AGE FRIENDLY BUSINESS CRITERIA

ACCESS AND DESIGN
- Provide flat entry with easy-to-open doors
- Wide aisles throughout, clear of obstructions
- Easily accessible, universally-designed restroom
- Have a place where customers can sit and rest
- Provide adequate lighting at entries, exits and on displays
- Provide elevator/escalator to reach multiple levels

CUSTOMER SERVICE
- Provide respectful customer service in person and on the phone to people of all ages and abilities
- Have trained staff for customers with functional and physical challenges/needs
- Provide accommodations for hearing/speech/sight-impaired customers
- Promote/support transportation services to and from business

PRODUCTS AND SERVICES
- Provide options such as delivery, online sales or pickup
- Use large, clear fonts for signage, printed materials and websites
- Provide easy-to-find contact information online
- Offer discount programs for older adults and students

ENVIRONMENTAL SUSTAINABILITY
- Find alternatives to plastic bags and utensils
- Eliminate the sale of bottled beverages
- Encourage recycling by providing adequate signage and bins
- Make use of locally sourced goods and services

EMPLOYEE BENEFITS
- Provide flexible schedules for employees
- Offer internships, job sharing, education assistance and other opportunities for career development
- Offer opportunities for career training
- Provide daycare for children and/or seniors