



# Township of Langley Age-friendly Business Recognition Pilot Program

The Age-friendly Business Recognition Pilot Program acknowledges local businesses that have made a commitment to age-friendly business practices. By being recognized as an Age-friendly Business, your customers will know you are committed to serving customers of all ages and abilities with dignity and respect.

## Why is Age-friendly Business Good Business?

Seniors are the fastest-growing age group in Canada and are healthier, better educated, and wealthier than previous generations. Today, seniors will generally retire with better health, live a longer life, and choose to consume services and products that make their life more enjoyable. For the Township of Langley, the number of residents over the age of 45 is growing faster than average.

Businesses can take small steps now and benefit long-term by being ready to meet the needs of aging customers and build a loyal customer base.

## How to Become a Recognized Age-friendly Business

1. Complete the self assessment form in this package.
2. If your average score is 2.5 or more, complete the application form on the last page of this package.
3. Email or mail the completed self assessment and application form to the Township before Wednesday, July 31, 2019.

Email: [agefriendly@tol.ca](mailto:agefriendly@tol.ca)

Mail: Township of Langley,  
Age-Friendly Business  
Recognition Program,  
20338 65 Ave, Langley, BC V2Y 3J1

Businesses that complete these steps will receive a certificate recognizing that they are aware and committed to being an Age-friendly Business. Recognized businesses will also be acknowledged on the Township website ([tol.ca/agefriendlybusiness](http://tol.ca/agefriendlybusiness)).

## Questions?

Contact us at [agefriendly@tol.ca](mailto:agefriendly@tol.ca)

# Self Assessment Form

Complete this form to assess how age-friendly your business is and to help expand your customer base.

Any business can use the self assessment form at any time to identify its current strengths and opportunities for becoming a more age-friendly business.

Use this rating system for the items below to assess your business.

1 = Needs Work  
2 = Fair  
3 = Good  
4 = Excellent  
N/A = Not Applicable

## SECTION 1

### Accessibility, Mobility, and Safety

#### Outside Your Business:

- Designated accessible and seniors' parking spaces
- Parking lot surface is smooth, without major cracks and bumps
- Customer pick-up and drop off areas are convenient and clearly marked
- Pathways and parking lots are well marked, clear of obstructions and have sufficient lighting
- Entrance door ramps are in place for elevation changes
- Entrance doors have automatic open access buttons
- Designated area near entrance for customers to park scooters
- Doorways are sufficiently wide for wheelchairs and for people walking beside a wheelchair

#### Inside Your Business:

- Sturdy, regular height seating is available in line-up or waiting areas
- Designated wheelchair accessible area
- Stairways have sturdy handrails and stair edges are clearly marked
- Flooring is non-slip and floor mats are well secured
- Aisles are sufficiently wide for wheelchairs, and for people walking beside a wheelchair
- Service counters have a place to hook a cane so that it does not fall
- Popular items are shelved at medium height
- Obstacles, such as wet floors, are clearly marked
- Customer washrooms are clearly signed and contain at least one wheelchair toilet cubicle and hand washing area

## SECTION 2

### Comfort, Visibility and Hearing

- Temperature is maintained at comfortable levels
- Sufficient lighting
- Signage contains large, easy to read letters with good contrast
- Print materials (i.e. menus, packages, price tags, etc.) contain readable letter sizes
- Background music volume is low so customers can hear clearly
- Designated quiet area/space for private discussions (i.e. medications, financial, family, etc.)

## SECTION 3

### Customer Service

- Friendly and patient staff
- Staff trained to assist customers with cognitive, vision, or hearing challenges
- Staff trained to identify a person experiencing a medical emergency and to notify authorities
- Staff trained to assist seniors, disabled persons, etc. in an emergency (i.e. evacuation)
- Handle errors and issues promptly and courteously
- Website is easy to navigate
- Online or phone-in ordering and delivery service is available
- Carry out service to assist customers with their purchases to vehicle, taxi, bus, etc.
- Illustrations of seniors, disabled persons, etc. is included on some of your promotional material

Section 1 ..... Total score

Section 2 ..... Total score

Section 3 ..... Total score

Total Score

Number of items that applied to your business

**AVERAGE SCORE**

(Total Score ÷ Number of items that applied to your business)

*Note: A minimum average score of 2.5 is required to be recognized as an Age-friendly Business.*

# Age-friendly Business Recognition Pilot Program – Application Form

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## Business Contact Information

Business Name

Owner Name

Business Address

Mailing Address (if different)

Contact Name

Contact Phone Number

Email

**Based on the outcome of your self assessment, identify how you would improve one or more of your practices so that your business is more age-friendly.**

## Commitment to Age-friendly Business

I recognize that operating an Age-friendly Business is an ongoing process. As an Age-friendly Business, I commit to continuously assess and improve the practices of my business in order to better serve people of all ages and abilities.

Signature

Date

To be included in this pilot program, completed self assessments with accompanying application form need to be received by the Township of Langley by Wednesday, July 31, 2019.