

# MIAMI-DADE AGE-FRIENDLY BUSINESS DISTRICT



## TOOLKIT

AGE FRIENDLY INITIATIVE  
Miami-Dade County



# TABLE OF CONTENTS

<b>Introduction</b>	<b>3</b>
<i>Overview of the Miami-Dade Age-Friendly Initiative</i>	3
<i>Characteristics of Age-Friendly Communities</i>	4
<i>Benefits of Creating Age-Friendly Communities</i>	5
<i>Overview of Safe Routes to Age in Place</i>	6
<i>Overview of Business District Toolkit</i>	6
<b>Benefits of an Age-Friendly Business &amp; Business District</b>	<b>7</b>
<i>Importance of Local Business Involvement</i>	7
<i>Benefits of Encouraging Age-Friendly Business &amp; Business District</i>	7
<i>Benefits of Becoming an Age-Friendly Business</i>	8
<i>Benefits to Customers</i>	9
<b>Starting Your Age-Friendly Business District</b>	<b>10</b>
<i>Pilot Project Overview</i>	10
<i>Implementation Model</i>	11
<i>Selecting a Target Area</i>	13
<i>Engaging Older Adults, Business Selection &amp; Recruitment</i>	17
<i>Approaching a Business Owner &amp; Leader</i>	19
<i>Examples of Other Age-Friendly Business Models</i>	21
<b>Guide for Businesses: Criteria for Making Your Business Age-Friendly</b>	<b>22</b>
<i>Incentives</i>	23
<i>Products &amp; Services</i>	23
<i>Physical Facility</i>	24
<b>Age-Friendly Business Evaluation</b>	<b>25</b>
<b>Conclusion &amp; Next Steps</b>	<b>26</b>
<i>Conclusion</i>	26
<i>Next Steps</i>	27
<i>Contact Us</i>	28
<b>References</b>	<b>29</b>
<b>Appendix</b>	<b>30</b>
<i>Decal</i>	30
<i>Key Informant Interview Sample Questions – for Older Adults</i>	31
<i>Key Informant Interview Sample Questions – for Businesses</i>	32
<i>Sample Commitment Letter</i>	34
<i>Sample Commitment Form</i>	35
<i>Sample Brochure</i>	36
<i>Sample Fact Sheet – for Businesses</i>	38
<i>Sample Fact Sheet – for Customers</i>	39
<i>Sample Business District Evaluation Survey – for Businesses</i>	40
<i>Sample Business District Evaluation Survey – for Customers</i>	42
<i>Resources</i>	44

# INTRODUCTION



## Overview of the Miami-Dade Age-Friendly Initiative

The Miami-Dade Age-Friendly Initiative began as a result of another initiative of Health Foundation of South Florida (HFSF), the Healthy Aging Regional Collaborative (HARC), which enabled more than 38,000 older adults to age strong through evidence-based programs since 2008.

In 2011, HFSF received a grant from Grantmakers In Aging (GIA) Community Agenda: Improving America for All Ages, funded by the Pfizer Foundation and collaborated with local partners to create the Miami-Dade Age-Friendly Initiative. The Initiative is based on the successes, assets, needs and gaps that multiple sectors face in creating a metropolitan area that fosters a physical and social environment for older adults of all ages to stay active and healthy with dignity and enjoyment. This initiative is a partnership between more than a dozen local agencies in Miami-Dade County. The lead agencies include AARP Florida, Alliance for Aging, Health Foundation of South Florida, Miami-Dade County, United Way of Miami-Dade, and Urban Health Partnerships.



*“Research tells us that most people want to grow old in the places that matter most to them, around family and community. But that’s only going to be possible if all of us — regional planners, elected officials, citizen groups, philanthropies, industry and others — start thinking and taking action now to put age-friendly ideas into practice.*  
- John Feather, PhD, CEO of Grantmakers In Aging

“Research tells us that most people want to grow old in the places that matter most to them, around family and community,” said John Feather, PhD, CEO of Grantmakers In Aging. “But that’s only going to be possible if all of us — regional planners, elected officials, citizen groups, philanthropies, industry and others — start thinking and taking action now to put age-friendly ideas into practice. Supporting age-friendly development is a natural role for local philanthropies because of their unique knowledge of the people and particular needs of their own regions.”

Miami-Dade County has the largest number of older adult residents in Florida (nearly half a million are age 60+), and that number is expected to double in the next 25 years.<sup>10</sup> How well Miami-Dade responds to the aging phenomenon will depend on how well we prepare our communities to do so. The Miami-Dade Age-Friendly Initiative is a collaborative effort that is working together toward creating a community for all ages, where older adults in Miami-Dade can stay active and healthy with dignity and enjoyment.

## Characteristics of Age-Friendly Communities

Most seniors desire to live independently in their homes for as long as possible. However, many communities lack the necessary components to allow older adults to live independently long term. In an effort to address the needs of the fast growing aging population, the World Health Organization (WHO) has identified eight domains, or topic areas, that together affect the quality of life of older adults. The domains are interconnected and impact the health and quality of life of older adults.<sup>1,2</sup>

### Overview of characteristics of age-friendly communities:



#### **Domain 1: Outdoor Spaces & Buildings**

Outdoor spaces, buildings and parks should be clean, have enjoyable natural surroundings and green spaces, provide proper pedestrian infrastructure, including even and unobstructed sidewalks, and plenty of crosswalks. These are places where community members can interact, engage with one another and be physically active and are important backbones of the environment in which we live.



#### **Domain 2: Transportation**

The ability to easily access transport is vital to independent living, as transportation is one of the most important components of active aging. The availability of different options of affordable public transportation for all older adults is essential and affects all other aspects of livability.





### **Domain 3: Housing**

Housing is another factor that affects the quality of life older adults will have. The availability of multiple affordable housing options located close to services and facilities is an important characteristic of an age-friendly community.



### **Domain 4: Social Participation**

Social participation and social support are strongly connected to good health and well-being throughout life. Participating in leisure, social, cultural and spiritual activities in the community and with the family allows older adults to continue to exercise their competence, to enjoy respect, and to maintain or establish supportive and caring relationships. It fosters social integration and is the key to maintaining a good quality of life.



### **Domain 5: Respect & Social Inclusion**

Respectful and inclusive public and commercial services and products adapted to seniors' needs and preferences are also important. Additionally, older adults should be recognized as important contributors to the community and be included as full partners in community decision-making that affects them.



### **Domain 6: Civic Participation & Employment**

Age-friendly communities have multiple employment and volunteer opportunities that are tailored to their needs and interests, allowing older adults to remain active and socially connected, fostering health, good sense of well-being and overall quality of life.



### **Domain 7: Communication & Information**

Effective communication is also an important feature of age-friendly communities both by providing information to older adults about how they may be able to access resources as well as helping the community understand the value and needs of older adults in the community.



### **Domain 8: Community Support & Health Services**

Vital to maintaining health and independence of older adults is the availability of accessible health and support services. Among these are: services for promoting, maintaining and restoring health, residential care facilities, social services for older adults, and home care services that include health services, personal care and housekeeping.

## **Benefits of Creating Age-Friendly Communities**

Florida has a large and growing older adult population that is expected to account for 28% of the population by 2020. Currently, seniors represent the state's largest voting block, approximately 40% of all voters, and represent the second largest economic sector, with an annual spending power of \$135 billion, which includes the contribution of \$3.5 billion to charities, and \$1 billion in local school taxes. Additionally, Florida's seniors pay more in state taxes than they receive in social services, a \$2.8 billion in net tax benefit.<sup>3</sup> Miami-Dade has the largest population of older adults in Florida, and our proportion of seniors is on the rise, making it an important group for our community to plan for, care, and serve.

Age-friendly communities are necessary to promote and support active and healthy aging for this growing population. There are numerous health benefits associated with community and social engagement among all people, but this can be especially true of older adults. Community engagement, physical activity and social connectivity that come with the ability to age in place can provide a better quality of life and help to keep older adults healthy, both physically and mentally.<sup>4</sup> When older adults give up driving, they report a lower quality of life. This decline can be countered through other mobility options and an engaging community. Access to alternatives to driving allow for “enhancing social networks and social interaction [and] creating a sense of control and independence” among older adults, which leads to a greater quality of life.<sup>5</sup> An age-friendly business district where older adults can walk to local businesses that are dedicated to serving them provides opportunities for these types of interactions and quality of life.

## Overview of Safe Routes to Age in Place

One key component of the Miami-Dade Age-Friendly Initiative is The Safe Routes to Age in Place (SRTAP) program, which has focused on fostering local, accessible, safe, comfortable, and convenient transportation options across all adult age groups and abilities in a diverse community. SRTAP was designed with a 5 “E” model that incorporates a multisectorial approach utilizing: Engineering, Education, Encouragement, Enforcement, and Evaluation.



The program involved community engagement as well a Virtual Advisory Committee, a CDC-HAN Environmental Audit, and meetings and review findings with key agencies and local older adults. This program was piloted in the predominantly Cuban populated neighborhood of Little Havana. Little Havana was selected through a criteria analysis based on three primary factors: Safety (determined by elderly pedestrian crash density), Density (determined by elderly population density), and Need (determined by percentage of households with no vehicles available). Additionally, a confirmation factor of readiness was used to narrow down the pilot location for Safe Routes to Age in Place. Little Havana has a large number of adults 65 and older who do not own a car and their pedestrian crash rate was more than five pedestrian crashes per square mile per year. As a result of this initial project, a Virtual Advisory Committee was established and the committee identified an Age-Friendly Business District as a way to encourage older adults to walk to resources they need and increase physical activity.

## Overview of Business District Toolkit

Because local businesses are a vital part of communities, an Age-Friendly Business District (AFBD) was created as part of the Miami-Dade Age-Friendly Initiative. Business Districts can help businesses become more aware of older patrons, educate stores on how to be age-friendly, and how to retain older employees. The first Age-Friendly Business District in Little Havana, Miami was created to encourage older adults to walk to resources and increase physical activity by providing incentives to the older adults in order to do so. For your convenience, we have created this Toolkit containing practical tools and resources so that you can implement similar strategies within your own community. It is designed to provide a general understanding of the importance of age-friendly businesses, an overview of what was done in our pilot program in Little Havana, and a guide through the process of creating an age-friendly business district at the local level.

# BENEFITS OF AN AGE-FRIENDLY BUSINESS & BUSINESS DISTRICT

## Importance of Local Business Involvement

This level of growth in the older adult population highlights the need for community leaders to work together to promote environments and neighborhoods that promote health and engagement for all people of all ages and abilities. As a vital part of a community, the involvement of local businesses is paramount in becoming an age-friendly community. All of us benefit from safe and accessible places to walk, shop, and engage with the community. In addition to having a substantial purchasing power, seniors are loyal customers who will spend their money at businesses where they have developed trusted relationships and feel valued as customers. Encouraging age-friendly businesses that are sensitive to the needs of older patrons is a necessity in order to accommodate the growing elderly population.



## Benefits of Encouraging Age-Friendly Business & Business Districts

- **Show Support for A Growing Population**

As the number of older adults in communities grow, showing support of this important demographic shows sensitivity and understanding of our changing population and its needs.

- **Encourage Economic Growth**

Age-Friendly communities and businesses are good for all ages and abilities. Providing incentives and services for customers may help encourage use of the businesses and economic growth in the District.

- **Encourage a Sense of Community**

Helping businesses become age-friendly will allow for the distribution of valuable information about how to best serve the fastest growing population of loyal customers in the U.S and ways to make older adults in the community feel respected, included and well-served.



- **Encourage Walking to Local Resources**

Developing an Age-Friendly Business District in a walkable area will encourage customers to walk to resources in the area, creating foot traffic to businesses, and encouraging opportunity for physical activity.

- **Support Aging in Place**

Showing residents that you value their presence in the community and providing them with a list of business that also do so as part of the Business District will allow residents to not only feel valued, but also see that they have resources and services available to them within walking distance. Having access to services and every day needs are an important part of ensuring that community members have the opportunity to stay in their homes and age in place.



## Benefits of Becoming an Age-Friendly Business

- **Serve a Fast-Growing Market**

Becoming an age-friendly business allows businesses to focus on how to best serve the fastest growing population of loyal customers in the U.S.

- **Friendly to All Generations & Families**

An age-friendly business is good for all customers because it is accessible to all individuals, of all ages and abilities, such as parents with children in strollers, expectant mothers, people with injuries, disabilities, or other limitations. Older adults will be encouraged to share their experience regarding the business with their social and family networks.

- **Helps Grow Business**

Becoming an age-friendly business provides a competitive advantage to businesses positioning themselves to target the growing older market. An Age-Friendly Business is committed to creating a safe and welcoming environment that provides great service for individuals of all ages and abilities, which establishes a reputation for valuing older customers. With the increasing demographics of the older population, a good reputation within this loyal customer group can increase business and advertise the business among the older adult service community.

- **Simple Steps Can be Taken**

Making the necessary changes to become age-friendly can be easy and affordable with many no-cost and low-cost change options including providing incentives such as discounts to customers or making physical changes such as avoiding cluttered aisles, keeping background music and other noises low, scheduling special events during daylight hours, and providing seating/rest areas among many others. Most businesses already have at least some age-friendly features, making other changes a cost effective investment that is beneficial not only to businesses but also to the entire community.

## Benefits to Customers

- **Incentives for Customers**

The pilot Age-Friendly Business District in Little Havana encouraged businesses to provide discounts to older adults one day per week, helping them to save money and feel welcomed at the business and in their community. This is a benefit to both older adults and their families, especially in the Hispanic community, where studies of the Hispanic population have shown a common theme of family-orientation and sharing of economic resources, mutual assistance and social support, among family members.<sup>11</sup>

- **Better Shopping Experience**

The implementation of specialized discounts, customer service and business features to become an age-friendly business generates a better shopping experience to all customers and provides customers with reassurance that the business takes into consideration the needs of individuals of all ages and abilities, which is good not only for older adults but also for everyone.

- **More independent living for older customers**

An age-friendly business helps promote independent living by enabling older customers to complete daily errands with relative ease. Age-friendly businesses that are aware of the needs of older adults and show inclusion by providing special services or incentives to them, show respect for the older adult population and help build a sense of community. Encouraging older adults to get out and walk to these businesses allows them to interact with people of different ages, fostering social inclusion and participation. Additionally, age-friendly businesses can expand the livability of neighborhoods by creating gathering places that are enjoyable to all individuals, making people in the neighborhood more familiar with one another, increasing the sense of safety and security in older adults, which is vital to maintaining independence with dignity and enjoyment. Small interactions among individuals of all ages and abilities, businesses, and the overall surroundings are all interconnected. Together they can increase the social capital in the neighborhood, creating an environment in which older adults can be healthier and independent as they age in place.

# STARTING YOUR AGE-FRIENDLY BUSINESS DISTRICT

## Pilot Project Overview

Since the inception of international efforts lead by the World Health Organization to create age-friendly cities and communities to accommodate the growing older adult population, many cities around the world have joined the efforts, including many in the United States. As part of this initiative, many cities such as New York and Portland have created Age-Friendly Business Districts aimed at educating local businesses about the needs of older adults, the importance of making changes toward age-friendliness, and providing assistance to businesses on how to achieve the ultimate goal of becoming an age-friendly business. Accounting for the largest population of older adults in the state of Florida, the number of adults age 60+ in Miami-Dade County is estimated to be 476,233 (19%), and that number is expected to grow to 755,233 (25%) by 2030 reflecting an increase of over 60%. This means that by 2030 there will be more people 60+ than children under the age of 15 in Miami-Dade County.<sup>7</sup> Based on these data efforts to both accommodate and prepare for the growing older adult population, an Age-Friendly Initiative, which includes the Little Havana Age-Friendly Business District pilot, was initiated in 2013.



This pilot was an outcome of the Safe Routes to Age in Place initiative pilot that was conducted from January to June 2013 and entailed community-based participatory approaches, including mixed methods, to examine environmental walkability factors to design and implement environmental planning policies that promote health and well-being across generations.<sup>6</sup> During the Safe Routes to Age in Place pilot, older adult community members indicated that a business with discounts that cater to them and are within walking distance would incentivize them to walk more in the community.



# Implementation Model

This Safe Routes to Age in Place (SRTAP) initiative was implemented through a 5-E model, a practical strategy that provides stakeholders a guide to meet the needs of the community. It focused on fostering local, accessible, safe, comfortable, and convenient transportation options across all adult age groups and abilities in a diverse community. The 5 “E” model incorporates a multisectorial approach utilizing: Engineering, Education, Encouragement, Enforcement, and Evaluation. SRTAP led to audits of the community and older adults describing their concerns to decision makers. As a follow up to this, a Virtual Advisory Committee was established to resolve concerns and facilitate safe pedestrian commutes. The committee suggested an Age-Friendly Business District as a way to encourage older adults to walk to resources they need and increase physical activity upon advisement from the Virtual Advisory Committee. The Virtual Advisory Committee was dissolved 1 month later when all items had been addressed and work began on researching and developing an Age-Friendly Business District.



During the development of the Age-Friendly Business District this model was looked at when considering local resources. Below is an overview of the 5-Es along with examples on how each was used to guide the process of implementing Safe Routes to Age in Place, and examples that were used for implementation of an Age-Friendly Business District in the same Little Havana community.



## Engineering

***Engineering involves factors such as how the physical environment can be designed to create safer, more convenient connections for residents and customers to the business community.***

Examples:

### ***Safe Routes to Age in Place:***

- Audit of the built environment to assess features such as pedestrian infrastructure and safety for adults in the selected area
- Audit of routes commonly used by older adults in order to obtain an accurate understanding of the challenges of certain routes and determine what can be done to make them better and safer
- Develop a resource guide for other neighborhood organizations to help create walkable/bikeable environments

### ***Age-Friendly Business District:***

- Provide fact-sheet to Businesses which includes how they can make physical changes to make their businesses more age-friendly



## Education

*Education involves how to increase knowledge in the community about the available resources as well as the benefits of a Business District.* Examples:

### *Safe Routes to Age in Place:*

- Increase awareness about transportation safety and access to healthy food, recreational opportunities, healthcare, open spaces, libraries, and employment and economic opportunities so older adults can live in your community confidently and independently for as long as possible
- Educate community members about 3-1-1 system that can be used to report any hazards, neighborhood problems, or code violations directly to Miami-Dade County's 311 Answer Center
- Provide workshops for older adults to understand the 5"E" aspects of the community and after the first two, help them to describe and educate elected officials and community stakeholders about concerns
- Promote safety programs for older adults, such as Pasos Seguros:  
[http://www.allianceforaging.org/afa-ss/ss\\_iframe.html](http://www.allianceforaging.org/afa-ss/ss_iframe.html)
- Bring increased visibility to some of these pedestrian issues

### *Age-Friendly Business District:*

- Educate businesses about the importance of becoming an age-friendly establishment
- Educate businesses about how they can become an age-friendly establishment



## Encouragement

*Encouragement involves factors such as how to promote the Business District, encourage businesses to participate and older adult customers to shop.* Examples:

### *Safe Routes to Age in Place:*

- Promote and advocate for safe, multimodal transportation and use of community resources and services that would facilitate an older adult's ability to access local businesses for daily needs
- Involve older adults in the decision-making process through focus groups, interviews, and active participation in the routes' assessment, among others
- Provide businesses with guide and resources to facilitate the transition into an age-friendly business

### *Age-Friendly Business District:*

- Provide businesses with information to encourage them to become age-friendly and become part of the Business District
- Provide businesses with guide and resources to facilitate the transition into an age-friendly business
- Encourage business to provide incentives such as discounts to older adults to visit their business and other businesses within the District
- Encourage older adults to get active and visit businesses in the Business District by providing information on incentives and discounts provided



## Enforcement<sup>8</sup>

*Enforcement involves laws and policies that promote safety through pedestrian and criminal laws and by regulating driving.* Examples:

### *Safe Routes to Age in Place:*

- Identify high-risk locations for pedestrians and report these locations to the public and authorities including law enforcement, traffic engineers, and schools
- Identify locations where violations are occurring
- Identify motorists who fail to stop for pedestrians by having police officers pose as pedestrians in high-visibility civilian clothes
- Determine a reasonable amount of time for a driver to see and react to the pedestrian, and mark that distance back from the crossing with a cone or sign

### *Age-Friendly Business District:*

- Encourage older adults to report safety issues around their home and in the walkable area of the Business District (this can also be something to encourage Businesses to do as well)



## Evaluation

*Evaluation is necessary to measure the results (outcomes) of the efforts or steps taken as a part of this program.* Examples:

### *Safe Routes to Age in Place:*

- Monitor changes over time to ensure changes needed are being implemented

### *Age-Friendly Business District:*

- Conduct evaluation surveys with older adults to assess the success of the business district as well as the challenges that prevent older adults from taking part and enjoying the benefits offered by the business district
- Conduct evaluation surveys with business owners to assess the impact of the business district initiative as well as the barriers that prevent them from making the necessary changes toward becoming an age-friendly business

# Selecting a Target Area

## Setting and Sampling Approach

The Safe Routes to Age in Place program was piloted in the predominantly Cuban populated neighborhood of Little Havana, Miami. Little Havana was selected through a criteria analysis of the community setting based on three primary factors: (a) safety, (b) density, and (c) need.<sup>6</sup>

Safety was determined by older adult pedestrian crash density. Pedestrian crash data for the seven most recent years were measured, with a threshold of more than five older adult pedestrian crashes per 1 square mile per year.

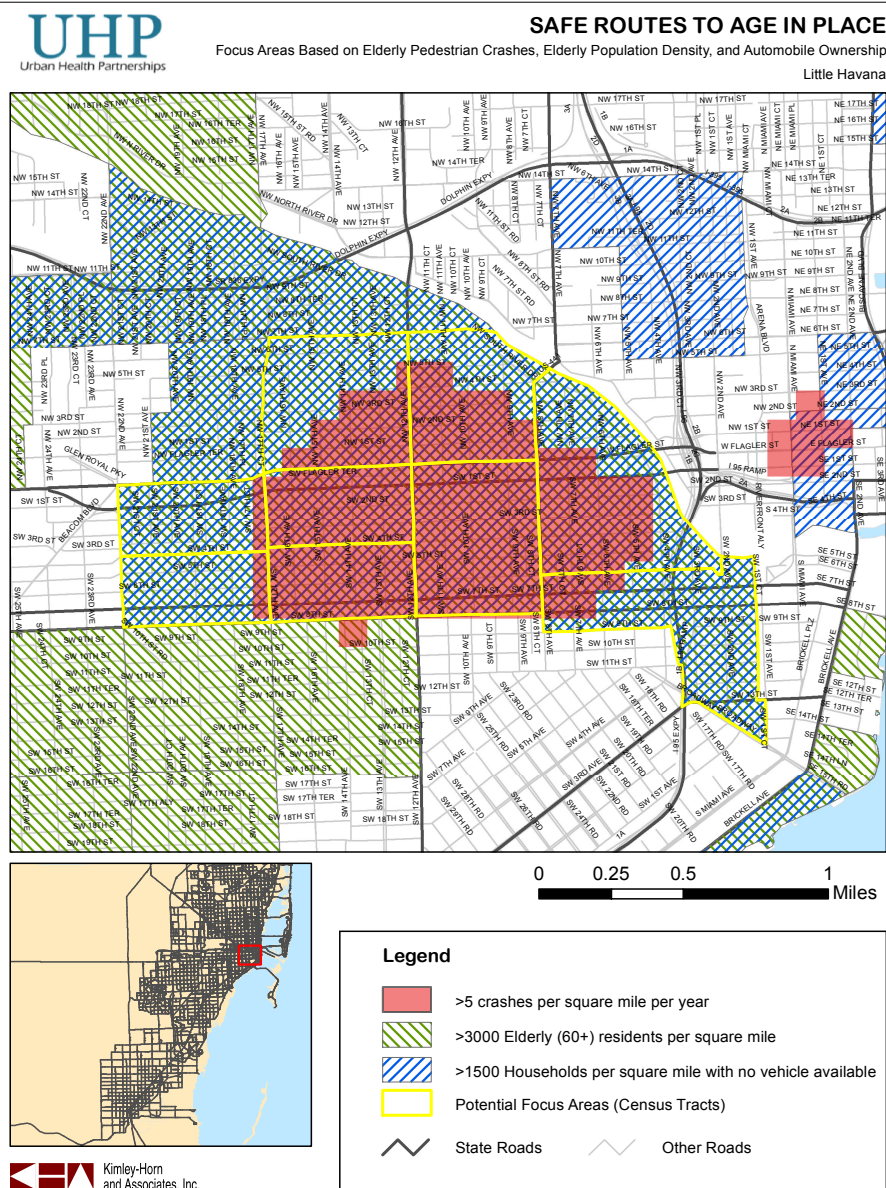


Density was determined by the number of older adult residents per 1 square mile, with a threshold of more than 3,000 residents per 1 square mile.

Finally, need was determined by the percentage of households with zero automobile availability, with a threshold of more than 1,500 households per 1 square mile with no vehicle available.

A confirmation factor of readiness was used to narrow the pilot location in the Miami neighborhood of Little Havana. Readiness was determined by a survey with a three-level scale: 1 = not ready, 2 = somewhat ready, and 3 = ready with leveraging opportunities present.

Further analysis of Little Havana's community readiness indicated that it was a prime site for implementing the pilot. Little Havana has a large number of adults 65 and older who do not own a car and their pedestrian crash rate was more than five pedestrian crashes per square mile per year. Vista Alegre, a building which houses older adults in the heart of Little Havana was chosen as the central site in which to implement the pilot project.



The pilot area for our Age-Friendly Business District was selected based as a result of the work done through Safe Routes to Age in Place. Due to the work with the older adult residents in Vista Alegre and the work to make the area more age-friendly, it was determined that the area surrounding Vista Alegre in Little Havana was ripe for the implementation of a Business District. For the business district, a walkable, half-mile radius area surrounding the Vista Alegre Retirement Home was selected.



## Destinations within 0.5 mile radius from Vista Alegre Apartments





## Steps to Selecting A Target Area in Your Community

The first step in selecting a target area in your community is determining the factors to be analyzed (i.e. safety, density, need, readiness), followed by metric and threshold selection. Once these factors are determined, you will then search for data that meets the criteria. Examples are:

- Safety:
  - *Metric:* Elderly pedestrian crash density
  - *Threshold:* more than five elderly pedestrian crashes per square mile per year
  - Data meeting these criteria can be found on the Pedestrian Crash Data for the County where your target community is located (i.e. Miami-Dade MPO Pedestrian Crash Data 2005-2011)
- Density:
  - *Metric:* Elderly population density
  - *Threshold:* more than 3,000 elderly residents ages 60 or more per square mile
  - Data meeting these criteria can be found on the most current U.S. Census data
- Need:
  - *Metric:* Percentage of households with zero automobile availability
  - *Threshold:* more than 1,500 households per square mile with no vehicle
  - Data meeting these criteria can be found on the American Community Survey

Confirmation factor: The target area can be further narrowed by the use of a confirmation factor. For example:

- Readiness:
  - *Metric:* survey
  - *Threshold:* in this case defined as the level of readiness, where “not ready” = 1, “Somewhat ready” = 2, and “Ready with leveraging opportunities present” = 3
  - The data to determine your target location can be obtained by conducting a readiness survey which will indicate the prime site for your initiative. The survey used to determine readiness in the Little Havana community was obtained from the Florida Department of Elder Affairs (AARP), “Designated Communities for a Lifetime.”
- Other confirmation factors could include community interest, business interest or needs expressed during community meetings or surveys.



## Engaging Older Adults, Business Selection & Recruitment



Senior participants living at the Vista Alegre complex were interviewed to determine their preferred types of business in the area, as well as factors that encourage or prevent them from visiting the businesses on a regular basis.

Based on the results of these interviews, businesses matching senior preferences and that are located within a half-mile radius of our target location were selected. The leader for each business was approached, and a detailed explanation of the initiative and its related benefits was given.

Additionally, each leader was interviewed in order to determine the level of awareness of older adult's needs, the number of older adults that visit the business on a regular basis, and willingness to commit to the initiative. Each business that agreed to be a part of the initiative signed a commitment letter, which included the amount or percentage of discounts to be provided, and they were given an Age-Friendly Business District Decal to place in their window.

Based on the interview responses, Tuesday was selected to be the discount day. A total of 25 businesses initially signed on to be part of the Business District.





## Steps to Selecting, Recruiting, and Promoting Businesses in Your Community

Once your target area is selected and input from older adults is obtained, business selection and recruitment can be done. The key steps to select and recruitment businesses include:

- Select a geographic area within your target area with a high older adult concentration and determine a ½ mile radius
- Select businesses that sell healthy food, products, and/or services that are tailored to older adults that are located within the ½ mile radius
- During the recruitment process, prepare to educate business owners/leaders about the initiative, dimension of older adult population and their needs, and benefits from becoming an age-friendly business
- Involve older adults in the recruitment process. Having older adults actively participate in the recruitment of businesses will make a greater impact and generate better results in addition to fostering social inclusion for older adults
- Enroll businesses that:
  - Are willing to provide special discounts to older adults on a specific day of the week
  - Have age-friendly features or are willing to make no-cost/low-cost changes to make their establishment more age-friendly
  - Are willing to place the age-friendly business district decal on their window/door. See [Appendix](#) for sample
- Promote participating businesses and the discounts they provide to older adults
  - Keep older adults in mind when designing and printing your marketing materials
  - Present the information in easy to read, large, clear fonts and consider translating the promotional materials into relevant languages depending on your neighborhood



Information to assist in the selection of businesses can be obtained by conducting a key informant interview with both older adults and business owners/leaders. Sample questions can be found in the [Appendix](#) section of this toolkit.

# Approaching a Business Owner & Leader

Creating awareness of the growing older adult population is an important step when approaching a business owner or leader. Once they understand the dimension of the older adult population, its buying power and potential financial benefits, getting them on board will be much easier.

In order to access a list of stakeholders, it is important to reach out to and interview community members and have known contacts help make connections to key leaders in the community. While developing the Age-Friendly Business District in Little Havana, the team attended numerous breakfast meetings on Wednesday mornings for the Little Havana Merchant Alliance.



When approaching local business leaders, it is important to stress the benefits of their involvement in your Age-Friendly Business District from their perspective. Key benefits and factors to emphasize include:

- One of the most important benefits of becoming age-friendly is the economic benefit of having a business that is prepared to serve individuals of all ages and abilities, which is good for everyone.
- Becoming part of an Age-Friendly Business District can help businesses become more aware of older patrons and empower stores to successfully become an age-friendly business to serve the fastest growing market in the U.S.
- Providing an opportunity to positively improve customer service through specific recommendations that emphasize how simple changes, such as making a business easier to find, enter, move around in, and make purchases in, are good for all customers and better for their business.
- Providing a competitive advantage to businesses positioning themselves to target the growing older market.
- Advertises the business within the older adult service community.
- Establishing a reputation for valuing the older customer. With the increasing demographics of the older population, a good reputation with this loyal customer group will increase business.



Resources with sample brochures, facts sheets, and other relevant information to aid in this process can be found in the [Appendix](#) section of this toolkit.



## Examples of Other Age-Friendly Business Models



Each city is unique and will have its own set of assets and challenges when creating an age-friendly business district. However, looking at examples of what has been done in other communities can provide valuable guidance into the process of creating a successful business district that meets the needs of older adults.

- **New York City, New York, USA**

The Age-Friendly New York Local Business Initiative is a great example of a successful age-friendly business district. With over 200,000 small businesses in New York City, helping business owners improve age-friendly features in their establishment was vital in the process to accommodate the growing older adult population. The New York age-friendly local business initiative has provided assistance and materials to help business owners make necessary changes to better serve older adults. Below are some helpful links on how the New York business district was created.

- **Local Business Initiative**  
<http://www.nyam.org/agefriendlynyc/initiatives/current/age-friendly-business.html>
- **Age Friendly Business Guide**  
<http://www.nyam.org/agefriendlynyc/docs/AgeFriendlyBusinessGuide.pdf>
- **Tools and Resources**  
<http://www.nyam.org/agefriendlynyc/tools-and-resources/>



- **NYC Local Businesses Welcome Older Adults Video**  
<https://vimeo.com/72835839>

- **Portland, Oregon, USA**

Elders in Action, a nonprofit organization that advocates for older adults, provides meaningful volunteer opportunities and works to build an age-friendly community. The organization serves Multnomah, Washington, and Clackamas counties in the Portland metro area, which developed an age-friendly business certification and also provide education programs on what it means to be an age-friendly business.

- **Elders in Action Age-Friendly Business Network**  
<http://eldersinaction.org/age-friendly-business-network/>
- **Certified Age-Friendly Business Directory**  
<http://eldersinaction.org/find-age-friendly-businesses/>

- **Washington DC, USA**

The Washington, DC Economic Partnership, a public/private partnership dedicated to facilitating economic development in the District of Columbia, developed an AGE-FRIENDLY BUSINESSES BEST PRACTICES APPLICATION. To receive their age-friendly business designation, businesses must be located within Washington DC, have a valid business license, and pledge to uphold the age-friendly checklist values. To apply, they must submit an application as well as provide documentation. Below is a link to the application and list of best practices.

- **Age-Friendly Businesses Best Practices Application**  
[http://www.wdcep.com/wp-content/uploads/2014/10/AFDC\\_Checklist\\_October2014.pdf](http://www.wdcep.com/wp-content/uploads/2014/10/AFDC_Checklist_October2014.pdf)

- **British Columbia, Canada**

With a large older adult population, British Columbia also has an age-friendly business initiative that has focused in helping businesses keep older adult customers safe and comfortable. A guide was developed for businesses on how they can make their business more age-friendly based on input from community members and small businesses.

- **Age-friendly Businesses**  
<http://www2.gov.bc.ca/gov/content/family-social-supports/seniors/about-seniorsbc/seniors-related-initiatives/age-friendly-bc/age-friendly-businesses>
- **Guide to create an age-friendly business**  
<http://www2.gov.bc.ca/gov/content/family-social-supports/seniors/about-seniorsbc/seniors-related-initiatives/age-friendly-bc/age-friendly-businesses/how-to-become-age-friendly>

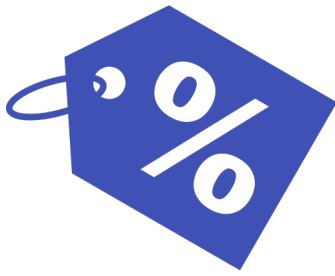
# GUIDE FOR BUSINESSES: Criteria for Making Your Business Age-Friendly



As an integral part of the community, businesses can be key to making a community more livable and engaged. In order for businesses to be age-friendly, they should strive to meet the needs of all of their customers, including older adults. The following criteria are suggestions for businesses and business districts to consider when looking to serve the needs of their older adult patrons. Because each community and neighborhood is different, it is important to work with local businesses, chambers of commerce, and residents themselves to determine what would work best for each individual community. Each community should consider which system modifications, policies, or environments would support an Age-Friendly Business District for older adults in their own community. This will help ensure that the district is one that is meeting the needs of the community, and will help with buy-in from businesses, residents, and customers as well as help to sustaining the district.



Resources facts sheets, and other relevant information to aid in this process can be found in the [Appendix](#) section of this toolkit.



## Incentives

The major basis for the pilot in Little Havana for the Age-Friendly Business District focused on incentives. This was determined to be the focus based on feedback from residents of Vista Alegre who said they would be encouraged to walk and visit businesses if they provided them some sort of incentive, or discount, for being a patron. As a result of this, each business that was approached was asked to develop a discount – that is provided on Tuesday of each week – especially for older adults in the community. Brochures were developed with information on all the participating businesses and what discounts were available, thus encouraging the older adults to get out into the community and visit the businesses. The fact that the businesses chosen were in a walkable area helped to increase the opportunity for older adults to walk to several businesses and be physically active in their environment. This focus on incentives worked well for the Little Havana community and allowed success in gaining business partner buy-in and increasing the desire for older adults to actively commute to stores. Some key recommendations that can be implemented by businesses include:

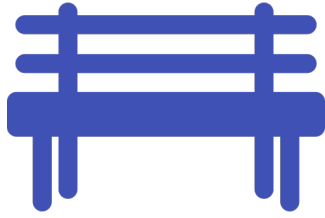
- **Provide discounts tailored to older adults.**
- **Provide promotions tailored to older adults.**
- **Choose a specific day of the week dedicated to discounts or promotions for older adults.**
- **Use large, clear fonts and language for promotion of incentives.**



## Products & Services

Another way to encourage older adults to be patrons of a business is to provide products or services tailored to their needs. Seniors who have enjoyable experiences are more likely to become loyal customers. Business can teach their staff about the needs of older adults, train them to provide patient and respectful human contact both in person and on the phone and also train their staff on how to help physically challenged individuals and how to handle incidents. They can also consider what additional services or products might benefit the older adult population, thus helping them to visit and patronize the store more often. Some key recommendations that can be implemented by businesses include:

- **Sell healthy food, products, and/or services that are tailored to older adults.**
- **Provide the ability to contact business by phone.**
- **Offer extra customer service for older adults, such as providing a drink of water if asked.**
- **Use large, clear fonts for signage, printed materials, and websites. Also, consider translating into other languages.**
- **Ensure staff is aware of the needs and challenges faced by older customers, including clear communication and extra assistance.**
- **Participate in community events to let older adults know you are an invested part of the community.**



## Physical Facility

Additionally, businesses should consider making their physical facilities age-friendly. Having an enjoyable environment for patrons is also key. Including adequate lighting throughout the entire business, especially entrances, exits and hallways, is extremely important for the safety of older adults. Additionally, loud music and noise can hinder older adults from enjoying your business. One way to improve the ambience is to keep music and noise to a minimum or reserve quieter areas for older adults. Safety is also one of the greatest concerns of older adults. It is important to keep their safety in mind in all aspects of your business, such as through clearly marking stairs and inclines, wide aisles free of obstructions, products on shelves that are easy to reach, accessible bathrooms, and areas where customers can sit and rest. Some key recommendations that can be implemented by businesses include:

- **Have a place where customers can sit and rest.**
- **Allow customers to use restroom.**
- **Provide adequate lighting at the entrance and throughout the business.**
- **Incorporate features like electronic doors and wide, uncluttered aisles.**
- **Be mindful of unsecured rugs and clutter from all walkways in order to prevent falls.**
- **Place products on shelves that are reachable or readily offer help to reach items.**
- **Reduce excessively loud music and noise.**
- **Keep sidewalks free of dirt, leaves, clutter, and other obstacles.**



# AGE-FRIENDLY BUSINESS EVALUATION

The evaluation of the impact of the business district is extremely important in determining both the successes that can be used to expand the district and challenges that need to be addressed to meet the needs of older adults. In order to assess the progress made since the implementation of the business district in Little Havana, the Age-Friendly Initiative is conducting survey evaluations with participating businesses and older adults.



Sample evaluation questions for both older adults and businesses can be found in the [Appendix](#) section of this toolkit.

Each of the 25 participating businesses will be asked to complete a survey evaluation with questions aimed at determining the overall success of the initiative. In a similar fashion, older adults will be asked to complete a survey evaluation in order to assess what has worked and what needs to be improved.



## Steps to Evaluating Your Business District

Once the business district is implemented and promoted to older adults, it is important to evaluate it to determine the challenges and successes.

- This evaluation should involve both the participating businesses and older adults who can provide feedback on their experience with the business district.
- It is important to consider the spectrum of ages for older adults from age 55 to age 75 and beyond.
- The business district evaluation surveys can be obtained through focus groups involving the same older adults that participated in the initial process or through printed, verbal, or online surveys depending on the audience.
- It is important to accommodate the needs of older adults that may have difficulty reading the survey by having staff/volunteers to obtain an evaluation via interview.
- Business owners/leaders' evaluations can be obtained by mailing the survey evaluation or in person delivery. Sample evaluation questions for both older adults and businesses can be found the [Appendix](#) section of this toolkits.

# CONCLUSION & NEXT STEPS

## Conclusion

In order to accommodate for the needs of the growing older adult population, we need to start acting now. The involvement of local businesses is vital to creating age-friendly communities. Age-friendly and age-conscious businesses are needed in every community, and it will not be possible unless people like you take the initiative to join the efforts toward fostering active and healthy living not only for older adults but for individuals of all ages and abilities. Of great importance to the process is including older adults as well as businesses in the process from the beginning to truly identify what would motivate them to participate in an Age-Friendly Business District.

The benefits of age-friendly communities are not restricted to older adults because an age-friendly environment and livable community is one that supports all generations. Age-Friendly Business Districts can make economic sense, can be financially smart, can foster a sense of community, and can help show that a community values its residents of all ages. Age-Friendly businesses and Business Districts can meet the needs of older adults in the domains of livability in many ways:



**Domain 1: Outdoor Spaces & Buildings:** Businesses and their surrounding areas can be made to be enjoyable places to shop, live, work and play.



**Domain 2: Transportation:** Businesses, residents, and community stakeholders can work together to ensure that the areas around Business Districts are safe, walkable, and easy to access by various modes of transportation.



**Domain 3: Housing:** Business Districts should be developed near or very accessible to where older adults live so they can easily reach the resources that are available to them. Having access to daily needs will allow residents to remain in their homes and age in place as long as possible.



**Domain 4: Social Participation:** Business Districts can take extra steps to promote social participation by encouraging events for older adults, and their families, to interact and participate.



**Domain 5: Respect & Social Inclusion:** Age-Friendly Business Districts show an awareness of the needs of older adults and respect for their patronage of the business. Places that older adults frequent in their community can be a place for social support and inclusion as well.



**Domain 6: Civic Participation & Employment:** Age-friendly businesses can serve older adults and also find ways to involve them by providing job opportunities or volunteer opportunities where available.



**Domain 7: Communication & Information:** Business Districts can provide information to businesses and residents about the needs of older adults and ways to meet them as well as ensure that older adults have access to information on what businesses are participating.



**Domain 8: Community Support & Health Services:** Age-Friendly Business Districts and businesses themselves can include everything from local stores to purchase groceries to local recreational locals, to medical offices and health service providers. Every organization or business that interacts with older adults has an opportunity to take steps toward making their community and services more age-friendly.

Most importantly, Age-Friendly Business Districts can be a piece of the puzzle in the creation of healthy, livable communities that provide the resources that we all need to grow up, grow old, and age in place with dignity and enjoyment.

## Next Steps

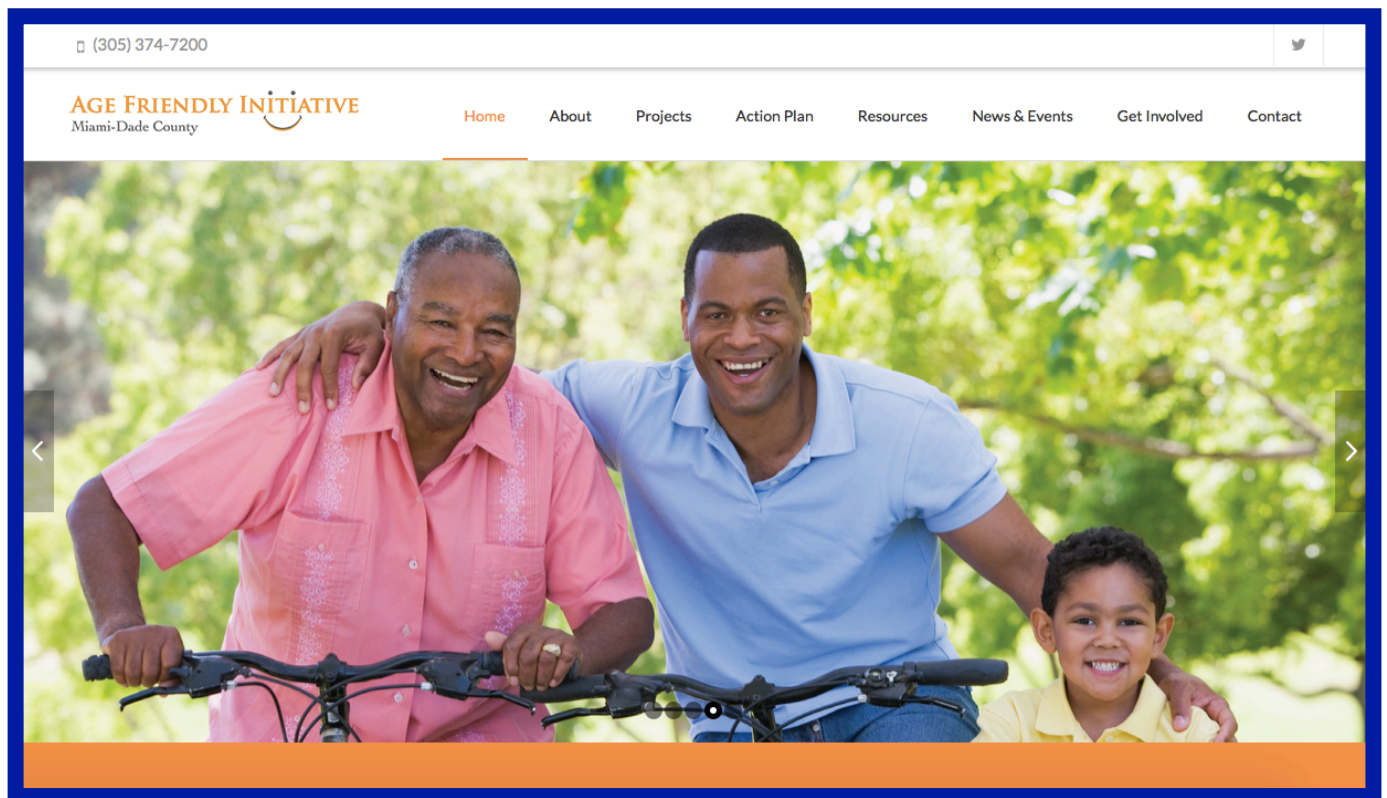
We are now taking steps toward changing our community. Your interest in this Miami-Dade Age-Friendly Business Toolkit shows that you are committed to making Miami a more comfortable place to live for everyone, especially older adults. You have read through the plan and are *dedicated to effecting change*, but what's next?

If you haven't done so already, we invite you to sign Miami-Dade Mayor Carlos Gimenez's Challenge and pledge to make your corner of Miami more age-friendly at [www.AgeFriendlyMiami.org/Challenge](http://www.AgeFriendlyMiami.org/Challenge).

We also encourage you to take these steps to continue improving Miami-Dade County, bit by bit:

- ✓ Get more involved, and join our Steering Committee by contacting us at [www.AgeFriendlyMiami.org/Contact](http://www.AgeFriendlyMiami.org/Contact).
- ✓ Sign up for our updates by joining our mailing list at [www.AgeFriendlyMiami.org/Contact](http://www.AgeFriendlyMiami.org/Contact).
- ✓ Download our Action Plan for An Age-Friendly Miami-Dade which includes other strategies for making your community more age-friendly at [www.AgeFriendlyMiami.org/ActionPlan](http://www.AgeFriendlyMiami.org/ActionPlan)
- ✓ Assign a staff person or organize a task force to prioritize your areas of interest and develop a plan to move forward.
- ✓ Take Action! Use this toolkit to help guide you as you make decisions about what steps to take in your own community, focusing on those domains and topics that are of most interest and are most needed by the older adults in your community.

There's one more thing we hope you do — share with us. Are there changes that you think Miami should make a priority? Are there specific ways the Age-Friendly Initiative can help? Do you have information on what's going on in your community or what you are doing or planning to do? From policy commentary to environmental changes, we want to hear about it! Contact us via our website or contact information below.



[www.AgeFriendlyMiami.org](http://www.AgeFriendlyMiami.org)

## Contact Us

For more information on The Miami-Dade Age-Friendly Initiative or the Age-Friendly Business District in Little Havana, please contact:

Peter Wood, MPA  
Vice President of Programs and Community Investments  
Director, Miami-Dade Age-Friendly Initiative  
Health Foundation of South Florida  
[pwood@hfsf.org](mailto:pwood@hfsf.org)  
305.374.7200



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# APPENDIX

## Sample Decal



## Key Informant Interview Sample Questions – For Older Adults

### **Older Adult Interview**

*Please read the attached fact sheet for a brief overview of the Safe Routes to Age in Place Program, a description of what an Age Friendly Business District is and what the benefits to them would be.*

This interview will take 5-10 minutes and your name will stay anonymous.

Do you agree to participate in this survey? Yes or No

Name and Contact Info:

1. What does an Age Friendly Business mean to you?
2. What type of business do you frequent often?
3. What type of business would you like to be a part of the Age Friendly Business District?
4. What attracts you to a business?
5. What would encourage you to go to the business?
6. What could a business do to encourage you to go there more often?  
Discounts      Seating      Wider Aisles
7. What problems do you think older adults have when using a business in Little Havana?
8. What sort of problems do you think that older adults have while shopping or getting to businesses in Little Havana?
9. What should be required of a business that wants to become part of the Age Friendly Business District that we have discussed?
10. What do you think would be the best way to advertise the Age Friendly Business District?
11. Is there anything else you would like to add?

### *Demographics:*

1. Age Range:    Between 50 and 64      65 or older
2. How many years have you lived in Little Havana?  
Less than 5      5 to less than 10      10 to less than 20      20 or more
3. Nationality: \_\_\_\_\_
4. Gender:    Male      Female

# Key Informant Interview Sample Questions – For Businesses

## Business Interview

*Please read the attached fact sheet for a brief overview of the Safe Routes to Age in Place Program, a description of what an Age Friendly Business District is and what the benefits to them would be.*

This interview is being recorded and will take 5-10 minutes. Your name and business will stay anonymous.

Do you agree to participate in this survey? Yes or No

Name and Business:

Contact Info (Phone and Address):

1. As a business owner in Little Havana, what type of considerations do you take into account for older adults?

2. What type of considerations do you make for older adults?

3. How many customers visit your business on a daily basis? How many are older adults?

4. Is there a day of week that older adults visit more often than other days?

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

5. Is there a particular time they visit?

Morning

Afternoon

Evening

6. Do older adults that visit your business travel by foot, car, transit, or bicycle?

	Most Often
Foot	
Car	
Transit	
Bicycle	

7. In general, what languages are spoken by older adults who visit your business?

English		Spanish		Other	
---------	--	---------	--	-------	--

8. What do you think would encourage older adults to go to your business?

9. How do you think you could get older adults to come to your business?

10. Do you think older adults have issues or needs related to products and/or services provided by businesses in Little Havana?

11. Do you think older adults have needs that can be addressed by business in the area?

12. Do you see an Age Friendly Business District in Little Havana as a good opportunity for your business? Why?



13. What do you think would be the best way to advertise the businesses that have committed to being a part of the Age Friendly Business District? Do you think it is feasible to expect businesses to place a sticker in their window with the Little Havana Age Friendly logo and advertise in a pamphlet?
14. Do you have any questions or concerns with this project?
15. What do you see as the benefits of participating in the Age Friendly Business District?
16. Is there anything else you would like to add?

*Demographics: Circle One*

1. Are you between the ages of:  
18 and 34      35 and 49      50 and 64      65 or older
2. How many years have you owned/managed a business in Little Havana?  
Less than 5      5 to less than 10      10 to less than 20      20 or more
3. Do you currently have business in other areas within Miami-Dade County? How many?
4. How do you identify yourself?
  - ☐ White-Caucasian
  - ☐ White- Hispanic
  - ☐ White-Asian
  - ☐ Black – American
  - ☐ Black-Hispanic
  - ☐ Black-Haitian
  - ☐ Asian
  - ☐ Native American
  - ☐ Other \_\_\_\_\_
5. Circle the appeared gender.  
Male or Female



### Little Havana Age-Friendly Business Information

In Florida, 17.3% of the total population is comprised of adults 65 years and older. This number is expected to continue to grow at a faster pace than the rest of the United States. In Miami-Dade, 19.9% of the population or about 506,819 individuals, are over age 60 as of 2013 (Dept of Elder Affairs, County Profiles). We can work together with businesses, local stakeholders, community leaders, and residents to effectively plan and implement strategies to promote healthy aging, including an “Age-Friendly Business District in Little Havana.” An “Age-Friendly Business District” can help businesses become more aware of older patrons and empower stores with resources on how to be age-friendly.

#### Benefits to Businesses

- Provides valuable information about how best to serve the fastest growing market in the U.S.
- Provides opportunity to positively improve customer service through specific recommendations identified through the evaluation.
- Provides a competitive advantage to businesses positioning themselves to target the growing older market.
- Advertises the business within the older adult service community.
- Establishes a reputation for valuing the older customer. With the increasing demographics of the older population, a good reputation with this loyal customer group will increase business.

There are needs of older adults in your community within a business. Businesses of the Little Havana Business District are recommended to consider the following criteria:

#### Products and Services

- Sell healthy food, products, and/or services that are tailored to older adults.
- Highlight drop-off/delivery services.
- Provide ability to contact business by phone.
- Offer extra customer service for older adults such as providing a drink of water if asked.
- Use large, clear fonts for signage, printed materials, and websites. Also, consider translating into other languages.
- Make sure staff is aware of the needs and challenges faced by older customers, including clear communication and extra assistance.
- Participate in community events.

#### Physical Facility

- Have a place where customers can sit and rest.
- Allow customers to use restroom.
- Provide adequate lighting at the entrance and throughout the business.
- Incorporate features like electronic doors and wide, uncluttered aisles.
- Be mindful of unsecured rugs and clutter from all walkways inside to prevent falls.
- Place products on shelves that are reachable or readily offer help reaching items.
- Reduce excessively loud music and noise.
- Keep sidewalks free of dirt, leaves, clutter, and other obstacles.

Please check out the business district website at [www.AgeFriendlyBusinessMiami.org](http://www.AgeFriendlyBusinessMiami.org).

## Little Havana Age-Friendly Business Commitment Form

Name of Business: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_



### Please provide some detail on this business:

How many customers visit your business on a daily basis?

How many are older adults?

Is there a day of week that older adults visit more often than other days? (Please circle all that apply)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
--------	---------	-----------	----------	--------	----------	--------

Is there a particular time of day older adults visit? (Please circle all that apply)

Morning	Afternoon	Evening
---------	-----------	---------

How do the older adults that visit your business travel by? (Please circle all that apply)

Foot	Car	Transit	Bicycle
------	-----	---------	---------

Would you consider implementing a discount/special promotion on Tuesdays for older adults?

What type of discount/special promotion would you implement?

*As an integral part of the community, this business understands that the goal of the Little Havana Age-Friendly Business District is to promote healthy aging by providing a safe and supportive physical community environment. The business district can help businesses become more aware of older patrons and empower businesses with resources on how to be age-friendly. This business is committed to supporting this worthy cause.*

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## Sample Brochure

In Florida, 17.3% of the total population is comprised of adults 65 years and older and is expected to continue to grow at a faster pace than the rest of the United States.

In Miami-Dade, 19.9% of the population or about 506,819 individuals, are over age 60 as of 2013 (Dept of Elder Affairs, County Profiles).

This level of growth highlights the need for community leaders to work together to promote environments / neighborhoods that promote health and engagement for people of all ages and abilities.

The Age-Friendly Business District in Little Havana is one piece of the strategies to promote healthy aging.

An Age-Friendly Business District will help businesses become more aware of older patrons and empower those businesses with resources and an education, so they can better serve customers of all ages.

This pamphlet will provide you a list of age-friendly businesses in Little Havana.

Also, check out the website:  
[AgeFriendlyBusinessMiami.org](http://AgeFriendlyBusinessMiami.org)

### Implemented by:

AGE FRIENDLY INITIATIVE  
Miami-Dade County  
Hosted by Health Foundation of South Florida

CNC  
NURTURING HISPANIC COMMUNITIES

GIA Grantmakers In Aging

h HEALTH  
FOUNDATION  
of south florida

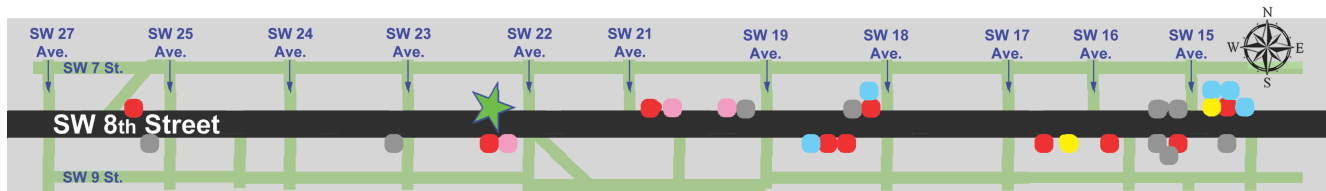
UHP  
Urban Health Partnerships









### **A Guide to Age-Friendly Businesses in Little Havana**

Published Spring 2014





### Map Legend:






























-  = Vista Alegre Apartments (2235 SW 8th Street)
-  = Retail goods
-  = Salons & beauty services
-  = Specialty products
-  = Restaurants & cafés
-  = Art & paintings

### Age Friendly Business District: Little Havana

Special discounts on  
Tuesdays for adults  
aged 62 and over!

[www.AgeFriendlyBusinessMiami.org](http://www.AgeFriendlyBusinessMiami.org)

**786.224.2309**

Address	Business	Phone	Discount
 2525 SW 8 St	El Rayo Dollar Store	305-643-5965	7% discount
 2516 SW 8 St	Coffee Shop Santa Barbara	305-649-5540	See store for discount
 2300 SW 8 St	Orgullo Catracho Restaurant	305-643-3226	10% discount
 2230 SW 8 St	Nasser Antiques	305-409-7754	Discounts on porcelain and art
 2224 SW 8 St	8 & 22 Hair Salon	305-541-0240	Discounts on cut and/or color
 2069 SW 8 St	Libreria Cristiana Nissi	305-647-4982	15% discount
 2061 SW 8 St	Cascada Unisex Salon & Spa	305-817-5655	10% on all services & free notary for seniors.
 1941 SW 8 St	Encarna Beauty Salon	305-649-7484	30% discounts
 1933 SW 8 St	Guayacan Miami Restaurant	305-649-2015	5% discount
 1860 SW 8 St	El Sitio Mobile	305-791-4050	Free phone with line or free package of accessories with phone purchase
 1852 SW 8 St	Daniela Fashion Store	305-642-5116	5% discount
 1844 SW 8 St	Daniela Beauty Supply	786-953-4499	Discounts on services: cut, color blow dry
 1831 SW 8 St	King's Cream	786-389-9454	10% discount
 1829 SW 8 St	E & C Fashion	305-643-1782	20% discount
 1829 SW 8 St	Z F Communications, Inc.	786-363-9105	10% discount
 1672 SW 8 St	Sala Furniture	305-639-8436	40% discount
 1652 SW 8 St	Agustin Gainza Arts	305-644-5855	10% discount on giclees
 1610 SW 8 St	Boobabies Kids Boutique	786-294-0255	15% off select items
 1548 SW 8 St	El Pub Restaurant	305-642-9942	10% discount
 1543 SW 8 St	El Cristo Restaurant & Catering	305-643-9992	15% discount
 1528 SW 8 St	Pizza Hut	305-430-1221	10% off regular menu priced items
 1522 SW 8 St	Little Havana Gift Shop	786-768-1170	10% discount
 1503 SW 8 St	Azucar Ice Cream Company	305-381-0369	\$1 off on ice cream purchase
 1465 SW 8 St Unit 104	D&D Art Restoration	305-742-4270	10% discount
 1465 SW 8 St Unit 102	Steven's RX	305-961-1160	10% discount
 1465 SW 8 St	Florida Community Bank	305-668-5412	Free Senior bank account
 1444 SW 8 St	Acevichao ceviche, sushi & sake bar	786-803-2027	10% discount
 1421 SW 8 St	Pepe & Berta El Palacio de las Guayaberas	305-857-3771	10% discount
 1419 SW 8 St	MundoMobile	786-925-9590	10% discount

## Sample Facts Sheet – For Businesses

**AGE FRIENDLY INITIATIVE**  
Miami-Dade County  
Hosted by Health Foundation of South Florida



In Florida, 17.3% of the total population is comprised of adults 65 years and older and is expected to continue to grow at a fast pace than the rest of the United States. We can work together with businesses, local stakeholders, community leaders, and residents to effectively plan and implement strategies to promote healthy aging, including an “Age-Friendly Business District in Little Havana.” An “Age-Friendly Business District” can help businesses become more aware of older patrons and empower stores on how to be age-friendly.

### Benefits to Businesses

- Provides valuable information about how best to serve the fastest growing market in the U.S.
- Provides opportunity to positively improve customer service through specific recommendations identified through the evaluation.
- Provides a competitive advantage to businesses positioning themselves to target the growing older market.
- Advertises the business within the older adult service community.
- Establishes a reputation for valuing the older customer. With the increasing demographics of the older population, a good reputation with this loyal customer group will increase business.



En la Florida, el 17,3% de la población total está compuesta de adultos de 65 años o más y se espera que siga creciendo a un ritmo más rápido que el resto de los Estados Unidos. Podemos trabajar juntos con las empresas, los grupos de intereses locales, líderes comunitarios y residentes, para planificar de manera efectiva e implementar estrategias para promover una vejez sana, que incluya un "Distrito financiero que se interese por el bienestar de personas mayores en la Pequeña Habana" que pueda ayudar a las empresas a estar más conscientes de las necesidades de los clientes de edad avanzada y de educar a los negocios sobre cómo ser amigable con los mayores.

### Beneficios a las Empresas

- Proporciona información valiosa acerca de la mejor forma de atender el mercado de más rápido crecimiento en los EE.UU.
- Proporciona una oportunidad para mejorar el servicio al cliente mediante las recomendaciones específicas identificadas a través de la evaluación.
- Proporciona una ventaja competitiva a las empresas para servir a la creciente población de personas mayores de edad.
- Anuncia el negocio dentro de la comunidad de servicios para personas mayores de edad.
- Establece una reputación para la valoración de los clientes mayores de edad. Con el aumento demográfico de la población de más edad, una buena relación con este grupo de clientes leales aumentará las ganancias de su negocio.

## Sample Facts Sheet – For Customers



En la Florida, el 17,3% de la población total está compuesta de adultos de 65 años o más y se espera que siga creciendo a un ritmo más rápido que el resto de los Estados Unidos. Podemos trabajar juntos con las empresas, los grupos de intereses locales, líderes comunitarios y residentes, para planificar de manera efectiva e implementar estrategias para promover una vejez sana, que incluya un "Distrito financiero que se interese por el bienestar de personas mayores en la Pequeña Habana" que pueda ayudar a las empresas a estar más conscientes de las necesidades de los clientes de edad avanzada y de educar a los negocios sobre cómo ser amigable con los mayores.

### Beneficios al Cliente

- Ofrece a los clientes la seguridad de que los negocios toman en cuenta las necesidades de las personas mayores.
- Las empresas que forman parte del "Distrito financiero que se interese por el bienestar de personas mayores en la Pequeña Habana" tratarán de poner en práctica medidas especiales de servir al cliente.
- El "Distrito financiero que se interese por el bienestar de personas mayores en la Pequeña Habana" ayudará a promover la vida independiente, permitiendo que sus clientes de mayor edad puedan hacer sus diligencias con relativa facilidad.



In Florida, 17.3% of the total population is comprised of adults 65 years and older and is expected to continue to grow at a fast pace than the rest of the United States. We can work together with businesses, local stakeholders, community leaders, and residents to effectively plan and implement strategies to promote healthy aging, including an "Age-Friendly Business District in Little Havana." An "Age-Friendly Business District" can help businesses become more aware of older patrons and educating stores on how to be age-friendly.

### Benefits to Customers

- Provides customers with reassurance that a business takes into consideration the needs of older adults.
- The businesses that are a part of the Age-Friendly Business District will try to implement specialized customer service and business features that will help with their shopping experience.
- The Age-Friendly Business District will help promote independent living by enabling the older customers to complete errands with relative ease.

# Sample Business District Evaluation Survey – For Businesses

## Age-Friendly Business District Evaluation

Thank you for being a part of the Age-Friendly Business District, your business' participation in this initiative is greatly appreciated!

Please take a moment to answer these questions to help us improve the age-friendly business district initiative.

**1. Since you joined the Age-Friendly Business Initiative, was there an increase in the number of older adults visiting your business on Tuesdays?**

- ☐ Yes, but very little ☐ Yes, some increase  
☐ Yes, significant increase ☐ No

**If yes, how many on average?**

- ☐ 1-3  
☐ 3-5  
☐ 5-7  
☐ 7-10  
☐ More than 10

**2. Would you be willing to assess your business and make improvements to better serve older adults?**

- ☐ Yes ☐ No

**3. Which of the following improvements would you be willing to make to your business to become more age-friendly?**

- ☐ Use of large, clear fonts for signage, and printed materials  
☐ Adequate lighting, especially in entrances, exits, and hallways  
☐ Products placed in easy to reach shelves or staff available to help  
☐ Staff more friendly and aware of the needs of older adults  
☐ Clearly marked stairs, and inclines  
☐ Seating area  
☐ Wider aisles  
☐ Other

**Please specify "Other":**



**4. If the above improvements are made, how confident are you that it would bring more senior customers to your store?**

- ☐ Very confident
- ☐ Confident
- ☐ Somewhat confident
- ☐ Not confident
- ☐ Don't Know

**5. What are some of the barriers that would prevent you from making these improvements? (Please check all that apply)**

- ☐ Cost is high and I cannot afford to make the improvements
- ☐ I don't have the time to make the necessary changes
- ☐ Other

**Please specify "Other":**

**6. Since you joined the Age-Friendly Business Initiative, has anyone inquired about the decal and its meaning?**

- ☐ Yes ☐ No

**7. Overall, how would you rate your business' participation in the Age-Friendly Business Initiative?**

- ☐ Positive
- ☐ Somewhat Positive
- ☐ Neutral
- ☐ Somewhat Negative
- ☐ Negative

**8. Please provide any other comments or suggestions of how we can help make your participation in the Age-Friendly Business.**

# Sample Business District Evaluation Survey – For Customers

## Age-Friendly Business Evaluation for Seniors

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**1. How many of the above age-friendly businesses have you visited in the past six months? If you did not visit any of the businesses please skip to question number 6.**

- ☐ 0
- ☐ 1-3
- ☐ 3-5
- ☐ 5-10
- ☐ Most of them

**2. Have you visited any of the participating stores on a Discount Tuesday?**

- ☐ Yes ☐ No

**If yes, how did you hear about the Discount Tuesday?**

- ☐ A friend told me
- ☐ I saw the Age-Friendly decal and asked about it
- ☐ I found out through the website
- ☐ I was informed by a staff member
- ☐ I saw a brochure

**3. During your visit(s) on Discount Tuesdays:**

- ☐ A staff member gave me a senior discount
- ☐ No discount was given
- ☐ I had to ask for the senior discount
- ☐ I didn't visit any of the participating stores on Tuesdays

**4. When you visit the stores in the neighborhood, how do you generally travel to the stores?**

- ☐ I walk
- ☐ I drive
- ☐ I take the bus
- ☐ A family member or caretaker drives me
- ☐ Other (please specify):

5. Would you visit these businesses more often if they made improvements to make it more age-friendly, including:

- Use of large, clear fonts for signage, and printed materials
- Adequate lighting, especially in entrances, exits, and hallways
- Clearly marked stairs, and inclines
- Seating area
- Products placed on easy to reach shelves or staff available to help
- Wider aisles
- Staff more friendly and aware of the needs of older adults

☐ Yes ☐ No

6. Please select the top 3 reasons why you have not visited the age-friendly businesses.

- ☐ The senior discounts are too small and not interesting enough
- ☐ The products and services provided at these businesses are not interesting
- ☐ Concerns about crime in the area
- ☐ Unable to walk to these locations due to disability
- ☐ I am afraid of falling or getting hit by a car/bicycle
- ☐ I am afraid of walking to these stores by myself
- ☐ Other

If you selected "Other" above, please list it below:

7. Would you visit these stores more often if you had someone to accompany you (e.g. a friend, family member, caregiver, etc)

☐ Yes ☐ No

## Resources



### Engineering

How the physical environment can be designed to create safer, more convenient connections for customers to the business community.

- NYC Local Business Initiative – <http://www.nyam.org/agefriendlynyc/initiatives/current/age-friendly-business.html>
- Reducing Theft from Elderly Victims in Shopping Areas – [http://www.popcenter.org/library/awards/goldstein/2010/10-24\(F\).pdf](http://www.popcenter.org/library/awards/goldstein/2010/10-24(F).pdf)
- Senior-Friendly Business Tips – [http://www.bothellchamber.biz/html/documents/SeniorFriendly\\_halfsheet\\_flyer.pdf](http://www.bothellchamber.biz/html/documents/SeniorFriendly_halfsheet_flyer.pdf)
- Senior-Friendly Business Management Tips – <http://www.bbb.org/us/article/making-your-business-senior-friendly-368>
- Physical Design Safety and CPTED Tips – [The Senior Friendly Business Checklist](#), WPCOG Area Agency on Aging, City of Morganton, Downtown Development Association. (828) 485-4213, (828) 485-4212
- Making a Business Senior Friendly – <http://www.seniorconcerns.org/Information/TheOtherSideof50/tabid/1396/EntryId/2498/Making-a-Business-Ability-Friendly.aspx>
- Mini MAPS Microscale Pedestrian Audit – [http://www.earpdc.org/uploadedFiles/File/microscale\\_Audit\\_of\\_Pedestrian\\_Streetscapes.pdf](http://www.earpdc.org/uploadedFiles/File/microscale_Audit_of_Pedestrian_Streetscapes.pdf)



### Education

How to increase knowledge about the benefits of a Business District.

- [http://thefoodtrust.org/uploads/media\\_items/miami-dade-supermarket-report.original.pdf](http://thefoodtrust.org/uploads/media_items/miami-dade-supermarket-report.original.pdf)
- [http://www.who.int/ageing/age\\_friendly\\_cities\\_network/en/](http://www.who.int/ageing/age_friendly_cities_network/en/)
- <http://philipsinnovation.economist.com/ageing-cities/>
- <http://www.dmu.edu/magazine/winter-2013/building-an-age-friendly-world/>
- [http://www.huffingtonpost.com/john-feather-phd/why-we-need-agefriendly-c\\_b\\_3141398.html](http://www.huffingtonpost.com/john-feather-phd/why-we-need-agefriendly-c_b_3141398.html)
- <http://www.asaging.org/blog/aarp-and-who-promote-age-friendly-communities>
- <http://www.theatlanticcities.com/design/2012/01/8-80-problem-designing-cities-young-and-old/959/>
- <http://www.prc-han.org/docs/action-brief-strategies.pdf>
- [www.nyam.org/agefriendlynyc/docs/Mobility-Final.pdf](http://www.nyam.org/agefriendlynyc/docs/Mobility-Final.pdf)
- [www.nyam.org/agefriendlynyc/docs/Hearing-Final.pdf](http://www.nyam.org/agefriendlynyc/docs/Hearing-Final.pdf)
- [www.nyam.org/agefriendlynyc/docs/Vision-Final.pdf](http://www.nyam.org/agefriendlynyc/docs/Vision-Final.pdf)
- <http://www.hqlo.com/content/6/1/30>
- Overcoming objections and explaining why – <http://ageinplacepros.com/age-in-place-ideas/pro-blog/senior-friendly-business-is-that-you/>
- Handbook on Communication: Marketing to Seniors – <http://books.google.com/books?hl=en&lr=&id=jL2QAgAAQBAJ&oi=fnd&pg=PA329&dq=marketing+to+seniors&ots=L5AGEEIFF7&sig=xP7DPeDLPJBswEm8zWaQIC7educ#v=onepage&q=marketing%20to%20seniors&f=false>



- Age Friendly NYC – [http://www.nyc.gov/html/dfta/downloads/pdf/age\\_friendly/agefriendlynyc.pdf](http://www.nyc.gov/html/dfta/downloads/pdf/age_friendly/agefriendlynyc.pdf)
- APA: Multigenerational Planning – <http://www.planning.org/research/family/briefingpapers/pdf/multigenerational.pdf>



## Encouragement

How to promote the Business District and get business to participate and customers to shop.

- <http://money.usnews.com/money/blogs/the-best-life/2010/08/20/how-age-friendly-is-your-community>
- East King County Legislative Agenda – [http://www.eastkingchambers.org/files/2013\\_Legislative\\_Agenda\\_Tifold.pdf](http://www.eastkingchambers.org/files/2013_Legislative_Agenda_Tifold.pdf)
- Portland Model – <http://www.showmeportland.tv/Portland-Oregon-Elders-In-Action-Elder-Friendly-Business-Certification.html>
- Making a Business Senior Friendly – <http://www.seniorconcerns.org/Information/TheOtherSideof50/tabid/1396/EntryId/2498/Making-a-Business-Ability-Friendly.aspx>
- Making your Website Senior Friendly & rec.d to help seniors use the site – <http://www.nia.nih.gov/health/publication/making-your-website-senior-friendly>
- Attracting Seniors to Public Transportation – <http://www.fta.dot.gov/documents/TRANSP0 Attracting Seniors Public Transportation Final Report.pdf>
- Every Body Walk Mobile App – <http://everybodywalk.org/app.html>
- New Crosswalk Laws – [http://www.pressofatlanticcity.com/news/breaking/article\\_2d8d15ac-4b10-5027-8dc1-faad82a221fa.html](http://www.pressofatlanticcity.com/news/breaking/article_2d8d15ac-4b10-5027-8dc1-faad82a221fa.html)



## Enforcement

How laws and policies keep us safe.

- Senior Friendly Retail Packaging Abstract – <http://onlinelibrary.wiley.com/doi/10.1111/j.1369-7625.2009.00534.x/abstract?deniedAccessCustomisedMessage=&userIsAuthenticated=false>
- Active Speed Monitors – [http://guide.saferoutesinfo.org/enforcement/active\\_speed\\_monitor.cfm](http://guide.saferoutesinfo.org/enforcement/active_speed_monitor.cfm)
- Seniors and Law Enforcement Providing Assistance to an Aging Population – <http://www.thefreelibrary.com/Seniors+and+law+enforcement+providing+assistance+to+an+aging...-a0189868886>
- Pedestrian Decoy – [http://guide.saferoutesinfo.org/enforcement/pedestrian\\_decoy\\_operations.cfm](http://guide.saferoutesinfo.org/enforcement/pedestrian_decoy_operations.cfm)
- Case Study Example: Madison, WI Doubling of Failure to Yield Signs – [http://host.madison.com/news/local/crime\\_and\\_courts/doubling-of-fines-for-failing-to-yield-to-pedestrians-approved/article\\_f0c1aad4-48ba-11e2-b3cd-001a4bcf887a.html](http://host.madison.com/news/local/crime_and_courts/doubling-of-fines-for-failing-to-yield-to-pedestrians-approved/article_f0c1aad4-48ba-11e2-b3cd-001a4bcf887a.html)
- Speed Trailers – [http://guide.saferoutesinfo.org/enforcement/speed\\_trailer.cfm](http://guide.saferoutesinfo.org/enforcement/speed_trailer.cfm)
- FL Bicycle Enforcement Guide – [http://www.floridabicycle.org/resources/pdfs/PEGLEG2008\\_7-31-08web.pdf](http://www.floridabicycle.org/resources/pdfs/PEGLEG2008_7-31-08web.pdf)



## Evaluation

How we measure the results (outcomes) of the efforts or steps taken as part of this program.

- Elder-Friendly Business Certification Program – <http://www.programsforelderly.com/awareness-elder-friendly-bus-cert.php>
- Shorewood Award Program for Age Friendly Businesses – <http://www.shorewoodwi.com/content/programs-for-b-i-d-businesses-senior-friendly-business-award-program>
- Upper Coastal Senior Friendly Recognition Award – [http://www.ucpcog.org/index.php?option=com\\_content&task=view&id=32&Itemid=49](http://www.ucpcog.org/index.php?option=com_content&task=view&id=32&Itemid=49)
- Process for Age Friendly Certification – Senior-Friendly Business Certification Program, (in DrpBx) Rowan County Council on Aging, 1120 S. Martin Luther King, Jr. Avenue, Salisbury, NC 28144. 704-216-7714
- Shorewood Award Program for Age Friendly Businesses – <http://www.shorewoodwi.com/content/programs-for-b-i-d-businesses-senior-friendly-business-award-program>
- Upper Coastal Senior Friendly Recognition Award – [http://www.ucpcog.org/index.php?option=com\\_content&task=view&id=32&Itemid=49](http://www.ucpcog.org/index.php?option=com_content&task=view&id=32&Itemid=49)
- Community Report Card – [http://livable.org/storage/documents/reports/AIP/City\\_Leaders\\_Institute\\_scorecard\\_only.pdf](http://livable.org/storage/documents/reports/AIP/City_Leaders_Institute_scorecard_only.pdf)
- Age Friendly Community Planning: Ontario – [http://www.seniors.gov.on.ca/en/resources/AFCP\\_Eng.pdf](http://www.seniors.gov.on.ca/en/resources/AFCP_Eng.pdf)
- AARP Livable Communities: An Evaluation Guide – <http://www.aarp.org/livable-communities/Plan/assessments/info-12-2012/aarp-livable-communities-evaluation-guide.html>
- WHO Checklist of Essential Features – [http://www.who.int/ageing/publications/Age\\_friendly\\_cities\\_checklist.pdf](http://www.who.int/ageing/publications/Age_friendly_cities_checklist.pdf)
- Walk for Pedestrian Safety: Video: Little Havana- <https://www.youtube.com/watch?v=ncpnpp6Ey4k&feature=share&list=PLdcVDhXsPn83QmKQkyr8ClcSGi6yTV-VZ>