

The logo for acire, featuring the word "acire" in a lowercase, sans-serif font. The letters are green, and the 'a' has a unique shape with a dot above it. The logo is enclosed in a thin, light green outline that forms a rounded rectangle with a slight perspective effect.

Incorporated

2130 S. Yale Street  
Santa Ana, CA 92704

p: (949) 275-6365  
f: (949) 858-1211

[dfretheim@acireinc.com](mailto:dfretheim@acireinc.com)

# Transportation Demand Management Technology and Innovative Solutions

**Metro TDM Symposium**  
February 5, 2009

Derek M. Fretheim

The logo for Acire, featuring the word "acire" in a lowercase, sans-serif font. The letter 'a' has a unique shape with a dot that curves around the top left. The logo is enclosed in a thin, light-colored rounded rectangular border.

Incorporated

2130 S. Yale Street  
Santa Ana, CA 92704

p: (949) 275-6365  
f: (949) 858-1211

[dfrethem@acireinc.com](mailto:dfrethem@acireinc.com)

# About Acire

- **Unique experience providing transportation and technology solutions to municipal, county and state governments.**
- **Program management and implementation knowledge.**
- **Understand of grant preparation, grant management and other funder requirements.**

The logo for Acire Incorporated, featuring the word "acire" in a lowercase, sans-serif font. The letters are white with a green outline. The word is enclosed in a white, rounded rectangular shape that has a slight 3D effect, with a green shadow on the right side. Below the word "acire" is the word "Incorporated" in a smaller, green, sans-serif font.

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# About Acire

## Derek Fretheim

- **Over 20 years experience working in the public, non-profit and private sectors.**
- **Chaired Metro's TDM Air Quality Subcommittee for five years.**
- **Secured over \$45 million in grants and/or earmarks for various projects.**
- **Provides grant writing and grant management to cities (Federal, state and local funded projects).**
- **Conceived and implemented many innovative technology projects.**
  - **Developed five different commercial software products purpose built for transportation projects.**

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# Technology Solutions

## Multimodal Event and Trip Planner

iExplore System trip planner provides users with the ability to define transportation choices based on venues of interest.

The screenshot displays the iExplore San Jose website. The top right features the logo "i Explore San Jose" with the tagline "Discovering San Jose Personally." Below the logo is a navigation menu with "ABOUT SAN JOSE", "PLAN YOUR TRIP", and "FLIGHTS". The main content area is split into two sections. On the left, a photograph of a modern building at night is overlaid with the text "walk. bike. bus. rail. car. plane." in a light green font. On the right, a white form titled "PLANNING YOUR TRIP FROM CITY HALL" is set against a light green background. The form includes a "Destination/Things To Do:" field, a "By Proximity:" field, and an "Or Address:" field, all with input boxes. Below these is a "Travel By:" field with a dropdown menu. At the bottom of the form is a "Submit >>" button.

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# Technology Solutions

## TransAssist

Digital Signage system providing linkage wayfinding assistance from train to transit.



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# Technology Solutions

## Self Service Systems

Web based processes and unattended systems delivering and facilitating information.



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# Technology Solutions

## TrafficBee

Real-time traffic delivery system based on personal profiles and routes.



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# Technology Solutions

## Metro Vanpool

Provide outreach assistance and developed on-line vanpool reporting system for Metro's Vanpool subsidy program.

The screenshot shows the Metro Vanpool website interface. At the top, there is a blue header with the Metro logo (a white 'M' in a circle) and the text "Metro Los Angeles County Metropolitan Transportation Authority". Below the header is a yellow navigation bar with the text "My Vanpool" on the left and "Participant: Van Pooler [ Log Out | Change Password ]" on the right. The main content area has a white background with a green border. It starts with a "Hello, Van" greeting. Below that, there are two message boxes: "Message Center: 2 messages" and "Monthly Vanpool Report: - December 2008 is due now - Reminder - January 2009 is due in 31 days". The main content area is divided into six sections, each with an icon and a title: "Manage My Vanpool" (red van icon), "Monthly Vanpool Report" (calendar icon), "Message Center" (speech bubble icon), "Resources" (laptop icon), "Destination Discounts" (map icon), and "Help" (yellow warning triangle icon). Each section has a brief description of its function.

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## Questions

Contact:

Derek Fretheim

[dfretheim@acireinc.com](mailto:dfretheim@acireinc.com)

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