

# Is Your Business Senior-Friendly?

You may already be employing some of these practices. Use this checklist to determine your current senior-friendly features and get ideas for becoming more senior-friendly.

## 1. Is the entrance welcoming?

- Store name is clearly visible
- Entrance is clearly marked (push/pull, in/out, use other door, etc.)
- Hours of operation posted
- Greeter
- No physical barriers
- If physical barriers exist, are they clearly identified?
  - Watch Your Step
  - Step Down
  - CAUTION
  - USE HANDRAIL

## 2. Is the store environment safe and comfortable?

- Bright, natural light
- Non-slip flooring
- All areas of store are well lighted
- Barrier free access to all areas inside store
- If sound system is used, it should be loud and clear enough to be heard but not too loud or distorted
- Minimize music, and consider the style
- Aisles are wheelchair accessible, clear of obstructions
- Elevators or escalators are safe, in good repair.

## 3. How is merchandise displayed?

- Use 14 point type and/or contrasting colors to advertise sales, store promotions, services
- Stock items displayed on shelves are within easy reach
- Hanging items are easy to access (at arms length, not overcrowded)
- Price tags are affixed to all items, and easy to read

## 4. Do you offer any of the following services to older adults?

- Senior Discount or Designated Senior Discount Day/Hours
- Personal Shopper

- Grab Rails in Dressing Room
- Dressing Room Attendant
- Home Delivery
- Wheelchair or Motorized Cart
- Umbrellas
- Chairs / Benches for resting
- Carry-out Assistance
- Courtesy Phone
- Additional Handicapped Parking (beyond the legal requirement)
- Well Maintained Public Restroom
  - Handrails
  - Coat Hooks
  - Handicapped Stall

**5. If applicable, do you have any of the following parking features in place?**

- Conveniently located and well-marked spots for seniors
- Main entrance is clearly located
- Weather-related
  - Ensure slippery and/or snow-covered surfaces are cleared
  - Encourage patrons to report any unsafe conditions

Other existing senior-friendly features?

---



---

Your ideas or comments for a Senior Friendly Business?

---



---

Merchant: \_\_\_\_\_ Senior-Friendly Contact Name: \_\_\_\_\_

Contact email: \_\_\_\_\_ Today's Date \_\_\_\_\_

The Senior Friendly Business Checklist is modified by a list from the WPCOG Area Agency on Aging, City of Morganton, City of Moncton, and the Downtown Development Association.

*Lifelong Montclair* is an aging in place initiative of the Township of Montclair focused on transforming Montclair into a great place to grow older. The initiative is housed in the Township's Department of Health & Human Services and is funded in part by a grant from the Partners for Health Foundation.