

<b>Economic Development &amp; Sustainability Committee</b>	
Mtg Date: 10/05/11	OAR: YES
<b>Authorisation:</b> Andrew Harvey	

## **ITEM 9**

21 April 2011

### **MEMORANDUM**

TO: COMMUNITY DEVELOPMENT MANAGER

FROM: SENIORS & DISABILITIES COMMUNITY DEVELOPMENT OFFICER

RE: PROGRESS OF CITY HEART CABS PROGRAM

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#### **INTRODUCTION:**

This is a report by the Seniors & Disabilities Community Development Officer dated 21 April 2011 concerning the progress of the City Heart Cabs Program.

#### **BACKGROUND:**

At Council's meeting dated 7 December 2010, the City Heart Cabs report was adopted in accordance with the recommendations to the City Management & Finance Committee of 30 November 2010 (refer Attachment A).

The Ipswich City Council City Heart Cab Program (the Program) was developed in response to a Council budget commitment to trial a subsidised transport service for eligible seniors who hold a current Australian Pension Card. The Program allows seniors in identified suburbs to travel to either Riverlink Shopping Centre or Ipswich City Square (Bell Street) in Ipswich.

Customers pay a fixed fare of \$2.00 for each one-way trip with the difference between the cost of the service and the total (shared use) fares collected charged to Council. The service is easy to use and adds to the transport options for eligible customers.

The trial service areas are Basin Pocket, Churchill, Coalfalls, East Ipswich, Eastern Heights, Ipswich, Leichhardt, Moores Pocket, Newtown, North Ipswich, One Mile, Raceview, Sadliers Crossing, Tivoli, West Ipswich and Woodend.

A contract was entered into with Yellow Taxis to provide the services to both designated shopping areas weekly on a Tuesday for a trial commencing in January 2011.

#### **UPDATE:**

Council has undertaken a marketing campaign following the launch in January including bulk mail outs to seniors groups and organisations, extensive promotion to local agencies and networks through email contact, advertising in local seniors magazines, via the Seniors Consultative Group and current Home Assist clients.

Despite every effort to endorse the Program, there have only been 15 residents who have taken advantage of it. Of these clients who have utilised this service, there have been no known issues or problems with the operations. It should also be noted that these areas of the city are generally well serviced by a range of existing public transport options.


However, Council has received numerous enquiries from local service providers and the community as to the possibility of extending this service to members of the community with a disability and also on additional days.

#### **BENEFITS TO COMMUNITY AND CUSTOMERS:**

The City Heart Cab supports Ipswich City Council's commitment to enhancing the quality of life of our older citizens and supports their value as important and contributing members of our community. The development and implementation of the City Heart Cab Program also complements the Ipswich City Council's Corporate Plan 2007–2012 goals by:

- Promoting a diverse range of opportunities for residents to participate in local community activities and foster common citizenship; and
- Ensuring all residents have ready access to health care, intervention and prevention services, health education services and facilities and utilise the services necessary to create and maintain a healthy living community.

#### **ATTACHMENTS:**

Name	Attachment
Attachment A: City Heart Cabs Report to City Management & Finance Committee of 30 November 2010	 Attachment A

#### **FINANCIAL IMPLICATIONS:**

Funding of \$10,000 was allocated to support delivery of the trial Program and development and distribution of marketing material up to 30 June 2011. Funds of \$10,000 were obtained through the Ipswich Central Business District special charge. Council has been invoiced a total of \$216.80 for the 15 consumers who have utilised the Program since January 2011.

Funding of \$20,000 has been proposed in the 2011–2012 budget to continue with the program in the Ipswich Central Area.

#### **RECOMMENDATION:**

- A. That the City Heart Cabs Trial Program be made available for community members with a disability and their carers.
- B. That the City Heart Cabs Trial Program be extended to allow use on Thursdays and Fridays, with no change to the timing and that these changes commence from 1 July 2011.

- C. That the Community Development Manager, in consultation with the Mayor and the Chairperson of the Youth and Seniors Committee, promote the positive benefits of the City Heart Cabs Program.

Karri Browne

**SENIORS & DISABILITY COMMUNITY DEVELOPMENT OFFICER**

I concur with the recommendations contained in this report.

Annette Schoone

**COMMUNITY DEVELOPMENT MANAGER**

I concur with the recommendations contained in this report.

Andrew Harvey

**CHIEF OPERATING OFFICER**

**(ECONOMIC & COMMUNITY DEVELOPMENT)**