



AGE-FRIENDLY BUSINESS APPLICATION

Fillable PDF Form

The Age-Friendly Business Certification Program aims to acknowledge and promote San Mateo businesses and organizations that demonstrate a commitment to accommodating the needs of older adults. Businesses that are Certified Age-Friendly will receive a window decal, a place in a directory of age-friendly businesses on the City's website, and marketing opportunities from City partners such as the Chamber and Downtown Association.

Business Name:	
Doing Business As (DBA):	
Address/ZIP:	
Phone:	
Email:	
Website:	
Contact Name:	
Title:	
Phone/Email (if different):	

Business/Organizations Type

Select one of the following:

- ☐ Service
- ☐ Retail
- ☐ Restaurant
- ☐ Other (Hospitals, Public Agencies, Nonprofits, etc.)

If you selected other, please write in the business type here: _____



Eligibility

NOTE: If more than one location, each location must apply separately. To receive the Age-Friendly Business Certification, the business must:

1. Be physically located in the City of San Mateo; and
2. Have a valid, non-expired business license.
 - a. If business is sold or transferred, recertification is required.

Application

To apply for the Certification, the business must:

1. Complete the attached checklist/statement of commitment; and
2. Satisfy the number of criteria required in each section; and
3. Provide business logo and website link for promotional acknowledgement purposes; and
4. Submit application to:
Jennifer Chen, Economic Development Manager
330 W. 20th Avenue
San Mateo, CA 94403
JChen@cityofsanmateo.org
(650) 522-7009



AGE-FRIENDLY BUSINESS BEST PRACTICE CHECKLIST

The practices checked below are satisfied or not applicable (N/A checked). If the business does not have a fixed location where it serves clients or customers, Categories 1 and 2 and their respective criteria do not apply and are not considered for certification.

1 EXTERIOR ENVIRONMENT — MUST MEET AT LEAST 4 OF THE CRITERIA BELOW

- ☐ Parking and/or drop off areas are nearby (within approximately 2 city blocks), including designated accessible parking spots.
- ☐ Street is well-lit.
- ☐ Sidewalks/walkways are well-maintained and free from obstructions/trip hazards.
- ☐ Main entrance is clearly marked and well-lit.
- ☐ Storefront and entryway are clear.
- ☐ Ramps or elevators are available as alternatives to stairs or steps.
- ☐ Business is within reasonable distance (within approximately ¼ mile) to public transportation.

N/A (Not Applicable)

- ☐ N/A for All (Business does not have a fixed physical location to serve clients.)

2 INTERIOR ENVIRONMENT – MUST MEET AT LEAST 5 OF THE CRITERIA BELOW

YES

- ☐ Stairways and steps have railings.
- ☐ Doors are easy to open.
- ☐ Entrance and elevator doors open and close at appropriate speed.
- ☐ Restrooms with stalls that have easy to maneuver doors, locking mechanisms and grab bars.
- ☐ Seating areas that can accommodate a wheelchair and have a courtesy notice.
- ☐ Areas are well lit throughout.
- ☐ Ambient noise level allows for normal conversation without raising voices.
- ☐ Flooring is a non-slip surface.
- ☐ Aisles and walkways have ample space for wheelchair navigation.
- ☐ Provides hearing and/or site aids or other accessibility equipment.

N/A (Not Applicable)

- ☐ N/A for All (Business does not have a fixed physical location to serve clients.)



3 MARKETING AND COMMUNICATION – MUST MEET AT LEAST 4 OF THE CRITERIA BELOW

YES

- ☐ Business hours and phone number are easy to see/find.
- ☐ Older adults are celebrated with special discounts, shopping times and events.
- ☐ Business is easily reached by telephone. (Live person answers or you can leave a message for a return call within 24 business hours.)
- ☐ Business intentionally mentions that it does not discriminate on the basis of age or ability when advertising for employment.
- ☐ Business supports/sponsors senior organizations/activities such as by hosting events, providing meeting space, etc.
- ☐ Websites and printed materials such as signs, menus and brochures are vision-friendly with large fonts, high contrast colors and backgrounds.
- ☐ Telephone answering services - Message instructions are in a slow, clear manner and explain how to repeat the message at any time.

4 EMPLOYEES – MUST MEET AT LEAST 2 OF THE CRITERIA BELOW

YES

- ☐ Employees provide friendly, respectful and patient services for older adults in person, via phone and online.
- ☐ Business provides specialized services for older adults, such as carry-out or delivery services.
- ☐ Business implements measures to prevent age bias and discrimination in the workplace.
- ☐ Provides training to employees and managers on recognizing and combating ageism.
- ☐ Business actively recruits to hire older adults/retirees.
- ☐ Business offers retirement transition support: Provides resources and support for employees transitioning into retirement, including financial planning assistance, phased retirement options, and opportunities for continued engagement with the company.
- ☐ Business fosters inclusive leadership: Fosters a culture of inclusivity and respect from the top down and actively listen to the needs and concerns of employees of all ages.



OTHER BEST PRACTICES: You may submit additional Age-Friendly features below:

A significant Age-Friendly practice not already addressed in this application can be used as an alternative for any category in support of certification. Please describe in detail below:

AGE-FRIENDLY BUSINESS COMMITMENT

I commit to be an Age-Friendly San Mateo recognized business and to uphold Age-Friendly practices to the best ability of the business. I welcome feedback on our efforts from seniors and people with disabilities and will strive to make the business a place where they always have positive experiences and will let others know of their treatment and our products and services.

Print Name

Signature

Position

Date