

Concord Age-Friendly Business Checklist

This age-friendly business checklist provides guidance for how you can shape your business's policies and practices to be more accommodating and inclusive of older customers.

Entrances and Exits

- Entrances are easy to identify
- Accessible entrances are unobstructed and easy to enter
- Doors have easy pull/push handles or lever handles instead of turn knobs
- Doors stay open (such as with a pump) without swinging closed right away
- Doors require a minimal amount of force to open or have a push button opener
- There is an awning/overhang outside the business entrance, or vestibule

Furniture and Seating

- Seating is available inside the entrance door and around the business for people to wait or rest
- Seating is available outside the entrance/exit
- Seating has arms and at an accessible height
- Furniture is color contrasted with walls and floors

Flooring

- Flooring is non-slip, flat, without carpet edges or other trip hazards sticking up
- Floors are clean and dry
- Flooring is moderately color contrasted without distracting patterns
- Edges of any steps are clearly marked

Lighting

- Lighting is bright and uniform
- There is good lighting at the entrance/exit
- Lighting is diffuse and without glare



Noise

- Space is quiet with little background noise
- A quieter seating area is available away from speakers, street noise and busyness

Access*

- Handrails are available along any single step or set of steps
- There are no steps to or within the business
- Products are visible and reachable with little bending or reaching
- Aisles are wide enough to comfortably accommodate mobility devices (wheelchair, walker, cane) and are unobstructed; there is plenty of space to move around inside the business, including bathroom aisles
- Service counters and tables are at wheelchair accessible height
- Electronic payments are at wheelchair accessible height

Signs and Printed Items

- Entrance and exit signs are clear and at eye level
- Menus and product lists are available in large, clear font with ample lighting
- Symbols, such as for the bathroom, are clear and universal
- Signs are affixed to the thing they represent rather than next to it, such as the exit sign on/above the exit door
- Fonts of signs and merchandise are easy to read – without serif preferred
- There is signage for stairways, ramps, obstacles/hazards
- Signage on windows is limited

Bathrooms

- Bathrooms are open and publicly available
- Bathrooms have wide stalls, large enough to accommodate caregivers and are gender-neutral
- There are handrails in the bathroom with no steps to enter
- The toilet and sink are clearly visible from the restroom entrance; fixtures and toilet seats are visible through color contrast
- Sinks, paper towels, hand dryers, and soap are accessible from a wheelchair



Staffing and Customer Service

- Staff speak to customers clearly, respectfully, and patiently, using eye contact with the customer rather than a caregiver or family member
- Staff are comfortable helping people who need a hand up a step, reaching an item, or bringing merchandise to a car
- A live person answers the business phone directly
- Delivery to customers is available and advertised, and can be easily requested through any channel (online, on phone, in person)
- There are specialty programs to expand access such as discounts for older adults, quiet shopping hours, or reserved seating for customers needing special assistance
- Staff are easily identifiable, such as with a nametag
- There are supportive staff policies for older workers and/or caregivers

Other

- Handicapped parking is available with an accessible path to the business entrance
- Websites are easy to navigate and without distracting pop-ups and animation
- Ads/marketing reflect older people positively
- Announcements are made through channels older people use, such as the Concord Bridge, Council on Aging, Living Concord, social media, and Town/library websites
- TVs or screens, if applicable, have closed captions enabled
- There are no other hazards

*Please note that this checklist, including the Access portion, is not a replacement for an ADA accessibility assessment or meeting ADA requirements. Concord residents have voiced concerns over lack of ADA accessibility in Concord.

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Notes Page

<p>Existing age-friendly features of the business:</p>	<p>Recommendations for the business to be more age-friendly:</p>
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