

From: Julia Herrera
To: [Regynski, Barb](#)
Cc: [Anne Arquit Niederberger](#)
Subject: Re: [EXT] Enervee Comments- South Dakota Volkswagen Settlement
Date: Saturday, December 16, 2017 7:17:16 PM
Attachments: [South Dakota.pdf](#)

Ms. Regynski,
Enervee would like to submit the attached comments to South Dakota for their Volkswagen Beneficiary Mitigation Plan. Our comments provide information on technology and behavioral insights that can help lay the foundation for a self-sustaining market for clean cars.

Sincerely,

Julia Herrera
Outreach Intern
Enervee



Learn about [Enervee for Business](#) and gain insights from the [Enervee Blog](#).



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**Enervee Comments to the attention of the South Dakota Department of Environment and Natural Resources
VW Settlement – Beneficiary Mitigation Plan**

Enervee appreciates the opportunity to contribute to the Beneficiary Mitigation Plan that the South Dakota Department of Environment and Natural Resources is developing under the Volkswagen (VW) settlement.

The Beneficiary Mitigation Trust presents the opportunity for states to invest in transportation infrastructure, paving the way for cost effective options for vehicle and fleet owners, a more competitive auto industry, employment and economic growth, less reliance on conventional fuels, grid and electric market improvements, reduction in range anxiety, as well as significant reductions in air pollution.

But infrastructure is not enough. Transformation of the transportation sector rests in large part on the choices of consumers, so it will be critical to prioritize projects that eliminate market barriers – making it as easy as possible for individuals to research and purchase clean vehicles and access related incentives and services.

To this end, we wish to highlight technological advances and behavioral science insights that can help the South Dakota Department of Environment and Natural Resources lay the groundwork for a self-sustaining market for clean vehicles in South Dakota and across the country.

[Enervee](#) is a cleantech company with a mission to make it simple and compelling for people to shop energy smart. We operate a cloud-based data and engagement platform that analyzes consumer product markets in real time – and makes use of that and other sources and types of data to engage shoppers, activate clean energy markets and drive energy savings and pollution reductions. Published academic research has proven that making the energy attributes of consumer products visible – in the form of a zero to 100 Energy Score, within a market-based platform – shifts people’s product choices towards significantly more efficient models¹. Further behavioral insights can be found on the [Enervee Blog](#). This unique platform can be invaluable to empower all car shoppers to make more eco-efficient choices that suit their needs.

Enervee currently operates white-labelled online marketplaces for leading utilities and statewide clean energy programs, serving over 11% of all US households, and this will increase significantly by the end of 2017².

Autovee is Enervee’s latest evolution – our mobile-first online energy-smart marketplace for passenger vehicles – which is fully integrated with our Level 2 EV charger marketplace, EV charger installation service and rooftop solar concierge service, offering the type of seamless user experience that can give consumers confidence and make the unfamiliar task of purchasing an electric vehicle much simpler.

The South Dakota Department of Environment and Natural Resources can rest assured that the technology is available, and we hope to have the opportunity to provide further information on and ultimately deploy Autovee to speed transportation emissions reductions in your state.

Sincerely,



Anne Arquit Niederberger, Ph.D.
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¹ Arquit Niederberger, A. & Champniss, G. *Energy Efficiency* (2017).
<https://doi.org/10.1007/s12053-017-9542-3>

² The California Public Utilities Commission, for example, has mandated all investor-owned utilities in the State have such public marketplaces online by the end of 2017. See [SDG&E Marketplace](#) for an example.