



Delivering next generation stormwater technologies by  
harnessing the power of collaborative effort.

breaking down barriers to innovation  
delivering solutions-oriented distribution  
enabling innovators to reach a national market

# Next Generation Technologies

DRIVING DOWN COSTS WHILE IMPROVING PERFORMANCE, MAINTENANCE AND RELIABILITY IN GREEN INFRASTRUCTURE

## High Performance Modular Biofiltration System

[TAPE, TARP]



Industrial waste product that removes phosphorus

[University]



Technology that enables dual use detention & harvesting

[Local]

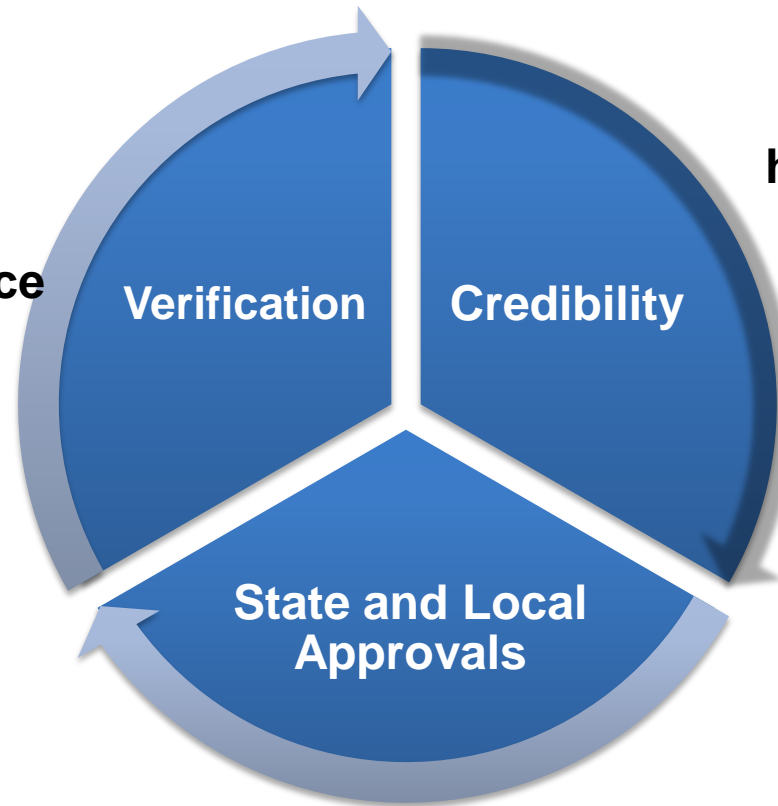


Grass that establishes quickly and reduces vegetative maintenance

[Local]

# The Value of Testing

- Independent results verify or refute claims
- Offers confidence to state and local reviewers



- Stormwater history makes this very important

**All are interested in testing, some accept results from TAPE or now defunct programs**

# Stormwater Testing Reality

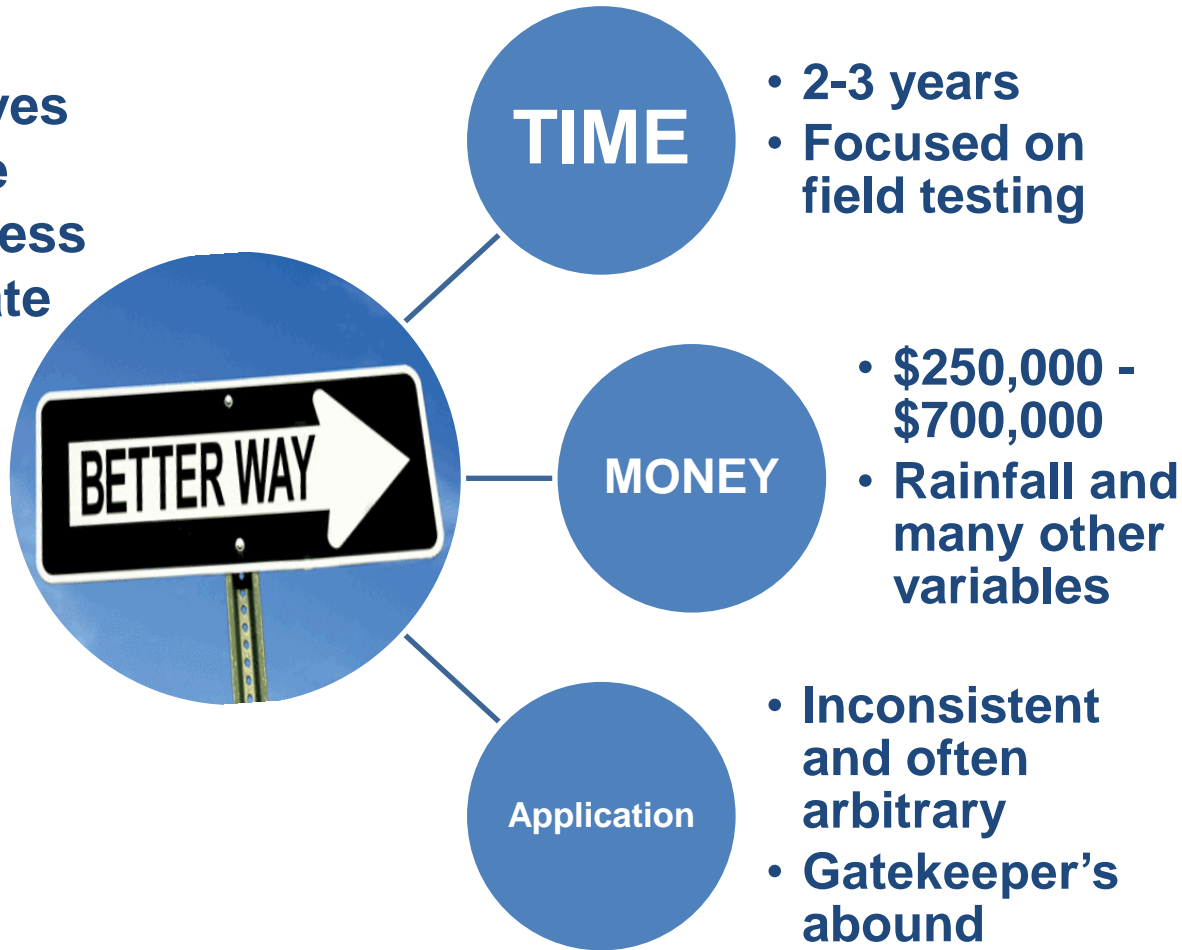
Absence of national standards leaves a vacuum

Patchwork quilt of regulatory contradiction

National rulemaking critical, but tabled for now

# There's Got To Be...

Critical objectives can't be met unless we create a....



# STEPP

[Stormwater Testing & Evaluation of Products & Practices]

- [What I'd like to see]
  - Lab-focused verification triggers market access
    - Public health & safety protected
    - Verification of claims and/or publication of actual results
      - Proprietary AND non-proprietary systems
    - Allows for 'Provisional' certification
      - Enable sales with the caveat that at least "X" long-term monitoring programs must be carried out and submitted within three years
      - Data to be published
  - Field Monitoring results triggers Certification
    - As is, or with adjustments (published)
  - Universal acceptance driven by the stormwater permit
    - Localities free to set own thresholds (published)

# Go To Market Now

- ‘Guerilla’ tactics available
  - Retrofit
  - Redevelopment
  - Emphasize less regulated markets
    - Use economics to frame the discussion
  - Grant-funded projects
- Participate in STEPP
- Reject the system...it has no substance
  - Localities will find a way if they want the tech

WHAT IF  
STORMWATER  
COMPANIES  
**THINK**  
**MORE LIKE**  

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**TECHNOLOGY**  
**COMPANIES?**

**INNOVATE or DIE**