

[INDUSTRY FORECAST]

The Road Ahead

2010 storm water industry outlook

Compiled by Caitlin Cunningham

The past year has been an exciting albeit occasionally bumpy one for many industries, that of storm water being no exception. The critical question now is: What does 2010 have in store for our market?

Storm Water Solutions asked its well-rounded group of editorial advisory board members to help map out the road ahead, providing fresh perspective on today's situation and the various economic, legislative and technology developments to come.

A Storm Water Management Awakening

Bob Andoh, Ph.D.

Chief Technology Officer, Hydro Intl.

I foresee a turning of the tide with regard to the adverse impacts of the global recession and resulting

economic downturn. This change will be fueled mainly by construction-type activity facilitated by the stimulus funding. The effects of the stimulus funding will

manifest more in 2010, compared with the slow start and pull-through in 2009, as construction projects emerge from the pipeline.

The earmarking of some 20% of the stimulus funding toward "green" infrastructure will provide the basis for increased momentum for green infrastructure. This represents a mega-trend, particularly when coupled with the general move toward a green economy and the need for carbon

