

Age Friendly Seattle

2025 Highlights

SUMMARY

Creating an age-friendly community takes partnership across many sectors and stakeholders. In 2025, we led and participated in collaborative efforts focused on helping older adults retain economic security, health and wellness, and social connectivity.

ECONOMIC SECURITY: DISCOUNT DIRECTORY

We hit the streets across Seattle to talk to local businesses and increase the number of discounts available to older adults and people with disabilities. Thanks to strong community support, over 97 new organizations joined the directory. We hear regularly from people who tell us how much these discounts matter to their economic and social well-being: in 2025, over 16,000 people used their discount card. Our team also made improvements to our searchable online directory and created Explore and Save itineraries for six neighborhoods.

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This is such a great idea and program! I was the caretaker for my father-in-law and think he would have been more interested in going out into the community if he had know about this! I just signed up!

– West Seattle Beer Junction, participating Age-Friendly Discount Directory business

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SOCIAL CONNECTIVITY: CIVIC COFFEES & EVENTS

With the Seattle Public Library, we held 11 Civic Coffee events at senior centers and other locations. We find expert speakers on topics of interest determined by each community and provide live interpretation. In 2025, we expanded our role in organizing Grandparents Day and the African American Caregiver Forum, along with multiple playstreet events in partnership with other City departments and community organizations.



56%

Growth in Discount
Program offerings



2.2k+

Anti-Ageism
Training views



400+

Event attendees



BECOMING AGE-FRIENDLY: A TEAM SPORT

We were proud to be ranked the U.S.'s third most livable large city by AARP! This reflects the multi-sector work happening around Seattle to make our community more age-friendly; check out our discussion about this on King5's New Day Northwest!

2025's collaborations included our fourth demonstration at the Seattle Design Festival, this time in partnership with the Northwest Universal Design Council and the Woodland Park Zoo. Our featured "EmPower Station" envisioned a more inclusive way to charge mobility devices in public spaces. We also embarked on a project to make the King County Senior Property Tax Exemption easier to access and apply for, served on several local and statewide workgroups focused on transportation and other issues important to older adults, and shared our work at national conferences.

HEALTH AND WELLNESS: ANTI-AGEISM TRAINING

We continued to roll out our We  Aging: Anti-Ageism Training. In 2025, we recruited new community ambassadors to help us encourage people to engage with this content. Several group discussions were held, including at senior living facilities and college classrooms, and with advocacy groups and high school students.



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I never realized how influential my view of personal aging can have on my own life and aging journey! I will be incorporating some of the strategies and views I've learned from this training into daily life. This was so well done and I have learned a ton.

– Seattle Public Library employee

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COMING SOON:

The harms of ageism in our healthcare system are well-documented. In 2025, we drafted a training specifically for professionals in this industry and we look forward to releasing this soon.

This year, we also laid groundwork for a Universal Design competition and a pilot project to improve social connection. 2026 promises to be an exciting year!



Accountable to our values

Our Strategic Framework outlines five key values that guide our work. In keeping with our commitment to accountability, we reflect annually on how these were operationalized.

Value

2025 operationalization

Lead with race

Recognizing that Black older adults experience disproportionately poor health, we helped advocate for improved service delivery for African American elders. We did this in partnership with the Mayor's Council on African American Elders, for which our team serves as staff liaison.

Prioritize inclusivity and equity

We continued live interpretation at our events in nine languages and increased our translated materials. We recruited discounts with the intention of increasing access for older adults with low-incomes and non-English speakers, and our use of data in this effort earned us a feature at the City of Seattle's GeoEquity Showcase.

Recognize intersectionality

Ageism has negative impacts in several ways: it causes economic harm through hiring and other workplace discriminations, it leads to poor health outcomes, and it prevents older adults from staying socially connected. For these reasons, we continue to invest in creating and disseminating tools to reduce ageism.

Work in partnership

We continue to hold Civic Coffees events at community spaces across the city, including affordable housing locations, and engage expert panelists. In 2025, we also explored new partnerships, from helping recruit crossing guards for Seattle's schools to partnering with academia to invite older adults to engage in research.

Be nimble and responsive to community input and data

This year, we reviewed data related to our discount program and used it to hone our recruitment pitch, helping businesses understand the benefits of joining. We continue to take guidance from community members about event topics and cater accordingly.