



# 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. 20<sup>th</sup> Avenue  
San Mateo, CA 94403  
[JChen@cityofsanmateo.org](mailto: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:

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## 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.*

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Print Name

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Signature

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Position

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Date