GREATER WASHINGTON REGION
Clean Cities Coalition

Program Announcement
Effective: June 1st, 2026
Available in MD • VA • DC

A NEW INCENTIVE PROGRAM

Charger Renewal Program

A partnership between GWRCCC and Poweral to renew aging EV charging infrastructure and bring reliable, professionally managed charging to properties across the DMV.

Eligible properties receive

50% off the total project cost

to replace existing EV chargers with new, fully managed stations that are backed by professional operations, 24/7 driver support, and uptime guarantees.

PROGRAM OVERVIEW

The **Charger Renewal Program** is a regional initiative developed by the Greater Washington Region Clean Cities Coalition (GWRCCC) in partnership with Poweral, designed to address a growing issue across the DMV: high-traffic properties operating EV chargers that are not delivering the reliability, support, or experience the property and its users expect.

Many properties installed early-generation EV charging hardware from providers that have since reduced service levels, raised support costs, or exited the market. Others have working chargers but are dissatisfied with response times, downtime, or the lack of dedicated driver support. Either way, the result is the same: frustrated drivers, underutilized infrastructure, and stranded capital — at a moment when EV adoption across the region is accelerating.

Through this program, qualifying properties can renew their EV charging infrastructure with new, networked, professionally managed charging stations at a meaningfully reduced cost, while transferring all ongoing operational responsibility to Poweral.

HOW THE INCENTIVE IS FUNDED

The 50% project-cost reduction is funded directly by Poweral as a program partner. There is no application for federal or state grant dollars required for this incentive. Qualifying properties receive the reduction as part of the GWRCCC-endorsed program structure. Poweral recovers its investment over time through the operational revenue share built into the standard property agreement.

ELIGIBILITY

Designed for high-traffic commercial and institutional properties in the District of Columbia, Maryland, and Virginia. Standard eligibility includes:

- Multifamily residential communities with 75 or more units
- Office buildings with average daily vehicle traffic of 100 or more cars
- Municipal and government-owned facilities with average daily vehicle traffic of 100 or more cars
- Hotels, retail centers, parking garages, and other public-use facilities with comparable traffic volumes

Other properties may qualify by exception. Properties that don't meet the thresholds above but are currently operating EV chargers they aren't satisfied with, for reasons of reliability, vendor support, outdated technology, high upkeep costs or general fit, are encouraged to submit. Poweral reviews each request individually and approves projects based on overall site potential, not threshold criteria alone.

Priority consideration is given to sites with the highest projected charger utilization and where the current charging experience is most directly impacting tenants, employees, or visitors.

WHAT'S INCLUDED

Beyond the 50% cost reduction, every approved project includes the full Poweral managed charging service at no additional cost to the property:

Charger removal	Safe removal and responsible disposal of existing charging equipment.
New hardware installation	New Level 2 stations (up to 80A where infrastructure allows) with universal connectors (J1772 and NACS / Tesla compatible).
Load management	Smart load management keeps total output within available service capacity — typically eliminating the need for a service upgrade.

Ongoing management	End-to-end management of upkeep, maintenance, networking, software updates, data reporting, and customer support — handled by Poweral and its partners.
24/7 driver support	Dedicated support phone number posted at every charger; drivers reach a live agent, not the property's front desk.
Revenue share	Competitive share of charging revenue paid to the property per the executed agreement.

APPLICATION PROCESS

Applications are reviewed and approved by Poweral. From first inquiry to chargers going live, the program runs on a five-step flow:

1

Submit a request

Property owner, manager, or municipality emails chargerrenewal@poweral.com with: property name, address, property type, unit or parking count, current charger brand and condition, average daily traffic estimate, and a primary point of contact. GWRCCC is copied for program tracking.

2

Initial review

Poweral reviews the submission within three business days, confirms the property meets program eligibility, and contacts the submitter to schedule next steps. Submissions that do not qualify receive a written reply explaining the reason.

3

Site assessment

Poweral conducts a no-cost on-site assessment covering electrical capacity, existing infrastructure, charger condition, and projected utilization. Most assessments are completed within three weeks of pre-qualification.

4

Program offer

Eligible projects receive a written program offer documenting the 50% cost reduction, the property's net contribution, scope of work, and the operating agreement terms. The property has 30 days to accept.

5

Installation & operation

Once the agreement is signed, Poweral handles removal of existing equipment, installation, and commissioning. Typical on-site work is 1–4 days. Chargers then go live under full Poweral management, with the property earning its revenue share.

ABOUT THE PARTNERSHIP

About GWRCCC

The Greater Washington Region Clean Cities Coalition is a public-private partnership designated by the U.S. Department of Energy in 1993. GWRCCC works with vehicle fleets, fuel providers, community leaders, and government agencies in the greater Washington region to advance clean transportation, expand EV charging infrastructure, and ensure the benefits of vehicle electrification reach all communities.

About Poweral

Poweral is a turnkey EV charging operator that designs, installs, and operates EV charging stations for commercial and institutional properties. Poweral covers a portion of the installation costs through direct co-investment alongside the property, then operates the chargers on behalf of the property — handling hardware, software, maintenance, driver support, and uptime guarantees. Property owners receive a revenue share with no ongoing operational responsibility.

CONTACT

Property owners, managers, municipalities, and community organizations interested in participating can begin by emailing the dedicated program inbox:

SUBMIT YOUR PROPERTY

chargerrenewal@poweral.com

For program inquiries, partnership questions, or to learn more about how GWRCCC supports this initiative, the team contacts below are available:

PROGRAM CONTACT — GWRCCC

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This program is offered by GWRCCC in partnership with Poweral. Program terms, eligibility criteria, and incentive amounts are subject to site qualification, final project scope, and the executed property agreement. The 50% project-cost reduction is funded directly by Poweral and is not contingent on federal or state grant approval. Pricing is subject to final site assessment. Program availability may change without notice.