

Age-Friendly Business Assessment Tool

BUSINESS NAME _____

ADDRESS _____

CONTACT PERSON _____

TELEPHONE NUMBER _____

EMAIL _____

Please use this Age-Friendly Business Assessment to help you get started in making your business more safe, comfortable, and attractive for older customers and for others who would benefit.

Once your assessment is completed, please contact Larry Reid at 709-427-2872 or larry.reid@stonewaterson.com to arrange for the Age-Friendly Business Committee to drop by and verify the assessment.

RATING GUIDE

Please use the following rating system for the questions on the following pages to assess your business:

N/A = does not apply

1 = Needs Improvement

3 = Good

4 = Excellent

Age-Friendly Business Status is achieved with a rating of **80% or greater.**

N/A = does not apply

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Accessibility: Provide for people with reduced mobility, agility and balance. Customers can navigate without obstructions and distraction.		N/A	Score
1	Sidewalk access and parking areas are level and well-maintained, with curb cuts where needed.		
2	Wheelchair ramps are easily accessible.		
3	Pick-up/drop-off areas are convenient and clearly marked.		
4	Entrance doors open automatically or have access buttons. They stay open long enough to get through.		
5	There is clearance by the door for a person waiting with a mobility device.		
6	Parking lots have handicapped parking.		
7	Parking lots have parking for expectant mothers/young families.		
8	Entrances, sidewalks, and parking lots are well and evenly lit.		
9	Entrances and parking lots display the international symbol of accessibility.		
10	Entrances and parking lots are promptly cleared of obstructions such as signs, snow, and other hazards.		
11	Stairways have sturdy handrails.		
12	Stair edges are non-trip, clearly marked, and visible.		
13	Flooring is non-slip.		
14	Mats are secured to the floor.		
15	Elevators/chairlifts are available if business has multiple levels.		
16	Aisles are wide enough for two walkers or wheelchairs (approx. 4 feet) and uncluttered by displays.		
17	Washrooms are handicapped accessible and paper dispensers are easy to reach.		

Calculate Accessibility

Total Score: _____

N/A = does not apply

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3 = Good

4 = Excellent

Comfort: Provide for people with limited strength and stamina.		N/A	Score
1	Chairs are sturdy and stable. They have arms and are not too low.		
2	There is a place to sit while waiting for service.		
3	There is a chair to accommodate a person of larger stature.		
4	Racks/hooks to hang a walking cane are available at service counter/checkout.		
5	Smaller shopping carts are available for customer use.		

Calculate Comfort

Total Score: _____

Visibility/Sound: Provide for people with poor sight or hearing.		N/A	Score
1	Signage has good contrast and wording is easy to follow.		
2	Printed materials have readable font, at least 12.		
3	Pricing and advertising is in readable font, at least 12.		
4	Promotional materials include depiction of older adults.		
5	Location of washrooms, elevators, etc. is clearly marked.		
6	Website text is in large font and easy to read.		
7	Website is easy to navigate with clear subtitles and links.		
8	Website contains an easy-to-find phone number where a caller can speak to someone in person.		
9	Magnifying glasses are available to help customers read fine print.		
10	Background music is not too loud.		
11	Sound systems for public announcements are loud and clear.		

Calculate Visibility/Sound

Total Score: _____

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Customer Service: Provide assistance and advice to people who buy or use your products or services. Respect a customer's time and preferences.		N/A	Score
1	Staff are trained to be friendly and patient with all customers, and try to meet their needs.		
2	Staff are trained to speak at an appropriate speed and volume.		
3	Staff members greet your customers.		
4	Staff are trained to assist customers with vision or hearing challenges.		
5	Staff are trained to handle falls or emergency situations.		
6	There is a privacy space available to discuss people's business.		
7	Errors and customer complaints are addressed promptly and courteously.		
8	Service desk is easy to find.		
9	Customer service area has at least one counter at wheelchair height.		
10	Phone service has easy-to-follow menu.		
11	An in-store pick-up service is available to customers.		
12	Home delivery service is available.		
13	A carry-out service is available.		
14	Goods are able to be purchased on line.		
15	Products and services are designed for smaller households, small incomes, and smaller appetites.		
16	Restaurants have some tables that can accommodate wheelchairs.		
17	Restaurants have seating to accommodate young children.		
18	Senior discounts are offered.		

Calculate Customer Service

Total Score: _____

Additional Considerations that increase your profile as an Age-Friendly Business.

1	Hire staff that are in the senior age range.
2	Provide workplace programs/strategies for older workers.
3	Provide opportunity for employees to return to work part-time after retirement to train/mentor younger workers.
4	Accommodate different schedules for younger employees with families.
5	Provide opportunities to work part-time.
6	Provide opportunities to work from home.