



Livable Communities of  
Oneida County

# AGE-FRIENDLY BUSINESS TOOLKIT



VIENNA  
 NEW HARTFORD  
 KIRKLAND  
 FLORENCE  
 WESTMORELAND  
 AVA  
 FLOYD  
 SANGERFIELD  
 CAMDEN  
 BRIDGEWATER  
 FORESTPORT  
 AUGUSTA  
 WHITESTOWN  
 ROMIE  
 MARSHALL  
 REMISEN  
 VERNON  
 PARIS  
 ANNVILLE  
 VERONA  
 TRENTON  
 UTICA  
 WESTERN  
 DEERFIELD  
 BOONVILLE  
 MARY  
 STEUBEN  
 STERILIT  
 LEE

**LIVABLE COMMUNITIES**  
OF ONEIDA COUNTY

ANTHONY J. POENTE, JR., ONEIDA COUNTY EXECUTIVE

# WHAT IS AN “AGE-FRIENDLY” BUSINESS?

An age-friendly business has doors that are easy to open and accessible bathrooms. It has benches for people to rest while shopping and aisle displays that do not block mobility devices.

An age-friendly business has easy-to-read signage, lower noise levels, and good lighting. It might offer special hours or extra assistance for older adults and people with disabilities.

Age-friendly businesses enable people of all ages and abilities to have a **welcoming, safe, and accessible experience** grocery shopping, dining in a restaurant, visiting a website, or pumping their gas. As a result, age-friendly businesses **retain loyal customers and attract new ones.**



# WHY BECOME AN AGE-FRIENDLY BUSINESS?

01

## Large Market Segment

In 2023, an estimated 20.3% of Oneida County residents were over 65 years old (US Census Bureau). <sup>1</sup>

02

## Purchasing Power

Consumers aged 50+ account for 53% of all consumer spending. <sup>2</sup>

03

## Grandparent Patrons

According to a 2019 AARP study, “Collectively grandparents spend a total of \$179 billion per year on their grandchildren, approximately \$2,562 per grandparent.” <sup>3</sup>

04

## Customers with Disabilities

In 2022, the CDC reported that 43.9% of Americans aged 65+ have at least one disability. <sup>4</sup>

<sup>1</sup> <https://www.census.gov>

<sup>2</sup> <https://advertise.aarp.org/50-insights/market-power-50-plus-consumers>





<sup>3</sup> <https://www.aarp.org/pri/topics/social-leisure/relationships/aarp-grandparenting-study/>

<sup>4</sup> <https://www.cdc.gov/media/releases/2024/s0716-Adult-disability.html>

# AGE-FRIENDLY BUSINESS CHECKLIST

<b>Parking &amp; Drop-off Areas</b>	<input checked="" type="checkbox"/>
Available parking is well maintained, located nearby, and easily accessible.	<input type="checkbox"/>
Accessible parking spaces are available close to the entrance.	<input type="checkbox"/>
Parking areas are well-lit.	<input type="checkbox"/>
Drop-off and pick-up areas are available, obstruction-free, clearly marked, and conveniently located.	<input type="checkbox"/>
Parking lot and sidewalks are promptly cleared of wet leaves, puddles, snow, and ice.	<input type="checkbox"/>
<b>Outdoor Walkways &amp; Entrances</b>	<input checked="" type="checkbox"/>
Sidewalk areas are level, well-maintained, and have curb cuts where needed.	<input type="checkbox"/>
Storefront and entryway are consistently cleared of ice, snow, leaves, or debris that pose safety risks.	<input type="checkbox"/>
Entrances are well-lit, with adequate lighting at doors and walkways.	<input type="checkbox"/>
Entryway is accessible for those using wheelchairs, walkers, or other mobility devices.	<input type="checkbox"/>
<b>Doors, Entries &amp; Exits</b>	<input checked="" type="checkbox"/>
Doors are automatic with accessibility buttons or are lightweight enough to open easily.	<input type="checkbox"/>
Entryway doors remain open long enough for people to enter comfortably.	<input type="checkbox"/>
Staff are available to assist individuals with strength or mobility issues when needed.	<input type="checkbox"/>
<b>Indoor Pathways &amp; Navigation</b>	<input checked="" type="checkbox"/>
Paths, aisles, and spaces inside are wide enough for mobility assistance and free from clutter or obstacles.	<input type="checkbox"/>
Multiple floors are accessible via elevator, escalator, or ramp.	<input type="checkbox"/>
Flooring and entranceways are non-slip and clear of tripping hazards.	<input type="checkbox"/>
Mats, rugs, and carpets are secure, level, and beveled to prevent tripping.	<input type="checkbox"/>
Stairs are safe, with sturdy hand railings on both sides and clear markings for inclines or hazards.	<input type="checkbox"/>

# AGE-FRIENDLY BUSINESS CHECKLIST

<b>Service Areas &amp; Amenities</b>	
Service counters, aisles, fitting rooms, and restrooms are accessible to people using mobility devices.	<input type="checkbox"/>
Publicly accessible restrooms are available for older adults.	<input type="checkbox"/>
Seating is provided (or can be offered) for resting, including areas that can accommodate wheelchairs or scooters.	<input type="checkbox"/>
Temperature in waiting areas is maintained at a comfortable level.	<input type="checkbox"/>
Music volume is kept at an appropriate level.	<input type="checkbox"/>
<b>Product Display &amp; Assistance</b>	
Products are displayed at visible and reachable heights.	<input type="checkbox"/>
Items marketed toward or popular with older adults are placed in accessible areas.	<input type="checkbox"/>
Staff are available and trained to assist older adults in navigating the store and reaching items.	<input type="checkbox"/>
<b>Lighting &amp; Visibility</b>	
Adequate lighting is maintained throughout entrances, exits, hallways, and areas where customers read signs or forms.	<input type="checkbox"/>
<b>Training &amp; Skills for Serving Older Adults</b>	
Staff orientation includes training specific to serving older adults and those with special considerations (e.g., first aid, dementia-friendly practices, psychological first aid).	<input type="checkbox"/>
Staff members are trained to assist customers with vision, hearing, and mobility disabilities.	<input type="checkbox"/>
Staff members are trained to appropriately communicate with customers who have hearing or vision challenges.	<input type="checkbox"/>
Staff members are trained to avoid ageist behaviors (e.g., talking down, condescending tones) and are mindful of sensitivity in interactions.	<input type="checkbox"/>
Staff are mindful of needs related to vision, mobility, reaching, and seating, and avoid speaking too loudly or showing impatience.	<input type="checkbox"/>

# AGE-FRIENDLY BUSINESS CHECKLIST

<b>Assistance &amp; Accessibility</b>	<input checked="" type="checkbox"/>
Staff members are consistently available to offer help (e.g., retrieving products, reading labels, providing directions).	<input type="checkbox"/>
Personalized service options are offered (e.g., in-store help, home delivery, carry-out assistance).	<input type="checkbox"/>
<b>Safety &amp; Emergency Preparedness</b>	<input checked="" type="checkbox"/>
Staff members know how to handle falls and other accidents in a professional and respectful manner.	<input type="checkbox"/>
Staff members are prepared to respond to medical incidents or emergencies appropriately, including participating in relevant trainings (see resources).	<input type="checkbox"/>
<b>Customer Care &amp; Community Engagement</b>	<input checked="" type="checkbox"/>
Customer concerns are addressed promptly and courteously.	<input type="checkbox"/>
The business considers ways to contribute to the community (e.g., offering meeting space, supporting fundraising efforts, volunteer opportunities, connecting with care homes or schools).	<input type="checkbox"/>
<b>Readability &amp; Accessibility of Written Materials</b>	<input checked="" type="checkbox"/>
Use easy-to-read sans serif fonts (e.g., Arial, Calibri), 12-14 pt font size.	<input type="checkbox"/>
Use contrasting font and background colors for easy visibility.	<input type="checkbox"/>
Signage and materials are presented in large, easy-to-read formats.	<input type="checkbox"/>
Print and spoken communication uses simple, familiar words in short, straightforward sentences.	<input type="checkbox"/>
Key information (e.g., hours, address, contact details) is clearly visible and easy to locate.	<input type="checkbox"/>
Signage and materials are designed to be understood by people of varied reading levels.	<input type="checkbox"/>
<b>Multilingual &amp; Alternate Formats</b>	<input checked="" type="checkbox"/>
Materials and forms are offered in multiple languages, including those most needed in the community (see resources).	<input type="checkbox"/>
Marketing materials are available in varied formats (e.g., newspapers, newsletters, social media, bulletin boards) and alternative options (e.g., braille, audio).	<input type="checkbox"/>

# AGE-FRIENDLY BUSINESS CHECKLIST

<b>Digital Accessibility</b>	<input checked="" type="checkbox"/>
Website navigation bars and menus are easy to find and use.	<input type="checkbox"/>
Website includes clearly visible zoom and text resizing features.	<input type="checkbox"/>
Digital content uses contrasting font and background colors for easy reading.	<input type="checkbox"/>
<b>Marketing &amp; Outreach</b>	<input checked="" type="checkbox"/>
Promotional materials include positive portrayals of older adults.	<input type="checkbox"/>
Age-friendly services or products are promoted in areas and markets where older adults will see and use them.	<input type="checkbox"/>
<b>Phone &amp; In-Person Communication</b>	<input checked="" type="checkbox"/>
A live representative answers the phone whenever possible, or phone systems are simple and easy to navigate.	<input type="checkbox"/>



## Dementia-Friendly Businesses

*“A dementia friendly business is one in which management and employees are able to recognize the signs of dementia in customers, communicate effectively with individuals with dementia, connect individuals to local resources and support caregiver employees. A dementia friendly business is a supportive, prepared and knowledgeable place for people with dementia and their care partners to visit or be employed.”*

—Dementia Friendly America

**Download a free dementia-friendly business information guide at [dfamerica.org](https://dfamerica.org).**

