

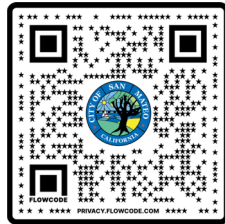
Goals of the Pilot Program:

- 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



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



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.



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%**

To participate go to:

www.cityofsanmateo.org/AgeFriendly

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