collaborative use of  
real-time data  
by Virginia's public and private sectors  
to improve travel safety, reliability, and mobility,  
and  
to give public the tools  
to make better informed travel choices.*



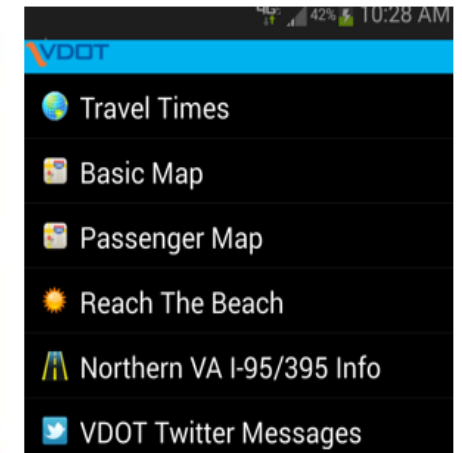
# Evolution of RM3P



- Advanced ICM using 3 project bundles;
  - Traveler Information
  - Operations
  - Decision Support System
- Operations included advanced roadway technologies such as ramp metering, adaptive signals, parking information systems, freeway active traffic management, etc.
- Stakeholders included Counties, NVTA, MWCOG, VDOT, DRPT, VRE, etc.



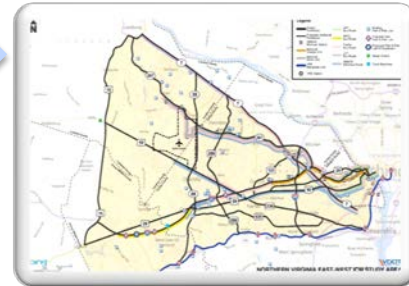
- Received Smart Road Technology funding
- Began signal upgrades
- Installed Travel Time signs
- Added travel time & transit information to 511



# Evolution of RM3P

2014

FHWA Grant  
East-West  
ICM Plan



- Received an FHWA planning grant
- Developed a Regional ICM approach
- Five Focus areas: real-time monitoring, data warehouse, decision support, traveler information and advanced incentivization
- Stakeholders included Counties, NVTA, MWCOG, VDOT, DRPT, VRE, localities, public safety, etc.

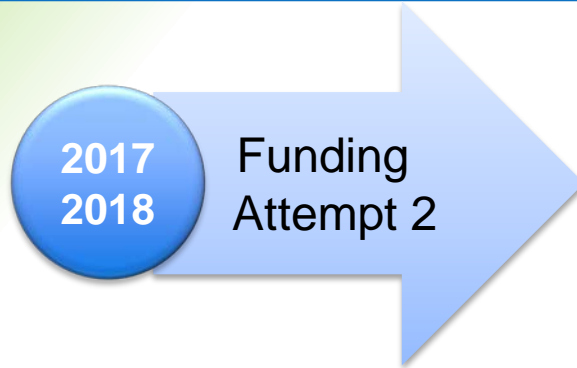
2016

Funding  
Attempt 1



- Combined the I-95 / I-395 ICM & East-West Corridor into RM3P
- Developed a VDOT-DRPT-NVTA partnership
- Applied for a 2016 FHWA ATCMTD grant (**Denied**)
- Requested internal funding to advance a program without the grant (**Denied**)

# Evolution of RM3P

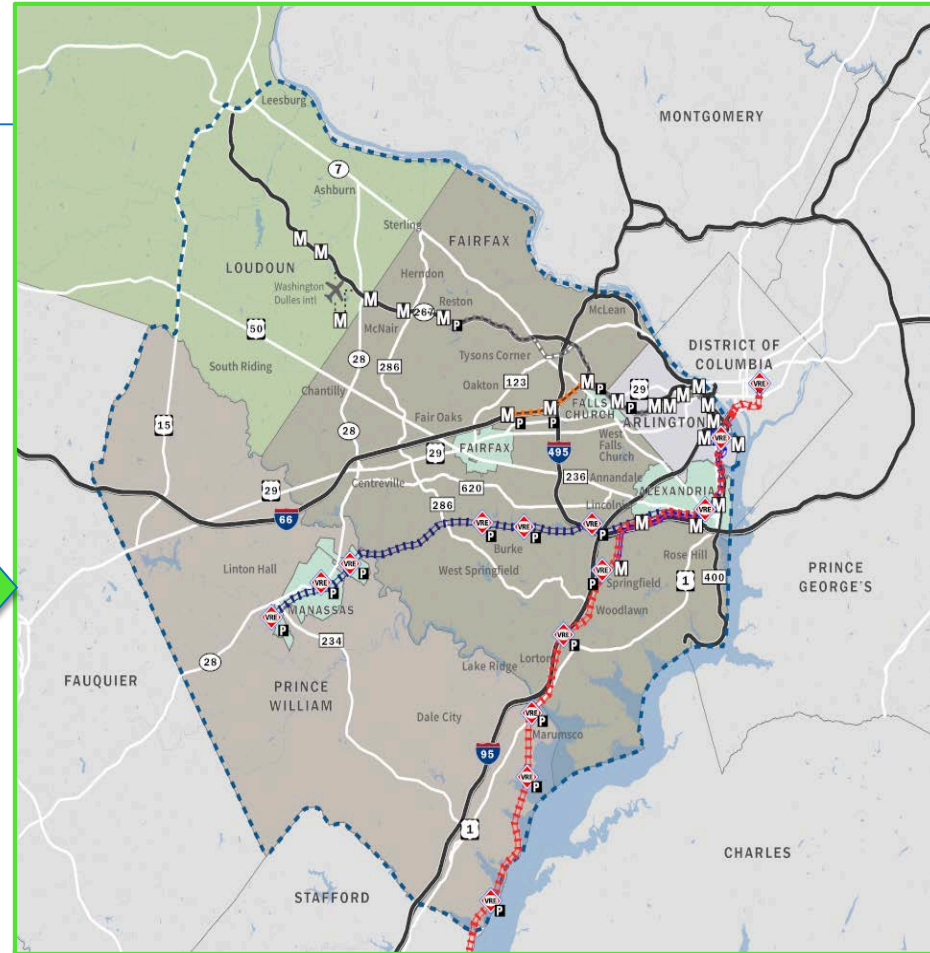
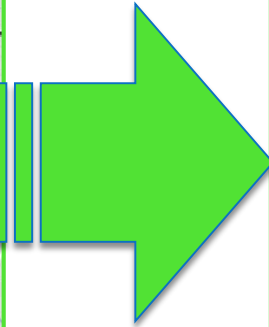
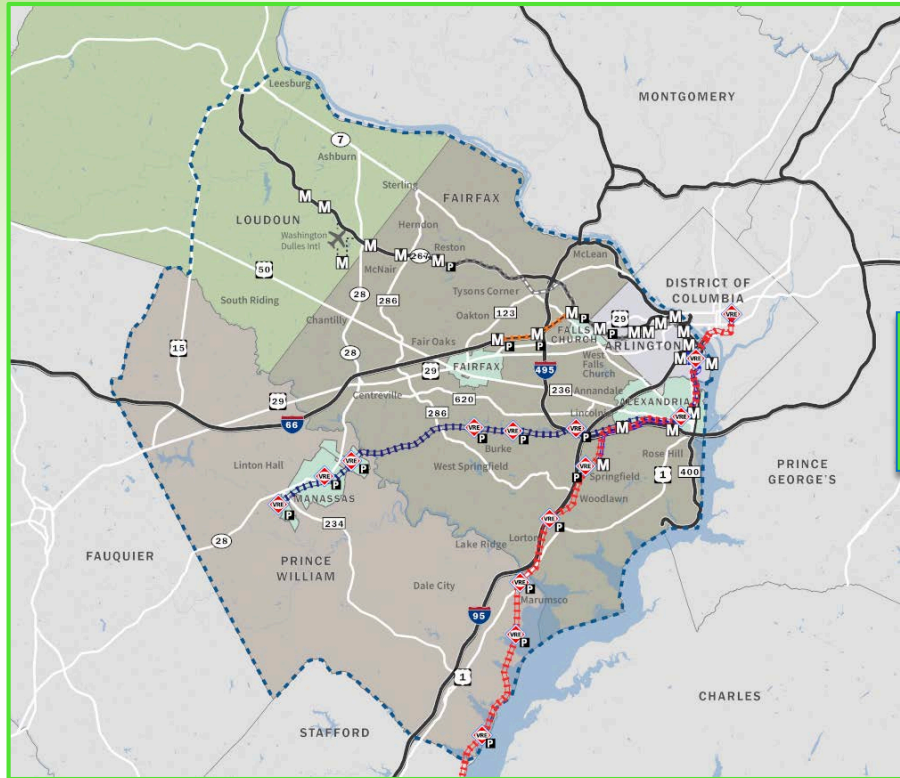


- NVTA submitted a Virginia SmartScale application
- The Commonwealth agreed to fund RM3P through the Innovation Transportation Technology Fund (ITTF) – not SmartScale
- Scope reduced to:
  - Include only the Northern Virginia District
  - Exclude advanced roadway technologies

- I-95 Corridor study program included the Advanced Roadway Technologies
- VDOT applies for an ATCMTD grant
  - Added AI to DSS and parking
  - Partnered with FAMPO
  - Expanded DSS into Fredericksburg
- Regional ICM Framework received recognition



# RM3P Boundary



**Expansion.**  
**Thanks to the**  
**ATCMTD grant**



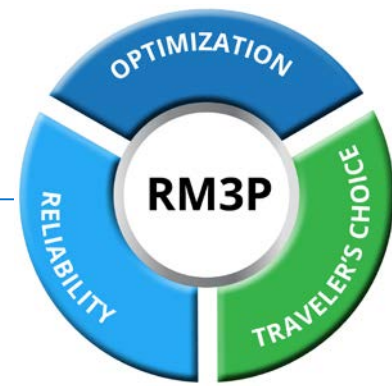
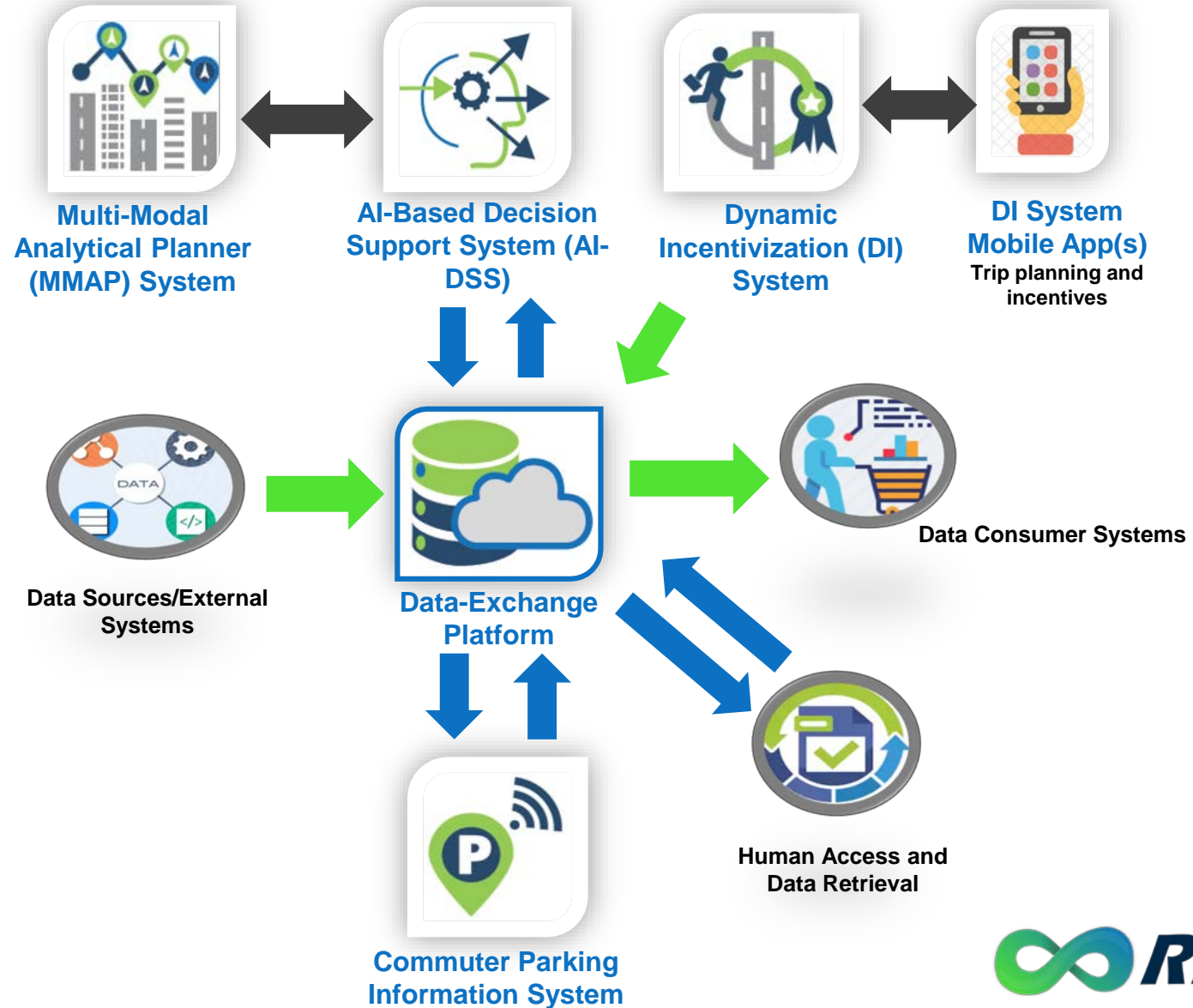
Travel Decisions Powered by Data

# Virginia Regional Multi-Modal Mobility Program (RM3P)

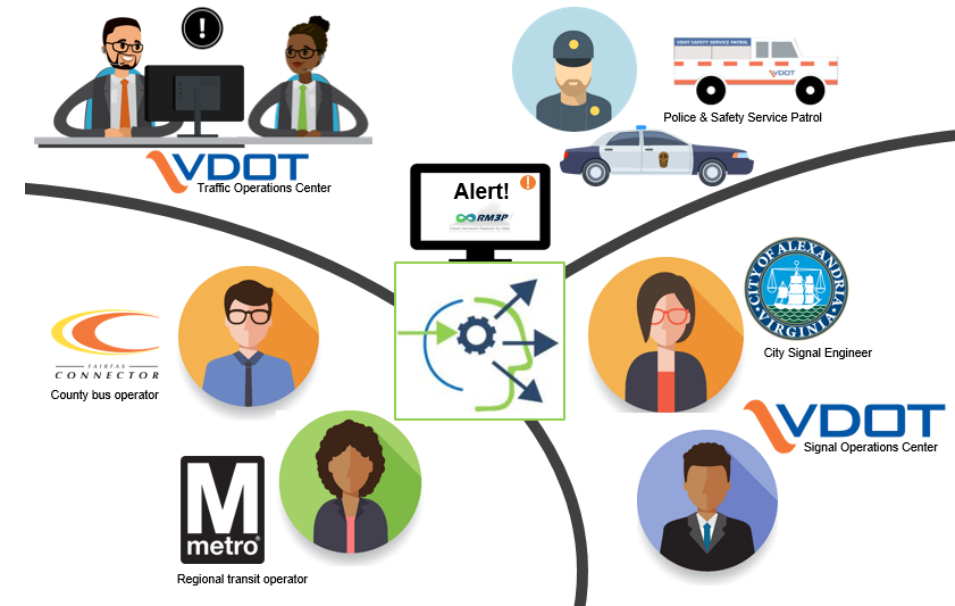
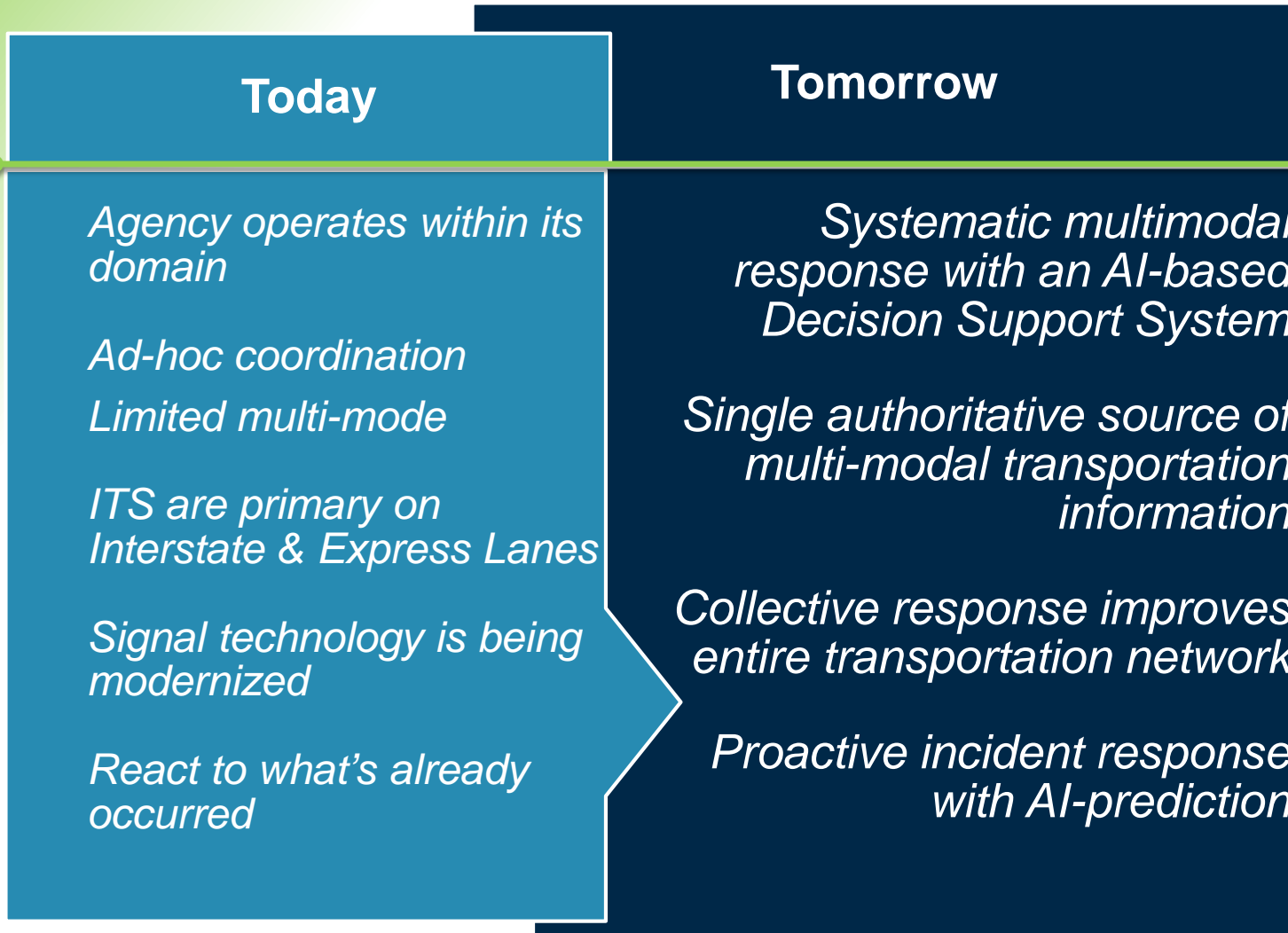
RM3P is a collaborative program to improve safety, reliability, and mobility for travelers in the Northern Virginia region. Through the RM3P initiative, public and private sector transportation safety and service providers across Northern Virginia will adopt technologies to improve multi-modal travel conditions. Funded under the Commonwealth of Virginia's Innovative Technology and Transportation Fund (ITTF), the RM3P is led by the Virginia Department of Transportation (VDOT), the Northern Virginia Transportation Authority (NVTA), and the Virginia Department of Rail and Public Transportation (DRPT).



# One Program



# Multimodal Response to the Incidents





# Park and Ride -- a Real Option



## Today

*Park-and-Ride is not an option for trip planning*

*Users need basic knowledge and know where to search for the lot and available services.*

*Limited real-time parking availability info and from different platforms.*

*Build it they will come.*

*Slugging culture for I-95.*

## Tomorrow

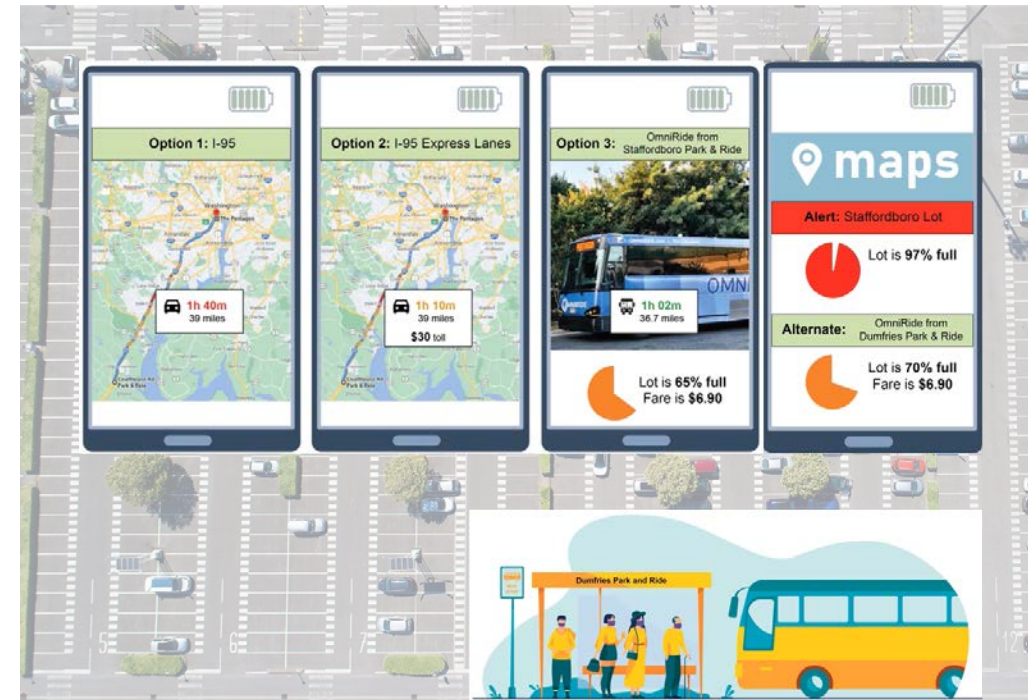
*“Power” public- and private-sector parking information and navigation*

*“Home” for parking data from agencies*

*Infrastructure-light or free solution ... sustainable*

*Piggyback procurement*

*Static, historic, trend, real-time, predicted availability – power the trip planning*



# Link Traffic Management with TDM



## Today

*Strong regional TDM program*

*Multiple TDM and Incentive programs – not automatically synced*

*User registration process takes days for approval*

*Rewards to encourage long-term travel choice change, not based on real-time conditions.*

*Rewards are typically made avail thru employers*

*100% government subsidy*

## Tomorrow

*Backend-syncing*

*TDM program-agnostic & app-agnostic*

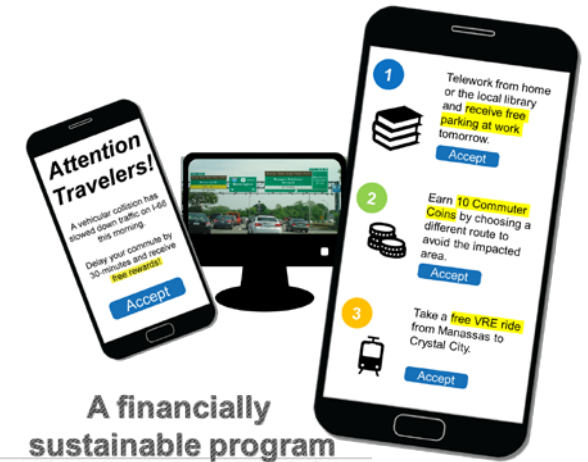
*App-based user registration*

*Data-driven & dynamic offering based on real-time traffic*

*Users are part of the incident / traffic management solutions*

*Gamification for sustaining long-term travel choice change*

*Sustainable rewards offering*



**A financially sustainable program**



Source: HW&Co.

# Existing TDM Portfolio in Northern Virginia & DC Metro Area

## Ride Sharing



Regional  
Carpool Match



App-based  
on-demand Carpooling



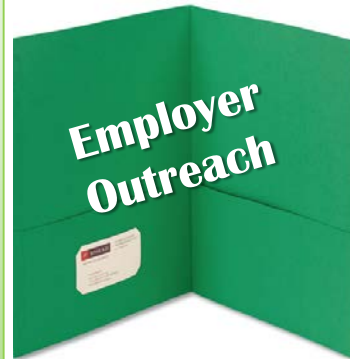
Long-term commitment



Instant Carpooling



Guaranteed Ride Home



## Incentive Programs

Regional



Avoid selected routes at  
certain time of the day



Earn points for  
peak travel



Pool Rewards

Localities' & Military TDM:

mainly transit fare subsidy through employers

TMA's:

partner w/ localities to outreach to employers

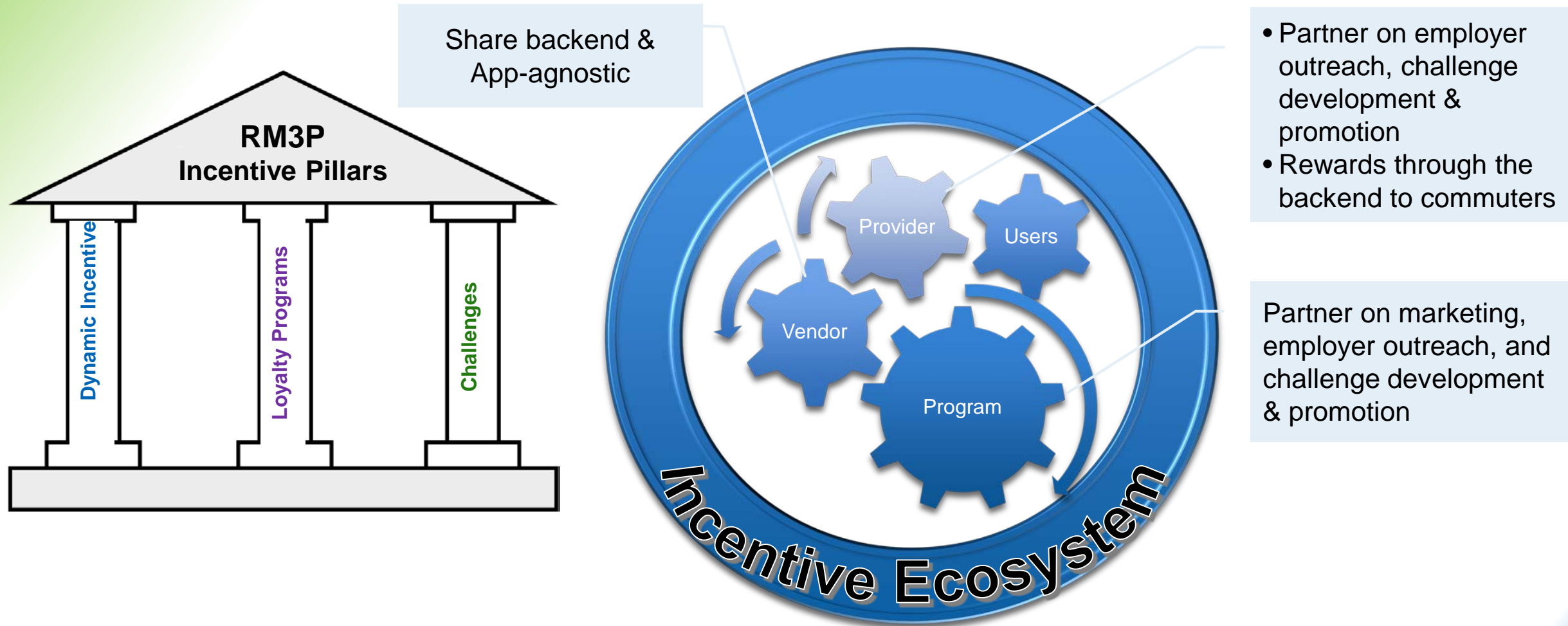
Ad-hoc via Construction Project TMP

incentive offered through localities

Statewide

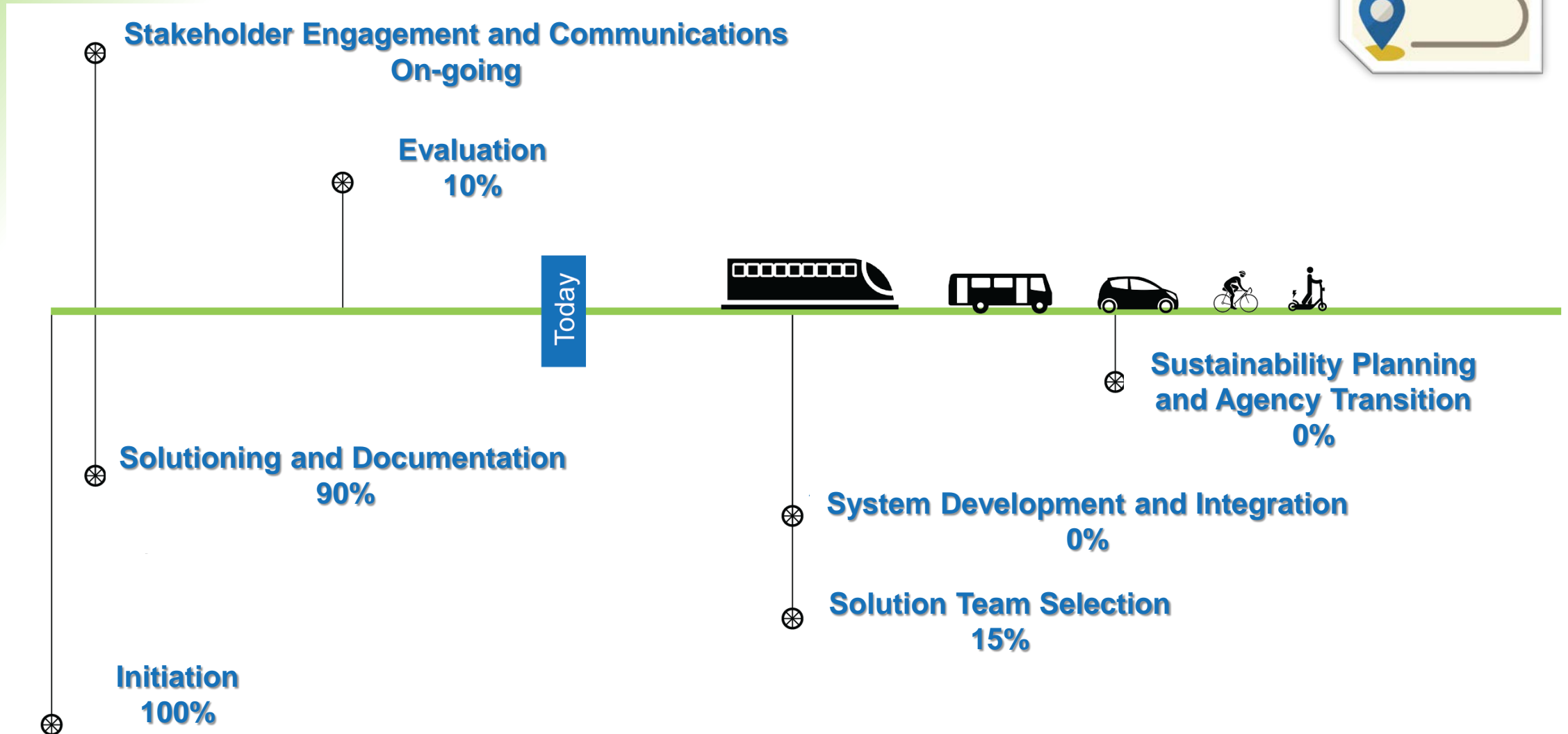
not available for NoVA yet

# RM3P Dynamic Incentivization – Join the Ecosystem





# Where We Are on our Journey





# Thank You!

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Regional Multi-Modal Mobility  
Program

