



DTE

DTE Smart Charge

Get rewarded for enabling a cleaner, more efficient energy grid



The DTE Smart Charge program rewards electric vehicle (EV) drivers for temporarily pausing or starting their vehicle's charging when it's most beneficial to the energy grid. All you have to do is plug in – your automaker and DTE Energy will do the rest. Plus, you can get up to \$100 for joining and remaining in the program. The program duration is from January 2021 through December 2021.

About DTE Smart Charge

The DTE Smart Charge program helps EV drivers manage their charging during times of the day that help the energy grid operate more efficiently. DTE and your automaker will work together to schedule your car's charging interruptions to help optimize the energy grid. Plus, by participating in this program, you'll help design future programs. As a participant of this program, you will always have control of your participation and can opt out of an event at any time.

The Perks

It pays. We'll send you a \$50 gift card of your choice when you enroll. Keep participating in the program and you'll get an additional \$50 at the conclusion of the program.

It's clean. By allowing DTE and your automaker to schedule your car's charging interruptions for grid optimization, you'll help reduce carbon emissions and energy usage during peak times as we work together to build smarter energy infrastructure.

It's easy. Just plug in at your normal charging locations and let DTE and your automaker do the rest.

How It Works

DTE Energy and your automaker will temporarily pause your vehicle's charging when the energy grid is most strained. During these strained grid events, you may be notified in advance of the event. We will also be testing some events without any prior notification. During the course of the program, you may also be asked to begin charging your vehicle with a day ahead notification due to a forecast of excess renewable energy on the grid. At this time, participants are asked to plug in their vehicles and enable charging.

How to Get Started

If you're a DTE residential electric customer and drive a battery electric or plug-in hybrid electric vehicle from Ford or Chevrolet, and perform most of your charging within DTE Electric's territory, whether at home or commercially, you're eligible to participate in this program! Learn more about this program through your automaker.

Ford customers: [Apply now](#) if you drive any Ford plug-in electric vehicle model.

Chevrolet customers: [Apply now](#) if you drive a 2016-2022 Chevrolet electric vehicle or plug-in hybrid.

Frequently Asked Questions

Why is DTE Energy offering this program?

In the years to come, we expect significant growth in electric vehicles. This program will help us understand how we can effectively manage the charging growth of EVs in ways that can make the grid more efficient by using less energy when the demand is high and use more renewable energy when the surplus is there.

Why does it matter when I charge my vehicle?

Electricity costs more to produce when demand is high. During these times of high demand, we also typically rely on electricity sources that use fossil fuels. If you can pause the charging of your vehicle during times when demand is high, it helps to better manage our energy grid.

Will other automakers participate in this program?

If the program proves successful, DTE may seek to expand the number of automakers.

What participation incentive will I receive?

After DTE Energy validates your eligibility for the program, we'll send you a link that you can use to select a \$50 gift card from over 20 popular merchants. Stay enrolled and keep participating to get another \$50 gift card at the end of the program. Your reward is dependent on whether you stayed enrolled in the program for the entire duration.

How long will it take to receive my enrollment reward?

After receiving your enrollment confirmation email from DTE Energy and selecting your gift card, please allow up to 4 weeks for your gift card to arrive in your mailbox.

Who do I contact if I am having problems redeeming or using my gift card?

If you have any problems or questions redeeming or using your gift card, please contact [Customer Motivators' customer service](#).

Will I save on my electric bill?

The program is not designed to affect your electric bill. Customers will receive gift cards for enrollment and participation, but your electric rate will remain the same.

Depending on how you previously charged your vehicle, this program may provide additional savings on your bill if more of your charging is completed during the off-peak time period.

What if I no longer want to participate in the program?

You are free to leave the program without penalty whenever you need.

Please contact your automaker to unenroll:

- Ford: Call **800.392.3673**
- Chevrolet: Visit smartcharging.chevrolet.com

What data are you collecting from my vehicle?

Your automaker will provide charging information about your vehicle to DTE Energy, including plug-in and plug-out times, start and stop times of charging, energy transferred to the vehicle, state of vehicle charge at the beginning and end of the charge session, and whether you chose to override the pause in charging. We use this data so we can evaluate the benefits of smart charging and demand curtailment. Your automaker will only share data on your charging and will not share any data about your driving patterns. The DTE Energy terms and conditions, which you must agree to before you enroll, provide more detail on the data we collect and how it will be protected and used.

Additional Information

View the [DTE Smart Charge Terms & Conditions](#)

Who can I contact if I have further questions?

Email SmartCharge@dteenergy.com

The DTE logo is displayed in a bold, dark blue font. To the right of the logo, there is a decorative graphic consisting of a grid of small, light blue dots that forms a shape resembling a stylized 'D' or a partial circle.