



## 5. Municipality of **ROSSBURN**

The first part of the paper discusses the importance of the research and the objectives of the study. It then presents a literature review of the existing research on the topic. The second part of the paper describes the methodology used in the study, including the data collection and analysis techniques. The third part of the paper presents the results of the study, and the fourth part discusses the conclusions and implications of the findings.

The study was conducted using a quantitative research design. Data was collected from a sample of 100 participants using a survey questionnaire. The data was then analyzed using statistical software to identify patterns and trends. The results of the study indicate that there is a significant relationship between the variables being studied.

The findings of the study have several implications for practice and policy. First, the results suggest that the current approach to the issue is not effective. Second, the study highlights the need for further research in this area. Finally, the findings provide valuable insights for the development of new interventions and policies.

In conclusion, the study has provided a comprehensive analysis of the research topic. The results of the study are consistent with the hypotheses and provide a clear understanding of the relationships between the variables. The findings have important implications for the field and will contribute to the development of more effective interventions and policies in the future.

# INTRODUCTION

Rosburn is a municipality in western Manitoba. The town is accessible via Manitoba Highway 45, which runs parallel most of Main Street and crosses it on the northern end of the town. The study team has observed that the town has an active and vibrant Main Street that is frequented by the residents. Main Street is the focal point of the daily life of most residents, especially seniors. Most of the conversations during the consultation with the Age-Friendly Committee of Rosburn involved the Main Street, secondary streets that run perpendicular to the street, and the amenities around it. This chapter will contain the results of our consultation sessions with the AF Committee of Yellowhead. The groups met remotely three times over four months to discuss and exchange ideas on making Rosburn more age-friendly.



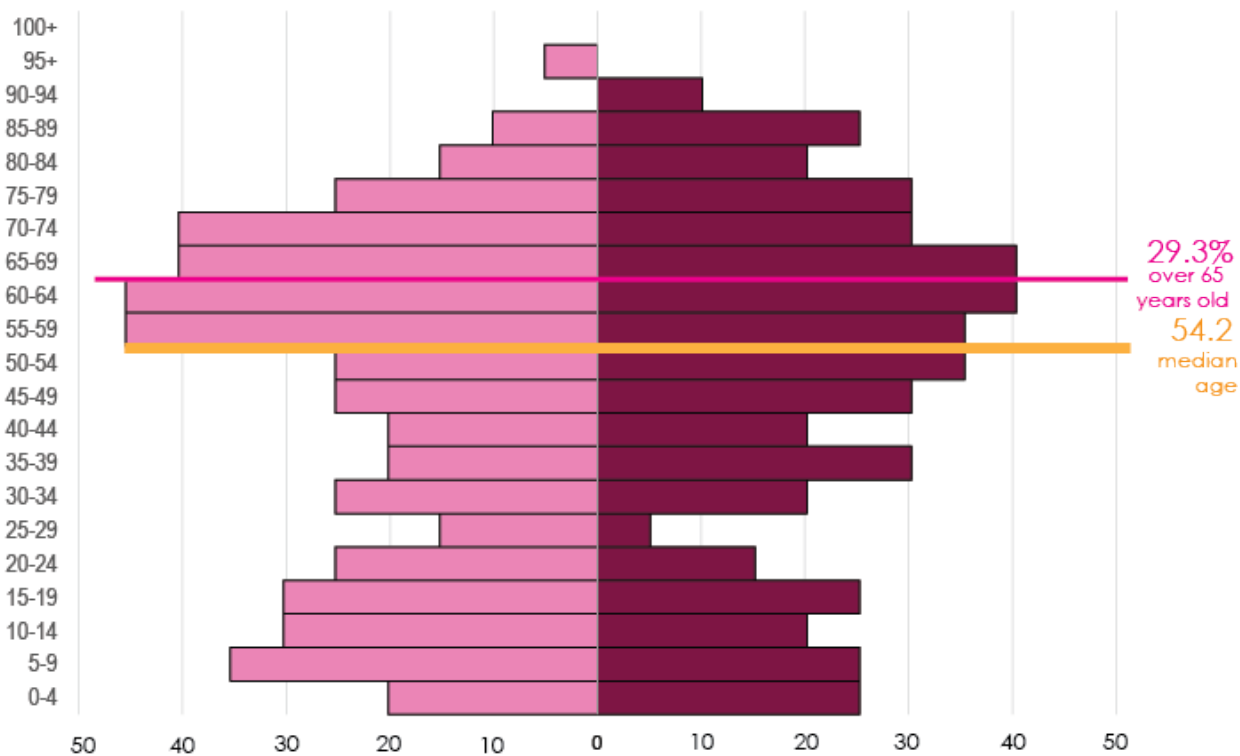
**Figure 5-1.** Aerial photo of Rosburn showing the commercial establishments around Main Street.

The findings presented have been developed from these sessions. Each section of this chapter contains the feedback and the suggested strategies and interventions developed from these sessions. Feedback from the AF Committee was invaluable in helping the study team shape our suggested strategies that can be considered by the municipality of Rosburn.

## BACKGROUND

Figure 5-2 shows how the median age in Rossgburn in 2016 was 54.2 years old (Statistics Canada, 2016). This is significantly higher than the median age of Manitoba, which was 38.3 years old. There was also a notable gap between the median ages of females and males in the town. As illustrated in Figure 5-2 about a third of Rossgburn residents are over the age of 65 (Statistics Canada, 2016). This is almost double the provincial average of 15.6%.

The high median age and the significant proportion of seniors living in town highlight the importance of making Rossgburn more age-friendly. Making Rossgburn more age-friendly will help encourage active aging and social participation but more importantly, this will help make the everyday lives of seniors more comfortable.



**Figure 5-2.** Chart showing the median ages for males and females in Rossgburn, 2016.



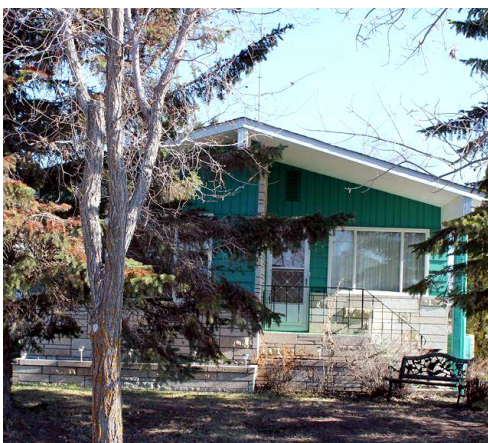
**Figure 5-3.** Residential Street Section of Sprucewood Avenue, Rossburn.

## WHAT WE LEARNED



### Existing Housing

The majority of Rossburn's seniors live in independent homes in town. Generally, houses are aging and require updating to accommodate the needs of older adults. Most homes feature stepped entrances and do not have ramps, causing barriers for those intending to age-in-place. Houses are affordable, and home modification grants are available for those who need to alter their homes to fit individual needs. Some properties comprise smaller houses and larger lots that require more yard maintenance. Families and community members support older adults to help complete day-to-day activities to maintain their homes and secure other necessities. Rossburn's strong community support is exemplified through the Lifeline Personal Response System that sends an alert to three contacts to check up on a senior that may have fallen.



**Figure 5-4.** Left: Home for sale in Rossburn.

**Figure 5-5.** Right: Home in Rossburn.



## Seniors' Housing

Rosscburn has two retirement homes in the municipality: Our Lady of Fatima and the Rosscburn Lions Manor. Both facilities are affordable and offer different types of housing accommodations. Our Lady of Fatima is the preferred retirement home because it has separate bedrooms compared to Rosscburn Lions Manor's bachelor suites. Homecare is available to service retirement homes. Rosscburn has one personal care home in the municipality that is connected to the Health Centre. As there are no assisted living facilities in the area, there is a gap between independent and supportive care housing types. However, the AF Committee has indicated there is no interest in building an assistive living facility, as older adults would rather age in place and be supported by their families.

**Figure 5-6.** *Our Lady of Fatima Manor.*



**Figure 5-7.** *Rosscburn Lions Manor.*





**Figure 5-8.** Example of a no-step front entrance of a visitable home.

## WHAT WE SUGGEST



### Accessible Home Design

To maximize the amount of time older adults can live in their independent homes and minimize the risk of falling or injury, new housing construction should follow the basic features of visitable home design (Canadian Centre on Disability Studies, 2016). This includes no-step entrances, wider doorways and clear passages on the main floor and a fully accessible main floor bathroom. The benefits of visitable home design can be provided to home-buyers through educational materials. Existing materials are available at [visitablehousingcanada.com](http://visitablehousingcanada.com)

### BASIC VISITABILITY HOME FEATURES



**No Step  
Entry**



**Wide  
Doorways**



**Accessible  
bathroom**



## Volunteer Programs and Recognition

Building upon the current supportive community culture, the municipality can formalize volunteering efforts to aid older adults in maintaining their homes. Established programs can organize regular snow clearing, yard maintenance or home maintenance for seniors. This provides an opportunity to engage the youth and can be further encouraged with volunteer acknowledgement.



## Secondary Suites

Adding secondary suites as an additional dwelling on a property provides more housing options, rental opportunities and increases proximity to family or friend supports. Secondary suites have private entrances, kitchens, bathrooms and living spaces (Government of Manitoba, n.d.). No-step entry granny flats can be used on existing home properties with large lots.

**Figure 5-9.** *Secondary Suite as a separate dwelling from primary home.*



**Figure 5-10.** *Left. Example of a granny flat with a ramp.*



**Figure 5-11.** *Right. Example of a visitable granny flat.*





**Figure 5-12.** Possible Future Infill Housing Areas in Rossburn.



## **Infill Areas for Seniors' Housing**

To ensure seniors' housing is walkable to services, shops and facilities while maximizing available land, future housing development should be located within 400m of the town centre (5-7 minute walk) and primarily focused on vacant building lots.



## **Home Modifications**

Older adults requiring upgrades to their homes can consult with a certified Aging-In-Place Specialist. These specialized home builders are trained to work with occupational therapists to develop a home modification plan to fit safety and mobility needs (Gadacz, 2020).

## **FUNDING OPPORTUNITIES**

### **Home Modifications:**

**The Federal Government offers the Home Accessibility Expenses and the Home Buyer's Amount.**

**There are no additional fees to consult with an Aging-In-Place Specialist.**

### **Volunteer Programs:**

**The Provincial Government's Building Sustainable Communities Grant can help fund the development of a website to match volunteers with residents.**

## **W.H.O. GLOBAL AGE-FRIENDLY CITIES GUIDE (2007):**

**“For many older people, their lives are guided by the available transport system” -Service Provider, Dundalk**

**“All services are well-connected by transportation routes and options, including sidewalks and trails.”**

**“Roads and sidewalks are well-maintained, wide and well-lit, are appropriately designed for pedestrian safety and comfort.”**

## **WHAT WE LEARNED**



### **Vehicular Transport**

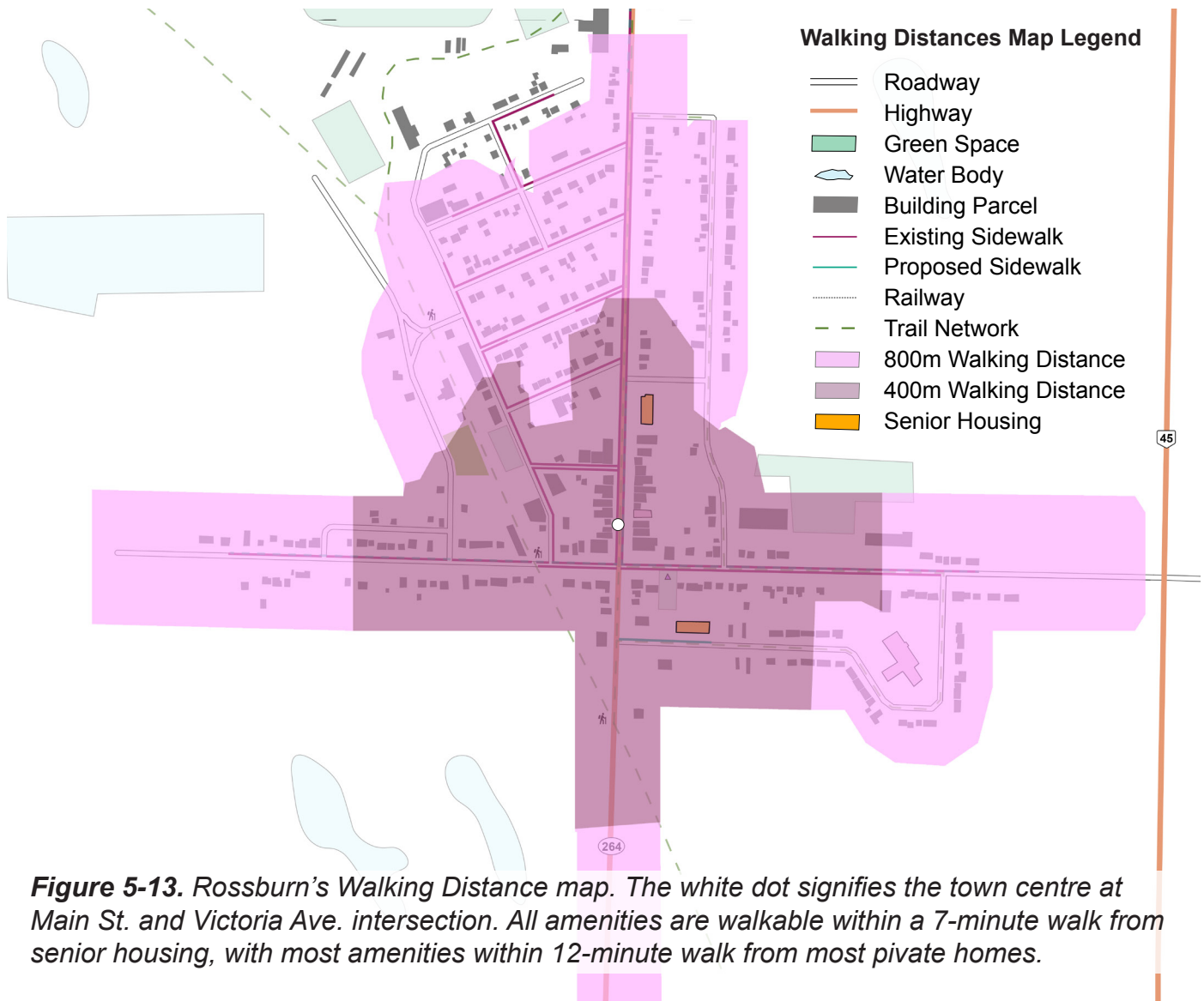
Transportation affects how seniors access their daily necessities, from groceries to medical needs to determining their social participation. Most seniors in Rosssburn have their own vehicles as their primary mode of transportation. Some carpool with friends and family since the communities do not have public transit system available. Since the Greyhound bus service was discontinued, Rosssburn relies heavily on their handivan system for external trips.

Handivans are coordinated by the municipality's seniors services, hiring eligible drivers for their two handivans, with one van requiring a class 3 license. Out-of-town trips are often shared between medical needs and leisure outings. Rosssburn does not have a limitation on who can use the service except for the capacity of each handivan. The Rosssburn handivan service started in 1989, where the AF Committee asserts the operating grant has barely increased since, even when the aging population grows annually.



## Walkability

Walking is an important transportation method and activity, providing exercise and social opportunities. Alternative transportation is ski-doo and snowmobiles in the winter, where biking is mostly utilized by children. Rossburn prioritizes sidewalk maintenance as part of their municipality budget, expressed through the town's extensive pedestrian network beyond Main Street - unlike other towns in the studio's study area. Most amenities and services are walkable within five to seven minutes from senior housing, but sidewalks are discontinuous, with some residential areas having no designated pedestrian paths.



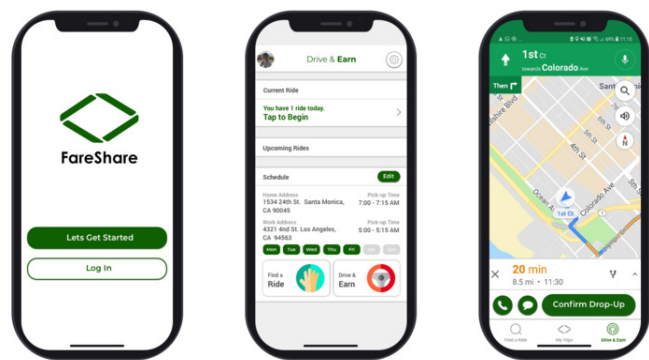
**Figure 5-13.** Rossburn's Walking Distance map. The white dot signifies the town centre at Main St. and Victoria Ave. intersection. All amenities are walkable within a 7-minute walk from senior housing, with most amenities within 12-minute walk from most private homes.

# WHAT WE SUGGEST



## Carpooling App

Seniors depend on carpooling when the handivan is not available. Fare Share is a startup carpooling app that can provide online information to the communities on who is seeking to or can offer to carpool. A website alternative, similar to ordering groceries and pharmacies online is [gomanitoba.ca](http://gomanitoba.ca). The introduction of technological services present seniors’ concern with using technology, but future seniors will benefit from this service.



**Figure 5-14.** Carpooling Apps: Fare Share - a startup carpooling app; Super Pool - carpooling, bikepool & rideshare app. Carpooling website alternative: [www.gomanitoba.ca](http://www.gomanitoba.ca)



Brought to you by Green Action Centre



## Pickup Spot or Muster Point

A designated pickup spot for carpooling and future handivan excursions will be a convenient spot for visitors and residents as a common gathering area with picnic tables and bike repair tools or for town emergencies. The muster point can convert to a transit stop, correlating with potential regional transportation options.

+  Also see Regional Strategy X



**Figure 5-15.** Proposed pickup spot is circled at Memorial Park, but is generally suggested in a central area between Rossburn’s senior homes.



**Figure 5-16.** Streets with double sidewalks are Main St. and Victoria Ave., where most businesses are clustered.



## Sidewalk Improvements

Communities' sidewalks can use widening and improved streetscape features such as lighting and benches – more details elaborated in the Buildings and Open Spaces section. A proposed sidewalk is at Our Lady of Fatima Manor as the AF Committee noted seniors' struggles in the winter. Suggestions are additional to the municipality's sidewalk priority plan. A better sidewalk connection and maintenance will encourage walking as an active transportation method.

+ Also see Strategy X

This suggested strategy can be a short- or long-term project depending on available funding. Manitoba Grant Watch, aside from Manitoba's Building Sustainable Communities program, is a good resource for potential grants for all sorts of projects. Orienting the improvements towards enhancing intergenerational active lifestyle might enhance the project's funding qualification.



## Bike Rental System

The bike rental system is an alternative public transportation method for residents and visitors, which can include up to a 6-8 people leisure bike. The system will alleviate pressure from the handivan service as seniors' public transit. A few local age-friendly bikes sources in Manitoba are Prairie Vélo and Freedom Concept. Some notable funding opportunities are the FCM Green Municipal Fund and the new Federal Rural Transit Funding.

**Figure 5-17.** Surrey bikes are comfortable for all age groups. 2-, 4-, 6-, 8-person bikes are available and great for residents and visitors in town.

**Figure 5-18. Left:**  
Freedom Concept have handcycles, which utilizes arm pedals rather than feet pedals.



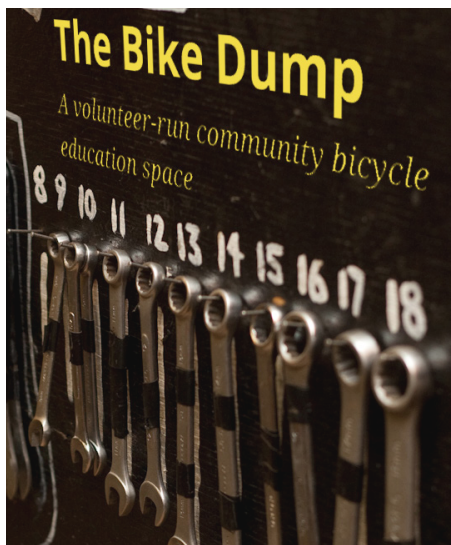
**Figure 5-19. Right:**  
Prairie Vélo can customize Adaptive Bikes to specific needs.



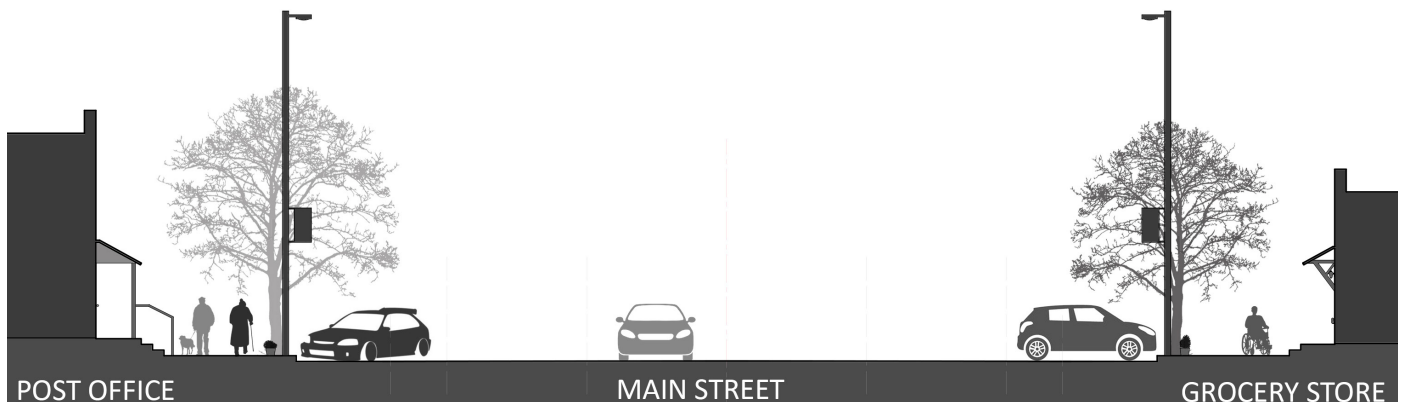
## Community Bike Programs

A community bicycle program promotes active transportation, provide volunteer options and increase opportunities for intergenerational interactions. The Bike Dump and W.R.E.N.C.H. are examples in Winnipeg. Both are are volunteer-run programs that provide bicycle education through hands-on experience. This partner suggestion can form later if not in tandem with the rental system. Bikes built in the program can contribute to the bike rental system.

The FCM Green Municipal Fund and Manitoba's Building Sustainable Communities Program are potential funding options - the W.R.E.N.C.H. received funding for year 2021.



**Figure 5-20.** The Bike Dump and the W.R.E.N.C.H. are community bike programs in Winnipeg.



*Figure 5-21. Street section of Main Street.*

## WHAT WE LEARNED



### Buildings and Open Spaces

The AF Committee described the parks and trails to be well maintained. Handivans are volunteer-driven, coordinated by the municipality's seniors services. While they mentioned that snow removal in town is exceptionally good. Volunteers often take initiative in clearing snow outside seniors' homes. Some walkways such as the ones in Memory Park need more frequent snow removal. Most residential streets currently do not have paved sidewalks, but the town council has a priority list for sidewalks to be repaired or constructed. The sidewalks on Main Street are in good condition except for a small patch near the Co-op grocery store that needs repair.

The Main Street has a variety of street furniture including trash cans, planters, light poles with banner arms and basket hooks, etc. Some of the furniture were added by the private establishments themselves.

In terms of accessibility, most of the key buildings in town have automatic doors but some establishments do not have ramp access.



## Road Safety

Some seniors shared that they felt unsafe crossing Main Street as some diagonally parked cars reverse and take u-turns from undesignated spots. Victoria Avenue, which connects the elementary school and the arena is used by school children walking and cycling to school. The AF Committee also shared that street light maintainance could be improved.

**Figure 5-22.** Rossburn's Main Street is also Provincial Road 264 which has regular high speed traffic going through.

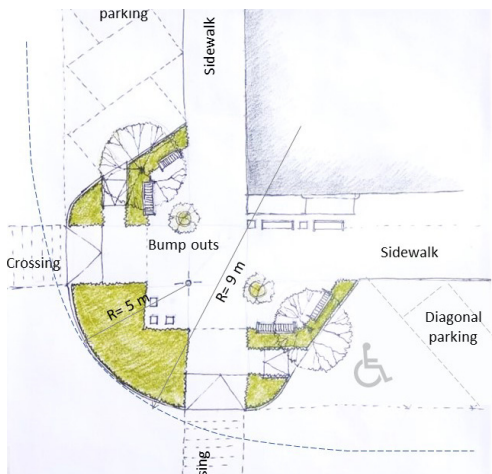


# WHAT WE SUGGEST



## Using pop-ups to reclaim urban space

Parking slots along Main Street can be reclaimed for pop-up patio dining spaces or parkettes. As public support is mobilized and funds are gathered, the diagonal parking arrangement on either side can be converted into parallel parking to make way for a permanent 2.5 meter wide multipurpose pedestrian zone.



**Figure 5-23. Left:** Sketch of an enlarged bump out.

**Figure 5-24. Right:** Some parking slots along Main Street can be converted into temporary pop-ups.



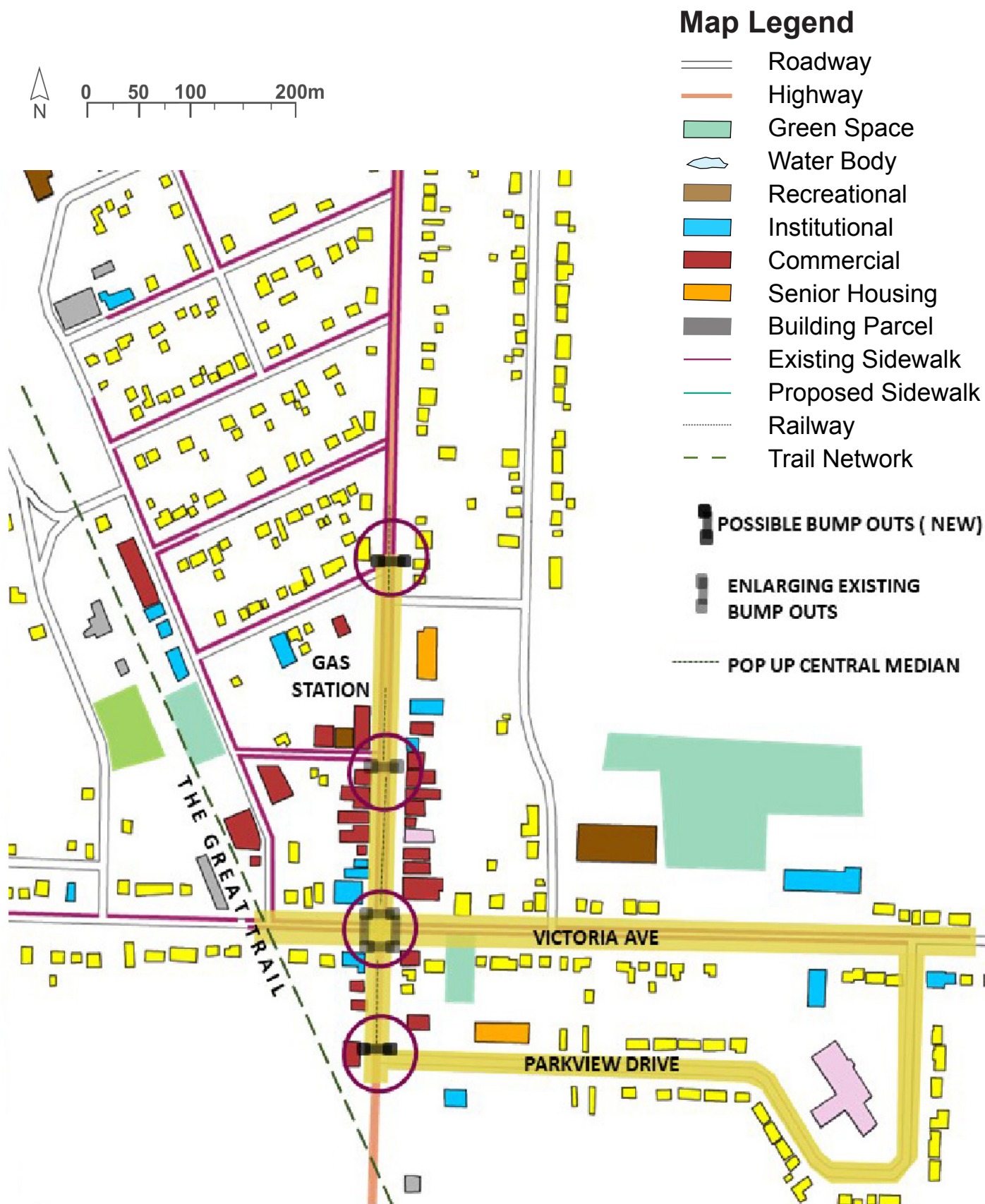
**Figure 5-25. Left:** A pop-up street median in Denver, CO.

**Figure 5-26. Right:** A permanent median along the Main Street of St. Adolphe, MB.



## Enlarged Bump Outs

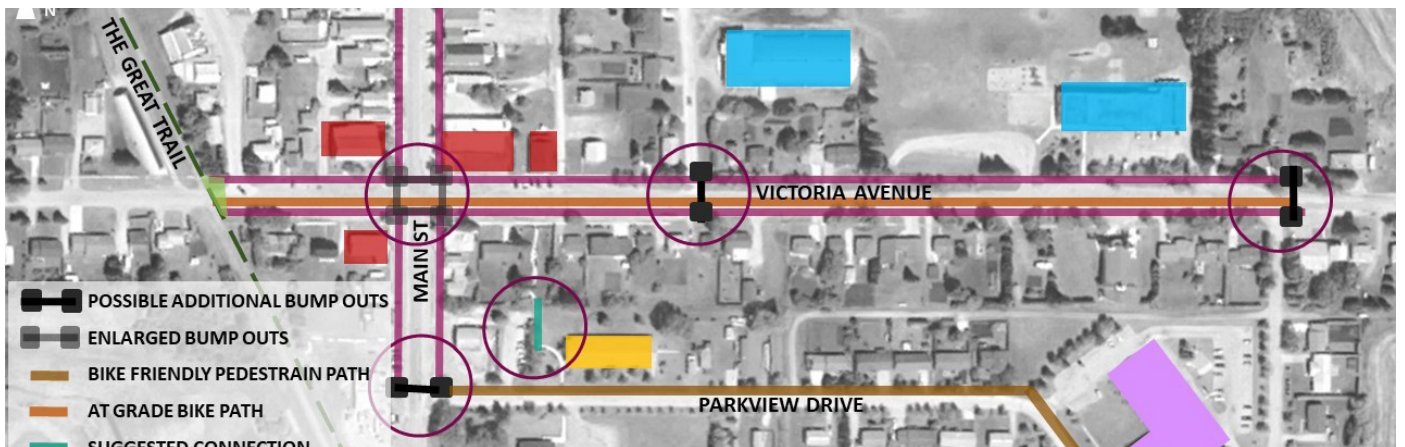
Enlarging the existing bump-outs on Main Street will help make streets safer for all users. The wider turning radius required to clear the bump out will act as a traffic calming measure. Larger bump outs will also make crossings shorter.



**Figure 5-27.** Possible locations of new bump outs and enlarged bump outs.



**Figure 5-28.** A portion of the Victoria Avenue could be reclaimed as a dedicated path.



**Figure 5-29.** Possible locations of new and enlarged bump-outs on Victoria Avenue, Parkview Drive, and Main Street.



## Improving Connectivity

**Victoria Ave.** Adding an at-grade bike path through Victoria Ave. from the Great Trail to Oak Street. The bike path could start out as a visually separated lane before permanent conversion to a protected bike lane as funds and support are gathered.

**Parkview Drive.** Inserting a bike-friendly, pedestrian path can increase non-car connectivity to the health centre. This can be upgraded into sidewalks as funds and support are gathered. The walkway/sidewalk can also link Memory Park and Main Street via bump-out protected crossings.

**Figure 5-30. Left.**  
Low impact exercise equipment is safe and easy to use, especially for seniors.

**Figure 5-31. Right.**  
Community gardens can help create intergenerational spaces for all Rosssburn residents.



## Utilizing Vacant Lots

Vacant lots such as the large open space by the grain elevator near The Great Trail on Crocus Road can be used as a seniors' workout zone with low-impact equipment [Figure 30]. This would promote seniors' fitness and become a seniors' hangout spot. Incorporating a playground at an adjacent location can make this area an intergenerational space.

Some vacant lots can also be run as community gardens. These may be co-managed by the school as part of their extracurricular activities.



**Figure 5-32.** The open space by The Great Trail on Crocus Road.

# WHAT WE LEARNED

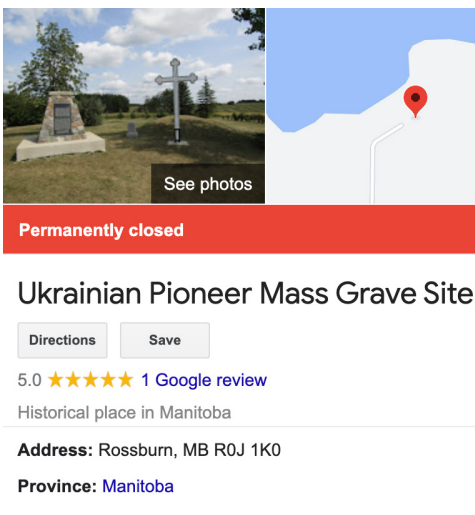
Tourism and communication are two important subcategories that help encourage social participation, reducing isolation and depression among the elderly population. In print media, certain standard guidelines can be followed to make documentation more age friendly, such as utilizing large font and plain language. For Rossburn, we came into our meetings with several strategies prepared that were mostly well received.



## Overview

Some of our ideas to improve the town of Rossburn include upgrading the billboard, allowing high school journalism students to write for Rossburn Matters, and promoting the Rossburn Museum's model Ukrainian village and other Ukrainian heritage sites such as the Mass Grave (approx. 18-minute drive from Rossburn). To improve the perception of safety in the community, a crime prevention app can be deployed to report disturbances in real-time.

The AF Committee agreed the billboard could use “a little facelift” (see Figure 5-33), and agreed that making it more eye-catching and adding age-friendly features such as large font and plain language would be beneficial.



**Figure 5-33.** Right.. The current condition of the Rossburn billboard.

**Figure 5-34.** Left. The result of a google search for the Ukrainian mass grave site.

**Figure 5-35.** An example of the type of commemorative plaque the member of the AF committee refers to.



According to google maps, the Ukrainian Mass Grave site is permanently closed (see Figure 5-34), however after consultation with the community, they confirmed that it is almost certainly open. This error could be due to Covid-19 limiting access of visitors to the site, and if it is open, this would likely be driving people away. The AF committee will be looking into this error as a result of our investigations, hopefully fixing the issue as soon as possible.



## Commemorative Plaques

During a different section of the presentation, one participant from the committee told an anecdote about an idea that was floated by the city council one year some time ago. Commemorative plaques were to be made that celebrated the lives of significant Rosburnites throughout the town's history (see Figure 5-35).

This would include individuals like the towns first doctor or a 20th-century school house (see Figure 5-36). Ultimately, the participant called this idea a 'pipe dream' that could never be accomplished on the town's limited resources. However, the idea could work on a limited budget, compared to some of our bigger suggestions, so we have incorporated it into the framework of this report.



**Figure 5-36.** Marconi School No. 2085 built in the 1920s.

## WHAT WE SUGGEST



### Heritage Promotion

Many small towns in Manitoba have a rich cultural heritage with many strands, one of which is the Ukrainian settlers that came to these lands in the 19th and 20th centuries. The Ukrainian Mass Grave Site commemorates the trials and tribulations of this group of people. In 1899, 42 children and three adults were stricken with Scarlett fever and died while camped at this location.

Another location is the model Ukrainian Village at the Rossburn Museum, built as a replica by Harry Boychuk. Our recommendation to promote these locations more heavily through marketing materials connects to other suggestions such as upgrading the bulletin board and conducting heritage tours.



## Journalism Course

Similar to our suggestion for the RM of Yellowhead (see Yellowhead: Social Participation), we will be tapping the local high school for assistance in ensuring the future of Rossburn matters in the digital age. By instating a journalism course at Rossburn Collegiate, the best entries as picked by teachers and the editorial staff will be selected to run in the newsletter on a monthly basis. Further, it is important that Rossburn Matters is uploaded to the town's website monthly, as currently, it only goes up to late 2020.

**Figure 5-37.** A setup for journalism school.



**Figure 5-38.** Latest digital copy of Rossburn Matters.



Betty Budz & Tracy Woycheshin presenting Fire Chief Kelly Slon with a \$733.90 donation, which will be used for equipment for the dept.

A volunteer group known as "Friends of the Rossburn Fire Fighters" which Betty Budz and Tracy Woycheshin organized, were going to hold an appreciation evening on April 4, 2020, to honour the Rossburn Fire Fighters.

The evening was to honour past and present dedicated Fire Fighters who have, and continue to volunteer and devote their time unselfishly.

These individuals are like no other volunteers as they are on call 24/7 and carry pagers. They respond to a call, leaving their jobs during the day and evening leaving their families, maybe at the dinner table relaxing, visiting, etc. or during a family function including holidays. They can encounter many various situations, including vehicle accidents, where fatalities occur. We honour them for their services.

We truly have to thank Fusion Credit Union who donated \$500.00 to the event and the balance was raised by advanced ticket sales which the purchasers generously donated to the Rossburn Fire Fighters, whom we thank as well.



## ROSSBURN MATTERS

DECEMBER 2020



### Rossburn Municipality Council-Updates

Thank you to Rossburn Game and Fish for their donation of \$3,028.60 toward the Arrow Lake aeration system. Council appreciates their contribution in operating and upgrading the Arrow Lake recreation area and campground.

Rossburn Community Development Corporation (CDC) is a non-profit, volunteer organization whose mandate is to promote economic activity, promotions and tourism within Rossburn Municipality. The current interim Board of Directors, temporarily comprised of members of your local council, is seeking people who reside within Rossburn Municipality to sit on the Board of the CDC. The first task of the new Board will be to develop a new organizational by-law, including specific mandates and operating procedures as well as determining the make-up of the Board. If you are interested in joining an organization in which you can make a significant contribution to your community, please contact the Administration office at 204-859-2779 or email [municipaloffice@rossburn.ca](mailto:municipaloffice@rossburn.ca).

The Government of Canada Safe Restart Funding Program provided Manitoba Municipalities with per capita funding to assist with operating costs during the COVID-19 pandemic. Rossburn Municipality received much needed and appreciated relief in the amount of \$58,432.90. In particular, these funds will help offset lost revenue from facilities rentals and will help ensure we do not incur a 2020 operating deficit.

Initial discussions have been held to advance the idea of a permanent public display honoring our Veterans and the formation of a committee is in the plans. If you would like to join the committee or if you would like information regarding this initiative, contact Shirley Kalyniuk at 204-773-0297 or [shirka18514@gmail.com](mailto:shirka18514@gmail.com)

### Landfill:

Household Garbage Building - Now that we have a building at the waste grounds to store garbage this building is ONLY to be used for household garbage. When dropping off garbage at the waste grounds it is only to be household garbage that MUST be bagged in a plastic garbage bag. We will not accept loose garbage items or unbagged garbage.

Metal Recycling: Whether you are taking your household garbage to the waste grounds or for in town garbage pick-up, your bagged garbage should not contain metal. Please separate your metal from your bagged household garbage and then place it in the waste grounds metal recycling area. Metal includes such items as hand tools, appliances, wire, tanks (propane/helium/glue/oxygen), and hardware.

Couches & Mattresses: There is a separate area at the waste grounds to place your couches and mattresses.



## Crime Prevention Application

Crime reporting technology can be utilized to address community safety and security concerns. For example, Crowd Security is a free application used throughout rural Alberta to report crimes and suspicious activities. Once an event is registered in the application, people in the community and local authorities are alerted (Crowd Security, 2021). Users can continue to report updates to create a paper trail for the RCMP. The developer has plans to expand further across Canada in the near future. Further information can be found at [crowdsecurity.ca](https://crowdsecurity.ca)



## Citizens on Patrol Program

The municipality can establish a Citizens on Patrol Program to create a safer community environment. The program is available in 50 other communities in Manitoba, including Roblin, Russell and Neepawa (Citizens on Patrol Program, 2021). Patrols are trained by the RCMP to learn observation skills. Once on the job, teams of two volunteers will patrol the neighbourhood, talk to residents and report any safety concerns or suspicious activities. Patrols can also help keep streets safe by monitoring traffic and raising awareness of driving speeds.



**Figure 5-39.** Steinbach's Citizens on Patrol Program volunteers help remind drivers to slow down.



**Figure 5-40.** Queen Elizabeth II Diamond Jubilee Park overlooking Rossburn's grain elevator.

## CONCLUSION

Rossburn is the largest community in the Municipality of Rossburn and has served as the focus of our investigations. The suggested strategies seek to enable current and future seniors to age-in-place and feel supported while they age and live comfortably within the municipality. The strategies identified in the report include increasing exercise options, improving street and housing infrastructure, creating intergenerational learning opportunities, investing in tourism and improving neighbourhood crime perception. Taking advantage of available funding sources and introducing larger-scale projects through incremental changes are vital to realizing the strategy concepts.

Our recommended strategies build on the strengths of the town of Rossburn while introducing improvements that, if implemented, would change the character of the town in order to be sustainable and age-friendly far into the future.