



Site Documentation & Analysis Findings on Age-Friendliness in **RUSSELL-BINSARTH**

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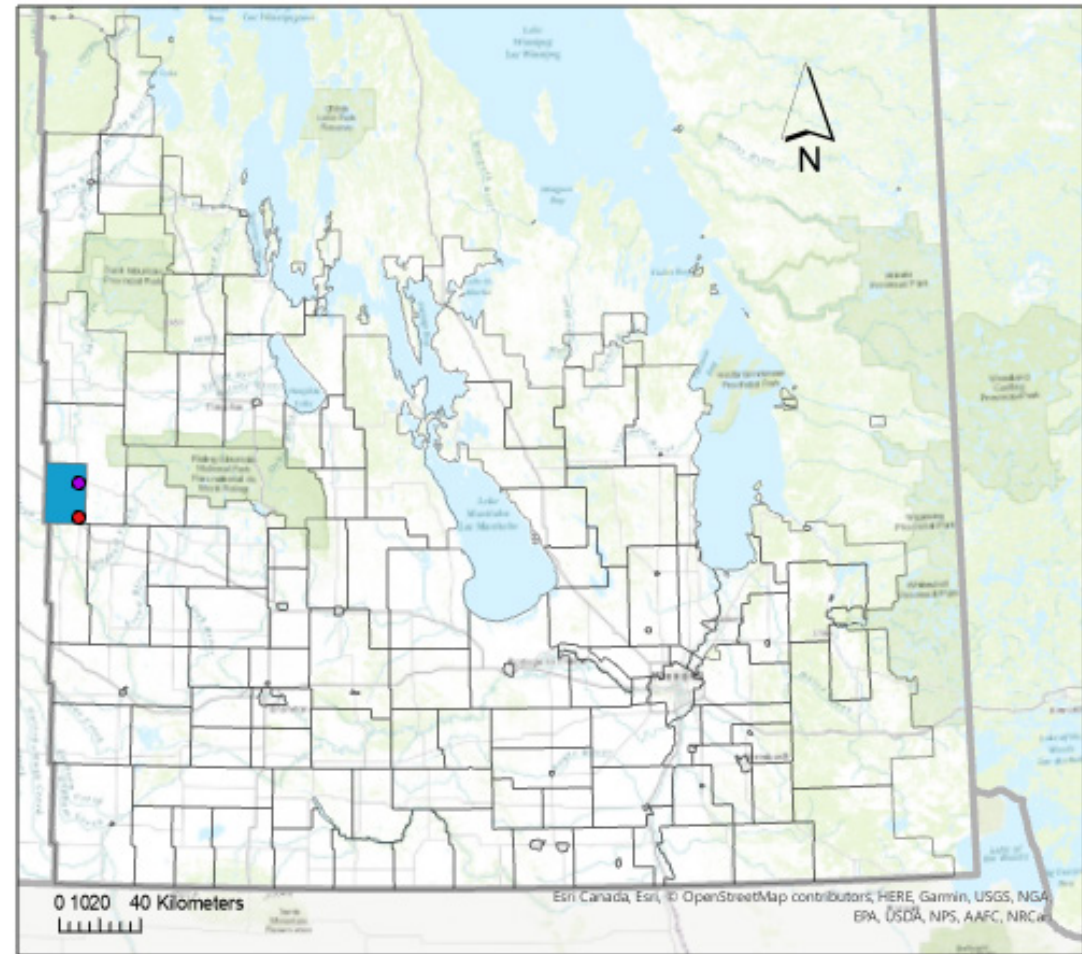
INTRODUCTION

RUSSELL-BINSCARTH

Located in southwest Manitoba, near the Saskatchewan border, the Municipality of Russell-Binscarth consists of two communities which amalgamated in 2015. To the north is the town of Russell, with a population of 1599 residents (Statistics Canada, 2017), best known across the province for its proximity to Asessippi Ski Resort. To the South is the village of Binscarth, somewhat smaller in scale with a population of 407 (Statistics Canada, 2017). The two communities are approximately 16 kilometers apart, just over a 10-minute drive along the Yellowhead Highway. As of 2016, the municipality counted an additional 436 residents in rural areas, demonstrating the importance of agriculture to the region.

Our Project

As first-year Master's of City Planning students at the University of Manitoba enrolled in the Age-Friendly Neighbourhoods Studio course, we connected with older residents of Russell-Binscarth, in order to learn about their community. We also completed extensive background research to supplement the results of our community engagement session. This document presents our findings and critically evaluates the age-friendliness of the municipality.



Locations

- Binscarth
- Russell

Municipal Boundaries

- Russell-Binscarth
- Other

Provincial Boundaries



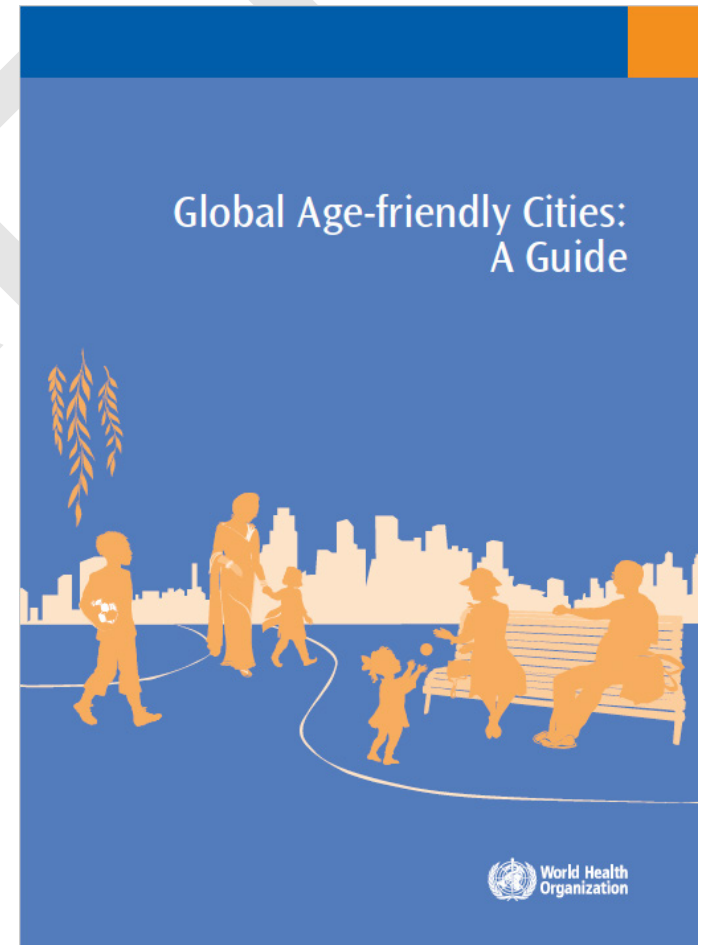
Framework

Global Age-Friendly Cities: A Guide

This document, published by the World Health Organization (WHO) in 2007, whose purpose is to “engage cities to become more age-friendly” (p. 1). Residents from thirty-five cities across the globe participated in a collaborative research process, helping to identify key age-friendly features in urban areas, as well as barriers that seniors sometimes struggle with in urban environments. The product of this research is a series of checklists for evaluating age-friendliness in eight different domains: outdoor spaces and buildings, transportation, housing, social participation, respect and social inclusion, civic participation and employment, communication and information, community support and health services.

Our Approach

For the purposes of our study of the Russell-Binscarth Municipality and surrounding region, we have adapted the WHO framework into a more streamlined format. Using the four categories of outdoor spaces and buildings, transportation, housing, and amenities and services, we have applied the WHO checklists to Russell-Binscarth to evaluate the age-friendliness of the communities.



(World Health Organization , 2007)

History

Beginnings

Two key factors shaped the early histories of both Russell and Binscarth: agriculture and the railway. The present Russell townsite was originally surveyed as land for a new rail line in 1878, while Binscarth began as a cattle farm established by the Scottish Ontario Lands Company in 1880. Homesteaders from England, Scotland and other parts of Canada began to arrive in the region shortly after, on the promise of free agricultural land provided by the federal government. Many of them travelled along the historic Pelly Ox-Cart Route, which passed by both communities. Colonel Boulton, a distinguished military officer, moved his family to the region in 1881 and gave Russell its name. In the same year, the Hudson's Bay Company opened a trading post in town. 1886 was marked by the arrival of a new rail line linking Russell and Binscarth, accelerating growth in both communities. Fertile land meant that region's farmer enjoyed healthy success, which in turn fueled the businesses in town. The region was also known for its recreational opportunities, such as the nearby ski slopes. By the 1950s, Russell was serviced by both CN and CP Rail, along with a bus to Winnipeg which departed twice a day.

Indigenous Connection

The histories of two indigenous communities are intertwined with Russell and Binscarth. The first is Gambler First Nation, a reserve established in 1889, whose residents are Ojibway. Gambler maintains a close relationship with Russell and Binscarth, where children from the First Nation attend school. The second is St. Madeleine, a Métis settlement near Binscarth which was destroyed by the federal government between 1938 and 1941 to provide pastureland for Euro-Canadian farmers. Today, the St. Madeleine Métis Cultural Centre can be found on Russell Street, Binscarth's main road. (Binscarth History Committees, 1984; Gambler First Nation, 2021; Manitoba Historical Society, 2011; Russell Chamber of Commerce, 1954; Russell Women's Institute, 1967; Western Canada Directories, n.d.)



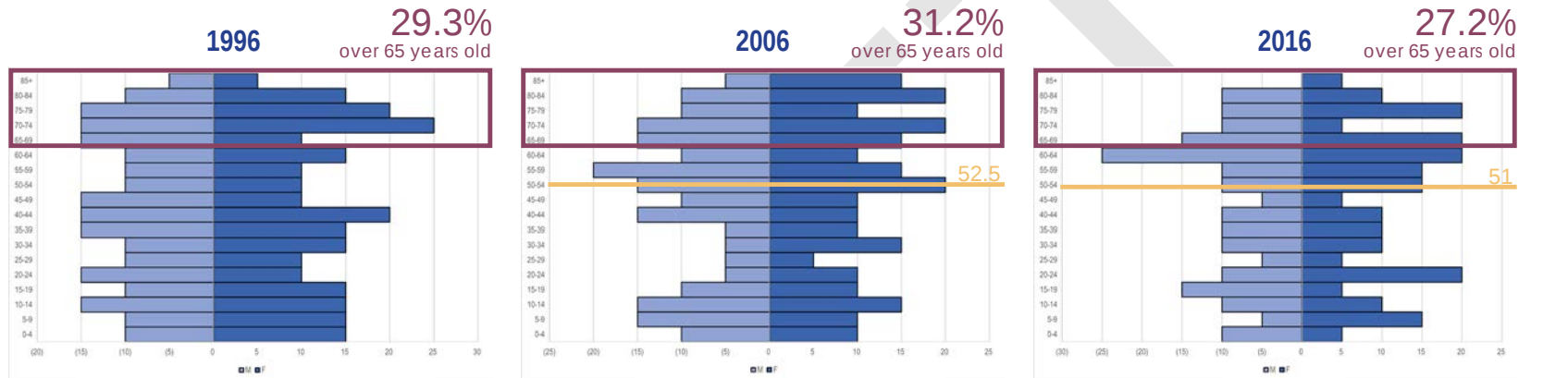
Russell Main Street, 1900 (Russell Women's Institute, 1967, p. 11)



Métis Cultural Centre in Binscarth (Google Streetview, 2021)

Population Changes

Binscarth



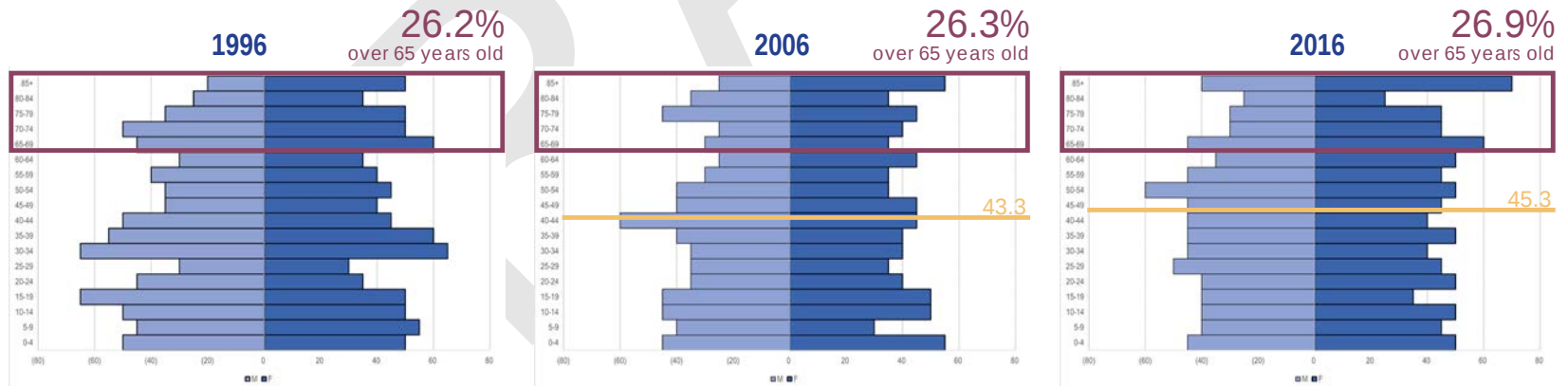
Population:
Pop. Change:

463
-1.3% (from 1991)

395
-14.7%

407
+3.0% (-12.1% since 1996)

Russell



Population:
Pop. Change:

1605
-0.7% (from 1991)

1428
-11.0%

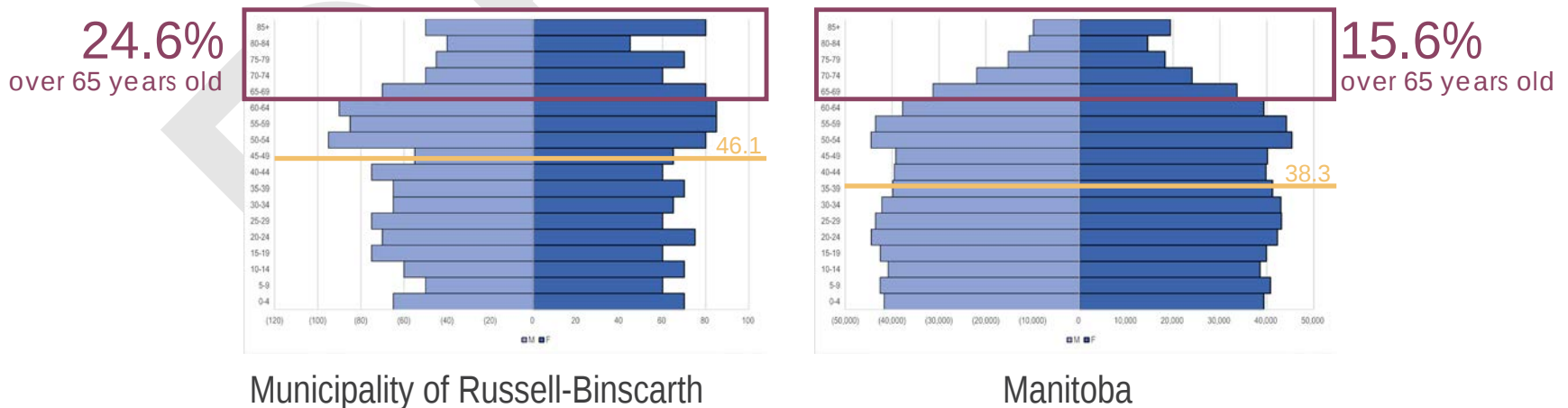
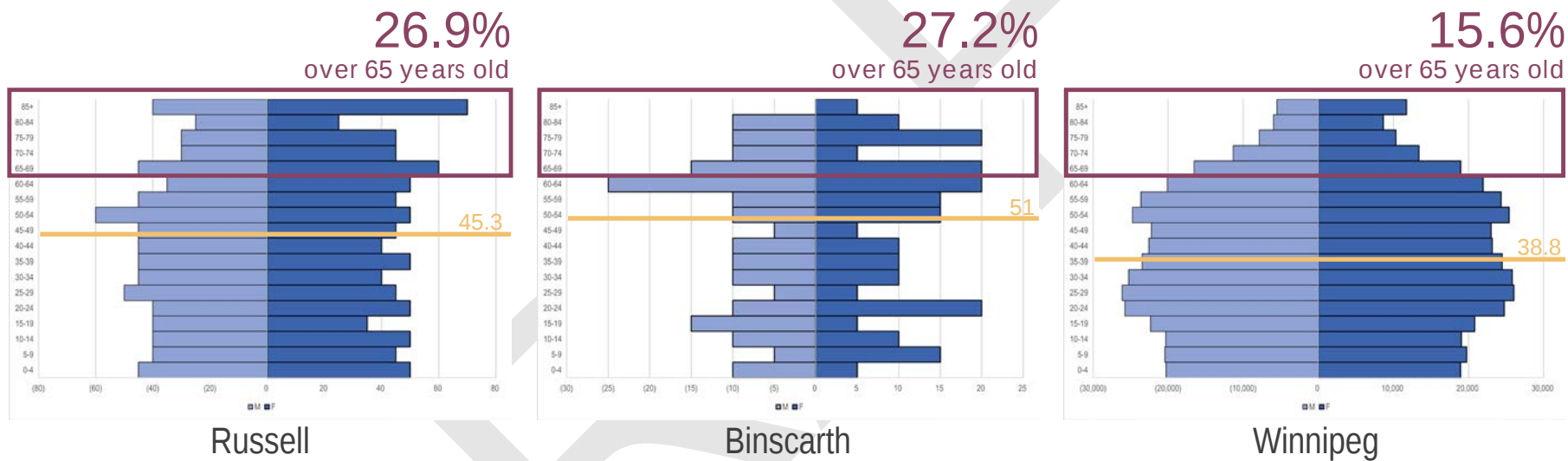
1599
+12.2% (-0.4% since 1996)

Over the last two decades, overall populations have decreased in these communities, however since 2006 have increased. The populations in these communities are aging, with the bubble now at the top of the pyramid.

(Statistics Canada 1997, 2007, 2017)

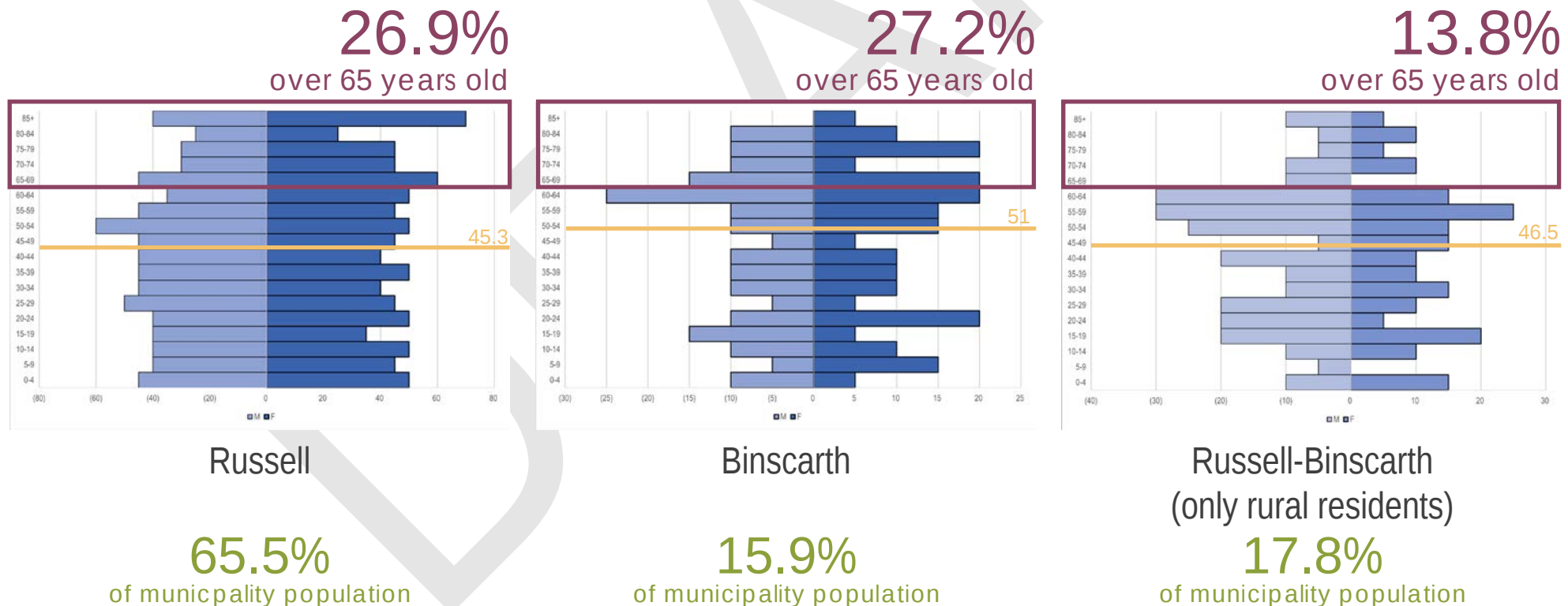
Population Comparison, 2016

Russell and Binscarth have higher concentrations of people over 65 in their communities compared to Winnipeg and the Province, which is also reflected in the median ages. Age-friendly initiatives are paramount in this community due to the current demographics (Statistics Canada, 2007).



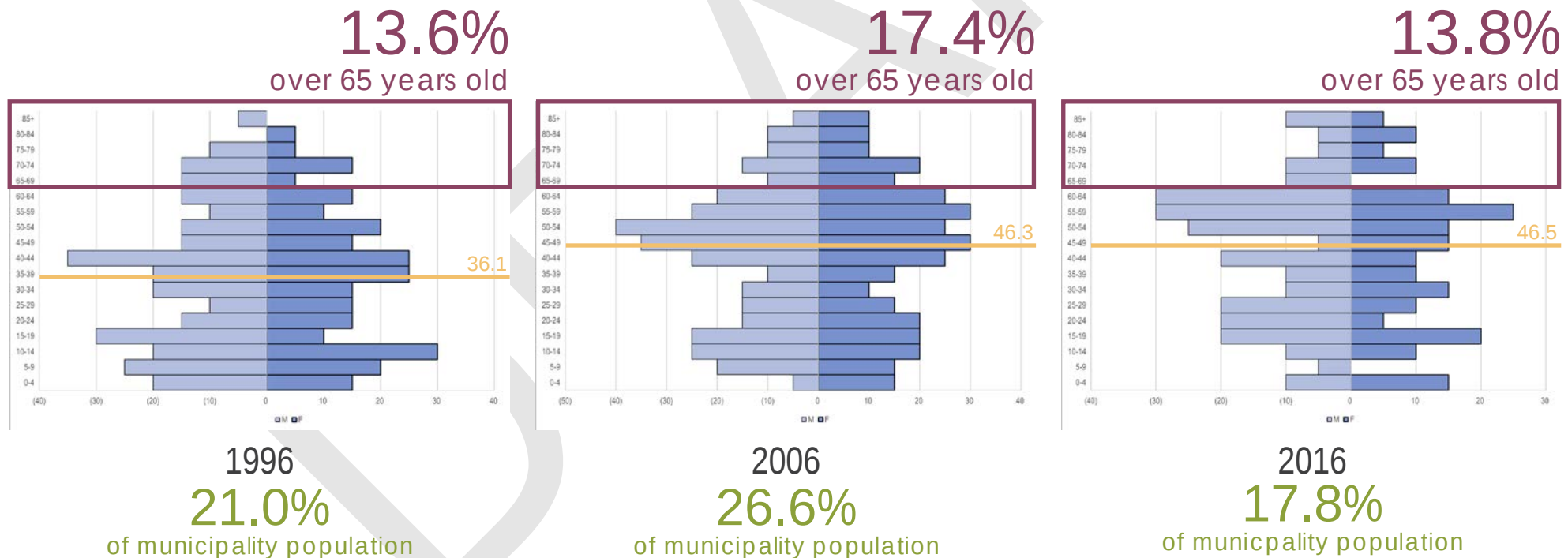
Population Comparison, 2016

There are higher amounts of people over 65 who choose to live in the towns as opposed to the rural areas of the municipality. From our conversations with the community, one of the residents had retired from their farm to town. These population pyramids confirm this type of migration to the more urban centres (Statistics Canada, 2007). As these communities are destinations for seniors, age friendly considerations are important to continue to bring residents to this area or to help them age in place.



Population Comparison, 1996-2016

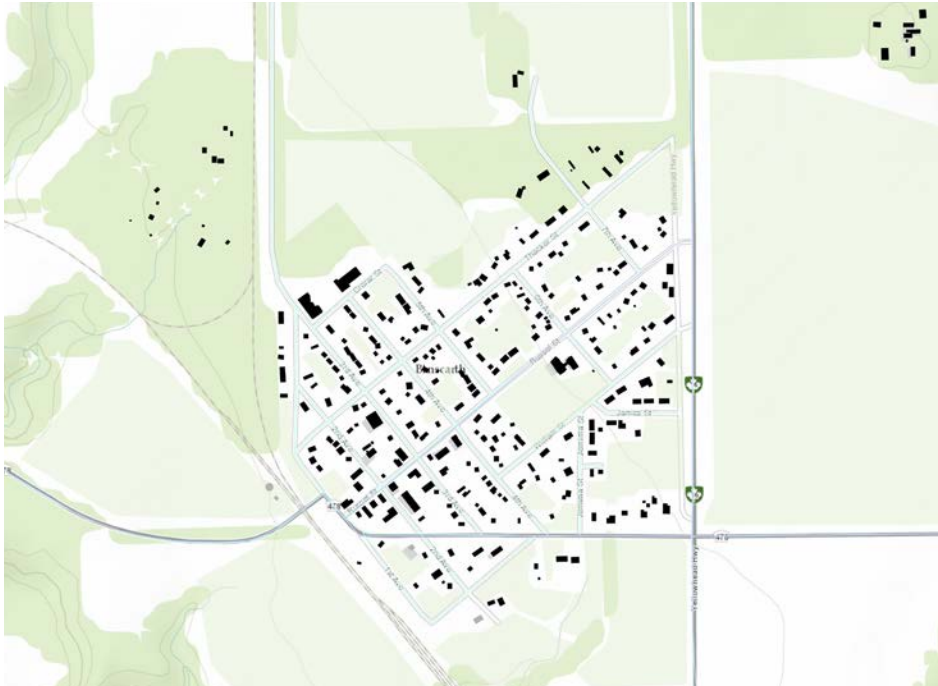
As it was noted that there was a lower percentage of residents over 65 in the rural areas of the municipality, further analysis was taken to compare this trend over the past 20 years. At the 65 years mark there is a noted decrease in population in these graphs. The trend is similar to the towns, showing a decrease in population over the 20 year period. In 1996 there is a higher population of younger residents, perhaps as the Boomer generation had children, who then moved away by 2006 with less people having children in the rural areas.



OPEN SPACE

RUSSELL-BINSCARTH

Built / Un-built



Binscarth

Mostly made up of single housing units and low-rise buildings, spread out in a way which allows for plenty of open space between the built units to be used as backyards, open parks, and walking trails. The town is surrounded by agricultural fields.



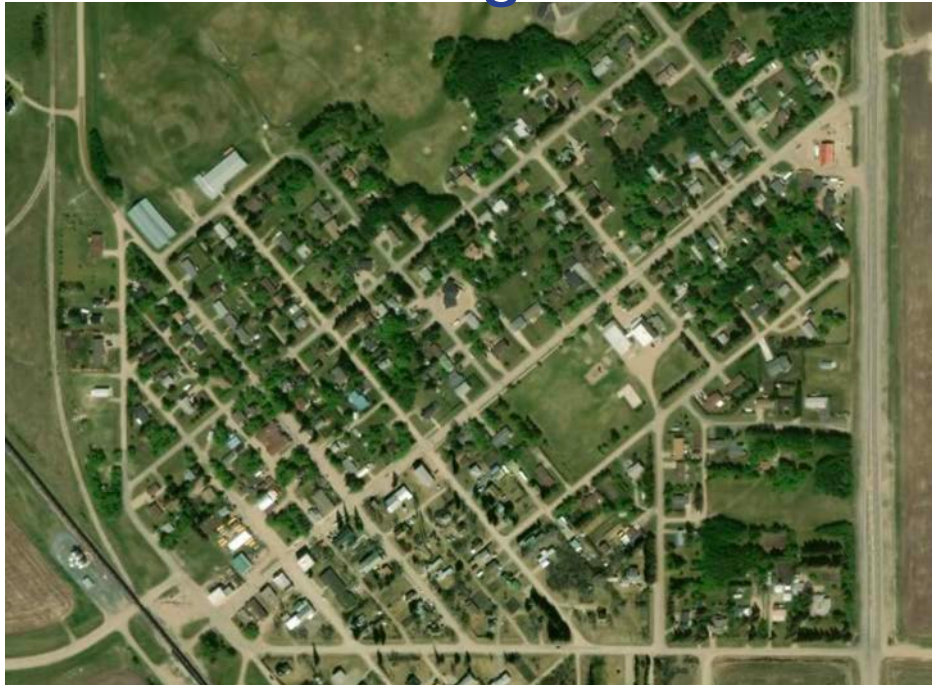
Russell

Densely filled with single housing units and mid to low-rise buildings that range in the circumference of their spreading out, allowing for enough open space between them to achieve better visual connections. The open space to the backs of the housing units are often used as secondary walking trails.

OPEN SPACE

RUSSELL-BINSCARTH

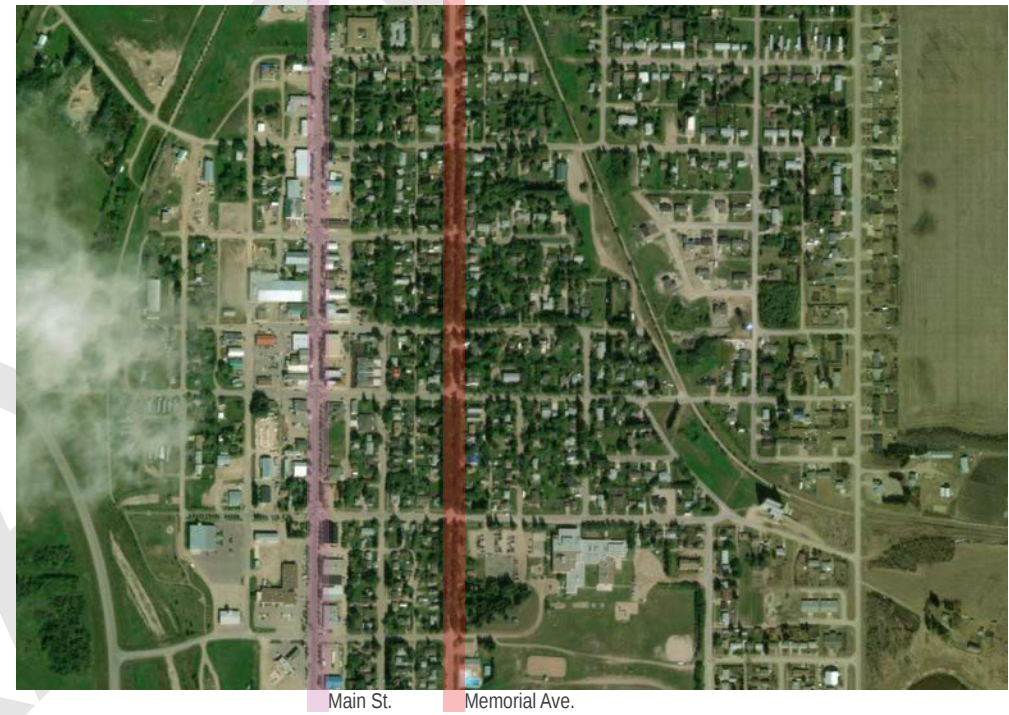
Tree Coverage



Binscarth

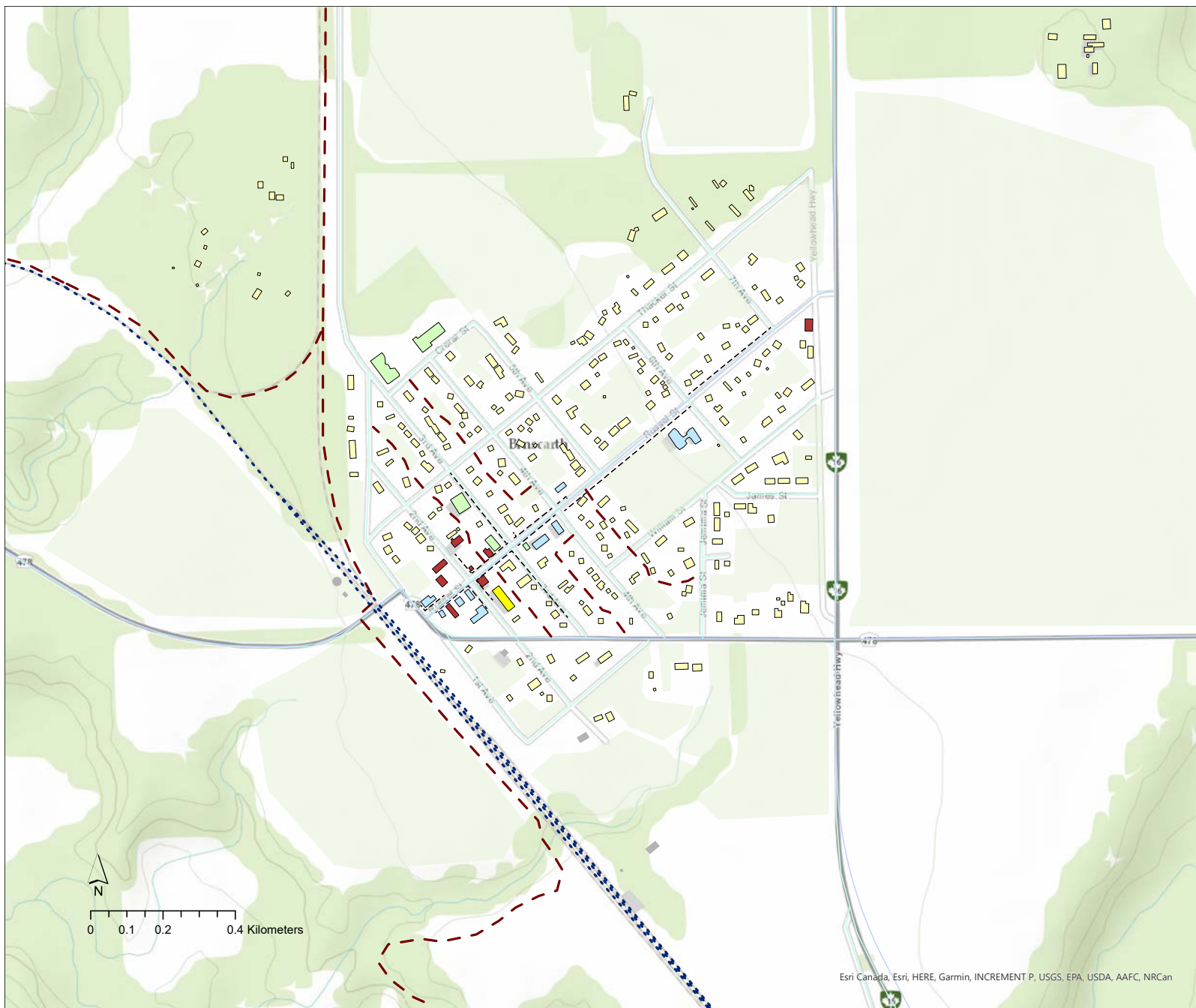
Trees are mostly found in the back alleys of houses, often defining the secondary walking trails. Tree placement was not planned in a way that highlights the town centre or main streets, hence their random distribution.

Zoom Earth. (2016). [Screen Shots]. zoom.earth



Russell

Tree alignment and consistency defines the main roads, such as Main St. and enhances pedestrians' experience. This is also seen on Memorial Ave. which is dense with trees that were planted by the district's Army and Navy Veterans, giving the boulevard plenty of shaded areas that enrich its quality of space.



Layer Type

- Commercial
- Industrial
- Institutional/Civic
- Recreational
- Residential
- Senior's Housing
- Highways
- Roads
- Sidewalks
- Tracks
- Trails
- Open Space

Map of Binscarth

Situated between agricultural fields, this rural town benefits from the plenty of open space provided. Connections to Binscarth are through the two main highways by car, and through the Trans Canada Trail by foot.

Though mostly made up of residential units, the town has some commercial uses near its centre, as well as other civic and recreational uses spread out. To the south of town's main entrance lies the railway station.

Map of Binscarth, Manitoba
Done through Esri, ArcGIS Pro

Parks

While Binscarth is rich in the open spaces that fill the gaps between the housing units, it is limited to three main open parks.

Binscarth Golf Course

The Binscarth golf course (1) is often used by the towns residents, including seniors that access it by foot or car.

Notes from Community: *It was well maintained during the winter season through the addition of a walking trail to allow for safe pedestrian use, especially for seniors.*



Binscarth Park & Pool

The Binscarth Park and Pool (2), is far from the town's center and needs to be accessed by car. The park acts as a social gathering space for senior residents who often use the pool as well.

Notes from Community: *Steps into the pool's building need to be more age friendly.*



Google Street View. (2014). [Screen Shots]. Google Maps. maps.google.ca
Milgrom, R. (2020). [Photographs].

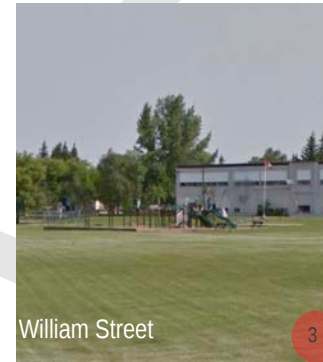
Parks

Binscarth School Park

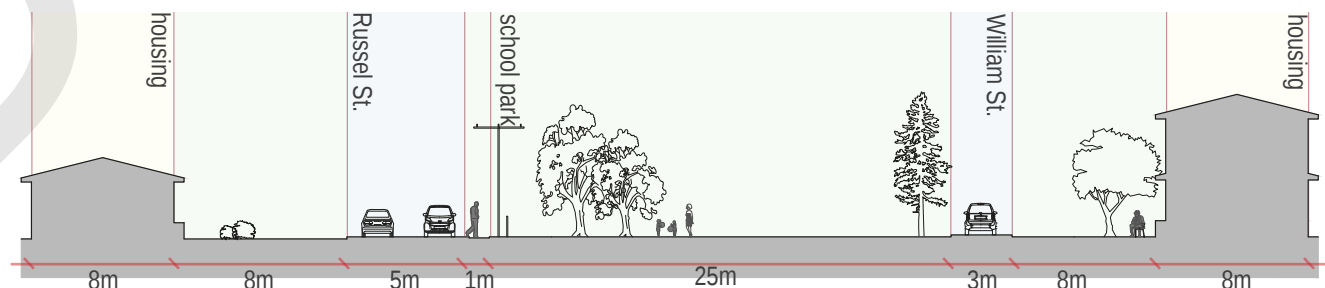
The Binscarth School park (3) is mainly used by the adjacent school. It is fenced from Russell Street, which is a two-way road next to a pedestrian sidewalk, all the way around the school. It is left unfenced and open to William Street, which is a one-way, less trafficked road. This allows for circulation around the park to reach the limited access points.

Notes from Community: *The park requires constant maintenance during the winter season.*

Several gates are situated around the perimeter of the school park, leaving enough open and unfenced space to be used by the residents. Seniors can easily walk around the space making use of the many signs and road safety measures set in place; however, there needs to be more age friendly street furniture to sit and rest along the way.



Section cutting through Russell Street, the school park and William Street.



Walking Trails

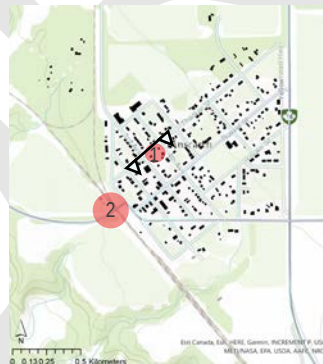
Trans Canada Trail

This main walking trail (2) passes along the periphery of Binscarth, making a stop at the town's main entrance, then diverging southeast crossing over the existing train tracks.

Notes from Community: The Trans Canada Trail is a great walking opportunity for seniors.

Secondary Walking Trails

These walking trails exist on some of the town's streets, filling the gaps between the housing units. Many seniors use them for walking; however, there needs to be more age friendly initiatives spread along these trails, such as benches and public toilets.



Section looking at the walking trail that cuts through Thacker Street (1).

Google Street View. (2014). [Screen Shots]. Google Maps. maps.google.ca

Accessibility



Binscarth Museum

1



Binscarth Library, Russell St.

2



Binscarth Library, Russell St.

2



Binscarth Drop-in Centre, Russell St.

3

- Binscarth relies on its residents to make their homes age friendly and wheelchair accessible.
- Public buildings, like the Binscarth Library (2), have added ramps to ease entry to the space during the winter season.
- Benches are not spread out over the town's streets and remain limited to the main public buildings and spaces, such as the Drop-in Centre (3) and Canada Post (4).



Binscarth Drop-in Centre, Russell St.

3

Notes from Community: The Binscarth museum is not wheelchair accessible.



Canada Post, Russell St.

4

Google Street View. (2014). [Screen Shots]. Google Maps. maps.google.ca
Milgrom, R. (2020). [Photographs].

Wayfinding



Binscarth Museum



Binscarth Museum



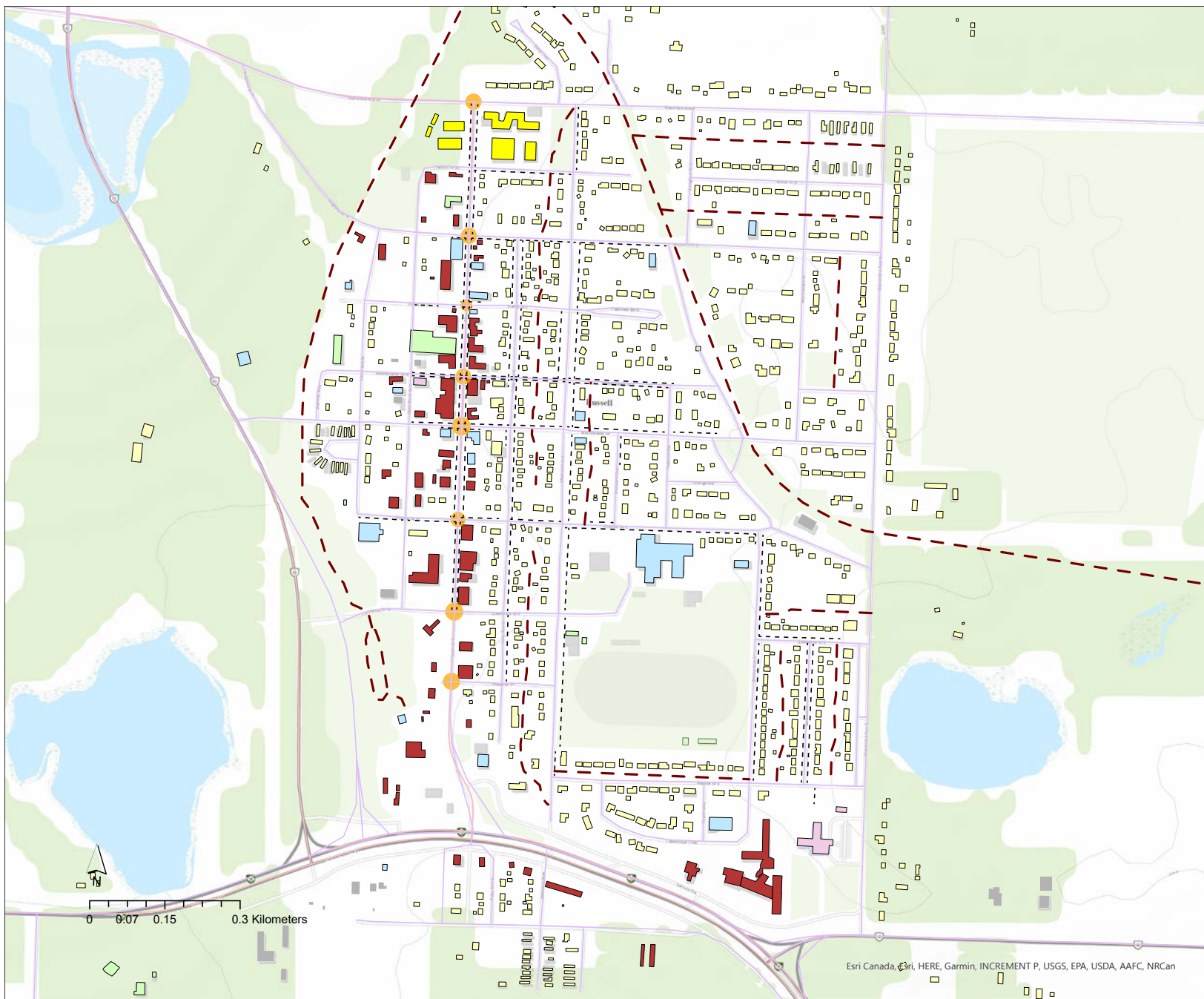
Binscarth War Memorial, Russell St.



St. Madeleine Métis Cultural Centre, Russell St.

- The Binscarth Museum has taken the initiative to put around some signs that give information about the history of the place. People walking by can stop and read.
- Binscarth War Memorial, which was built in 1921 in memory of the First World War veterans, is an example of a landmark being used as a tool in wayfinding. Since there are not many signs in Binscarth, residents rely on these visual signs, as well the help of each other, to give navigate their way around town.
- The St. Madeleine Métis Cultural Centre is an example of buildings as landmarks to help with wayfinding.
- Other examples include the Russell Civic Centre, Major Pratt School, among others.

Google Street View. (2014). [Screen Shots]. Google Maps. maps.google.ca
Milgrom, R. (2020). [Photographs].



Layer Type

- Commercial
- Healthcare Centre
- Industrial
- Institutional/Civic
- Recreational
- Residential
- Senior's Housing
- Highways
- Roads
- Sidewalks
- Trails
- Arches
- Open Space

Map of Russell

With several access points to reach this town, the primary entrance way is through Main Street, which was revitalized to certain extents which accentuate the street's prominence as a primary road, abundant with commercial uses. Secondary roads exist parallel to that one, allowing for walking trails to pass along the back sides of the housing units.

Russell has plenty of open fields that lie between the low rise units.

Map of Russell, Manitoba
Done through Esri, ArcGIS Pro

Parks

Seniors' Housing Park

The park (1) is adjacent to the five seniors' housings and serves their senior residents. A tertiary walking trail extends from the park's northwest corner to its southwest corner, connecting Manitoba Ave. to Arsini St E. The trail is age friendly, as its main users are the neighbouring seniors. It also includes several benches spread around its peripheries.



614 Manitoba Ave.



Lawrence St W Street

Russell Peace Park Campground

(2) Situated next to an agricultural field and serves anyone looking for a camping and outdoors experience in Russell. The Trans Canada Trail passes through this park making it an attraction to pedestrians walking by.



MB-45.

Russell Golf Club

(3) It needs to be accessed by car. Seniors use the club and park as a place for various types of gatherings and activities.

Google Street View. (2014). [Screen Shots]. Google Maps. maps.google.ca

Parks

Russell Softball Diamond

The Russell Softball Diamond Park (4) is mainly used by the neighbouring Major Pratt School. Children practice baseball and softball, among other sports in the open field.

Residents use the adjacent Russell Swimming Pool, which also serves as a place of gathering for seniors.

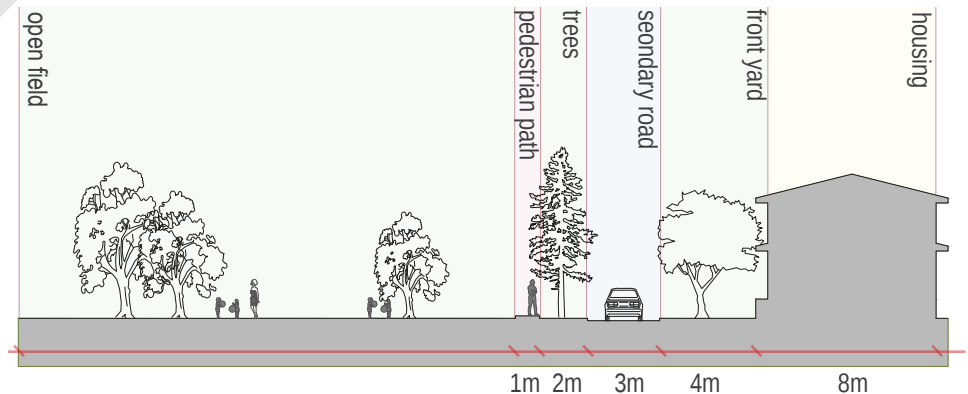
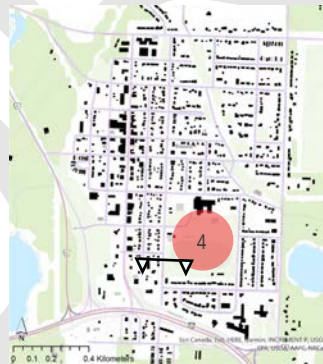
A secondary walking trail spreads along the length of the park at Memorial Ave. with trees aligned on one side and the other left open to the park.



Memorial Ave.



Russell Softball Diamond



Section cut through Memorial Ave. and Russell Softball Diamond Park

Google Street View. (2014). [Screen Shots]. Google Maps. maps.google.ca

Walking Trails

Trans Canada Trail

This main trail passes along the Western periphery of Russell and makes a stop to circulate at the Russell Peace Park Campground.

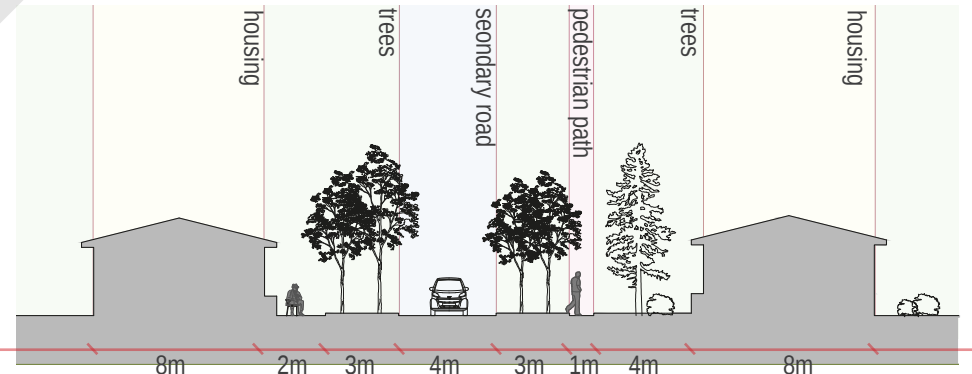
There are several access points into the town along this trail allowing users to appreciate the surrounding landscapes while on their walk.



Secondary Walking Trails

Spread out along the secondary roads of Russell, and often in between the backyards of the housing units.

On Memorial Ave. these trails, even though they get narrower, become of better spatial quality, situated between a line of trees on both sides creating a shaded pathway that seniors often use for walking.



Section cut through Memorial Ave.

Google Street View. (2014). [Screen Shots]. Google Maps. maps.google.ca

The Arches of Russell

Arches

Eight arches spread out along eight intersections of Main Street, Russell. Beside their historic and cultural prominence, the arches serve as physical landmarks that contribute to the placemaking of the municipality.

According to Bridgman Collaborative Architecture, workshops were done with community members (top left) in order to develop a more coherent plan in Russell's downtown core, in Main Street, where the recently renovated arches lie. The renovated arches, in steel rather than their original wood, attract tourism to Main Street.

Their construction did not come at a cheap price, and some residents felt that the corresponding \$1.6 million could have been spent better, according to a 2017 article in the Winnipeg Free Press.

Quality of Space

Benches are distributed along the edges of eight intersections on Main Street. (middle)

Pedestrians make use of the crossings to walk alongside the well maintained sidewalks navigating their way along the commercial street. (middle)



Bridgman Collaborative Architecture Ltd. (2007). [Screen Shots]. bridgmancollaborative.ca
 Google Street View. (2014). [Screen Shots]. Google Maps. maps.google.ca
 Milgrom, R. (2020). [Photographs].

Accessibility



- Benches are spread out along the main streets.
- Roads are well-maintained during winter, allowing for pedestrian use of the sidewalks.



- Handrails placed to aid seniors accessing stores.
- Crossings and street signs allow for better pedestrian navigation.

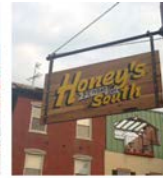


- Ramps seen placed in public buildings, as well as some homes whose residents require them.

Milgrom, R. (2020). [Photographs].

Wayfinding

- Signs on the main streets.
- Landmarks, such as the War Memorial and the Arches, are used as wayfinding tools.



Memorial and Assiniboine intersection



Main Street

Notes from Community: Town of Russell development and design guidelines for Main Street revitalization, focusing on building facades, streetscaping, lighting, and signage.



Main Street - Russell Manitoba Development and Design Guidelines, MMP Architects

Milgrom, R. (2020). [Photographs].
MMP Architects. (n.d.). Russell Manitoba Development and Design Guidelines. [Pamphlet].

WHO Checklist

	Strengths	Needs Improvement
Environment	Towns are clean and abundant with trees and open spaces	
Green Spaces and Walkways	Plenty of walking trails that are used by seniors The secondary narrower trails offer great spatial qualities Low levels of noise around the open spaces and housing units	Some walkways lack appropriate sidewalks and crossings More trees are needed around some open fields to ensure better places for seating
Outdoor Seating	Several benches around many public commercial buildings	The towns require more age friendly seating around the minor roads and trails
Pavement and Roads	Roads are well-maintained during winter	Many walking trails lack the needed pavement that qualify them to be age friendly
Traffic and Cycle Paths	Pedestrians are given priority on most streets due to the low traffic usage Many of the walking trails can accommodate cyclists	Cycling on the walking trails poses threats on seniors using them for walking
Services	In Russell, several services are located within walking distance	In Binscarth, most services are limited to the town's centre, and a lot need to be accessed by car
Buildings	Strong home care program that is free of charge allowing residents to age in place Residents take charge in adding ramps to the entrances of their homes	Some public buildings need better age friendly features at their access points Binscarth lacks wayfinding elements such as proper signage
Public Toilets		There needs to be more public toilets around the towns, especially ones that include age friendly, universal access features

Overview



Binscarth Residents Walking on the Road
Google Street View. (2014). [Screen Shot]. Google Maps. maps.google.ca

Options for transportation in the Municipality of Russell-Binscarth are limited. No taxi companies or ride-sharing services operate within either community, nor does the municipality operate a public transit service.

Common Transportation Modes

Residents of both communities emphasized the importance of sidewalks and walking trails to the mobility of seniors. However, sidewalk connectivity is limited in some areas, and they can be slippery during the winter months.

Seniors with mobility difficulties, or who need to access destinations outside of walking range, commonly rely on family and community members for support if they do not have access to a personal vehicle. Senior Services of Banner County operates a Handi-Transit service within the municipality and surrounding region, which is available to all persons with mobility disadvantages for a small fee. Some seniors may rely on unorthodox transportation modes such as mobility scooters or riding lawnmowers.

Regional Destinations

As Russell and Binscarth are located on the Yellowhead Highway, residents are able to access the amenities in other towns and cities by vehicle.

Community members noted that cities such as Yorkton (across the Saskatchewan border) and Brandon to the southeast were common destinations for healthcare services and larger shopping centres.



Handi-Van

Background

Purchased in 2018 with support from the Federal Public Transit Infrastructure Fund, this 14-passenger, wheelchair-accessible van provides transportation to individuals requiring mobility assistance in Russell and the surrounding region. Operated by Senior Services of Banner County, the Handi-Van provides reliable transportation to medical services, employment, and shopping/recreation. For seniors unable to operate a personal vehicle, it is the only alternative to receiving assistance from others in the community.

Operations

- Clients are asked to book trips 24 hours ahead of time, or one week in advance if traveling outside the district.
- Service available for those who use mobility aids, are visually or hearing impaired, have lost their driver due to medical conditions, or have a physical or mental impairment that prevents them from operating a motor vehicle.
- Regular hours are Monday to Friday, 8:00 AM to 5:00 PM.
- Handi-Van is operated by a driving coordinator and several alternate drivers, all fully trained.
- Fares are determined in accordance with the schedule to the right:



Residents with the Handi-Van

Trips within the Town of Russell

One way - \$6.00 or 1 Ticket
Round Trip - \$12.00 or 2 Tickets
Extra stop - \$2.00
Book of 10 Tickets - \$60.00
Round Trip Gift Certificate - \$12.00

Trips Outside Russell (Inside Catchment Area)

\$0.45 per Km, plus \$12.00 Loading Fee
(Drivers' wages must be covered outside regular hours)

Trips Outside Russell (Outside Catchment Area)

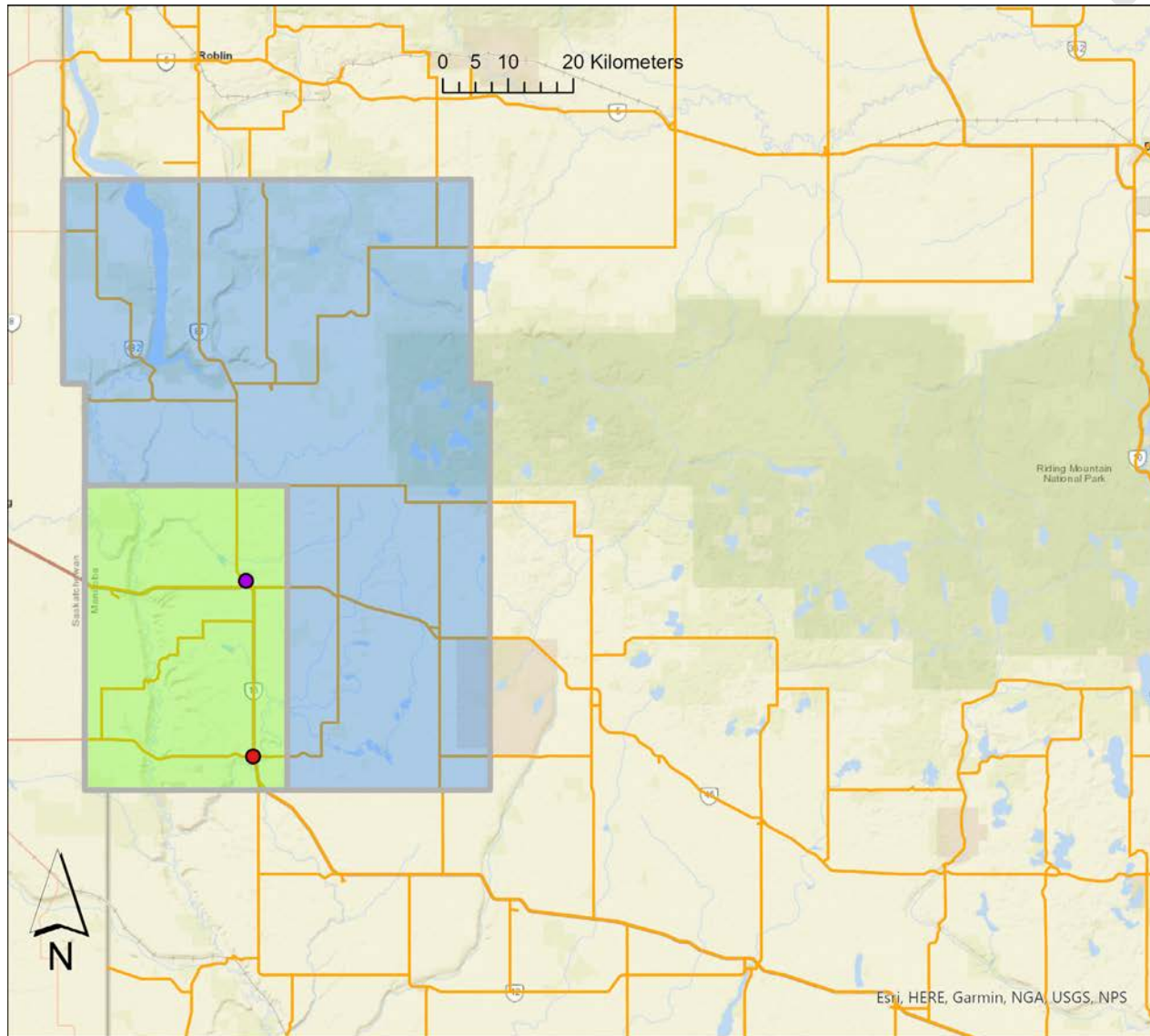
\$0.45 per Km, plus \$12.00 Loading Fee and Drivers' Wages

Personal Care Home Day Trips

Within the Town of Russell - \$45.00
Outside the Town of Russell - \$45.00, plus \$0.45 per Km
(Driver's wages must be covered outside regular hours)

(Municipality of Russell-Binscarth, 2018; Senior Services of Banner County, 2020)

Handi-Van



Catchment Area

The catchment area for the Russell handi-van covers the Municipality of Russell-Binscarth, and the adjacent Rural Municipality of Riding Mountain West. The driver's wages must be covered by the user for all trips to destinations located outside this area.

Locations

- Binscarth
- Russell

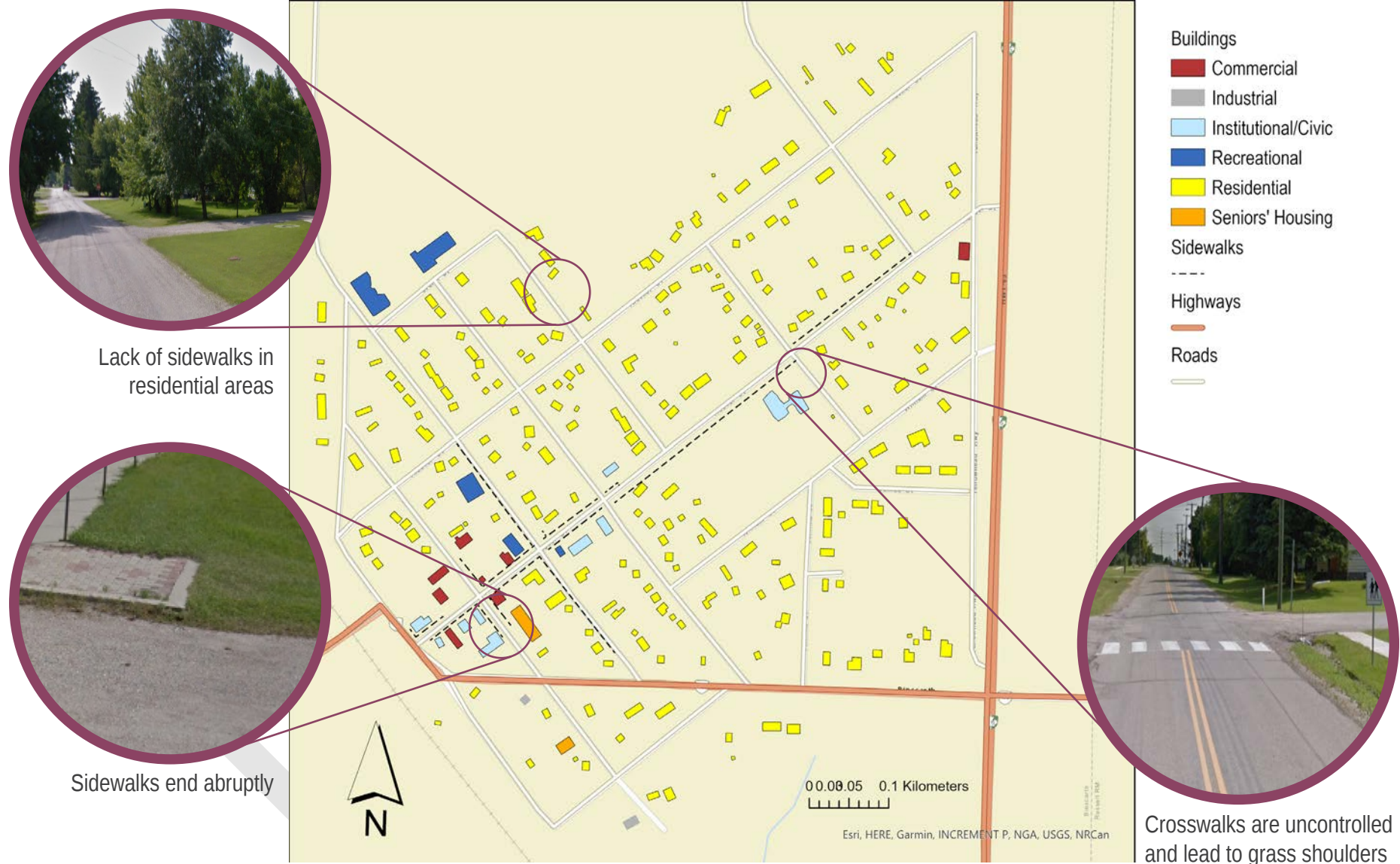
Handi-Van Catchment Area

- RM of Riding Mountain West
- Municipality of Russell-Binscarth

Highways



Sidewalks



Sidewalks

- Buildings**
- Commercial
 - Healthcare Centre
 - Industrial
 - Institutional/Civic
 - Recreational
 - Residential
 - Seniors' Housing
- Sidewalks**
-
- Highways**
-
- Roads**
-



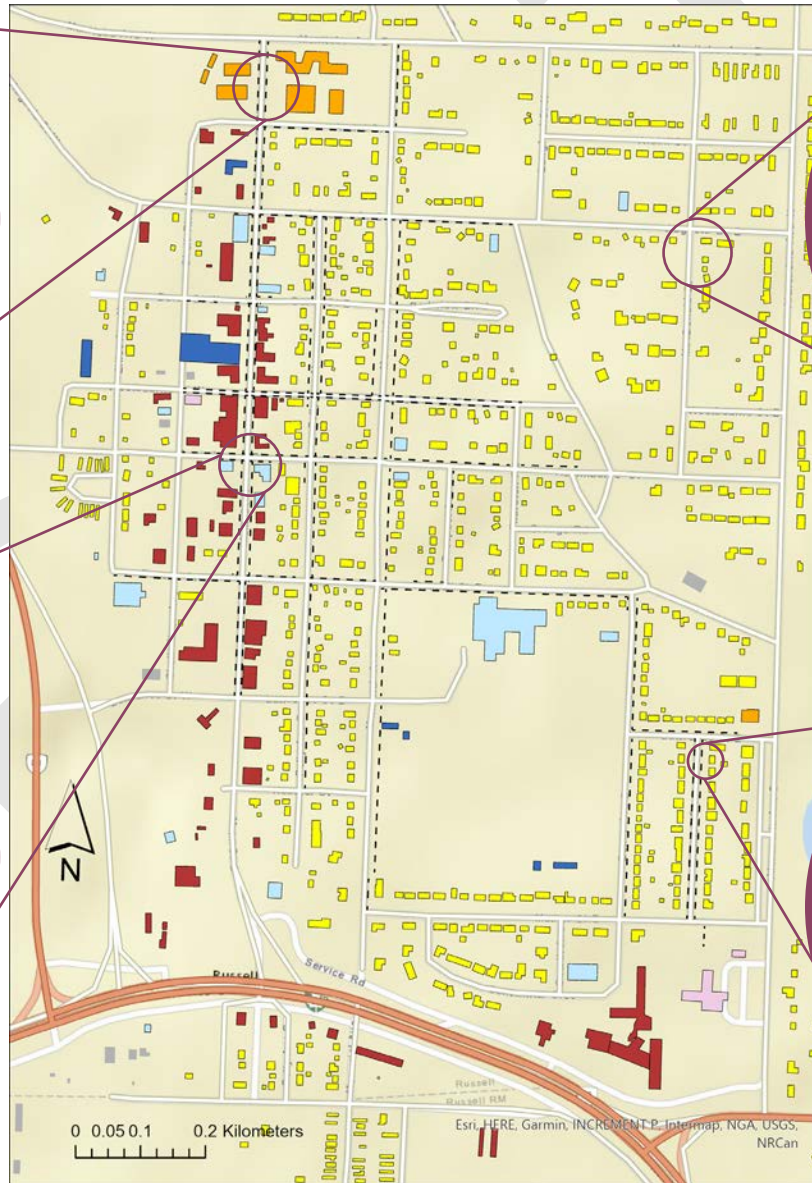
Seniors' housing is located in areas with high sidewalk connectivity



North-East corner of town lacks sidewalk infrastructure



Several crosswalks along Main Street, but intersections are only controlled by two-way stops



Many residential areas connected to sidewalk network, with trees providing shade

WHO Checklist

	Strengths	Needs Improvement
Affordability	Rates are available by contacting Senior Services of Banner County	Handi-van may be too expensive for low income seniors, especially for out of town trips
Reliability & Frequency	Handi-van is reliable	Online information out of date If seniors lack strong social ties for assistance and are low income, may not be able to get around or outside of town. Bookings need to be made in advance Risk of overbooking and cancellation. Seniors have to rely on the availability of drivers. Seniors who cannot drive themselves are at the reliance of others as there is no public transit
Travel Destinations	All essential buildings (healthcare centres, grocery stores, housing facilities) as well as other towns are available by paved roads Most major destinations have sidewalk connectivity	Travel outside the community is necessary for increased medical care or shopping facilities.
Age-Friendly Vehicles	The Handi-Van is wheelchair accessible and drivers are equipped to assist a variety of senior mobility needs.	
Information	Senior Services of Banner County have a running phone line, still active during COVID-19 Facebook is used for community members to connect and request rides/assistance from other residents if they cannot access transportation services.	Senior Services of Banner County has a website, but it is out of date. No information on Facebook (which is commonly used by community) for the Handi-Van service.
Infrastructure & Roads	Most streets in town are paved Main streets are well lit	Many residential streets on the edges of town still have unpaved roads Sidewalk connectivity in Binscarth needs improvement in particular, with both facing issues with sidewalks ending abruptly Intersections are controlled by stop signs, even on main streets Residential areas require more lighting Major routes are prioritized for snow clearing, causing residential sidewalks and streets to become icy and less frequently sanded

Housing Types and Availability

Occupied private dwellings by structural type (as % of total occupied dwellings)	RUSSELL			BINSCARTH		
	1996	2006	2016	1996	2006	2016
Single-detached house	83.5	81.0	81.0	92.9	89.5	89.2
Semi-detached house	0.0	1.6	1.4	0.0	0.0	0.0
Row house	1.4	7.9	1.4	0.0	0.0	0.0
Apartment or flat in a duplex	0.0	0.0	6.4	0.0	0.0	0.0
Apartment in a building that has fewer than five storeys	12.2	2.4	7.1	7.1	5.3	2.7
Apartment in a building that has five or more storeys	0.0	1.6	0.0	0.0	0.0	0.0
Other dwelling type (incl. moveable)	2.2	5.6	2.8	0.0	7.9	10.8
Total - 100% data	695	630	705	210	190	185

(Statistics Canada 1997, 2007, 2017)

Housing types are diversifying over time, including more “other” which is mainly movable housing which can be seen developing on the edges of both communities. The diversification emphasizes the desire for diverse housing types and increasing rental units as noted by community consultation.



Mobile home community in Binscarth
Milgrom, R. (2020). [Photographs].



Park Manor 55+ housing in Russell



Wheelchair ramp outside single-detached home in Russell

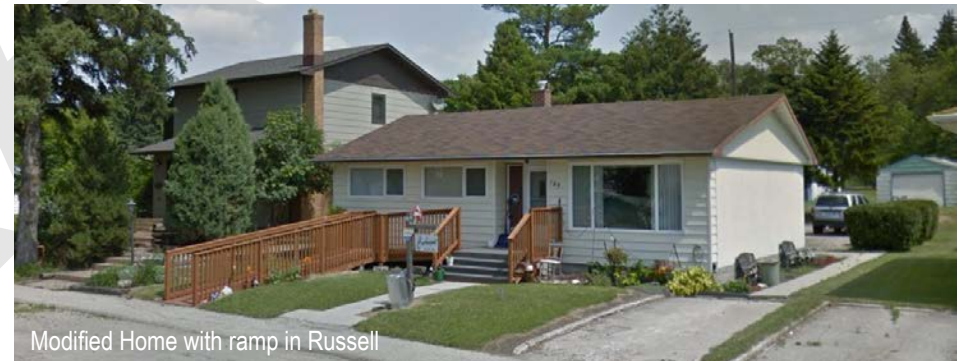
Senior Housing Types in Detail

Aging in Place - Housing

- Many pre-modified homes in area.
- All other modifications at owners expense.
 - Manitoba's *Residential Adaptations for Disabilities* program was cut in 2019 (offered a \$16,000 grant for home adaptations)
 - No longer any provincial grant programs. Can claim Home Buyers Amount on new home purchases if applicable
- Home care available and free of charge including:
 - Assistance with personal care and activities of daily living
 - Nursing and respite care
 - Adult day program
 - Therapy services
 - Equipment and medical supplies
 - Home oxygen program
 - Supportive housing (Prairie Mountain Health, 2020)
- Homeowner can choose how and where they wish to live and age in place.
- **Notes from Community:** *low quantity of rental opportunities which could provide more accommodation choices for some seniors at lower income levels.*



Lots for sale in Binscarth



Modified Home with ramp in Russell



Modified home with ramp in Russell

Milgrom, R. (2020). [Photographs].

Senior Housing Types in Detail

Elderly Persons Housing (EPH)

- Independent housing units
- **Binscarth:** Westview Lodge, 12 beds
- **Binscarth:** Sunset Haven 55+ Fourplex
- **Russell:** Banner County Court, 40 beds
- **Russell:** Elks Legion Court, 11 beds
(Long Term & Continuing Care Association of Manitoba, 2020)
- **Russell:** Eastview Estates, 55+ Fourplexes
(Russell Banner, 2000; Bruce, 2003)
- Little to no online information.

Manitoba Social Housing Options

- Provided by the Province. (Manitoba Housing, 2020)
- Studios & 1 Bedrooms available in both towns and for seniors aged 55+.
- 30% of resident's income.
- Have to fall into specific low-income brackets in order to apply (be in "core housing need") and be able to live independently.
- Requests can be made for accessible housing options.



Milgrom, R. (2020). [Photographs].

Senior Housing Types in Detail

Lions Manor (Russell)

- Life leases: \$35,000-\$45,000 (2002)
 - \$400-\$650 monthly rent (Bruce, 2003)
- Little to no online information.
- *Notes from Community: waiting list to apply*

Park Manor (Russell)

- Life leases: \$55,000-65,000
 - \$739-\$916 monthly rent (Park Manor Committee, 2019)
- Residents must make a *maximum* of \$56,000-\$64,000.
- 42 beds
- 7 of 24 units still available since opening.
(Park Manor 55+ Housing, 2020)

Russell Personal Care Home

- \$14,000-\$34,000 per year depending on individual/household income (paid in monthly installments).
- Offers medical services and personal care, meals, activities, etc.
- 40 beds (Prairie Mountain Health, n.d.)
- *Notes from Community: older building, hoping to be rebuilt/repared but need the funds*



Milgrom, R. (2020). [Photographs].

SENIORS' HOUSING

RUSSELL



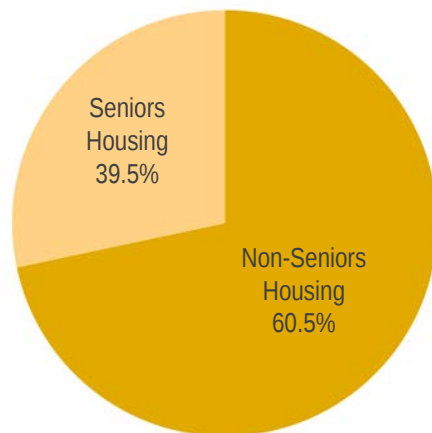
1. Russell Personal Care Home
2. Park Manor
3. Lions Manor
4. Banner County Court
5. Elks Legion Court
6. Eastview Estates



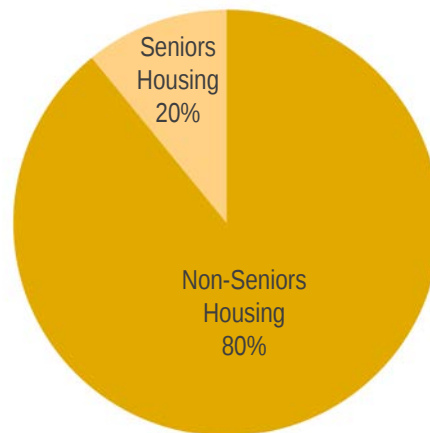
Population and Seniors Housing

As there are many seniors housing options in Russell and Binscarth, these charts look to compare the population of 65+ residents in the towns to the amount of beds provided in the seniors housing facilities. In Russell, almost 40% of seniors in the town would be able to live in a Seniors Housing facility. Binscarth has much lower numbers due to the only two available facilities. Therefore, as the percentage of people living outside of seniors housing is the drastic majority, there should be considerable efforts put into assisting those who choose to age-in-place in their own homes.

	65+ Population	Capacities of all Seniors Housing	% of 65+ Population
Russell	430	170	39.5
Binscarth	110	22	20.0



Russell



Binscarth



Homes in Russell

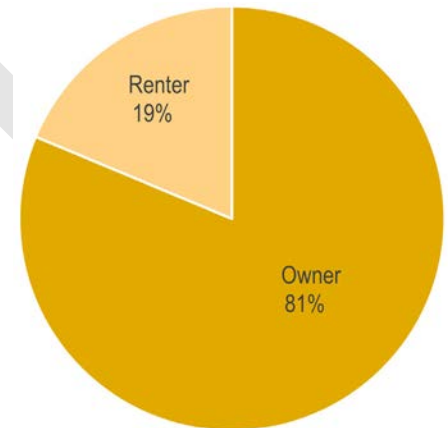
Milgrom, R. (2020). [Photographs].

2016 Census Data

Average Household Costs	Winnipeg	Russ-Bin
Median value of owned dwellings	\$296,186	\$170,466
Average value of owned dwellings	\$317,505	\$184,516
Median monthly shelter costs for rented dwellings	\$914	\$703
Average monthly shelter costs for rented dwellings	\$938	\$786
Average Income		
Median after-tax income of economic families in 2015	\$74,198	\$75,968
Average after-tax income of economic families in 2015	\$86,202	\$83,636

(Statistics Canada, 2017)

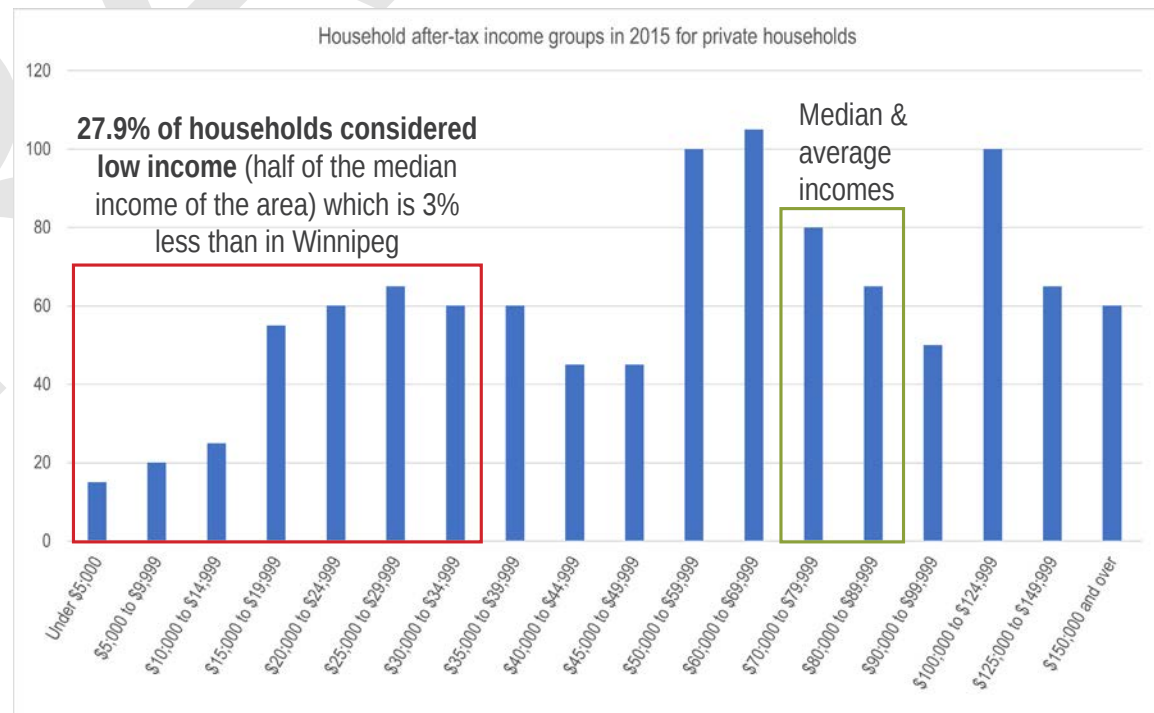
For average rent to be 30% of income, households in Russell-Binscarth would need to make \$28-\$31,000



Findings

As Census data does not distribute incomes with age, we can see that average and median household incomes are similar to that in Winnipeg. With rental and home pricing lower than Winnipeg, this area is more affordable to those who make less income. However, after comparing with the pricing of the Seniors facilities, the newer Park Manor is on the higher end of the average price of rent, which can attribute to it's vacancy rates.

From speaking with the community, it was shared that there is a need for increasing the amount of affordable rentals in the area. Noting that 28% of households are considered low income, it would be important to keep rents low, and not higher than the current median, while also considering how to apply affordable housing sliding scales to those who require it.



Walking Times from Seniors' Housing

Within 400m (4-7 minute walk)

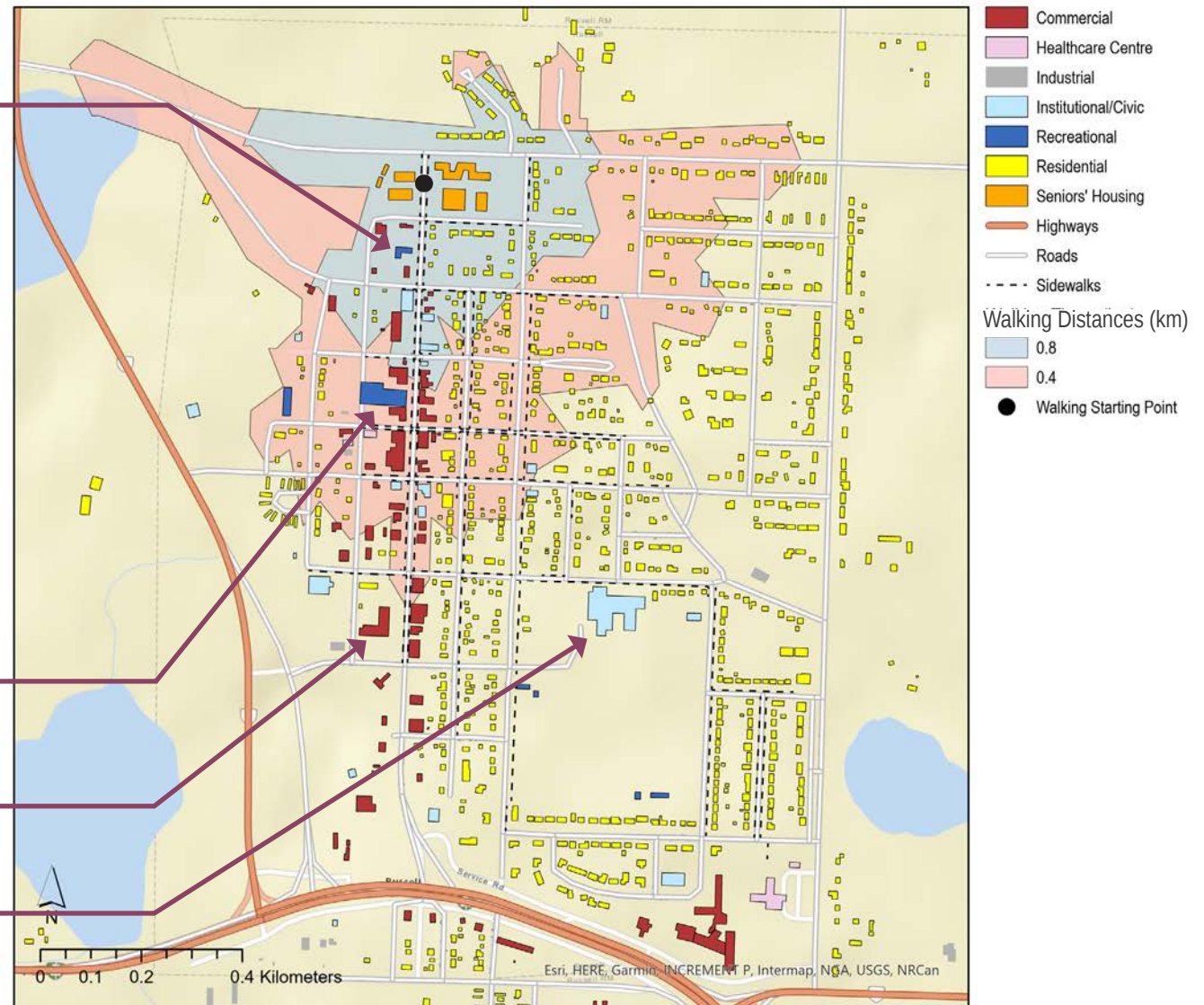
- Russell Leisure Club and Senior Service Centre
- Post office
- Yoga studio
- Hair salon
- Some boutique shopping

Within 800m (8-15 minute walk)

- More shopping options
- Russell Memorial Multiplex
- Russell Library
- Flower Shop
- Restaurants, Coffee Shops
- Home Hardware, McMunn & Yates
- Reavies Pharmacy, Russell Clinic
- Liquor Mart
- RBC Bank, Vanguard Credit Union
- Russell Civic Centre
- Russell Curling Club (Closed)

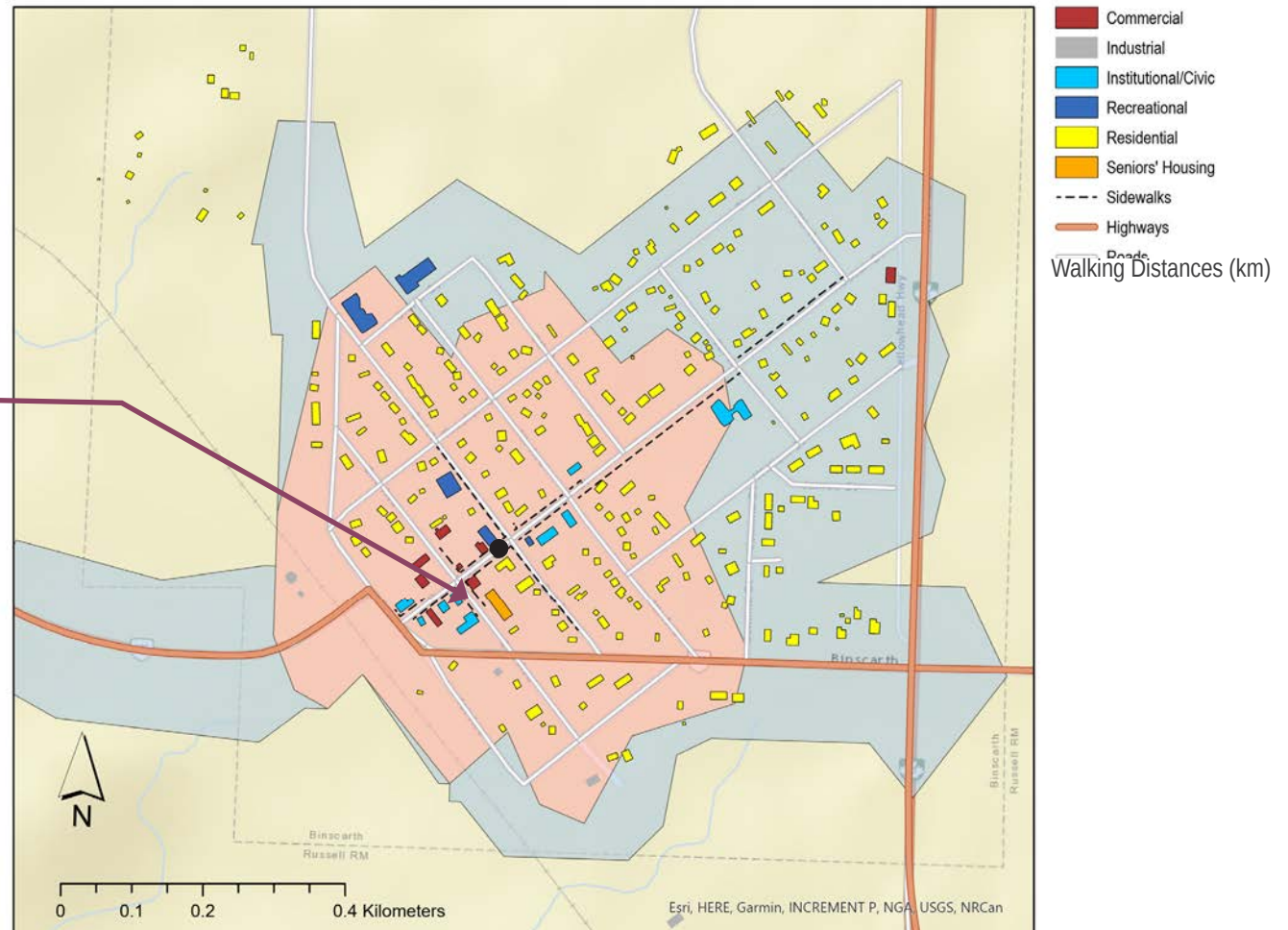
NOT within walking distance

- IGA Grocery Store
- The Bargain Shop
- Co-Op
- Major Pratt School
- Russell Health Centre
- swimming pool



Walking Times from Seniors' Housing

As there is only one designated EPH in Binscarth, this walking study was taken from the Binscarth Drop-in Centre. Almost all of the existing housing is within a 4-15 minute walk from this important social amenity, including the Elks Legion Court.



Walkability Findings

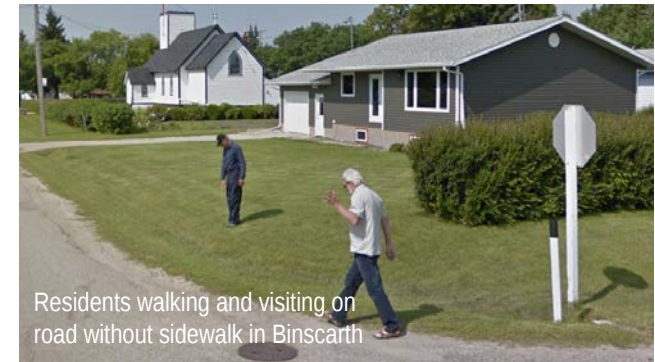
Access

Walking access is mainly an issue in Russell, as some major amenities such as the IGA are outside of average comfortable walking distances from the senior housing area. Therefore, many seniors would require the use of other modes of transportation to be able to visit all areas of the town. Russell has better connectivity than Binscarth in terms of sidewalk infrastructure beyond the main roads.

Binscarth is small enough that most amenities are accessible by walking distance, however due to lack of amenities in the town, vehicle use is still required to access other towns such as Russell or Brandon. Binscarth is additionally challenged by a lack of sidewalks in the community for ease of walkability.



Children walking from pool in Russell



Residents walking and visiting on road without sidewalk in Binscarth



Residents walking along Russell St. in Binscarth

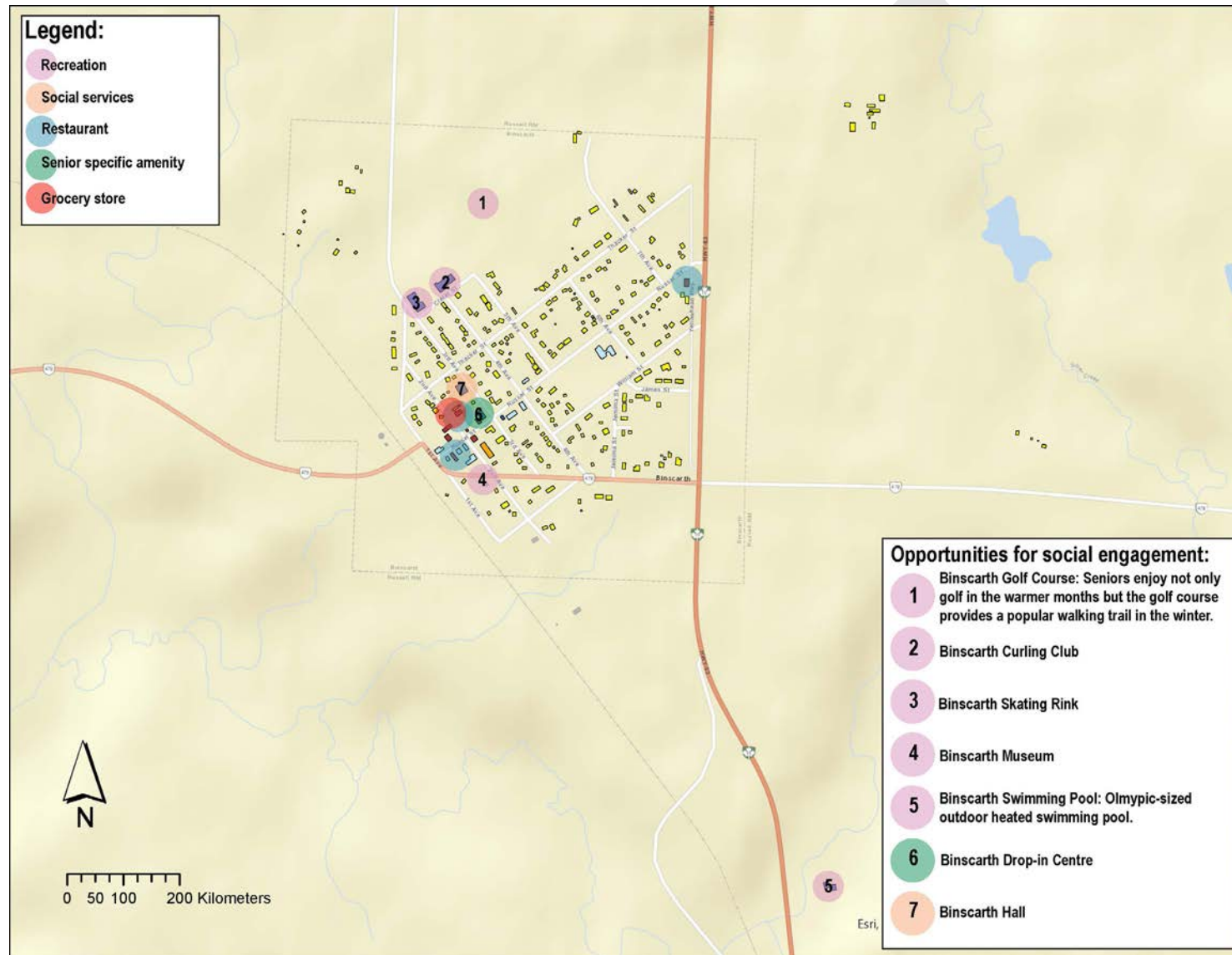


Residents crossing along Main St. in Russell

Google Street View. (2014). [Screenshots]. Google Maps. maps.google.ca

WHO Checklist

	Strengths	Needs Improvement
Affordability	Many senior-specific options available	Newer developments are expensive
Essential Services	Many home care solutions available at no cost Healthcare Centre in Russell provides services close to home Grocery options in Russell	Requirement to travel for some healthcare needs, larger-scale shopping and grocery
Design	Many single-family homes previously modified to be accessible	
Modifications	Government provides grants for home modification	Modifications done at personal expense
Community Integration	Senior-specific housing in Russell is located next to the Drop In Centre which creates a community Both towns have senior housing close to the main streets.	Russell seniors-housing all together, not providing complete community integration Some sidewalks around senior housing, however still lacking for ease of walkability.
Maintenance	Seniors' housing grounds are well maintained	As sidewalks are an issue, maintenance of roads are important for walking access, however are not done as quickly as required.
Aging in Place	Strong home care program that is free of charge allowing residents to age in place Strong senior services and communication to provide information	
Housing Options	Increasing diversity in housing options Range of affordability, with many government services available provided to assist.	a lack of rental and non single-family housing.
Living Environment	Communities are small and well-connected providing safe environments to age in place As there is a higher percentage of seniors in communities, there is respect and ample services that seniors choose to stay	There is choice for general housing, however many of the more affordable seniors facilities are on waiting lists.



Binscarth is home to a variety of amenities and services. Compared to Russell, Binscarth has fewer total amenities, likely due to its size, but in fact has more social amenities. Residents can remain local to enjoy social gatherings but may have to leave to do grocery shopping or enjoy more restaurant variety.

Age-friendly Amenities in Detail



Binscarth Drop-in Centre

Binscarth Drop-in Centre hosts several events and activities. These include but are not limited to, bi-weekly bingo, pool, bridge, quilting, dancing, Binscarth Lions Club meetings, community and council meetings, flu clinics, social and family gatherings (up to 100 people), intergenerational activities, computer/iPad/iPhone lessons, painting classes, and cooking classes. Residents find out about activities through the local newspaper and posters.

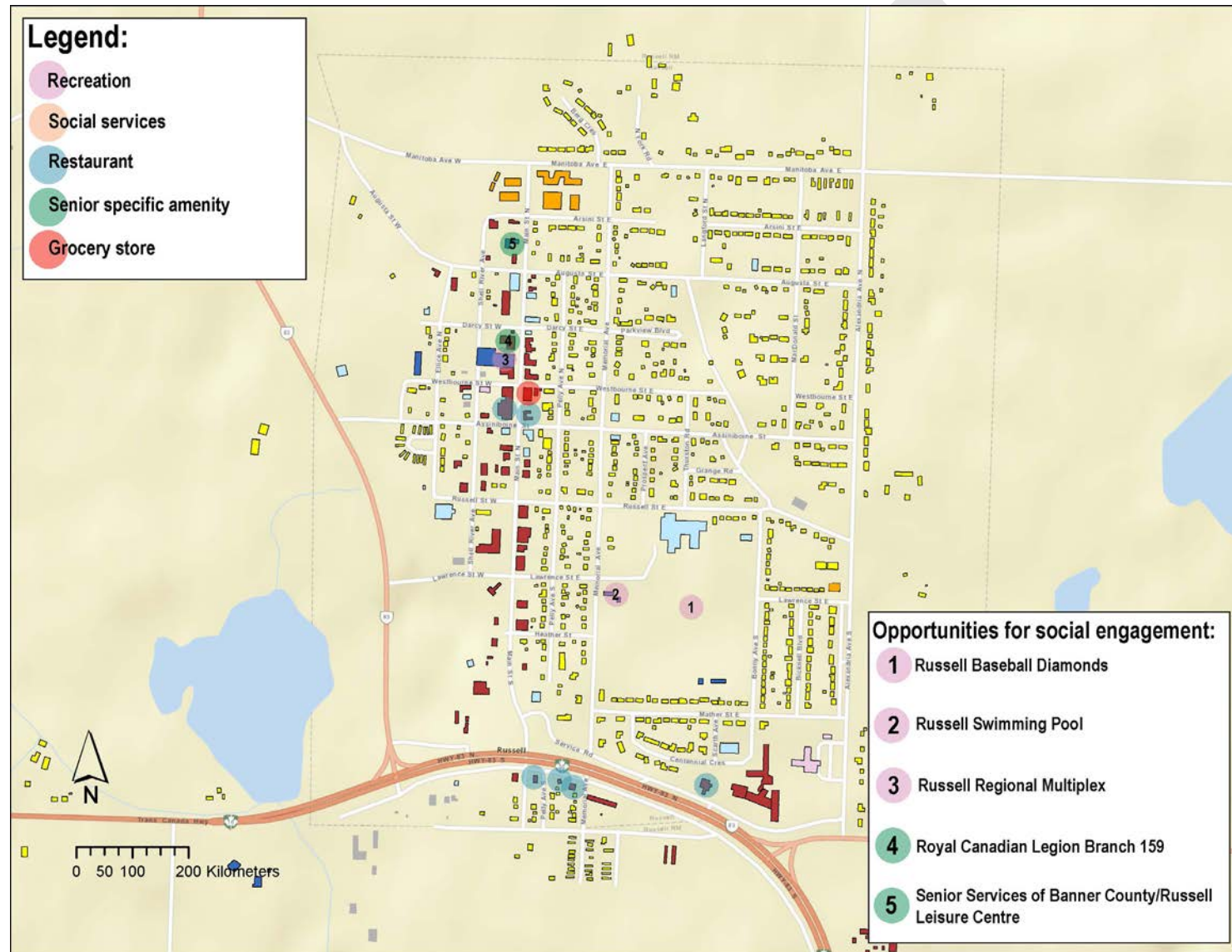
Figure 1: Google. (2014). Binscarth Drop-in Centre. [Screen Shot.] Retrieved from maps.google.com

Figure 2: Google. (2014). Binscarth Memorial Hall. [Screen Shot.] Retrieved from maps.google.com



Binscarth Memorial Hall

Binscarth Memorial Hall provides the community with a wide variety of activities and events throughout the year. Seniors enjoy weekly bingo nights, musical jam sessions, fall suppers, attending fundraising events such as socials or larger events such as weddings. Residents find out about activities and events via social media posts, the local newspaper, and bulletin postings throughout Binscarth and the area.



Russell, being the larger of the two towns in the RM has more amenities total, but has fewer social amenities than Binscarth. The amenities that are offered in Russell are greater in size and can draw more people to the town through tourism. The town has more restaurants and grocery stores than Binscarth, allowing the residents to remain local for these trips.

Age-friendly Amenities in Detail



Russell Leisure Centre

Russell Leisure Centre is also home to the Senior Services of Banner County offices. They provide assistance with information, referrals, support, guidance and advocacy ensuring seniors' needs are met (211 Manitoba, n.d.).



Russell Memorial Multiplex

Russell Memorial Multiplex provides a wide range of services to the community including dance classes, art workshops, fitness facilities, an ice rink, and movie nights (Municipality of Russell-Binscarth, n.d.). It is a multipurpose facility that can host conferences, fairs, tradeshow, etc. (Municipality of Russell-Binscarth, n.d.) and is an entertainment venue that has previously hosted big names in country music like Steve Earle (Small, 2015). It aims to bring the community together and encourages seniors to stay active and engaged (Municipality of Russell-Binscarth, n.d.). It is also home to the Royal Canadian Legion Branch 159, and has a small concourse including a Manitoba Liquor Mart (Municipality of Russell-Binscarth, n.d.).

Images:
Google. (n.d.). *Russell Leisure Centre*. [Screen Shot.] Retrieved from maps.google.com
Selby, P. (2016, December). *Russell Memorial Multiplex*. [Image.] Retrieved from maps.google.com

Communication



The Russell Banner. (2020, February). *The Russell Banner Newspaper Clipping*. [Facebook Image] Retrieved from <https://www.facebook.com/russellbanner/photos/1084332288598562>

Community members feel that Russell-Binscarth offers a wide variety of social services and amenities throughout the region that are affordable, accessible, and high in quality.

Seniors can find out about events and activities through social media posts such as on Facebook, the local newspaper (example to the left), bulletin postings throughout Russell and Binscarth, as well as by word-of-mouth.

Room for Improvement

Facebook has become an important communication tool for many rural communities such as Russell and Binscarth. It allows instantaneous postings as opposed to weekly newsletters for example and is a crucial tool for socialization. Some seniors may not have adequate internet connection, proper devices or are unfamiliar with how to use these platforms. Ensuring all seniors both have access and are comfortable using the platform is an important step that needs to be addressed. Though the local newspaper, bulletin postings and word-of-mouth provide other outlets, social media typically provides the most up-to-date information as it can be updated instantly and always accessed.

WHO Checklist

	Strengths	Needs Improvement
Accessibility	Location of events and activities are convenient.	Newer developments are expensive
Affordability	Events and activities are affordable.	Access to the Russell Memorial Multiplex is slightly higher than the City of Winnipeg rates. Multiplex could benefit from a senior drop-in rate.
Range	There is a variety of events and activities appealing to all ages.	
Facilities and Settings	Gatherings occur in a variety of locations throughout the region. Most facilities are accessible.	Binscarth Museum is not accessible. Significant upgrades are required.
Promotion & Awareness	Information regarding events and activities are posted on social media, in the local newspaper and on bulletins throughout the area. Seniors can obtain information from the Russell Leisure Centre or the Binscarth Drop-in Centre regarding senior-specific events.	Improving seniors' access to internet/such devices could create a greater outreach via social media posts.
Social Isolation		Little information provided on special efforts to ensure those isolated are included.
Community Integration	Events, gatherings, and facilities aim to bring together the community, including residents of all ages.	

WHO Checklist

	Strengths	Needs Improvement
Information Offered	Communication tools include social media, the local newspaper, bulletin postings and word of mouth. Seniors can access the Russell Leisure Centre and Binscarth Drop-in Centre to seek out more information or speak to someone directly regarding events and activities. Communication pieces are accessible at multiple locations throughout the region.	Newer developments are expensive Ensuring the continued distribution of print communication pieces (local newspaper and bulletins) is important to maintain accessibility.
Oral communication	Word-of-mouth communication between residents is significant, and well-utilized. One-on-one information through certain outlets is always friendly.	
Printed information	Local newspaper is accessible to all residents and easy to read.	
Plain language	All communication uses simple and easy to understand words and phrases.	
Automated communication & equipment	More information is required to assess telephone services and electronic equipment.	
Computers and the Internet		Improving seniors' access to internet/such devices could create a greater outreach via social media posts. More information is required to assess access to computers and the Internet.

Age-Friendliness in Russell-Binscarth

After analysing the Municipality and speaking with residents, overall Russell and Binscarth are communities desired by seniors as a place to live and play.

Many of the challenges to these communities are in infrastructure and transportation. While both towns are markedly loved by their residents, we have noted room for improvement in all categories of the WHO Age-Friendly Guidelines.

Moving forward we plan to propose specific improvements for each community to increase their age friendliness. Initial thoughts include increasing wayfinding opportunities that would highlight heritage, enhancing communication for social amenities, diversifying housing availability, adding sidewalks and improving transportation opportunities



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