

Youth and Seniors Committee	
Mtg Date: 19/06/14	OAR: YES
Authorisation: Annette Schoone	

11 June 2014

ITEM 2

MEMORANDUM

TO: COMMUNITY DEVELOPMENT MANAGER

FROM: SENIORS AND DISABILITIES COMMUNITY DEVELOPMENT OFFICER

RE: CITY HEART CABS PROGRAM – REDBANK PLAZA – DIVISION 3

INTRODUCTION:

This is a report by the Seniors and Disabilities Community Development Officer dated 11 June 2014 concerning the City Heart Cabs Program.

BACKGROUND:

The City Heart Cabs Program (the Program) allows eligible members of the community (seniors, people with disabilities and their carers) to travel by taxi from home to their nominated shopping centre for only \$2 per person each way.

To be eligible for the Program participants must be in receipt of a full Australian Government Age Pension or a full Disability Support Pension and your carer (if applicable) must be in receipt of a full Australian Government Carer Allowance. In addition to this, participants must reside in one of the participating suburbs.

Individuals wishing to utilise the service are required to contact Yellow Cabs on the day before they wish to travel. Then, on the date requested, the taxi will collect the client from their home and take them to the nominated shopping precinct. The Taxi will collect the client from the designated pick up zone and return them to their home at approximately 12.30 pm the same day.

THE PROGRAM:

Ipswich City Council commenced Program trials with Riverlink and Ipswich City Square in January 2011 and added the Redbank Plaza service in August 2011. Due to the positive feedback and overall success of the Program, successful partnerships have since been built with Booval Fair, Brassall Shopping Centre and Orion Town Centre participating in the Program since September 2012.

As at 1 September 2013, each shopping centre began liaising directly with Yellow Cabs regarding their invoicing cost of taxi fares, payments and general enquiries. The shopping centres receive customer travel dockets and make payment directly to Yellow Cabs.

All shopping centres are now responsible for the cost of all incurred taxi fares, except for Riverlink and Ipswich City Square. Cost of fares incurred for these two shopping centres are the responsibility of Ipswich City Council. Ipswich Events Corporation then reimburses Council for these costs. It is estimated that this financial year's taxi fares for Riverlink and Ipswich City Square will total \$11,619.60. Council also provides the administrative management of accounts with Yellow Cabs for these two shopping centres.

WITHDRAWAL REDBANK PLAZA:

Council has received notification from Redbank Plaza that Centre Management will not continue with the Program effective 30 June 2014. Council Officers have sought further information from Redbank Plaza Management, regarding the reasons for their withdrawal from the Program, however as at the time of writing this report, no advice has been received.

Advice has also been received from Yellow Cabs that Redbank Plaza Management have outstanding invoices.

STATISTICS:

During the 2012-2013 financial year 310 taxi trips were taken in the Redbank Plaza catchment area. The total cost of these trips to Redbank Plaza Shopping Centre was \$5,152.20. The total cost for trips during the 2013-2014 is estimated at \$7,545.90.

As travel dockets have been sent directly to each shopping centre since September 2013 it is not possible to determine the number of trips taken this financial year.

OPTIONS:

From the above statistics it is apparent that the withdrawal of Redbank Plaza from the Program will negatively impact Redbank Plaza catchment residents. To address this issue the following options are provided for consideration:

1. That the City Heart Cabs Program continue with the other Ipswich shopping centres and Council accepts Redbank Plaza's withdrawal from the Program and that the Community Development Manager:
 - a. formally advise the Redbank Plaza Centre Management that any outstanding Yellow Cabs Invoices for Yellow Cab fares accrued up until 1 July 2014 are the responsibility of Redbank Plaza Centre Management.
 - b. in consultation with the Mayor, Chair of the Youth and Seniors Committee, the Divisional Councillor, Marketing Manager and Media Manager determine an appropriate communication strategy to advise residents that the City Heart Cabs Program no longer provides subsidised cab fares to or from Redbank Plaza.
2. That the Community Development Manager continue to work with Yellow Cabs to provide the City Heart Cabs Program for eligible residents to and from Redbank Plaza and that:

- a. Council be responsible for all coordination, advertising and cab fare costs incurred by the City Heart Cabs Program at Redbank Plaza.
 - b. a budget amendment be prepared to provide sufficient funds within the Community Development Branch 2014–2015 budget to cover the administrative, promotional and cab fare costs for the Program to include Redbank Plaza shopping centre.
3. That the Community Development Manager, in consultation with the Chair of the Youth and Seniors Committee and the Divisional Councillor, negotiate with Redbank Plaza Centre Management to:
- a. identify the issues which resulted in their withdrawal from the City Heart Cabs Program.
 - b. determine an agreed way forward for:
 - i. Redbank Plaza to continue participating in the City Heart Cabs Program and be responsible for all taxi fare costs
 - ii. the Community Development Branch take responsibility for working with Yellow Cabs, receiving customer travel docket, making payments directly to Yellow Cabs on behalf of Redbank Plaza and invoice Redbank Plaza to reimburse taxi fare costs
 - iii. the Community Development Branch to maintain responsibility for marketing and promotion of the Program
 - c. confirm outstanding Yellow Cab Invoices for Yellow Cab fares accrued up until 1 July 2014 are the responsibility of Redbank Plaza Centre Management.
 - d. provide a report to a future Youth and Seniors Committee detailing the outcomes of the negotiation.

CONSULTATION:

The divisional Councillor and Chairperson of Youth and Seniors Committee have been consulted.

RECOMMENDATION:

Amended Y&S Ctee No. 2014(06) of 19 June 2014 – vml.

Amended Council Ordinary Meeting of 26 June 2014 - vml

~~That the Community Development Manager, in consultation with the Chairperson of the Youth and Seniors Committee and the divisional Councillor, proceed to negotiate with Redbank Plaza Centre Management as detailed in Option 3 of the report by the Seniors and Disabilities Community Development Officer dated 11 June 2014.~~

That Council write to Yu Feng Pty Ltd and determine the future participation of Booval Fair in the City Heart Cabs Program and proceed to identify frequent program participants to Redbank Plaza and assist them in finding ~~alternate~~ alternative subsidised transport to Redbank Plaza.

Karri Browne

SENIORS AND DISABILITIES COMMUNITY DEVELOPMENT OFFICER

I concur with the recommendation contained in this report.

Angela Harms

COMMUNITY DEVELOPMENT MANAGER

I concur with the recommendation contained in this report.

Annette Schoone

CHIEF OPERATING OFFICER

(COMMUNITY AND CULTURAL SERVICES)