



**MAKING ACCEPTABLE,
UNACCEPTABLE**

Improving Quality of Life



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This goal of today's presentation is to share the
experience of how the
"Keep Westbank Beautiful" Affiliate
began through utilization of
Townhall Meetings, engaging Community
Involvement with the intent of improving
Quality of Life

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Boston Tea Party (December 16, 1773)

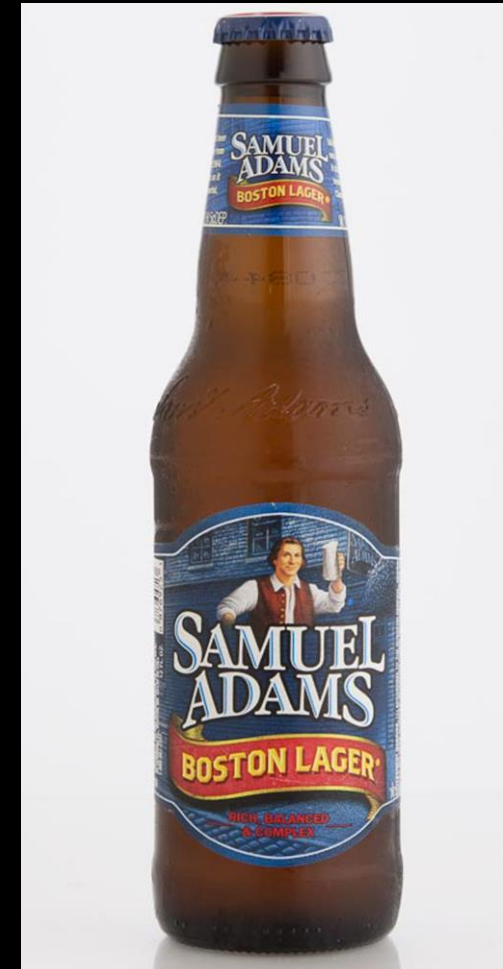


Destruction of Tea in Boston Harbor.

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**Boston Tea Party
(December 16, 1773)**

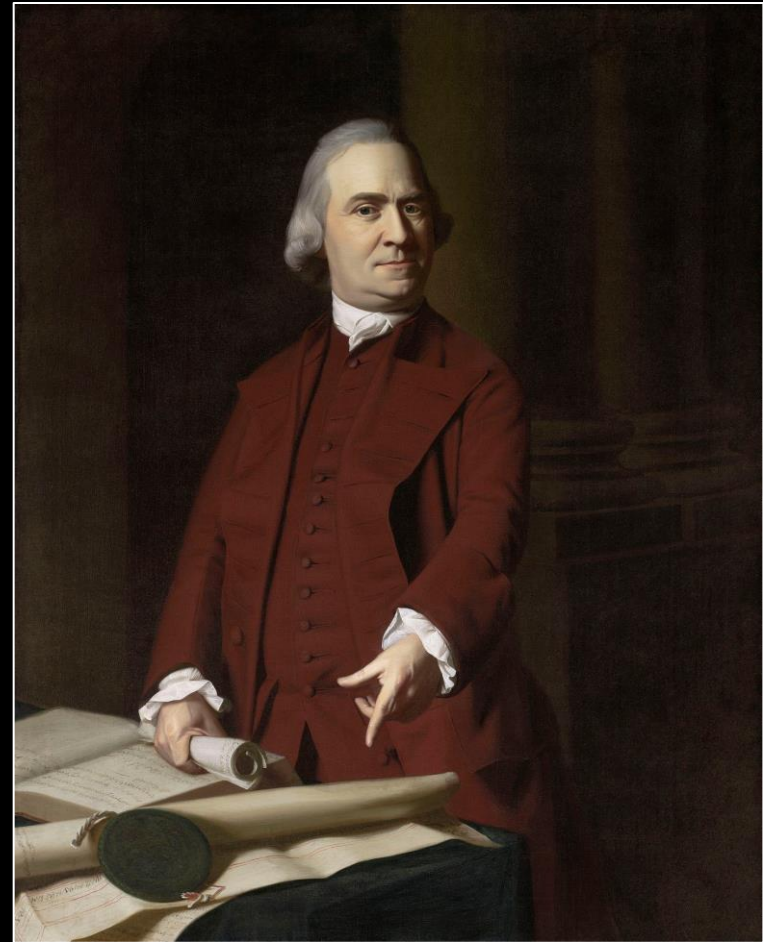
Samuel Adams



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**Boston Tea Party
(December 16, 1773)**

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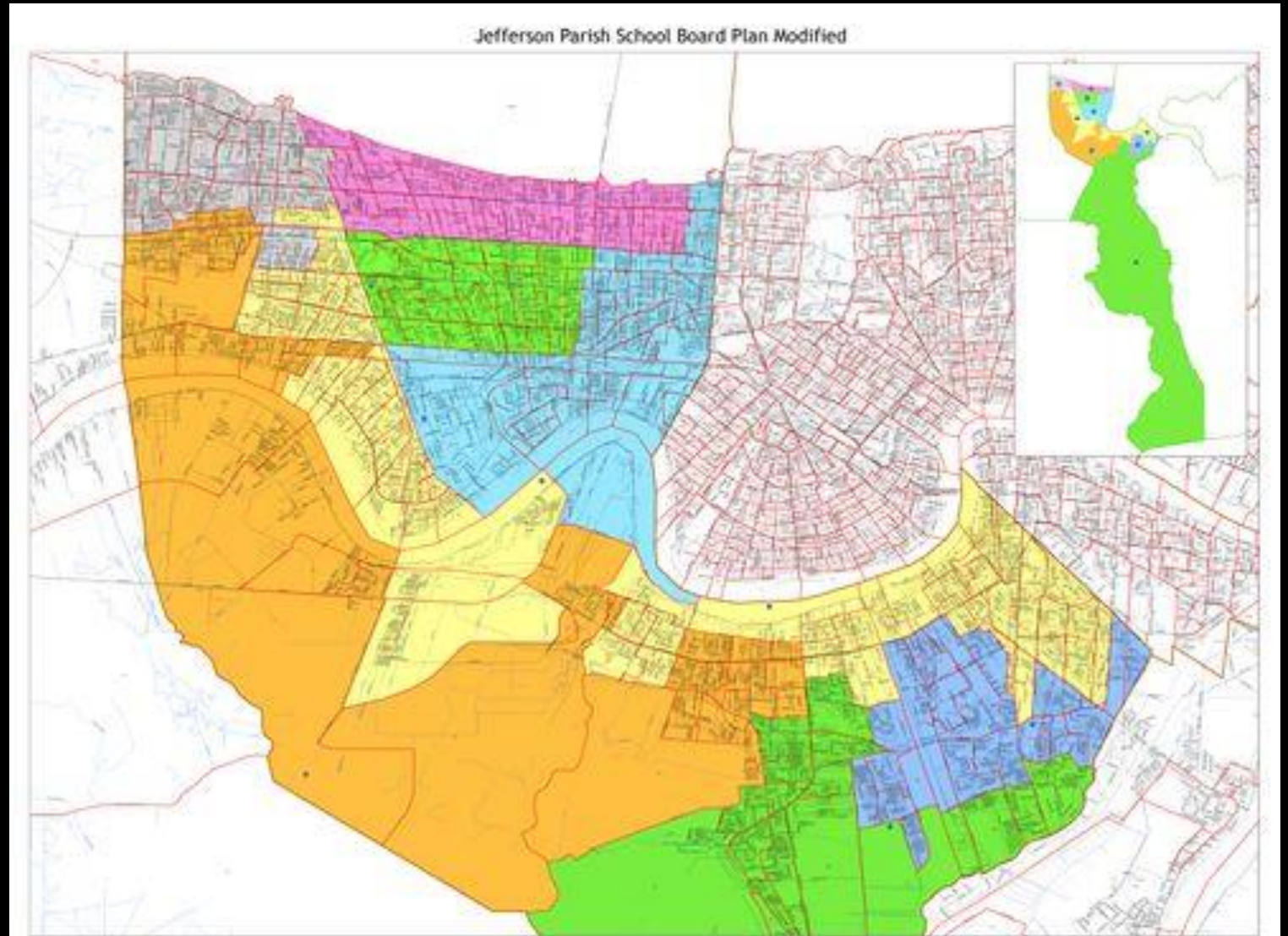
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Westbank of Jefferson Parish

Suburbs of New Orleans, consists of incorporated cities of **Gretna**, **Westwego**, and **Lafitte**, Louisiana in addition to the unincorporated towns of **Harvey**, **Marrero**, **Crown Point**, **Avondale**, and **Waggaman**.

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**Westbank of
Jefferson Parish**



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Key Conversation

- While in discussion with someone about why the unincorporated towns have deteriorating issues and the incorporated cities do not.
- I was then told that these issues were **unacceptable** in the incorporated cities.
- **WOW** moment!
- I then realized that we can only make progress if these issues were to become unacceptable in the unincorporated areas as well.

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Symptoms

- **Deteriorating safety** of our community
- Increased **litter**
- Increased **Crime**
- Decreased **property values**
- Decreased **Economic Development**
- Most of all.....No human deserves to live in those conditions.

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Surveyed Business Community

- Visited business owners
- Provided statements and evidence of severe issues:
 - **Theft**
 - **Property damage**
 - **Harassment, and**
 - **Creation of hazardous environment.**
- Obtained commitment to join our efforts.
- Documented results.

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Surveyed Residential Community

- Visited residents
- Provided statements and evidence of severe issues:
 - Theft
 - Auto theft
 - Harassment
 - Hazardous environment spilling into neighborhoods
- They expressed their extreme concern **and lack of confidence** in solutions because of **no action or plans for improvement**.
- Surveyed and communicated through Social Media. Example is a group called "**Westbank Nosey Neighbors**".
- Obtained commitments to join our efforts.
- Documented concerns.

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Utilization of Community Organizations

- Westbank Business & Industry Association
- Lions Club
- West Jefferson Civic Coalition
- Rotary Club
- Optimist Club
- Knights of Columbus
- West Jefferson Medical Center Foundation

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Leveraging My Background and Experience

- Created and began holding Townhall Meetings in November 2022 to share the research and present the opportunity to put "We The People" into action.
- Westbank & Business Association, Westbank Civic Coalition, and the Marrero Lions Club fully supported the efforts.
- The Marrero Lions Club supported by hosting Townhall Meetings in their facility large enough to support up to 300 in attendance.

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Townhall Meetings

- We scheduled our first Townhall Meeting at the end of 2022 entitled "Westbank Quality of Life Townhall Meeting", addressing "**Homelessness, Panhandling, Crime, and Litter.**"
- We advertised for the Townhall Meeting through Social Media, fliers, emails obtained from various organizations, and by personal contact with all businesses and residents previously surveyed and contacted.

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Townhall Meeting Preparation

- I invited the Jefferson Parish Legislative Delegation, The Jefferson Parish Sheriff, and our Jefferson Parish State Legislative Delegation to attend.
- I shared the Business and Residential Survey to communicate the severity of the issues and the importance of their participation.

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First Townhall Meeting

- Set the Agenda

- ☐ Prayer
- ☐ Pledge of Allegiance
- ☐ Statement of Mission and Vision
- ☐ Maintaining a respectful environment.

- We had a sign in table

- ☐ Name
- ☐ Address
- ☐ Phone Number
- ☐ Email Address

- Press release

- We had over 150 in attendance.

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First Townhall Meeting

- Issues communicated and expressed
- Commitments from Legislative Delegations to return feedback and solutions.
- Subsequent meetings scheduled every six months to monitor and report progress.

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Second Townhall Meeting

- Homeless Support Organizations
- The Jefferson Parish Homeless Task Force was formed

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Subsequent Townhall Meetings

- State Senator Pat Connick passed Legislation turning over control of properties under the elevated Westbank Expressway, which was the most affected area of concern from Louisiana DOT to Jefferson Parish.
- Jefferson Parish has since designated that property as a Parkway.
- State Senator Pat Connick obtained a Federal Grant to reengineer intersections along the Westbank Expressway with Landscaping.

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Subsequent Townhall Meetings

- **Jefferson Parish Sheriff's Office** provides updates on crime
- The **Jefferson Parish Homeless Task Force** reports their initiatives
 - Exploring National best practices to developing long term solution.
 - Exploring solutions to possibly utilize public/private partnerships with faith-based organizations.

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Subsequent Townhall Meetings

- Zoning, Developments, and Parish Planning.
- Improved public notification process.
- Parish Council passed legislative changes in Parish Ordinances to communicate to the public with **Large 4ft by 8ft signs** for Large developments and to also include **electronic notification** in addition to the Parish Legals being printed in the newspaper
- Multi housing development advertised as "Luxury Apartments". Through the public scrutiny at our Quality of Life Townhall Meetings, Jefferson Parish Advisory Board Meetings and Parish Council Meetings, it was discovered that the developers misrepresented the scope of the project, and was voted down by Parish Council.

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Westbank Litter Task Force

- At our Townhall Meetings, we challenged the community by asking for volunteers to address the severe Litter issues on our Westbank. I explained that Litter efforts would be more effective if it were led by the community. This would provide another tool for the community to take ownership of litter and initiatives.
- Volunteers came forward at the August 2024 meeting. We hosted the first Westbank Litter Task Force meeting on September 5, 2024.
- **Keep Louisiana Beautiful 2024 Conference**
- The day following the conference, we submitted our application and agreement to enter the affiliate process.
- As a result, **Keep Westbank Beautiful** was formed as an affiliate.

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Keep Westbank Beautiful

- Established **By Laws** in February 2025.
- Participated/Promoted "**Love the Boot**" statewide event in which we had over **100 volunteers** at several Westbank locations and roadways.
- Received sponsorship from Louisiana Blue for "Love the Boot" Event
- Established Board of Directors in **June 2025**
- Established **501c3** IRS status in **July 2025**
- Began receiving initial donations and funding in **August 2025**
- Received initial Billboard sponsorship from Olive Branch Café in which owner Rusty Autry is a key Board Member and contributor.

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"Love the Boot" – April 12, 2025



KEEP WESTBANK BEAUTIFUL

"Love the Boot" – April 12, 2025



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Beautification of Hope Haven Fitness Trail – April 12, 2025

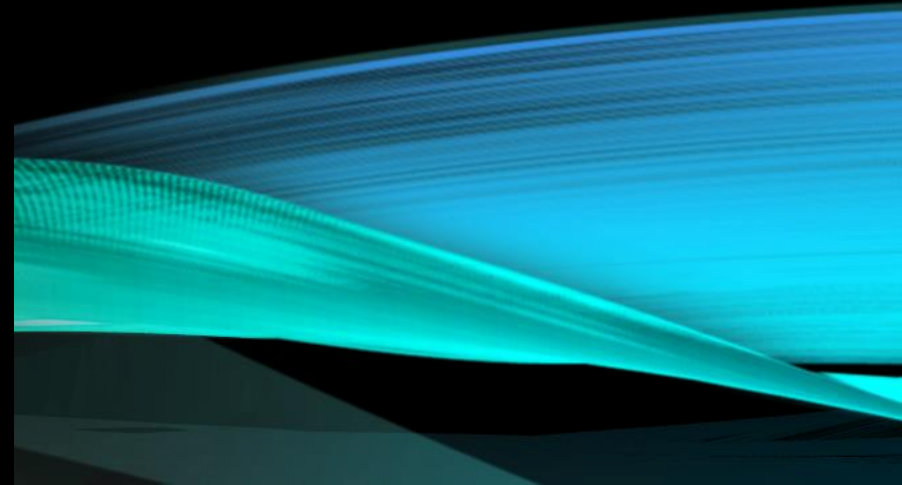




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"Young Marines of JPSO"

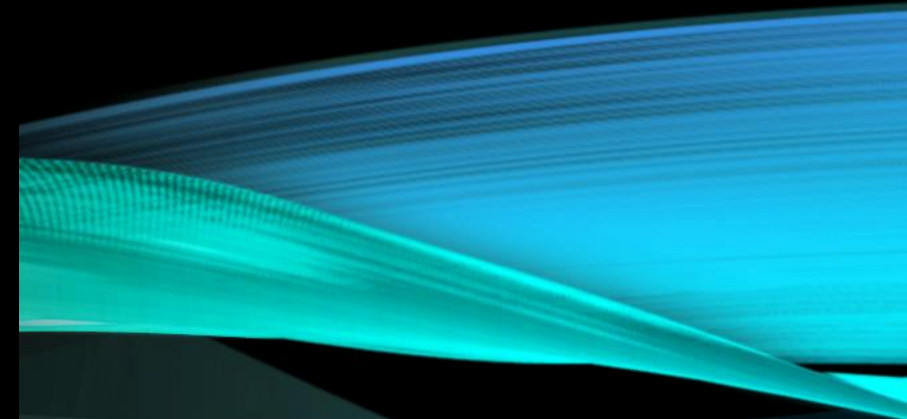




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**"Young Marines
of JPSO"**



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Keep Westbank Beautiful – Litter Clean Up – September 6, 2025

60 in attendance



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Keep Westbank Beautiful – Litter Clean Up – September 6, 2025



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Keep Westbank Beautiful – Litter Clean Up – September 6, 2025



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Business Partnerships – Billboard Messaging



LITTERBUGS

ARE WORSE THAN

MOSQUITOS

SPONSORED BY



OliveBranchCafe.com

Westbank Born Raised Proud

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Business Partnerships – Business Messaging



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Business Partnerships – Business Messaging



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Next????

- As a result of our Townhall Meetings, our Westbank Community is
 - More engaged (social media, websight, and more personal discussion)
 - More Ownership.
 - Integral part of our improvement initiatives.
- We will continue to explore, support, and follow-up on Quality of Life initiatives.
- Our last Townhall Meeting on **August 14, 2025**
 - **200** in attendance.
 - Our Next Townhall Meeting is scheduled for **February 5, 2026.**

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What is our community outlook?

- ❖ Our community is a **trust**.
- ❖ It is **our** responsibility
- ❖ **Take it**
- ❖ Be a **part of it**
- ❖ Leave it in **better condition than received**

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What is Making Acceptable, Unacceptable?

It is the process of **raising the expectations** of your community.

It is the process of **empowering our community**.

It is the **agent of change**.

It is giving the power to..... **"We the People"**



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Thank You!