

<b>Youth and Seniors Committee</b>	
Mtg Date: 23.11.15	OAR: YES
<b>Authorisation:</b> Annette Schoone	

### **ITEM 3**

5 November 2015

## **MEMORANDUM**

TO: COMMUNITY DEVELOPMENT MANAGER

FROM: SENIORS AND DISABILITIES COMMUNITY DEVELOPMENT OFFICER

RE: CITY HEART CABS PROGRESS REPORT

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### **INTRODUCTION:**

This is a report by the Seniors and Disabilities Community Development Officer dated 5 November 2015 providing an update on progress of 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 either Brassall Shopping Centre, Booval Fair, Ipswich City Square (Bell Street), Riverlink Shopping Centre or Orion Town 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 their carer (if applicable) must be in receipt of a full Australian Government Carer's Allowance. In addition to this, they 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 cab will collect the client from the designated pick up zone and return them to their home at approximately 12.30 pm the same day.

### **PROGRAM UPDATE:**

Ipswich City Council launched the Program in Ipswich in January 2011 with the Ipswich City Square/Riverlink services the first to commence. As the Program grew, further partnerships were established with Booval Fair, Brassall Shopping Centre, Redbank Plaza and Orion Town Centre all joining in 2012. Each of the participating shopping centres (with the exception of Redbank Plaza) have continued to renew their agreements each year with Yellow Cabs.

As of 1 July 2014, Council has coordinated the marketing and promotion of the program. Each shopping centre has been liaising directly with Yellow Cabs with their account enquiries rather than Council coordinating this process. They receive the travel dockets directly from Yellow Cabs and pay fare invoices straight to Yellow Cabs. This process has been working well for all stakeholders. The Seniors and Disabilities Community Development Officer continues to manage the Program for Riverlink and Ipswich City Square.

The City Heart Cabs Program continues to grow and the service is promoted in the relevant communities through a range of media to encourage patronage, which has included:

- media releases
- mail outs
- taxi decals
- window decals
- development of flyers
- online promotion

#### **PARTICIPANT FEEDBACK:**

A recent survey was undertaken to gain feedback from local residents who utilise the City Heart Cabs Program. Twenty participants responded, and following are some of the comments given:

“Wonderful service, since following spinal surgery I have been unable to drive”

“Excellent, this is the best thing that’s happened in Ipswich!”

“It’s ideal as I can’t walk, even short distances, I’ve been using service for 2 years, its’ very good. Sometimes I use it twice weekly.”

Other suggestions made were to expand the Ipswich City Square/Riverlink service catchment to allow more residents to travel to Riverlink Shopping Centre. For the Committee’s information a breakdown of the number of fares by month and associated charges for the Ipswich City Square/Riverlink service are shown in Attachment A.

A request was also received from a Karalee resident to expand the service to include travel from Karalee Centre to Ipswich City Square/Riverlink. This request was investigated and it was found that the Flexilink Service delivered by Yellow Cabs runs in Karalee and Barellan Point each week day from 6.00 am to 6.00 pm at a cost of \$1 for concession card holders and was deemed suitable for seniors, people with disabilities and their carers to utilise.


In addition to this, information obtained at the time of the 2011 census indicates that Karalee and Barellan Point had no households with NIL vehicles. Given this information it is not viable to expand the City Heart Cabs program at this point in time. Karalee/Barellan Point residents who seek access to the CityHeart Cabs Program will be referred to the Yellow Cabs Flexilink Service.

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

The City Heart Cabs Program 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 of the City Heart Cabs Program is consistent with the Ipswich Long Term Community Plan (i2031) Strategies and also complements Council's Corporate Plan 2012–2017 goals, including:

- Promoting community activities that encourage communication and relationships between all generations and diverse backgrounds through broad community based activities
- Encouraging community activities that promote and celebrate a sense of belonging
- Engaging the community in the creation of local projects and programs that encourage inclusion and participation and promote and demonstrate a sense of belonging as it relates to the whole of community.

### **ATTACHMENTS:**

Name of Attachment	Attachment
2014–2015 CityHeart Cabs Program - Number and Cost of Fares per Month Ipswich City Square and Riverlink Shopping Centres	 Attachment A

### **RECOMMENDATION:**

That the Seniors and Disabilities Community Development Officer continue to promote the City Heart Cabs Program.

Karri Browne

**SENIORS AND DISABILITIES COMMUNITY DEVELOPMENT OFFICER**

I concur with the recommendation contained in this report.

Angi Harms

**COMMUNITY DEVELOPMENT MANAGER**

I concur with the recommendation contained in this report.

Annette Schoone

**CHIEF OPERATING OFFICER (COMMUNITY AND CULTURAL SERVICES)**