

LAKE ALLATOONA PRESERVATION AUTHORITY (LAPA) THINK WATER FIRST INITIATIVE

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Abstract. The Lake Allatoona Preservation Authority (LAPA) mission is to provide stewardship of the Greater Lake Allatoona Watershed in order to restore, preserve and protect water quality and uses beneficial for present and future generations. The newest initiative from LAPA, Think Water First, targets the elected officials who establish regulations concerning development practices within the watershed. LAPA has a long-term vision of expanding the messages to other audiences building on the success of the initial campaign.

As a first step, LAPA developed a video to inform elected officials of the impacts that development activities can have on the watershed. Lake Allatoona provides drinking water, recreation, and tourism revenues to the surrounding communities. Water quality impacts from land use changes can negatively impact these important functions and threaten the existing quality of life.

The presentation will highlight the recommendations included in the LAPA video, which include; (1) think water first, (2) rein in the runoff, and (3) encourage water sensitive development. Many of these recommendations are based on the principles of low impact design and are intended to reduce water quality impacts associated with new developments. The presentation will also include a showing of the video developed as a part of the Think Water First campaign.