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 and digital logo, 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):	
Business License Number (if known):	
Address/ZIP:	
Phone:	
Email:	
Website:	
Contact Name:	
Title:	
Phone/Email (if different):	

Business/Organization Type

Select the category that best describes your business. Select all that apply.

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

If selected other, please write the business type here:

_____

Eligibility

Note: If business has 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

If the business is sold or transferred, recertification is required.

Application

To apply for the Certification, business must:

1. Complete attached checklist/statement of commitment; and
2. Satisfy the number of criteria required in each section; and
3. Provide image file of business logo and website link for promotional acknowledgment purposes; and
4. Submit completed application and promotional materials via email to AgeFriendly@cityofsanmateo.org.

   Or mail materials to:

   San Mateo City Manager's Office
   330 W. 20th Avenue
   San Mateo, CA 94403

Certification Process

Once you have submitted all required materials, City staff will review your application to ensure all eligibility requirements are met.

Next, a trained Age-Friendly Coalition volunteer will visit the business to verify that it has met the conditions indicated in the application.

Once verification is successfully completed, the business will receive confirmation along with an Age-Friendly window decal and digital logo. The business will be added to the Age-Friendly Business Directory on the City's website. There will also be opportunities to be featured on the City's social media channels and weekly eNewsletter, as well as marketing opportunities from City partners such as the Chamber and Downtown Association.

AGE-FRIENDLY BUSINESS BEST PRACTICE CHECKLIST

Check the box next to each item that applies to your business. Businesses should be prepared to provide some evidence to support their claims.

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

Check the box for Yes

- ☐ 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 and 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.

2 INTERIOR ENVIRONMENT — MUST MEET AT LEAST 5 OF THE CRITERIA

Check the box for Yes

- ☐ Stairways and steps have railings.
- ☐ Doors are easy to open.
- ☐ Entrance and elevator doors open and close at appropriate speeds.
- ☐ Restrooms with stalls have easy-to-maneuver doors, locking mechanisms, and grab bars.
- ☐ Adequate seating is available for waiting or resting, with sufficient room for wheelchairs.

- [ ] Areas are well-lit throughout.
- [ ] Ambient noise level allows for normal conversation without raising voices.
- [ ] Flooring is a non-slip surface clear of tripping hazards.
- [ ] Aisles and walkways have ample space for wheelchair navigation.
- [ ] Provides hearing and/or site aids or other accessibility equipment.

3 MARKETING & COMMUNICATION — MUST MEET AT LEAST 4 OF THE

Check the box for Yes

- [ ] Business hours and phone number are easy to see/find.
- [ ] Older adults are celebrated with special discounts, shopping times, and/or events.
- [ ] Business is easily reached by telephone. A live person answers or you can leave a message and receive a return call within 24 business hours. Voicemail instructions are presented in a slow and clear manner.
- [ ] Business supports/sponsors senior organizations or activities by hosting events, providing meeting space, etc.
- [ ] Business intentionally mentions that it does not discriminate on the basis of age or ability when advertising employment.
- [ ] Websites and printed materials such as signs, menus, and brochures vision-friendly with large fonts and high-contrast colors and backgrounds. Materials are easy to read while using anti-reflective lenses.
- [ ] Business is enrolled in the San Mateo Business Watch program Lear more and enroll at https://www.cityofsanmateo.org/4833/Business-Watch

4 CUSTOMER SERVICE & EMPLOYEE EXPERIENCE — MUST MEET AT LEAST 2 OF THE CRITERIA BELOW

Check the box for Yes

- ☐ Employees provide friendly, respectful, and patient service to older adult customers in person, via phone, and online.
- ☐ Business provides specialized services for older adults, such as carry-out or delivery.
- ☐ Business implements measures to prevent age bias and discrimination in the workplace, such as employee and manager training on recognizing and combating ageism.
- ☐ Business actively recruits to hire older adults/retirees.
- ☐ Business employs older adults in leadership or customer-facing roles.
- ☐ Business offers retirement transition support, including financial planning assistance, phased retirement options, and opportunities for continued engagement with the company

OTHER BEST PRACTICES:

A significant Age-Friendly business 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 *Title/Position*

_____ _____

Signature *Date*

Verified By:

Full name:	Affiliation:
Signature:	Date:
Verification notes:	