

**Master Plan Draft 3/22/25  
Objectives and Strategies**

**Objective One:** Expand volunteer participation at senior centers by 10% annually through expanding recruitment efforts and diversifying opportunities.

- **Strategy A:** Enrich the lives of seniors through volunteerism and improve the programs and services that help seniors.

**Draft Objective Two:** Expand seniors' access to food and nutrition services 10% annually.

- **Strategy A:** Collaborate with community providers to reduce food insecurity among seniors.

**Draft Objective Three:** Increase social interaction among seniors by 20% annually.

- **Strategy A:** Engage community partners in offering an array of active living, social engagement and community activities.
- **Strategy B:** Position senior care experts as champions for establishing and maintaining adult day care centers.
- **Strategy C:** Coordinate training to recognize symptoms of isolation and need for neighborhood supports and refer those seniors for community connections.

**Draft Objective Four:** Advocate for increasing affordable and accessible housing units for seniors by 300 units annually.

- **Strategy A:** Develop a multi-pronged approach to development of affordable and accessible housing for seniors.

**Draft Objective Five:** Advocate for increasing funding at least 10% annually for home and community-based services including workforce expansion.

- **Strategy A:** Expand services to seniors on waivers or the Medicaid State Plan or otherwise at high risk.

**Draft Objective Six:** Develop/promote /partner on a variety of educational programs reaching a minimum of 100 seniors, healthcare providers and caregivers annually.

- **Strategy A:** Leverage existing programs as platforms to expand the base of programming.

**Draft Objective Seven:** Increase senior access to transportation services by 10% annually.

- **Strategy A:** Advocate for more accessible, affordable transportation services for elders and increase awareness of same.

**Objective Eight:** Grow all programs and services by 10% annually through focused outreach using all communication channels.

- **Strategy A:** Use all appropriate internal and external communication channels, including but not limited to websites PSAs on radio/TV, press releases, flyers and social media to convey services and programs to key stakeholders.

**Final Objective Nine:** Expand resources addressing the legal rights and safety of seniors by 10% by YE 2028.

- **Strategy A:** Collaborate with advocates who support expanding legal services for seniors.