AGE-FRIENDLY BUSINESSES BEST PRACTICES
Age-Friendly DC wants every business in DC to:

☑	**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
	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

	TELL US WHAT WOULD YOU ADD