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Enervee Comments to the attention of the Texas Commission on Environmental Quality VW Settlement – Beneficiary Mitigation Plan

Enervee appreciates the opportunity to contribute to the Beneficiary Mitigation Plan that the Texas Commission on Environmental Quality is developing under the Volkswagen (VW) settlement.

In previously submitted comments, Advanced Energy Economy (AEE) highlighted the fact that transformation of the transportation sector rests in large part on the choices of consumers.

Picking up on that thought, we wish to highlight technological advances and behavioral science insights that can help the Texas Commission on Environmental Quality lay the groundwork for a self-sustaining market for clean vehicles in Texas 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

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

[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.

Enervee agrees with Advanced Energy Economy that it will be important for Texas Commission on Environmental Quality to take a consumer-centric approach that prioritizes 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.

The Texas Commission on Environmental Quality 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 emission reductions in Texas.

Sincerely,



Anne Arquit Niederberger, Ph.D.

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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.