



MAKE YOUR BUSINESS AGE-FRIENDLY

**PREPARED BY CITY OF CHULA VISTA
HEALTHY AND AGE-FRIENDLY TEAM**



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**WHEN MANY PEOPLE HEAR "SENIOR"
THEIR FIRST THOUGHTS ARE:**

**FRAIL OLD RETIREE
HARD OF HEARING
FORGETFUL SLOW
MOVING**

These are preconceived ideas that shift the quality of service provided and changes how a person interacts the moment different individuals enter a business or organization environment creating an unwelcoming experience and leaving many older consumers offended.

According to the 2020 Census data, 55.8 million adults ages 65 and older live in the United States, accounting for about 17% or one in every six Americans.¹ As we get older, this population continues to grow and in California, AARP projects a significant addition when 10.8 million Californians are expected to join the ranks of older adults by 2030.²

Situated within California, the City of Chula Vista boasts remarkable cultural, economic, and environmental diversity. As the second-largest city in San Diego County, Chula Vista is characterized by its richness in these facets. As of the year 2023, the city's population has reached 278,734 individuals.³ Recent census data underscores the city's impressive population growth, attributed to its robust economy and the robust support extended to small businesses.



12.1%⁴
OF THE POPULATION
IN CHULA VISTA IS 65+

BACKGROUND INFORMATION



PURPOSE

This resource guide and toolkit describes the Age-Friendly Business Pilot Program, funded by the San Diego Foundation, to provide a pathway for businesses and business districts to become more accessible for residents of all ages.

Picture a business landscape where opportunities are open to all, regardless of age. Just as a product designed for an 8-year-old can resonate with an 80-year-old, **the principle of accessibility and inclusion holds tremendous value for businesses.**

Consider a user interface with user friendly icons that an 8-year-old can navigate effortlessly. That same interface is also user friendly for an 80-year-old who appreciates clarity and simplicity. This showcases the power of ensuring your offerings are accessible to a wide audience.

Imagine a store or workspace that has thoughtfully integrated ramps, wider aisles, and ergonomic designs. This setup benefits not only customers but also employees and stakeholders, regardless of age. The same philosophy extends to digital platforms – when they prioritize accessibility, they become user-friendly across generations.

Whether in consumer products or services, the age-spanning appeal of accessibility holds the key to unlocking untapped potential.

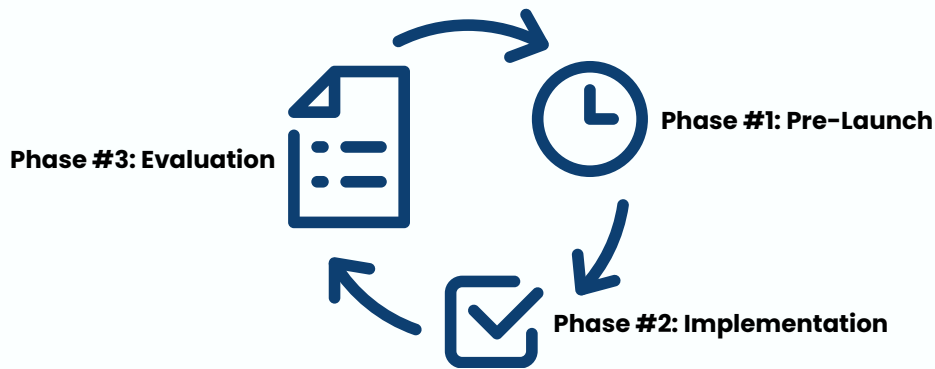
Just as an **8-year-old and an 80-year-old share the desire to engage, learn, and participate**, businesses that prioritize accessibility and inclusion become skilled at addressing the entire spectrum of customer needs. It's a strategic approach that aligns economic success with a positive social impact, showcasing that inclusive environment.

**TIMELESS SOLUTIONS
EMBRACE ALL AGES.**

**WHEN WE DESIGN FOR AN
8-YEAR OLD AND AN 80-
YEAR OLD, WE BUILD A
PLACE THAT IS MORE
INCLUSIVE.**



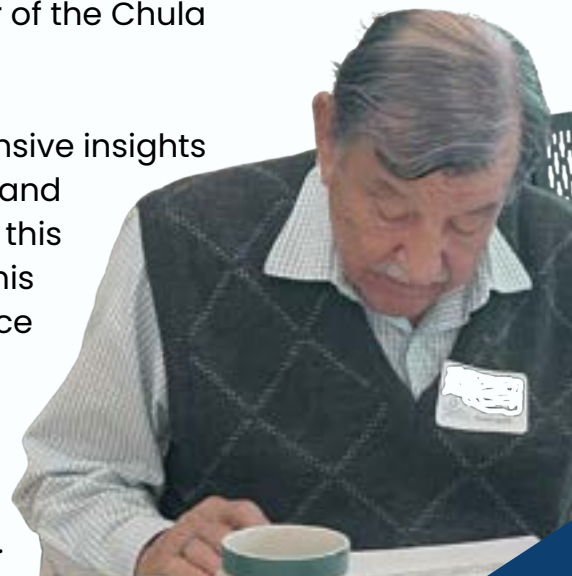
PROGRAM DEVELOPMENT



In the **Pre-launch phase**, an in-depth review of existing Age-Friendly Business programs and resources was conducted.

As the project moved into the **Implementation phase**, a specialized Age-Friendly Business survey was carefully developed. We distributed the survey online and in paper format, available in both Spanish and English. The survey was tailored to gain insight from both business owners and local consumers here in Chula Vista. Distribution of the survey had a multipronged approach; with utilization of social media campaign, in-person distribution to local organizations and centers such as Norman Park Senior Center, Congregational Tower, libraries, and e-blasts to the Chula Vista contacts resulting in a convenience sample. A total of 83 responses were recorded, and after cleaning the data set, there were 51 survey responses available for analysis. The survey explored their awareness of the age-friendly movement, factors they considered indicative of age-friendly businesses, and accessibility concerns. Following the survey, we hosted two discussion focus groups at the local Norman Park Senior Center. One group had residents and customers who offered insights from their point of view, sharing what matters most to them, including preferences on website design, and volunteer opportunities. The other group included local businesses and a member of the Chula Vista Chamber of Commerce.

In the **Evaluation phase**, drawing from the comprehensive insights collected through the pre-launch activities, surveys, and discussions, the project culminated in the creation of this "Age-Friendly Business Resource Guide and Toolkit." This guide serves as a practical resource, offering guidance and recommendations informed by the collective feedback received. It is intended to provide businesses with actionable insights, enabling them to cultivate environments and experiences that cater to diverse age groups and foster inclusivity.



THE AGE-FRIENDLY BUSINESS SURVEY: RESULTS

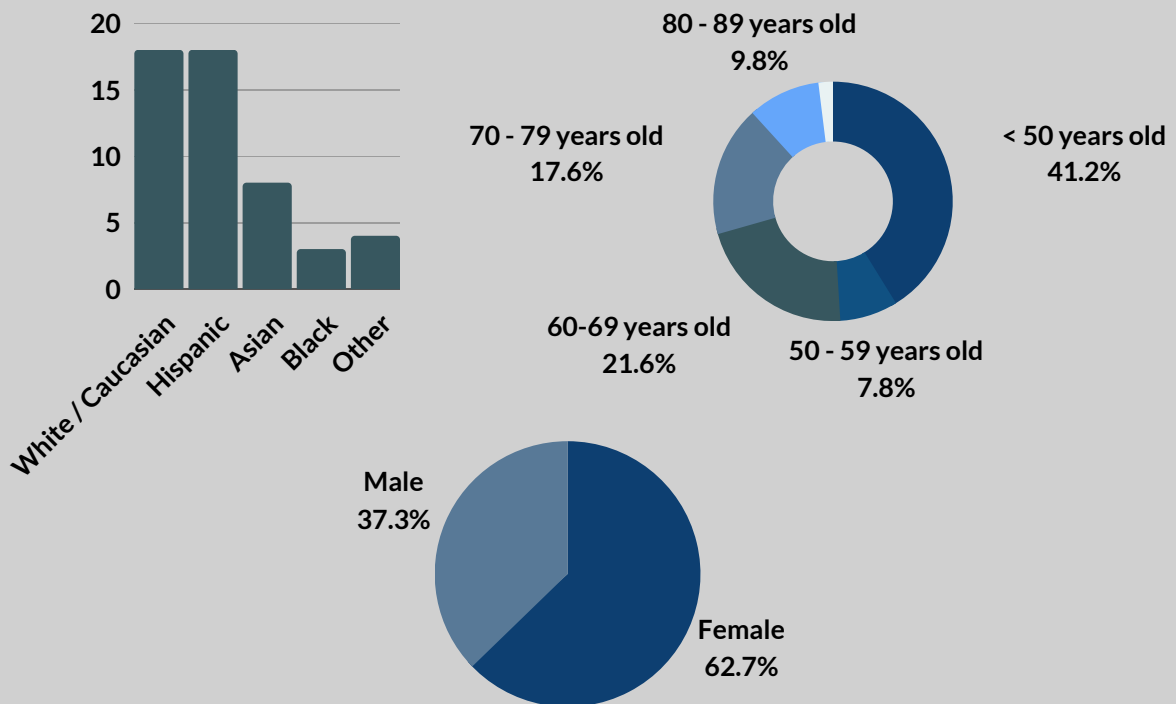
Respondents reported Age-friendliness in the community to be important to them.

93%

Respondents were familiar with the Chula Vista Age-Friendly Initiatives

31%

DEMOGRAPHICS OF SURVEY RESPONDENTS:



THE 5 KEY FOCUS AREAS:

- **PHYSICAL SPACE**
- **ACCESSIBILITY**
- **ENVIRONMENT**

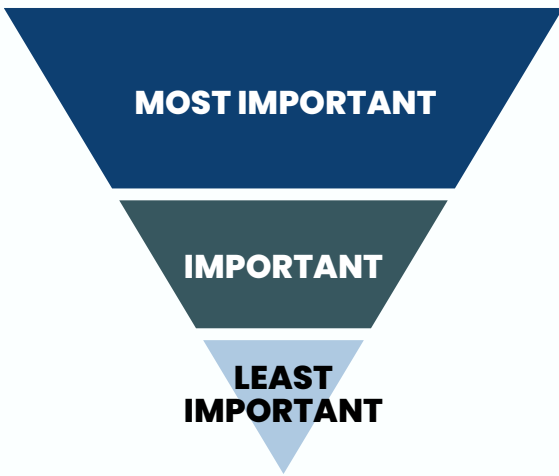
- **RESPECT**
- **INCLUSIVE COMMUNICATION**
- **CUSTOMER SERVICE**

- **COMMUNICATIONS**
- **INFORMATION**
- **PRINTED MATERIALS**

- **ADDITIONAL CONSIDERATIONS**

- **ADDED VALUE**

LEVEL-OF-IMPORTANCE: RANKINGS IN THE 5 KEY FOCUS AREAS



PHYSICAL SPACE / ACCESSIBILITY / ENVIRONMENT

1. Non-slip flooring with raised texture flooring
2. Evenly and well-lit environment
3. ADA bathrooms with wide doors and grab railings
4. Adequate spacing to navigate within the business
5. Resting areas
6. Sturdy and stable chairs

RESPECT / INCLUSIVE COMMUNICATIONS AND SERVICES

1. Easily accessible by phone
2. Avoids stereotypes and ageist language
3. Greeted with a welcoming tone
4. Age-inclusive language
5. Being addressed by name, rather than nicknames



Accessibility



Respect

COMMUNICATIONS / INFORMATION / PRINTED MATERIALS

1. Easy to read font and sizing
2. User-friendly websites
3. Clear and readable marketing materials
4. Age-inclusive language that avoids slang
5. Printed materials in multiple languages

ADDITIONAL CONSIDERATIONS

1. Offer internships or volunteer opportunities
2. Offering part-time or seasonal work
3. Offering work modifications or accommodations
4. Offering remote work
5. Hiring staff over the age of 60



Service



Visibility

ADDED VALUE

1. Promoting and supporting Chula Vista's Age-Friendly initiatives
2. Promoting and supporting Chula Vista's Age-Friendly Business designation

WHY DOWNTOWN CHULA VISTA?

Chula Vista means “beautiful view” and has more than 52 square miles of stunning coastal landscapes, canyons, rolling hills, mountains, well-maintained parks, and an extensive network of trails. The City is a leader in conservation and renewable energy, provides outstanding public schools, and has been named one of the safest and happiest cities in the country.⁵



Chula Vista once held the esteemed title of the world's foremost lemon-growing hub during its prime. At the heart of the city lies Downtown Chula Vista, a district distinguished by its diverse and charming assortment of boutiques, dining venues, breweries, and essential services. This historic enclave on the western side of Chula Vista proudly continues to display its rich heritage through well-preserved historic buildings.



Historically, Downtown Third Avenue has consistently served as the primary thoroughfare in western Chula Vista since the city's inception in 1911. As time passed, this area unfortunately experienced neglect as aging retail businesses shuttered, and efforts towards revitalization stagnated.

Nevertheless, recent years have witnessed a resurgence in the form of fresh investments in businesses and residential infill projects, fundamentally altering the landscape into a thriving destination appealing to patrons of all age groups. The city has earmarked over \$14 million to enhance Third Avenue, encompassing improvements like upgraded crosswalks, and inviting outdoor patios through the introduction of a parklet policies to facilitate outdoor dining spaces for local businesses.





In 2021, in a partnership, 211 San Diego and the city of Chula Vista launched the new phone service for seniors and caregivers to receive weekly information about events and resources in Chula Vista. **CV Senior Connect** is a phone

line that serves as a one-stop shop for resources, programming, and information for the older adults of our community in a accessible and comfortable way. Chula Vista residents are able to subscribe to the automated messages that relay information about local events, programs, and community resources for seniors.



In 2022, the city of Chula Vista launched a **ride-share program** operated by Circuit Transit, Inc. The shuttle is offered free of charge to older adults 55+ and is door-to-door on an “on demand” basis through an app or call center. Over 10,000 rides have been provided to local residents here in Chula Vista. The coverage area includes all of downtown Chula Vista, north of L Street up to portions of 30th street and west of the Interstate 805 to the waterfront.



Coverage Area



Available Shuttle: Types

The recent initiatives such as CV Senior Connect and Chula Vista Community Shuttle for older adults demonstrates a proactive approach to cater to the needs of its aging community. By embracing age-friendliness, Chula Vista continues to ensure an inclusive future for all residents, including local businesses in the city of Chula Vista.

INTRODUCTION

**WHAT IS AGE
FRIENDLY
CHULA VISTA?**

**WHAT'S
NEXT...**

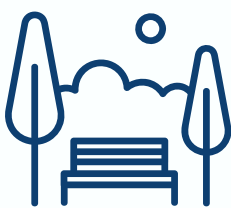
**WHAT
ELEMENTS
MAKE A
BUSINESS
AGE-FRIENDLY?**

**THE 4 BENEFITS
TO AN
AGE-FRIENDLY
BUSINESS**

WHAT IS AGE-FRIENDLY CHULA VISTA?

Age-Friendly starts by being inclusive of all ages especially older adults. It is founded on a policy that respects the continuing contributions of older adults. Recognizing the needs and preferences of older adults will result in better outcomes for the business and for older adults. In addition, age-friendly communities use policies that help older adults live within their means, such as reduced transit fares, income- or age-based caps on rent, and affordable healthcare options. As communities become more age-friendly, businesses do better as their clientele base broadens, while older adults are likely to see better health outcomes, such as reduced social isolation and increased rates of physical activity, especially through walking.

In July 2016 the City of Chula Vista became the 99th jurisdiction in the United States to enter the American Association of Retired Persons' (AARP's) Age-Friendly Communities Network through authorization by the City Council on May 10, 2016, Resolution No. 2016-068. While the City has been engaged in public health policy, programs and partnerships through the Healthy Chula Vista Initiative, the City recognized the shift in the older adult population.⁶ The first two years have provided the opportunity to directly engage over 1,500 individuals in the Age-Friendly efforts and reach thousands more, planting the seed to look at age as a consideration in their daily work and interactions. Youth, teens, college students, working adults, families and older adults that live, work, play and pray throughout the City of Chula Vista were all engaged in the process. Residents and stakeholders guided the development of the plan by identifying strengths, gaps and opportunities in eight 'Domains of Livability' that were identified as being critical to making the city even more livable for all ages.



Open Space
and Building



Transportation



Communication
and Information



Healthy Food
Access and Nutrition



Respect, Inclusion and
Social Participation



Housing



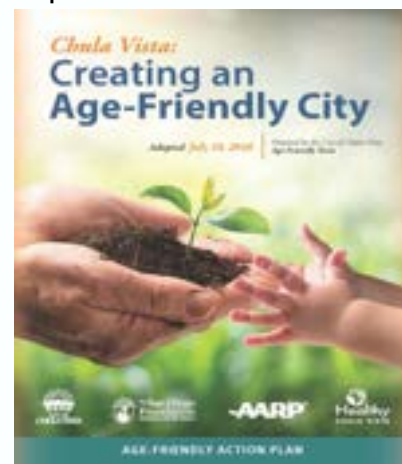
Civic Participation
and Employment



Health and
Community

In 2018, the Chula Vista Age-Friendly Action Plan was officially adopted. The Action Plan encompasses various aspects of life, such as transportation, housing, healthcare, social participation, outdoor spaces, and more.

The age - friendly movement recognizes the importance to adapt societal structures and systems to accommodate the changing needs and demographics of our community. By creating age - friendly environment, Chula Vista can enhance the overall quality of life for everyone, regardless of their age here in the city.



WHATS NEXT...

In light of the forthcoming demographic shift towards an aging population, the city of Chula Vista is proactively taking measures to establish an environment that is accessible to individuals of all age groups. The **Age-Friendly Business Guide and Toolkit** is a comprehensive resource designed to equip business owners with the knowledge and strategies necessary to cultivate age-friendly practices within the business.

An Age-Friendly business is accessible, and takes into consideration individual's diverse needs and sensibilities when it comes to both the physical environment and their attitude and communication. It understands the community in which it is placed, and seeks to make its amenities available to everyone, providing added value such as social activities, volunteering, opportunities, and support.

The **Age-Friendly Business Guide and Toolkit** is intended to help business owners assess whether the environment is set up to serve everyone, from all ages. This guide provides tools and resources to help owners/operators to identify, promote and improve their Age-Friendly features. The program wishes to acknowledge those who are aware of and working towards implementing Age-Friendly practices and who have demonstrated a willingness to maintain and improve by instituting and promoting best practices for serving individuals of all ages and abilities.



WHAT ELEMENTS MAKE A BUSINESS AGE-FRIENDLY?

Depending on the nature of your business/organization, the specifics will be unique. However, there are some elements of age-friendliness that are common for almost all spaces: **respect**, **comfort**, **safety**, **visibility**, **accessibility**, and **service**.⁷



Respect



Comfort



Safety



Visibility

Consider how your business/organization fosters these elements. Have these elements been incorporated into the day-to-day operation of your business/organization?

TIP!



Accessibility



Service



THE 4 BENEFITS

TO BEING AN AGE-FRIENDLY BUSINESS

1

IT'S A GROWING MARKET



- At the intersection of Third Avenue and E Street, **over 100 units** of affordable senior housing units are currently in the process of development.
 - These units will be built exclusively for individuals aged 55 and above.

FACT:

By 2030, 1 of every 5 people in the U.S. will be 65 or older.⁸

- At the intersection of Third Avenue and F Street, there are two established residential complexes with **over 300 units** (combined) of affordable senior housing.
 - These units are exclusively designated for individuals aged 62 and above.

2

IT HELPS MEET YOUR CUSTOMERS' NEEDS

As the number of people with disabilities increases, these customers are looking to patronize businesses that meet their needs:

- Up to 1 in 4 (27%) Americans of all ages have some type of disability.⁹
- Nearly 46% of Americans ages 75 and older report having a disability.¹⁰



3 OLDER ADULTS HAVE THE SPENDING POWER



- Americans age 50+ have contributed \$8.3 trillion to the U.S. economy each year.
 - That is nearly 40% of the U.S. Gross Domestic Product (GDP).¹¹
- “Longer - lived, longer - working individuals” control an increasingly large slice of GDP and account for approximately half of all consumer spending.”¹²

4 IT'S GOOD FOR BUSINESS

Once certified, businesses can promote their designation in a variety of ways to advertise to their customers.

- Highlight key age-friendly features and services provided.
- Collaborating with other senior and age-friendly local organizations.
- Engage in Chula Vista's community events.
- Collect customer testimonials to encourage satisfied customers relevant to the age-friendliness.



CHALLENGES FOR OLDER ADULTS

**DECREASED
MOBILITY
AND
STRENGTH**



**VISION
CHALLENGES
AND
OBSTACLES**



**HEARING
CHALLENGES
AND
OBSTACLES**



DECREASED MOBILITY AND STRENGTH

Older adults experience decreased body mass and nerve activity as they age, which can cause these behaviors:

- Poor posture
- Holding immobile objects or walls while walking
- Shuffling or dragging of feet
- Difficulty writing—writing or signing name on letters, applications, etc.
- Difficulties in physical activities, like grasping or carrying objects, opening heavy doors, manipulating buttons and zippers, or lacing shoes

Consider installing automatic doors, or place a staff person in charge of opening doors for older adults who find it difficult to or are unable to open it themselves.

TIP!

FACT:

Many falls can be prevented. Environmental factors are involved in 30% - 40% of falling accidents with older people.¹³

HOW TO TAKE ACTION...

- Be patient and allow for more time in transactions and interactions
- Provide more space for writing on documents
- Provide handrails on walls, etc.
- Clear clutter to prevent falls
- Look for hazards like carpet edges, lamps, cords, etc.
- Provide seating and benches

Have quiet areas - such as specific tables in your restaurant - that can be reserved for older customers.

TIP!



VISION CHALLENGES AND OBSTACLES

Older adults can experience various issues and changes in regards to their eyes and vision, which can pose challenges such as:

- Difficulty distinguishing objects from their background
- Depth perception, leading to spills and falls
- Inability to copy
- Difficulties with coordination



FACT:

Older adults require three times the light to see as younger people, but are more sensitive to glare.¹⁴

Use lighting as close to natural light as possible, this enhances color and visual contrast of surfaces, important for people with hearing difficulties and for those who have cognitive, mental health, or visual difficulties.

TIP!

HOW TO TAKE ACTION...

- Position objects in vision field
- Position objects consistently
- Simplify visual field by eliminating clutter
- Use bright or contrasting colors in marketing materials or signage
- Give verbal indication of actions
- Increase font size on paperwork and brochures to 12pt
- Increase contrast on signage and paperwork

VISUAL EXAMPLES: VISION DISEASES

Examples of common vision diseases and their effects on vision.



Cataracts



Glaucoma



Diabetic Retinopathy



Macular Degeneration

HEARING CHALLENGES AND OBSTACLES

One in three adults over 60 have hearing loss. Hearing loss can also differ between adults—it might be difficult for some to hear intensity or volume, whereas others might find it hard to hear pitch. Hearing loss can cause some of these behaviors:

- Increased speaking volume
- Tipping head or moving to hear better
- Repeating themselves or confusing words
- Inappropriate responses or confusion to questions (i.e., nods when not understanding)
- Isolation from social activities
- Emotional upset—rather than admit they may be experiencing hearing loss, some older adults may lash out in frustration

Use lower tones when speaking to older customers. Remember that pitch is not the same as volume.

TIP!

FACT:

People with difficulty hearing can understand lower-pitched voices easier.¹⁵

HOW TO TAKE ACTION...

- Move closer to the person you're talking to
- Face the person so that the individual can read your lips
- Reduce background noise
- Do not eat or chew gum while talking
- Enunciate and speak slowly
- Provide cues about the topic of conversation
- Write information down and send a confirmation or summary of conversation
- Ask the person if they can hear you

Consider adding acoustic ceiling tiles and installing soundboard walls or partitions, if making improvements to your business.

TIP!



YOUR BUSINESS: RESOURCE GUIDE

ENVIRONMENT:

SAFETY
ACCESSIBILITY
LIGHTING
SOUND

MARKETING:

PRINT MATERIALS
WEBSITE
ONLINE MATERIALS
ADVERTISING
PROMOTION

EXPERIENCE:

CUSTOMER SERVICE
COMMUNICATIONS

ADDITIONAL CONSIDERATIONS:

WORK
VOLUNTEER

WELCOMING CUSTOMERS OF ALL AGES

Your older customers are a diverse group. They might be still raising teenagers, or they might be pushing their first great-grandchild in a buggy. They may have travelled the world or they may find it difficult to leave the house.

While they are a varied group, many share certain physical restrictions. One in three older people is affected by hearing loss. Almost two-thirds of older people wear glasses or lenses. Significant numbers have some physical restriction caused by conditions like arthritis or diabetes or perhaps a bad hip or a knee that is giving them trouble. Knowing this, and making small changes in the areas of sound, sight and mobility, can give your business the edge it needs.



Go through the checklists in key areas to see what simple actions would make a difference in your business.

FACT:

By 2034, the number of adults older than 65 will be greater than the number of children under 18.

AGE FRIENDLY PRACTICES IMPROVE THE EXPERIENCE FOR ALL YOUR CUSTOMERS. AGE FRIENDLY IS PEOPLE FRIENDLY.



ENVIRONMENT

SAFETY

ZERO/LOW COST IMPROVEMENTS

- SIGNAGE** : Stairs, inclines, and other safety issues throughout the store are clearly marked.
- ENTRYWAY** : Storefront and entryway are consistently cleared of leaves, or other debris that poses a safety risk.
- FLOORING** : All floors are non-slip, non-shiny, kept clean and dry.
- GLASS DOORS**: Glass doors must be clearly marked.
- RUGS / MATS** : Secured to the flooring to prevent tripping.
- AISLES** : Spaces are wheelchair-accessible that are wide, clear and accessible.

Ensure product on shelves are not placed any higher than arm's length, or have staff available to assist customers in reaching higher up items.

TIP!

ACCESSIBILITY

ZERO/LOW COST IMPROVEMENTS

- BATHROOMS** : Bathrooms are ADA accessible with wide doors, wide stalls, and free of stairs.
- HANDRAILS** : Handrails/cane holders are installed where needed.
- RESTING AREAS** : Resting areas are available for customers to use while waiting for services.
- AISLES** : Entrances, doorways, and aisles are wide enough to accommodate a scooter, wheelchair, or a walker.
- SERVICE COUNTERS** : *Service counters are at a wheelchair-accessible height.*



ENVIRONMENT (CONT.)

LIGHTING

ZERO/LOW COST IMPROVEMENTS

- LIGHTING** : Lighting is bright and uniform to reduce glare/avoid dark spaces.
- READING MATERIAL** : All fonts on the menu, or reading materials should be large enough for an older adult to read without straining their eyes.

FACT:

Some older customers would rather be seated away from windows and mirrors with a glare.

SOUND

ZERO/LOW COST IMPROVEMENTS

- NOISE LEVEL** : Background music and ambient noise are quiet or non-existent.
- MUSIC** : Volume of music should not interfere with conversations.
- GENRE OF MUSIC**: Offer a range of different types of music that is generationally and culturally relevant.
- QUIET AREAS**: Offer quiet spaces - such as designated tables in your business - that can be reserved for older customers.

comple
genre /
film, w

If you are playing music, include some music that your older customers will know and love.

TIP!

MARKETING

PRINT MATERIALS

ZERO/LOW COST IMPROVEMENTS

- FONTS AND CONTRASTING:** Use easy to read sans serif font, such as Arial or Calibri (Refer to APPENDIX #1 for best practices)
- LANGUAGE :** Utilizing age-inclusive language that avoids slang or ageist words and phrases.
- SIGNAGE :** Signage and materials can be easily read and understood by people of varied reading levels

Keep the writing to an easy read for older adults. Use simple, direct writing in short sentences and paragraphs.

TIP!

FACT:

Three in four people age 50-plus say they rely on technology to stay connected.¹⁶

WEBSITE DESIGN AND ONLINE MATERIALS

ZERO/LOW COST IMPROVEMENTS

- NAVIGATION :** Include easy-to-find instructions for web users who are less technologically savvy.
- CONTACT INFORMATION :** Key information is easy to find, such as hours, address, and include phone number under contact information.
- FONTS :** Use big, legible fonts and semi-modular icons so they can be accessible to people with impaired vision. (Refer to APPENDIX #1 for best practices)
- SIZE AND SPACING OF HYPERTEXT LINKS:** Use plenty of white space between the links and avoid clustering them too tightly. This helps to prevent erroneous links and increases the speed at which users can navigate the site.
- COLORS :** Contrasting font and background colors are used for easy visibility so they can be accessible to people with impaired vision. (Refer to APPENDIX #2)

MARKETING (CONT.)

ADVERTISING AND PROMOTION ZERO/LOW COST IMPROVEMENTS

- PROMOTIONAL MATERIALS** : PORTRAYAL OF OLDER ADULTS IN A POSITIVE WAY (Refer to APPENDIX #3 for examples)
- AGE-FRIENDLY SERVICES AND PRODUCTS:** Promote your age-friendly services or products in areas or markets where they will be seen and used by older adults

FACT:

The senior market is composed of many subgroups. They are identifiable by three main groups: pre-retirees (people between 50 and 62), active retirees (63 to 74) and seniors (75 and over). Your marketing should differ accordingly for each group.¹⁷

Consider placement of your advertising material on buses or bus stop shelters to attract older customers.

TIP!

SEE APPENDIX #4 FOR MORE INSIGHTS ON MARKETING FOR OLDER ADULTS AND SENIORS



EXPERIENCE

CUSTOMER SERVICE ZERO/LOW COST IMPROVEMENTS

- PHONES** : Business is easily accessible by telephone (live person answers)
- PATIENCE** : Ensure instructions are given slowly and clearly, and explain how callers can have the information repeated for them at any time.
- CUSTOMER GREETING**: Utilize friendly and welcoming tone when customers upon entering the business establishment.

COMMUNICATION ZERO/LOW COST IMPROVEMENTS

- TONE** : Training staff when speaking to older customers not to use a tone that is exaggerated, this can be interpreted as “senior-speak” or talking down to them.
- LANGUAGE** : Staff avoid ageist stereo-types and language
- FACE TO FACE INTERACTION** : Training staff when trying to get an older customer’s attention not to elevate their voice above a normal level. Instead, tap them lightly on the shoulder and say “excuse me sir/ma’am.”

CUSTOMER RETENTION

Research shows that the most effective way of retaining and increasing your older customers is by individual customer service.

The social interaction involved in shopping is very important. If a person feels they are genuinely welcomed and valued as a customer, they will be loyal and give good recommendations to your business.

Think about what quality of customer service you offer your customers?

TIP!



ADDITIONAL CONSIDERATIONS

WORK OPPORTUNITIES ZERO/LOW COST IMPROVEMENTS

- HIRING OVER 50+** : Hiring staff over the age of 50 years of age.
- PART-TIME / SEASONAL** : Offering part-time and seasonal work opportunities.
- MODIFICATIONS / ACCOMMODATION** : Offering work appropriate modifications and accommodation for staff.



FACT:

When recruiting, be very clear and specific in describing the roles, tasks, and time commitments needed from volunteers. Provide details like the date, time, location, and expected hours for the volunteer opportunity.

VOLUNTEER OPPORTUNITIES ZERO/LOW COST IMPROVEMENTS

- VOLUNTEERISM** : Offering volunteer opportunities.
- INTERNSHIPS** : Offering internship opportunities.



CASE STUDIES:

LOCAL CHULA VISTA BUSINESSES



MMM CAKES

Owner: Jose Barajas

310 3rd Ave. Ste C4
Chula Vista, CA 91910
619-500-5162



TERIYAKI GRILL

Owner: Casey Vu and Vu Dao

380 3rd Ave. Ste B
Chula Vista, CA 91910
619-585-1789



NEXT STEP FOR DOWNSIZING LIVING

Owner: Rose Rugama

286 3rd Ave.
Chula Vista, CA 91910
619-942-1989

MMM... CAKES

With a unique perspective, **MMM Cakes** aims to offer Chula Vista a complete culinary adventure including delectable food, desserts, beverages, and a **welcoming ambiance**. Initially a home-based bakery, their vision has grown to encompass a storefront that features not only cakes but also an array of menu items like brunch, coffee, and wine. The goal is to establish a local sanctuary exuding a touch of luxury nearby. To enhance the experience, MMM Cakes incorporates **Golden Girls-themed decorations** throughout their



establishment, adding a delightful and nostalgic flair to the atmosphere.

Central to their identity, the cakes command the spotlight, available by the slice to ensure **accessibility** and personal indulgence. This approach fosters a **feeling of uniqueness** for each customer. MMM Cakes strives to establish enduring connections, nurturing a desire for patrons to return with loved ones.



This ethos is reinforced by their special "**Golden Discount**," catering to seniors on fixed incomes and offering decaf options for their enjoyment.

MMM Cakes stands committed to **inclusivity, adhering to ADA requirements for accessibility**. Their beverage offerings are tailored to a wide spectrum of preferences, featuring decaf choices and sugar-free syrups. Despite the constraints of a small staff and kitchen, they prioritize consistency, hence limiting customizations of food. This dedication reflects their understanding of the local community while staying authentic.



Navigating the balance between community resonance and personal integrity is at the heart of MMM Cakes' journey. Understanding their product's potential and embracing their capabilities underpin their success. Recognizing that perfection is elusive, they champion kindness, comfort, and safety to cater to diverse tastes and backgrounds. In this holistic approach, MMM Cakes endeavors to not just satisfy palates, but to create a haven of warmth and delight.



TERIYAKI GRILL

Teriyaki Grill exudes a welcoming, mom-and-pop essence, reflected in the homey ambiance, traditional touches, and lush greenery. Their ultimate aim is to elicit that ecstatic moment when the first bite evokes sheer culinary delight. Customer satisfaction dictates their course. The bedrock of their success remains their unwavering mission of providing fresh, balanced, and healthy options while staying deeply connected to the community.

The heart of Teriyaki Grill's narrative centers around their core mission: "**Fresh. Balanced. Healthy.**" Since its inception, this mission has guided their journey. Consistency, the pivotal asset for any restaurant, has been the north star in achieving this mission. This commitment is evident in every facet of their business, from the careful selection of **handpicked produce, premium proteins**, to making all of their sauces in-house to assure a freshness guarantee. Teriyaki Grill's focus on intentionality extends even further to accommodate the needs of their older patrons. Ample **accessible seating** options, along with the flexibility to tailor their menu to different **dietary needs**, reflect their commitment to this cause. Engaging actively within the community, by serving elderly care facilities and local hospitals, they provide customized services that go beyond the traditional dining experience.

The quaint Third Avenue storefront fosters a **welcoming atmosphere** that embraces tailoring meals to individual dietary preferences. Supported by their well versed team, armed with insights into ingredients and processes, they adeptly guide customers with dietary restrictions. With a diverse menu, they are able to cater to both young children and older patrons, exemplifying their inclusive approach. Even in the era of QR codes and contactless ordering, Teriyaki Grill remains dedicated to delivering **personalized service**, valuing the **special connections** they've fostered between customers and staff. The essence of Teriyaki Grill lies in authenticity and staying true to their mission, ensuring satisfaction across all age groups.

In a neighborhood awash with taco shops and burger joints, the initial years at Teriyaki Grill posed challenges in aligning with Chula Vista's downtown market. However, gradual menu expansion and **community engagement** enabled them to carve a niche. The foundation of their success remains their unwavering mission of providing fresh, balanced, and healthy options while staying deeply connected to their community.



NEXT STEP FOR DOWNSIZING LIVING

Navigating the intricate journey from expansive homes to more suitable living spaces, **Next Step for Downsize Living** established itself as a provider offering **comprehensive solutions and support**. The company's roots lie in addressing the fundamental needs of families, particularly aging seniors, who find themselves navigating the delicate process of transitioning into retirement. Central to its success is Next Step's commitment to **transparent collaborations**, and the **cultivation of supportive relationships**.

The origin of Next Step for Downsize Living responded directly to the needs of families, specifically seniors facing the challenging transition into retirement, that includes downsizing. In a pivotal move in 2019, the company collaborated with the San Diego State University's Master's in Business Administration Consulting Program, resulting in the creation of the Next Step Plan. This strategic blueprint was meticulously designed to **ease the complexities associated with lifestyle changes**, providing families with a clear path forward.



With years of experience in executing downsizings and estate sales, Next Step for Downsize Living has evolved into the innovative Next Step Treasures. The envisioned "treasure store" caters to the excess items that families no longer require, providing a considerate blueprint for the ensuing steps. The store goes beyond a mere shopping experience; it evokes the nostalgic warmth of home, reminiscent of Grandma's house. Crafted with aging in mind, Next Step Treasures aims for transparent collaboration for families navigating the move to smaller living. The core of their services lies in addressing the overwhelming challenges associated with identifying and executing the necessary steps for a seamless transition, ensuring that families are supported at every stage. At the heart of Next Step Treasures is the **compassionate act of re-homing** lovingly cared-for items from seniors' homes. This practice not only forms the foundation of the Treasure Store but also symbolizes the company's dedication to preserving memories and aiding in downsizing efforts.

Next Step for Downsize Living stands as a testament to the power of **empathetic solutions** in guiding families through life's transitions. With transparent collaboration, a curated "treasure store", and inclusive customer service, the company understands the unique needs of the aging population.

APPENDIX #1:

REACHING OLDER ADULTS – EFFECTIVELY THROUGH PRINT

Crafting printed materials with the thought of older adults over the age of 55 allows for the written content to be easily readable by everyone of all ages.

TERMINOLOGY

- Use age to identify the group to whom you are referring (e.g. 50+), or just refer to “older adults.”
- Avoid using terms such as elder, mature or senior.
- Many adults 50+, even 90+, reject such labels, often due to accompanying stereotypes. Do not use “they” or “them” when referring to older adults.

COLOR

- Black letters written on a white background are the most reader-friendly.
- Avoid using reverse type, with white letters on black or colored backgrounds, which is especially difficult to read.
- Using colors for text, especially light colors and particularly for body text, reduces readability.
- If you want to have color, use a light shade of color as a background behind black text.

TYPE STYLES

- WRITING IN ALL CAPS MAKES READING DIFFICULT. Reserve capital letters for headers.
- Also generally avoid the use of italics, except for large headers. On the other hand, use of underlining and bold text can improve readability.

FONT TYPES

- Use a clean sans serif type like Helvetica that does not have small features at the end of strokes, unlike Times New Roman, which is considered a serif font with decorative end-strokes.
- The large headlines and subheads on this page are examples of serif type.

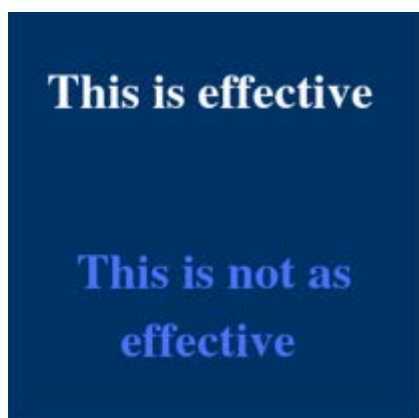
FONT SIZES

- To improve readability and comprehension, emphasize size of text over amount.
- In general, do not use anything less than 12 point type for body text.
- **The body copy of this document is set at 12 point.**
- **This is an example of 16 point size**
- **This is an example of 18 point size**
- Use a large font size, which is more readable for everyone.

WIDTH OF TEXT

- Avoid wide blocks of text and extremely long paragraphs. Use indentations or break content up into two columns.
- Bullets and itemized lists can also improve comprehension.

APPENDIX #2: CONTRAST EXAMPLES – TEXT DESIGNS



HIGH CONTRAST

- The contrast and crispness of the text and design against the paper are vital for readability.
- Never use light, low-contrast colors or print on a dark-colored paper.
- Black, dark blues and deep green letters are much easier to see than light ink colors.
- Yellows, browns, reds, pinks and oranges can be hard to read.
- Anything that is difficult to read is less likely to be read.

TIP!

Avoid using colors that are close in proximity. Design colored materials with strong contrasts.



APPENDIX #3: AD DEPICTIONS EXAMPLES – OLDER ADULTS



Examples of negatively depicting older adults.



Examples of positively depicting older adults.

APPENDIX #4:

ADDITIONAL INSIGHTS FOR MARKETING TO OLDER ADULTS & SENIORS

INSIGHT #1: AVOID THE SUGGESTION OF CHANGE

Older consumers value tradition and resist change. When marketing to them, steer clear of emphasizing novelty and change. Instead, promote your products as easy to use, seamlessly fitting into their lifestyle, and enhancing their comfort.

INSIGHT #3: CONNECT TO THE CONSUMER WITH RELATABLE GRAPHICS

When designing your marketing materials, choose visuals that create an emotional connection with your mature audience. Avoid clichéd images of older individuals in passive settings like rocking chairs or golf courses. Opt for active, lively pictures that convey a vibrant life after 55. Utilize pictures that truly reflect the target population that is not patronizing and reinforcing outdated stereotypes. Incorporating scenes with grandchildren, sporting events, and travel can significantly enhance the response rate.

INSIGHT #5: SPECIAL DEALS

Older adults enjoy unique offers that aren't available to everyone. To attract seniors, we create special groups like the "Senior Club." This way, they feel special and part of an exclusive community.

INSIGHT #2: DIRECT MAIL

Seniors prefer detailed letters and are excellent customers for mail-order products, often making multiple high-value purchases. This makes informational marketing highly effective with them. Utilize direct mail in your strategies, as it outperforms other advertising methods when targeting seniors.

INSIGHT #4: RESPONDING TO FACEBOOK

Seniors, particularly those aged 50-70, respond exceptionally well to Facebook advertising. Through Facebook, target individuals who have expressed interest in your offerings and those who should be interested. Utilize Facebook not only to reach out to potential customers but also to collect their email and postal addresses. Additionally, leverage Facebook video ads as they are highly effective in generating more leads and sales from audiences.

INSIGHT #6: VIDEOS

Older consumers respond better to marketing materials that include videos. Whether it's an email, Facebook ad, or banner ad, adding a video image increases the chances of getting a positive response. So, consider using videos to connect with seniors more effectively.

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