

Age Friendly Portland Business & Organization Application

If you are interested in being designated as an Age Friendly Business or Organization, please review and complete this form and send it by mail, fax or email to:

Age Friendly Portland

P.O. Box 3413, Portland, ME 04104

T: 207-541-6620 F: 207-541-6623 Email: AgeFriendlyCommunity@PortlandMaine.gov

Please indicate if you are a Business or Organization: Business Organization

Business or Organization Name: _____

Address: _____

Contact Name & Title: _____

Phone Number or Email : _____ Website: _____

TO QUALIFY:

- Must be a business or organization located in or providing services in Portland, Maine. Designation criteria is outlined on the next page of this application.

THE PROCESS:

- After completing and returning this form and the following pages, you will be contacted by a representative of the Age Friendly Portland Steering Committee.
- The representative will schedule a mutually convenient time to visit your business to see some of your Age Friendly qualities in action.
- A panel will review your application and information gathered at the visit.
- If approved, you will receive an Age Friendly Portland decal to formally designate your business or organization as being Age Friendly. You will also receive an electronic version of the logo.
- Your business or organization will be listed and receive promotion on the Age Friendly Portland website and Facebook page.

Please indicate if you have multiple locations you'd like designated:

Yes No If yes, how many? _____

If yes, please list those locations. _____



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In each of the following categories, please check off the Age Friendly Portland characteristics your business or organization possesses. To receive Age Friendly designation, your business or organization must possess at least 18 of the following characteristics, including the minimum number indicated in each category.

EXTERIOR ENVIRONMENT Minimum of 4

- Entrances can be navigated independently with stroller, wheelchairs, or other mobility devices.
- There are no steps to access the front entrance or the entrance closest to parking.
- A portable ramp is available with a buzzer to notify staff.
- There are steps at the main entrance with a sign indicating direction to accessible entrance that is unlocked.
- There are steps at the main entrance with sturdy railings; or a grab bar.
- There are easy-to-open or automatic doors, with hardware that does not require pinching or twisting.
- The exterior path has a non-slip surface that is clear during all seasons.
- There is adequate lighting at the entrance and around the business.
- Parking is close to the building, and has accessible parking spaces.

INTERIOR ENVIRONMENT Minimum of 4

- There are low service counters, and/or space for customers to set things down.
- Aisles and hallways within the business are wide enough for passing with mobility devices.
- Floors have non-slip surfaces.
- Products are displayed within a reachable range.
- Doors have hardware that does not require pinching or twisting.
- There is an available resting or waiting area with chairs or a bench.
- Chairs can be easily moved, and are at standard height tables or low counters.
- There are low hooks for coats and personal items.
- Storage space exists for equipment like walkers or strollers.
- There is a public restroom on the main level or a level served by an elevator that provides maneuvering space.
- Environment includes adequate lighting, and minimizes loud music.
- Multiple levels are accessible by elevator or ramp.
- There are quiet areas in your business or organization, such as specific tables that can be reserved.
- Service animals are welcomed and understood to be essential for independence.



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www.facebook.com/AgeFriendlyMaine

CUSTOMER SERVICE Minimum of 4**Communication**

- There is clear signage for wayfinding, with large format, and contrasting background.
- Delivery and pick-up options are offered for customers who have trouble entering and navigating your business.
- Clear public announcements are spoken at a slower pace for easy understanding.
- Phone number is easy to find in marketing material, and provides an option to speak to a person.

Employee Training

- Employees are trained to identify customers who may need assistance (such as: offering different formatted materials, reading printed materials to customer, or reaching items.)
- Employees are aware of the need to get a customer's attention before speaking, to speak in a clear and respectful voice, and to repeat if necessary.
- Private conversations are ensured when necessary.
- Employees are trained in first aid response in case of medical emergency.

ADDITIONAL SUGGESTIONS Minimum of 2

- Provide discounts and promote products and services of interest to older adults.
- Include older adults in ads, and make sure your ads reach older adults.
- Package products in a range of sizes.
- Highlight delivery/pick up services.
- Host special senior days or hours devoted to service of older adults.
- Utilize word of mouth advertising, community newsletters, and bulletin boards.
- Support activities and events for older adults.
- Include easy-to-find instructions for web users who are less technologically savvy.
- Use simple designs and avoid patterned backgrounds.
- Marketing materials are translated into multiple languages.
- Closed Captioning is on televisions or screens for customers with hearing disabilities.

WHAT IS ADA?

The Age Friendly Business guidelines are not the same as the Americans with Disabilities Act (ADA), although Age Friendly Business and ADA share many of the same goals to improve access for everyone. Becoming an Age Friendly Business does not absolve a business from obligations under the civil rights law of the ADA. A more detailed ADA checklist for existing businesses is available for free at www.adachecklist.org. Businesses that would like to learn more about the ADA a guide is available at <https://www.ada.gov/regs2010/smallbusiness/smallbusprimer2010.htm>.

TAX INCENTIVES are available to encourage compliance with the Americans with Disabilities Act. <http://adata.org/factsheet/quicktips-tax>.



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Age Friendly Portland Business & Organization Application

Please state your commitment to the Age Friendly Portland Business or Organization designation, and the vision of Portland as an Age Friendly community by filling out the section below.

This commitment statement should be signed by your business or organization President, Executive Director or Chief Executive Officer.

We are committed to making our business or organization Age Friendly by striving to provide easy-to-navigate, respectful, positive and effective experiences and services to our community.

We support the vision of Portland, Maine as a community that encourages active and healthy living and provides a more accessible, affordable and socially engaging place for all ages and abilities.

We will notify the Portland Office of Elder Affairs of any significant changes that affect our ability to be Age Friendly.

Signature _____ Date _____

Print Name _____ Title _____

Phone: _____ Email _____



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