

## Senior Centers

The OAA provides for the provision of “multi-purpose senior centers” through which a wide range of supportive social services can be delivered to “secure and maintain maximum independence and dignity . . . for older individuals.” The Area plan shall, where feasible, give special consideration to designating multipurpose senior centers as a focal point for comprehensive service delivery.

2025-2027 Goal	SMART Measure
Develop public-private sector partnerships to create new senior center facilities combined with other uses, such as housing.*	By 2027, establish at least one public-private partnership, leading to the creation of at least one mixed-use Milwaukee County senior center facility.
Develop public-private sector partnerships to create new programming in senior centers that expands offerings consistent with the MKE HUBS report.*	By 2027, pilot one new or enhanced service in each Milwaukee County senior center, which results in new attendees.
Rebrand senior centers and launch an enhanced promotional campaign using a variety of media sources, including culturally diverse outlets, to promote their use, availability, and resources contained within. Create partnerships to assist with rebranding, promotion, and social media marketing.	By 2027, develop marketing strategies and identify funding for professional marketing on behalf of the senior centers. Generate 500 new, unique participants annually to County-owned senior centers.
Develop new partnerships with organizations such as faith-based groups, labor councils, retiree organizations, corporations, and academic institutions to recruit volunteers, add programming, and promote participation in senior centers.	By 2027, establish an ongoing relationship with five community organizations to promote participation in senior centers.
Expand County-led recreational offerings based at each senior center to include use of park grounds and recreational programming outside of standard programming hours.*	Sponsor at least two recreational events per year in the Milwaukee County Parks that are colocated with senior centers. By 2027, add one regularly scheduled offering during and outside of standard hours.
Receive and consider the Independence First accessibility and accommodation recommendations and prioritize infrastructure updates to implement recommendations.*	By 2027, successfully identify funding and prioritize completion of an accessibility project at each Milwaukee County senior center from the Independence First report.

**Table 11**

\*2025-2027 Area Aging Goals that are extensions or expansions of goals in the 2022-2024 Area Aging Plan.