

Goals of the Pilot Program:

- Educate businesses on how to make their physical environment and customer service more inclusive for older adults
- Promote a culture where older adults feel comfortable in their environment to be independent for as long as possible
- Foster an age-friendly environment where businesses thrive supporting a larger, older adult customer base, recognizing older adults as a significant and expanding customer base

To participate go to:

www.cityofsanmateo.org/AgeFriendly or scan the QR Code and

complete the Age-Friendly Business application online and email it to
jchen@cityofsanmateo.org



Age-Friendly Business Certification

The Age-Friendly Business Certification program aims to recognize and promote San Mateo Businesses and organizations that demonstrate a commitment to meeting the needs of older adults.



San Mateo City Hall
330 West 20th Avenue
San Mateo, CA 94403



In October 2020, the City of San Mateo pledged to become an Age-Friendly City by joining the AARP's Age-Friendly Community

Network. As part of its Action Plan to enhance age-friendliness, the City created an Age-Friendly Business Certification Program with the assistance of the Age-Friendly Coalition.

Currently, the City is seeking 20 businesses or non-profits located in the City of San Mateo, with a valid business license, to participate in the pilot program.

104,438
Residents in City of
San Mateo



1 in 5 age 60+

**Between 2020 –
2030, senior
Population in
San Mateo will
grow by more
than 25%**

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Certification Process:

- Complete the Age-Friendly Business application online and email it to jchen@cityofsanmateo.org
- A trained Age-Friendly Coalition volunteer will visit the businesses to verify that it has met all the conditions in the application
- Once the application has been completed and verified, the businesses will receive a letter of completion and an Age-Friendly window decal
- The business will need to provide the city with its business logo to be included in the directory on the city's website

Benefits of Participation:

- Recognition showing the business's commit to older adults in San Mateo and making their business age-friendly
- Potential increase in customer base and repeat customers
- Window decal certifying the business is age-friendly
- A place in a directory of age-friendly businesses on the City's website
- Social media promotions and other marketing opportunities with the Chamber of Commerce and San Mateo Downtown Association