
both existing participants and future users be consulted to identify services and activities that are attractive, challenging, engaging, and enjoyable.

21st Century Solutions Must Be Economically Viable

Without new sources of funding, resources, and partnerships, this report's ambitious agenda will fall far short of its transformative potential. Fortunately, the work of the Select Committee on Senior Centers and its public engagement to date has demonstrated a high level of interest and support for re-envisioned senior centers among both policymakers and the public at large.

Milwaukee County already has senior centers that provide model services – existing facilities that can serve as a launchpad for network expansion – and a committed cadre of older adults supporting senior centers that meet their needs and interests. Using this report, the Commission on Aging can establish a context for public support by intentionally working together and sharing information with a wide variety of current and potential stakeholders for the purpose of solving this complex problem. A collective impact initiative focused on the potential of the MKE HUBS can play a crucial role in advancing the model so that all constituencies may benefit from its long-term economic viability.

A Path Forward – Recommendations for Implementation

- The Milwaukee County Commission on Aging should continue to serve as the central coordinator regarding the re-envisioning of the Milwaukee County Senior Centers.
- The Milwaukee County Commission on Aging should establish a Senior Centers standing committee.
- The Milwaukee County Area Agency on Aging should hire a coordinator to facilitate the findings of this report and to develop a strategic plan for its implementation.
- The Senior Centers standing committee should take an active role in preparing the next Request for Proposal for the Milwaukee County Senior Centers service provider to ensure that the intent of the applicable 21st Century Attributes listed in this report are appropriately addressed.

A Path Forward – Recommendations for Implementation Cont.

- Milwaukee County should continue to provide programming and services at its five existing senior centers. Simultaneously, new alternatives should be explored to find ways to bring enlightened senior services and programming closer to existing seniors in a wider variety of ethnic and cultural communities.
- Any short- or long-term physical improvements to the five Milwaukee County owned senior centers must take into consideration and be responsive to the 21st Century Attributes listed within this report.
- The Milwaukee County Commission on Aging should initiate a constructive dialogue between all nineteen municipalities in Milwaukee County, along with all other current senior center providers to explore strategies to provide intentionally coordinated senior services and programming in a cost-effective, collaborative, and equitable manner.
- The contents of this report should be presented publicly to select groups to garner strategic support.
- The Milwaukee County Commission on Aging should explore the possibility of charging membership fees in an equitable fashion to raise additional funding to support services, facilities and programming.
- The Milwaukee County Commission on Aging should continue to aggressively pursue long term partnerships with philanthropic organizations, not for profit entities and like-minded service providers who will benefit from the vision of engaged mature generations of Milwaukee County residents as described in this report.
- A separate non-profit fund-raising entity, modeled on the Friends of the Parks, should be created to build support for Senior Centers as necessary public institutions.