

US EPA ARCHIVE DOCUMENT



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]

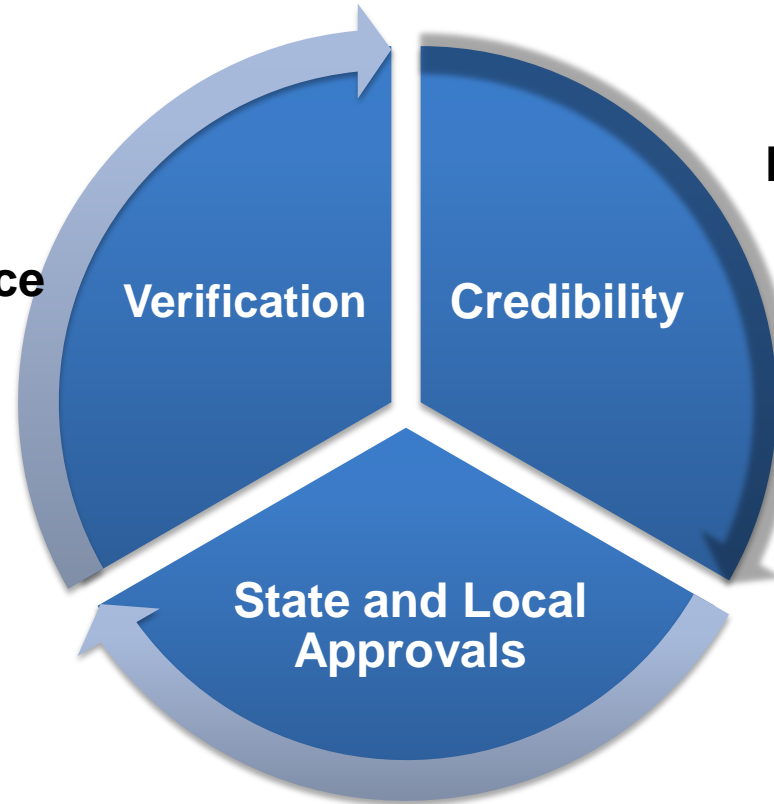


Grass that establishes quickly and reduces vegetative
maintenance

[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

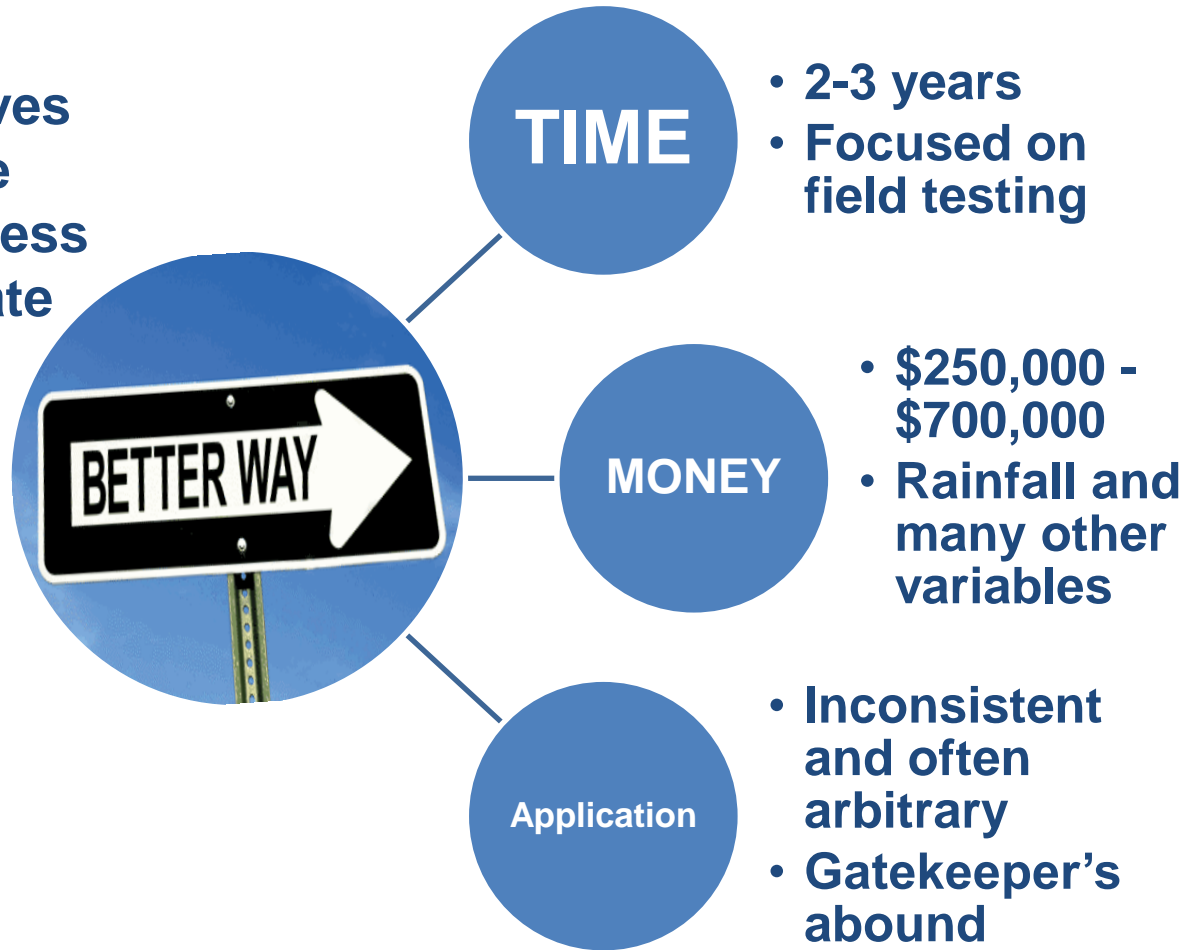
Absence of national standards leaves a vacuum

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

TECHNOLOGY
COMPANIES?

INNOVATE or DIE