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**AGE-FRIENDLY BUSINESSES BEST PRACTICES APPLICATION**

*Please complete one application* *for each business location*

*Businesses with multiple DC locations may request one application for all*

**Date:**

|  |  |
| --- | --- |
| **Business Name:** |  |
| **Doing Business As:** |  |
| **Address:** |  | **Ward:** |  |
| **Contact Name/Title:** |  |
| **Phone:** |  | **Website:** |  |
| **Email Address:** |  |

|  |  |  |
| --- | --- | --- |
| **Industry:** | [ ]  Arts and Entertainment | [ ]  Professional/Financial Services |
|  | [ ]  Automotive | [ ]  Real Estate |
|  | [ ]  Barber/Beauty/Spa Services | [ ]  Retail Services and Goods |
|  | [ ]  Food, Beverage, Grocery | [ ]  Sports and Fitness |
|  | [ ]  Health and Medical | [ ]  Telecommunications |
|  | [ ]  Hotel/Travel/Tourism | [ ]  Utilities |
|  | [ ]  Other (please describe):  |

**Eligibility. To receive the age-friendly business designation, the business must:**

1. Be physically located in the District of Columbia
2. Have a valid, non-expired business license
3. Pledge to uphold the age-friendly checklist values

**Application.** **To apply for the age-friendly business designation, the business must:**

1. Complete the attached checklist

(also available online at: <http://www.wdcep.com/become-an-age-friendly-business/>)

1. Provide supporting documentation(e.g. photos, copies of ads, links to website)
2. Submit application to the DC Economic Partnership:

|  |  |
| --- | --- |
| **Mail:** | ATTN: Pashara BlackApply today! (Designated businesses will be recognized at a future awards event)DC Economic Partnership1495 F Street NWWashington DC 20004 |
| **Email:** | agefriendlyDC@wdcep.com |
| **Fax:** | (202) 661-8671 |

**AGE-FRIENDLY BUSINESSES BEST PRACTICES CHECK LIST**

***Please identify at least ten best practices, with at least one under each category.***

**I attest that the best practices checked below are currently in place:**

|  |  |
| --- | --- |
| **🗹** | **PHYSICAL FACILITY: Create a Welcoming Atmosphere** |
|  | Have an easily accessible and identifiable waiting area for customers who are older and/or disabled |
|  | Have adequate lighting at the business entrance and around emergency exits |
|  | Have easily opened or automatic doors |
|  | Have non-slip surfaces, sturdy railings, wider aisles and uncluttered pathways |
|  | Have wheelchair accommodation at tables (e.g. restaurants and theaters) |
|  | Have an elevator/escalator to reach multiple levels |
|  | Have an easily accessible, universally-designed customer restroom |
|  | Have a customer service desk in an easily accessible and clearly visible location |
|  | Maintain business exterior and sidewalks free of dirt, snow, leaves, debris, etc. |
|  | Limit noise levels to a moderate/low level at lunch or early evening |
|  | **PERSONNEL: Provide Respectful and Excellent Customer Service** |
|  | Provide respectful customer service in person and on the phone  |
|  | Have staff that act as greeters and offer assistance |
|  | Train staff to assist customers with access and functional needs (e.g. reach shelved items, speak clearly, read labels/menus) |
|  | Offer employment training and opportunities for older adults |
|  | **PRODUCTS & SERVICES: Attract and Serve Customers 50 and over** |
|  | Offer discount programs for older adults (e.g. senior discount day, coupons) |
|  | Advertise in media outlets or participate in community events targeting older adults |
|  | Offer consumer education and training (e.g. use of new products, technology, info sessions) |
|  | Offer products that are tailored to older adult customers (e.g. small portions, large print materials) |
|  | Offer drop-off/delivery service |
|  | Offer shop by phone or online |
|  | **PRINT & WEB: Provide Easily Accessible Information** |
|  | Use large, clear fonts – at least 12 point – and good contrast (e.g., signage, menus, brochures ) |
|  | Have a large front or easy text resize option on websites |
|  | Have easy navigation and fewer clicks for web users who are less technologically savvy |
|  | Have an easy-to-find customer service phone number and contact information on the website |
|  | Have well-lit areas where customers can read and inspect products |
|  | **OTHER BEST PRACTICES: You may submit additional indicators below** |
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| --- | --- | --- | --- | --- |
| **Signature** |  | **Business** |  | **Date** |