

Milwaukee County Area Aging Plan Goal Progress: 2025 Quarter 4

Advocacy

Goal	Measure	2025 Q4 Progress Report
Develop relationships with local, state, and federal legislators to impact positive policy change.	By 2027, we will have met with 80 percent of all Milwaukee County local, state, and federal legislators twice to discuss policy priorities adopted by the Advocacy Committee and Commission on Aging. These meetings can be individual meetings, at WAAN Aging Advocacy Day, at an In-District Event, or other Milwaukee County advocacy event.	As a result of our advocacy efforts, Representative Taylor drafted two pieces of legislation related to the Task Force on Elder Services which will be introduced in 2026.
Nurture and educate Seniors through hosting the Senior Leadership Program annually, instruct participants on effective communication with policymakers and leaders, and convene all Senior participants on a regular basis to carry advocacy messages to their legislators and policymakers	All participants in the Senior Leadership program demonstrate an increased understanding of the policymaking process and comfortability talking with policymakers and leaders. At least 50 percent engage in advocacy within six months of attending the program through attending WAAN Aging Advocacy Day, an In-District Aging Advocacy event, enrolling in a Commission committee/council, or another self-identified method.	Three 2025 program graduates are either onboarded or are going through the process to be onboarded on to a COA council or committee.

Socialization and Social Supports

Goal	Measure	2025 Q4 Progress Report
Maintain support and development of financial counseling programs.	In 2025 maintain Financial Navigation contract after ARPA funding expires. 25% of program participants will increase their savings by at least one-weeks' worth of their total monthly net income, which will be tracked by the vendor and reported to AAA staff monthly. Assist 45 new senior clients annually.	To date, 83 new clients served in 2025. 25 individuals reduced their non-mortgage deb by 10 percent. Both goals exceeded for 2025.

Increase opportunities that foster peer-to-peer connections, including formal programs like the Senior Companion Program and informal support groups, ex. Caregiver support group.	By 2025, Milwaukee County operates Senior Companion Program to prevent disruption to 30 existing Senior Companions and extends Senior Companion Services to at least 80 older adults. By 2027, one new support group will have been maintained for a minimum of six months. By 2027, 50 percent of Senior Companions will connect their senior to AAA supported programming	There are currently 18 Senior Companions. There has been an expansive reach to a large number of individuals due to three of the companions volunteering at St. Ann's Adult Day Program. There are approximately 50 individuals in the program daily.
Senior Centers		
Goal	Measure	2025 Q4 Progress Report
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.	Plans continue to progress towards a newly renovated space in the Southeastern quadrant of the County.
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.	Current partnership with Chase Bank to deliver financial health and fraud prevention at multiple centers. Planning efforts underway with Milwaukee LGBT Community Center to co-deliver inclusive programs at Washington Park Senior Center and other sites (pilots targeted for Q4). Exploring partnership with Medical College of Wisconsin for health education and periodic onsite screenings.
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.	SOA staff will be assessing the extended hour pilot program in early 2026 and a status update will be provided Q1 of 2026.
Transportation		
Goal	Measure	2025 Q4 Progress Report
Work with culturally specific senior centers' management to schedule tours for their clients to cultural assets and recreation sites.	By 2027, we will have collaborated with 18 host locations beyond the five County-owned senior centers to provide residents of color and underserved populations access to cultural assets and recreation sites through group rides leaving from senior centers.	Due to budget constraints, civic and cultural rides have been removed as eligible OATS destinations in order to prioritize healthcare and food access. The senior center vehicle was removed from service due to mechanical issues. For these reasons, progress on this goal has been suspended for the time being.

Provide accessible transportation services to older adults to facilitate access to County sponsored services.	Maintain 2024 numbers of one-way rides and riders, including unduplicated riders, across all transportation services.	2024 Total: 60,501 rides across all transportation services 2025 Total (as of November): 62,601 rides across all transportation services, more than 67,000 rides projected representing an 11% increase over 2024.
Develop improved partnership with MCTS to provide more direct bus access to County-owned senior centers and Senior Dining Sites.	By 2027, MCTS, the AAA, and the senior centers will develop a plan to provide improved fixed-route service to county-owned senior centers and senior dining site locations, including, but not limited to drop-off sites, bus shelters, and route schedules.	MCTS announced route cuts due to budget constraints, including the elimination of route 33 which goes to Washington Park Senior Center. TC advocated to MCTS's CEO to keep this route, resulting in the retention of peak service hours instead of a complete elimination.
Leverage vans received from 5310 grant program to expand connections with minority- and woman-owned businesses.	By 2027, at least three minority and/or woman-owned businesses will have leased an ADS-owned vehicle. Leases may be long-term for continuous service or short-term for one-time events.	2 of the 3 vehicles purchased through the 5310 grant have been delivered and are now in service as part of the OATS fleet.
Work with agencies throughout the region to identify and advocate for a transportation policy that will facilitate transportation coordination throughout Southeastern Wisconsin.	By 2027, we will have formed at least six new partnerships with agencies throughout SE Wisconsin and undertaken at least three advocacy efforts to advance the chosen transportation policy at the local and state levels.	TC became co-chair of the MobilISE Regional Transit Advocacy Steering Committee. The Steering Committee is working to mobilize a transit advocacy coalition across the SE region of WI. Two main goals have been identified: advocate at the State level for legalization of RTAs; advocate for maintaining current funding levels for transit.
Nutrition		
Goal	Measure	2025 Q4 Progress Report
Increase service to Hispanic/Latino and Asian older adults by partnering with Hispanic and Asian-owned restaurants for the Dine Out program.	By 2027, service to Hispanic/Latino and Asian older adults will increase by 10 percent.	Found new Asian restaurant partner for Dine Out program. Restaurant will onboard in Q1 2026.
Heart-Health and Evidence-Based Wellness		
Goal	Measure	2025 Q4 Progress Report
Increase the number of workshops and participation in evidence-based programs that focus on physical activity and exercise.	Provide five community, physical activity-based EBPP programs (Walk with Ease, Strong Bodies, Gente Fuerte, or other) in the first year, adding one additional program per year in subsequent years.	Four physical activity-based workshops were offered in 2025 (2 GenteFuerte, 2 Walk with Ease). To increase physical activity- based class offerings, we will cover the cost of training for anyone who wishes to become a facilitator in Strong Bodies or Walk with Ease in 2026.

Enhance blood pressure monitoring program and heart health education to all Milwaukee County-owned senior centers.	Expand the blood pressure hubs to all five Milwaukee County-owned senior centers by 2027. Provide two heart health-focused programming opportunities per site per year that each hub is in operation.	The final heart health session of 2025 and heart health finale were held at Wilson Senior Center. Feedback surveys distributed at all finale events were analyzed and final blood pressure use counts were tallied.
Increase collaborative efforts to expand the network of organizations hosting EBP programs and recruiting new facilitators in communities of color.	Identify and engage six agencies or organizations by 2027 within communities of color to recruit facilitators for the evidence-based prevention programs and/or host EBP workshops. Utilize findings from Inpower's final report and participant quality surveys to develop new methods/materials to recruit new facilitators and host sites.	Met with coordinator of the Health Griots program at MCW to explore opportunities to engage in County-supported evidence-based wellness programming.
Conduct evidence-based wellness assessments with discreet minority demographic groups to understand how services and supports can meet particular needs in accord with the US DHHS Cultural and Linguistically Appropriate Standards for healthcare.	By 2025, determine which groups to include in the analysis and develop a process for surveying needs aligned with the CLAS standards. By 2027, conduct assessment process, analyze results, and prepare a report with recommendations for programming and process improvements to better serve these populations.	Followed up with Caregiver Support Coordinator to discuss plan to gather existing health needs related data from national sources (ie, from AARP report, NIH report) and local sources (ie, from caregiver needs assessment form, Powerful Tools baseline surveys), as well as creating a short survey to distribute at outreach events and among the Milwaukee Coalition of African American caregivers.
Caregiving and Caregiver Support		
Goal	Measure	2025 Q4 Progress Report
Based on feedback from family caregivers and professionals, develop an interactive web platform to connect caregivers to education, resources, and supports.	By 2026, create a caregiver-specific resource destination on the Milwaukee County website that will provide relevant and useful materials for caregivers seeking support at any time of day or night. By 2027, provide the opportunity for caregivers to directly communicate needs and questions outside of "regular business hours".	In progress: Seperate landing page has been created for Caregiver Support on the DHHS website. Staff have reviewed the website together and had initial discussion with web designer on how to enhance and add content. Update requests will be submitted in Quarter 1 of 2026 to web designer.
Educate health care professionals and social service agencies, including all Federally Qualified Healthcare Centers (FQHC), who work with older adults about the availability of publicly-funded caregiver support services and how to make a referral.	By 2026, track data from referral sources to identify potential gaps in service connections. Use data to create a strategic communications plan to increase referral rate from health care professionals and social service agencies. By 2027, offer presentations to all FQHCs, four major healthcare systems in our service area, and three major family and children social service agencies.	In Quarter 4 Tracking Spreadsheets for all new referrals were updated for ease of customer experience, better staff accessibility, and better tracking of referral source data. During Quarter 1 of 2026 2025 referral source data will be reviewed.

Develop and implement four new educational and support opportunities for family caregivers by 2027. Opportunities will include education/trainings, peer support, and/or new support group options. These opportunities will align with goals of the National Family Caregiver Strategy and the work of the Wisconsin Family and Caregiver State Alliance.	Develop and implement four new educational and support opportunities for family caregivers by 2027. Opportunities will include education/trainings, peer support, and/or new support group options.	Hosted and/or supported planning and facilitation of 7 educational and social support events for National Family Caregiver Month in November 2025. Hosted initial walk and talk event that will result in a series of 4 informal support group events tied to an activity to be hosted in 2026.
Local Goals		
Goal	Measure	2025 Q4 Progress Report
Provide assistance with home repair/modification for falls prevention to low-income older adult homeowners and renters not enrolled in publicly funded Long-Term Care programs.	Provide OT assessments and home modifications designed to prevent falls and increase mobility to 30 residents each year of the plan.	Funding for this service was provided through ARPA, which has now ended. While Milwaukee County Housing did assist seven individuals through this program, the goal of 30 was not met.
Join the Milwaukee County AARP Age Friendly Community Network advisory body. Participate with other Aging Network and community participants in identifying domains on which to focus to achieve a more livable and equitable community for older adults.	Adopt at least one goal in a chosen AARP domain of livability and lead efforts to implement that goal that improve Milwaukee County's livability index.	The Steering Committee selected the domains of Transportation, Housing, and Health with a focus on Preventative Wellness as focus domains. In 2026, the Steering Committee will develop more specific goals in each of these areas.
Advocate with local health care providers to maintain access to gerontology or other specialties for residents of Milwaukee County.	Work with the Milwaukee Health Care Collaborative to increase access to specialty care for older adults either by relocating specialty services, including mental health, for older adults within Milwaukee County, or create a sustainable fund to provide transportation services to shuttle nondriver older adult residents to specialty appointments in surrounding counties.	Continued to collaborate with BHS to increase access to mental health services for older adults. Will initiate training to move toward integrating the Aging Network into Impact Connect. Transportation Coordinator gathering additional data on out of County healthcare appointments.
To improve the quality of life and increase the visibility of older adults in Milwaukee County, expand outreach efforts to older adults about Area Agency on Aging programs and services.	By 2025, identify funding to hire a vendor to develop a comprehensive communication plan. By 2026, vendor is hired and initial steps of plan are undertaken.	Results of the Select Steering Committee on Communication were not conclusive. There is a need to define the specific requirements for a communications plan.