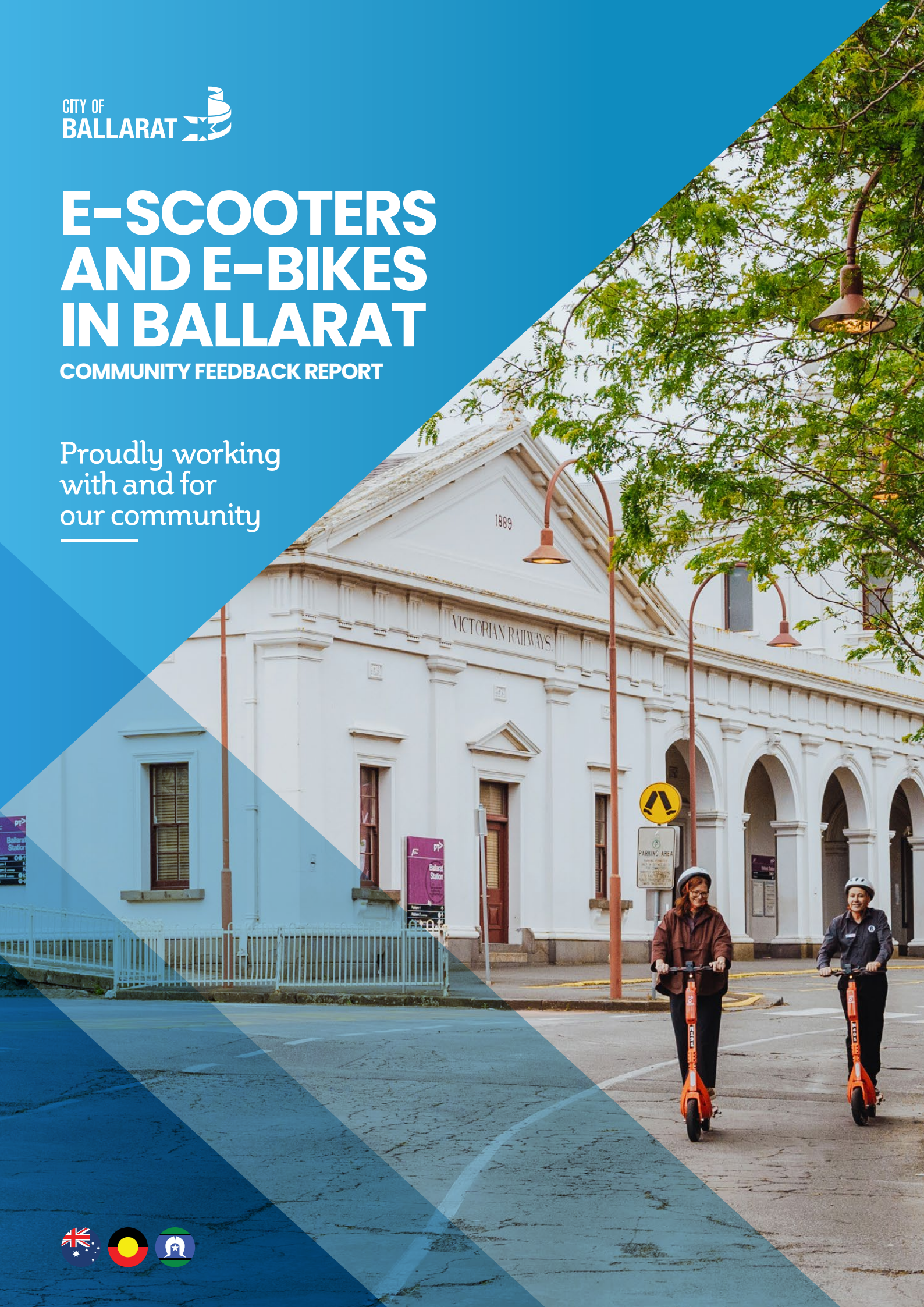
CITY OF BALLARAT

E-SCOOTERS AND E-BIKES IN BALLARAT

COMMUNITY FEEDBACK REPORT

Proudly working with and for our community



Background

Since December 2021, the City of Ballarat has taken part in the Victorian Government's shared e-scooter trial. Under this program, City of Ballarat issued a Local Laws permit to Neuron Mobility to operate shared e-scooters and e-bikes on public land across Ballarat. The purpose of participating in the trial was to better understand the benefits and challenges of introducing this new transport option to the community.

Following the conclusion of the State-led trial, the Victorian Government legalised the use of e-scooters across Victoria in April 2024. This change allows each Council to decide whether to continue permitting private operators to run shared hire schemes in their local area.

The feedback gathered through this engagement will help Council decide whether to continue allowing private operators to make shared e-scooters and e-bikes available for hire on public land, and if so, what improvements could enhance community experience, safety, accessibility and overall usability.

850,000 km travelled	That's more than 20 trips around the globe - showing just how widely shared e-scooters have been used in Ballarat.
375,000+ trips completed	Across the city, over 375,000 trips have been taken on shared micromobility, helping people get to work, study, events and social outings.
Many trips replaced car travel	Survey data shows around 50% of e-scooter rides replaced trips that would have otherwise been made by car.
Used across the municipality	Shared e-scooters have been used right across Ballarat, within the operating area (see usage heatmap for coverage).
We've heard concerns too	Some community members have raised issues around safety, parking, and shared space. This feedback will be considered in Council's review.

Summary of this consultation

What this survey is about

E-scooters, privately owned or shared, are now legal in Victoria and subject to standard road rules. This survey is focused only on shared e-scooters and e-bikes - like the orange devices available for public hire in Ballarat.

Council's role in shared services

While anyone can ride a privately owned devices, Councils decide whether to allow commercial operators to make shared micromobility available on public land. This means the future of the shared services in Ballarat is a local decision.

Why your feedback matters

The City of Ballarat is reviewing the shared e-scooter and e-bike trial to understand what's working, what hasn't, and how things could be improved. This survey is open to everyone - whether you've used a shared e-scooter or e-bike or just have thoughts about their role in our community. Your input will help inform a report to Council later this year with options and recommendations on the way forward.

Between 30 July and 25 August 2025, the City of Ballarat invited the community to share their experiences and views on shared e-scooters and e-bikes.

Feedback was open to everyone - whether they had used a shared e-scooter or e-bike, or simply wanted to share their thoughts about their role in the community.

How people took part

- 35 people attended in-person drop-in sessions and stakeholder meetings
- 436 online surveys were completed
- The MySay project page received 1,466 visits
- 10 people provided additional feedback via paper surveys, letters or emails

Engagement activities included sessions at Sebastopol Library, Ballarat Library and Lucas Community Hub; workshops with young people; discussions with the Disability Advisory Committee; and direct feedback by request.

Promotion occurred through social media, posters, media releases, and flyers at libraries and the Ballarat Railway Station.

What we heard from the community

What we heard in summary:

The community shared a wide range of perspectives.

- Around three in ten respondents had used a shared e-scooter or e-bike; seven in ten had not, but still shared views based on what they see or experience in the community.

Users described e-scooters and e-bikes as convenient, affordable and flexible, particularly for short trips where buses don't run.

- 74% said they make it easier to get around Ballarat.
- 73% said they provide a useful option where buses are limited.
- 65% said they help reduce short car trips.

Broader community feedback from those who hadn't used the service focused on safety, rider behaviour and accessibility.

- 51% said they don't need to use one because other transport is available.
- 40% were concerned about safety or road rules.
- 23% didn't feel confident riding one.

Across all responses, people recognised both benefits and challenges.

- Positives: adds another transport choice, cheap and easy to use, helps reduce short car trips.
- Concerns: unsafe riding behaviour, footpath clutter, and risks for pedestrians.

If the scheme continues

The top community priorities were:

1. Addressing unsafe or irresponsible rider behaviour.
2. Managing parking and footpath clutter.
3. Using technology to detect unsafe riding.

Many community members also felt that shared e-bikes could complement Ballarat's transport mix if located in the right areas.

About one in three respondents (32%) said shared e-bikes should be part of Ballarat's transport network, and a further one in five (19%) said they could suit certain areas or trip types.

Community Perspectives

Everyday experiences

"Ballarat has many accessible facilities within easy reach. The availability of the e-scooters is a perfect complement to Ballarat. Retaining them would enhance the feel that Ballarat is a vibrant city which is forward thinking and trying to meet the needs of modern people while retaining its liveable feel and sense that it cares more about people than cars."

"I think this form of mobility should be part of the fabric of our town. I think this is a modern form of transport that will be used more as our young people mature. I would also like for us to ensure that they are being used properly and not abused and damaged."

Concerns about safety and behaviour

"Safety and policing of e-scooters is the problem. No helmets worn by most. Young children underage riding e-scooters. Students riding with no helmets and up to 2 and have seen 3 on a scooter on footpaths in Sturt Street."

"Get rid of them, they are left across footpaths and roads dangerous for pedestrians and drivers."

Ideas and reflections for improvement

"They are a convenient and fun way to get around, but have some major drawbacks: too many people ride them dangerously on footpaths, without any visible consequences — cars often don't behave well around them, so I totally understand why they ride on footpaths."

"The safety issues are primarily with the scooters, which need more regulation and education for safe use. After hours use by young people may need to be restricted to reduce accidents. Both services are an important way to reduce car use."

"Although I don't use the scooters, they are great for people who may not have access to other forms of transport to get around Ballarat."

Who We Heard From

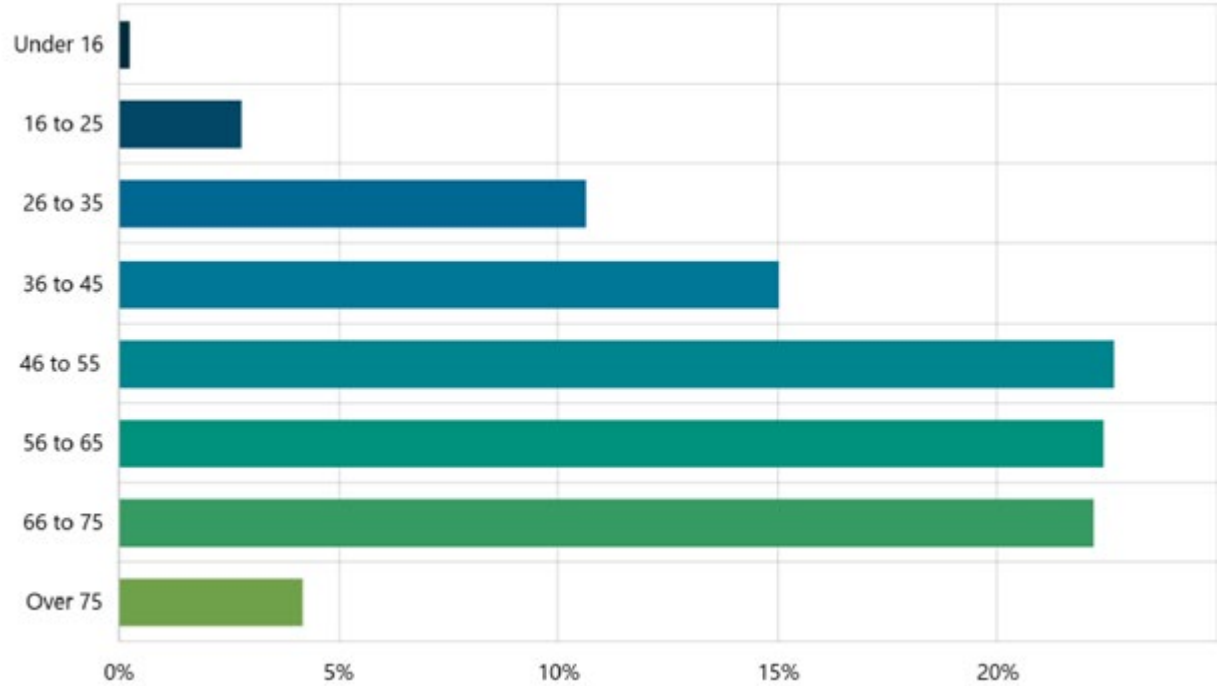
Feedback came from a wide cross-section of the Ballarat community - including people who regularly use e-scooters or e-bikes, those who have never tried them, and others who simply wanted to share their views on how these services fit into Ballarat's transport network.

Demographic snapshot

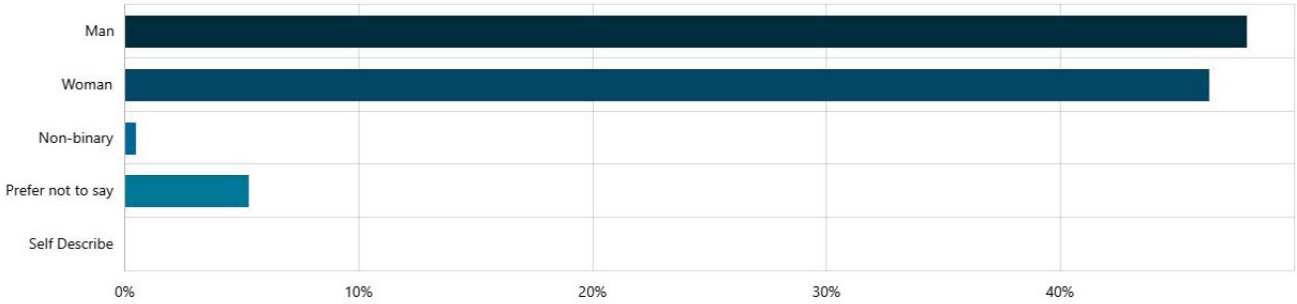
A total of 436 survey responses were received online, supported by in-person and written feedback.

The results represented a mix of ages, genders and travel habits.

Please select your age group



Answer choices	Percent	Count
Under 16	0.23%	1
16 to 25	2.77%	12
26 to 35	10.62%	46
36 to 45	15.01%	65
46 to 55	22.63%	98
56 to 65	22.40%	97
66 to 75	22.17%	96
Over 75	4.16%	18
Total	**100%**	**433**



Answer choices	Percent	Count
Man	47.94%	209
Woman	46.33%	202
Non-binary	0.46%	2
Prefer not to say	5.28%	23
Self-Describe	0%	0
Total	**100%**	**436**

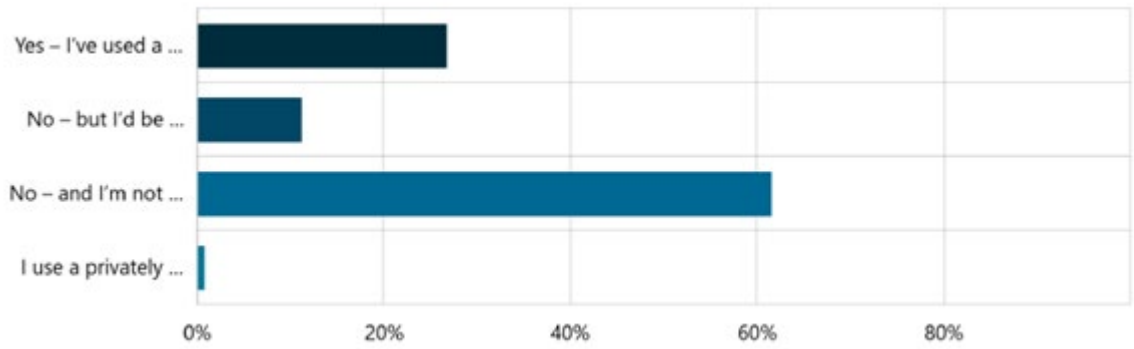
Age:
Responses were received from all age groups, with the strongest representation between 25–54 years.

Gender:
Slightly more responses were received from women than men.

What We Heard – Key Themes and Community Insights

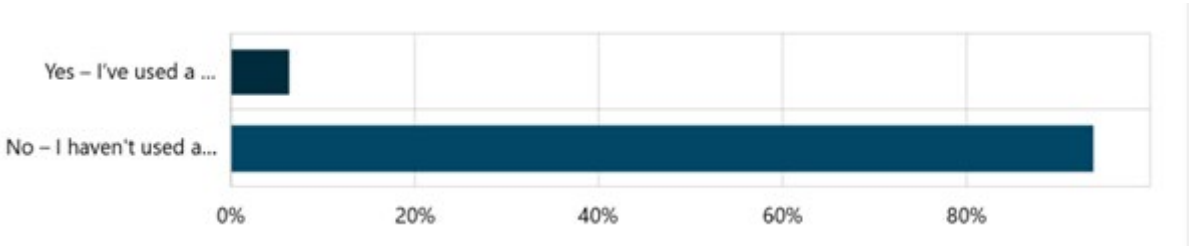
The community shared a wide range of views about shared e-scooters and e-bikes. Around seven in ten survey participants hadn't used the service, while about three in ten had. Both groups provided valuable insights that help paint a full picture of community experience.

Have you used a shared e-scooter in Ballarat? (Shared services are the orange hire scooters available for public use.)



Answer choices	Percent	Count
Yes – I've used a shared e-scooter in Ballarat	26.68%	115
No – but I'd be interested in trying the shared service	11.14%	48
No – and I'm not interested in using the shared service	61.48%	265
I use a privately owned e-scooter but haven't used the shared service	0.70%	3
Total	**100.00%**	**431**

Have you used a shared e-bike in Ballarat? (Shared services were the orange hire bikes available for public use.)



Answer choices	Percent	Count
Yes – I've used a shared e-bike in Ballarat	6.26%	27
No – I haven't used a shared e-bike in Ballarat	93.74%	404
Total	**100%**	**431**

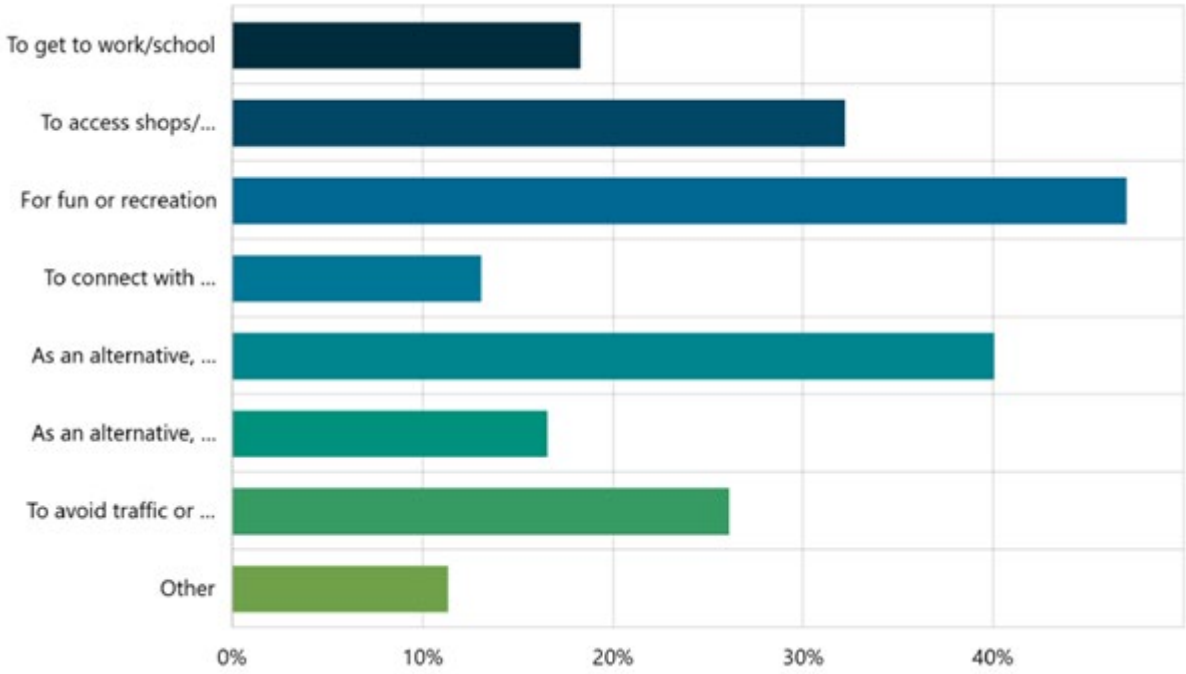
People who use the service

People who have used shared e-scooters or e-bikes said they value the convenience, affordability and flexibility they offer - particularly for short local trips and areas not well served by buses.

Most people use them for recreation or fun (47%), as an alternative where public transport isn't available or convenient (40%), or to access shops and services (32%).

Many said the service makes it easier to get around Ballarat (74%), provides a useful option where buses don't run (73%), and adds to a more connected and accessible city (68%). About two-thirds said it helps reduce short car trips and provides a low-cost way to travel.

What do you use shared e-scooters for (select all that apply)



Answer choices	Percent	Count
To get to work/school	18.26%	21
To access shops/services	32.17%	37
For fun or recreation	46.96%	54
To connect with public transport	13.04%	15
As an alternative, because public transport isn't available or convenient	40.00%	46
As an alternative, because I don't have access to a car	16.52%	19
To avoid traffic or parking	26.09%	30
Other	11.30%	13

"I needed to get from the train station to the hospital in Ascot Street a few times to visit my Mum. I easily found a scooter with charge nearby, and could ride it to the hospital along bike paths or quiet streets."

Broader community feedback

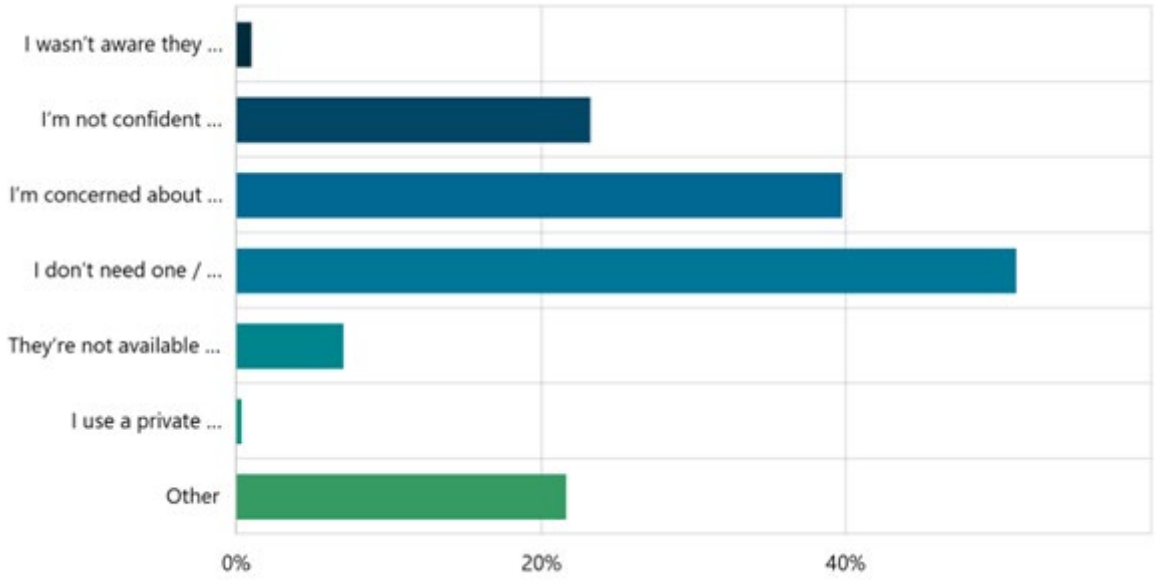
The survey was open to everyone - not just riders. Many people shared their thoughts as pedestrians, drivers or residents who see e-scooters and e-bikes in everyday use.

Perspectives on the service varied, with people who haven't used it generally expressing more concerns or uncertainty about its impact.

Feedback from this group mainly focused on safety, rider behaviour and accessibility. Over half said they don't need to use one because other transport options are available (51%), while 40% were concerned about safety or road rules, and 23% didn't feel confident riding one.

Community members who observe (but have not used) the service

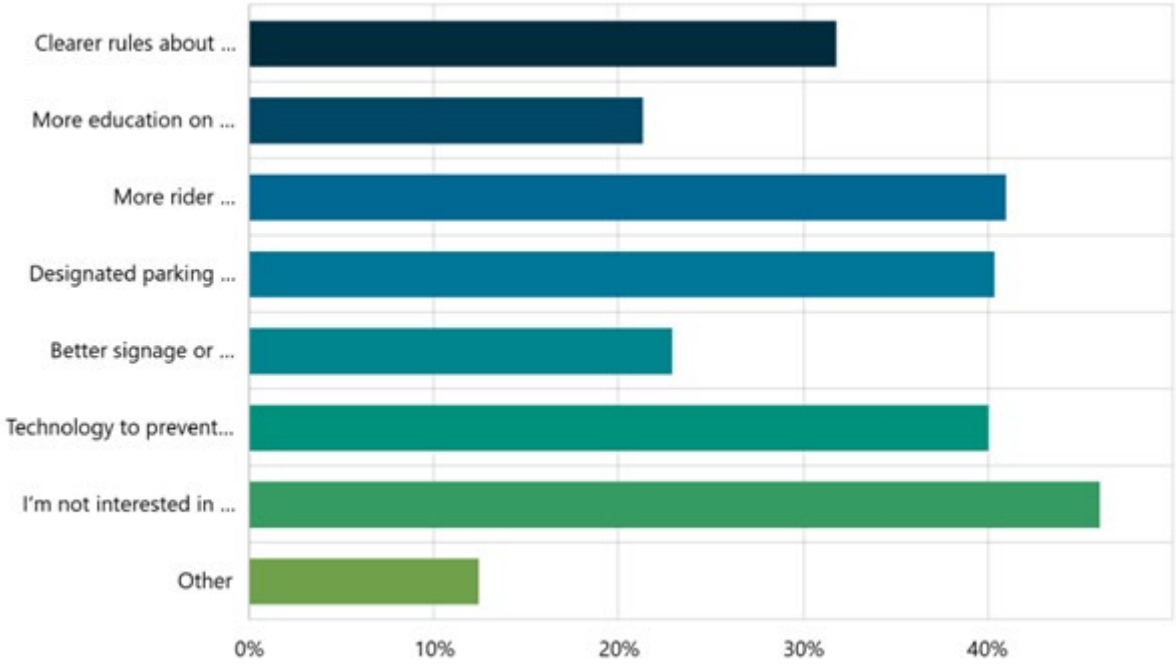
Is there a reason you haven't used a shared e-scooter? (select all that apply)



Answer choices	Percent	Count
I wasn't aware they were available	0.95%	3
I'm not confident riding one	23.17%	73
I'm concerned about safety or rules	39.68%	125
I don't need one / prefer other options	51.11	161
They're not available where I live or travel	6.98%	22
I use a private e-scooter instead	0.32%	1

When asked what would make them feel more comfortable, responses were evenly spread — suggesting a range of improvements could help, rather than one single fix. These included better rider education and enforcement (41%), designated parking areas (40%), and technology to prevent unsafe use (40%).

What would make you feel more comfortable about the shared e-scooter service? (select all that apply)



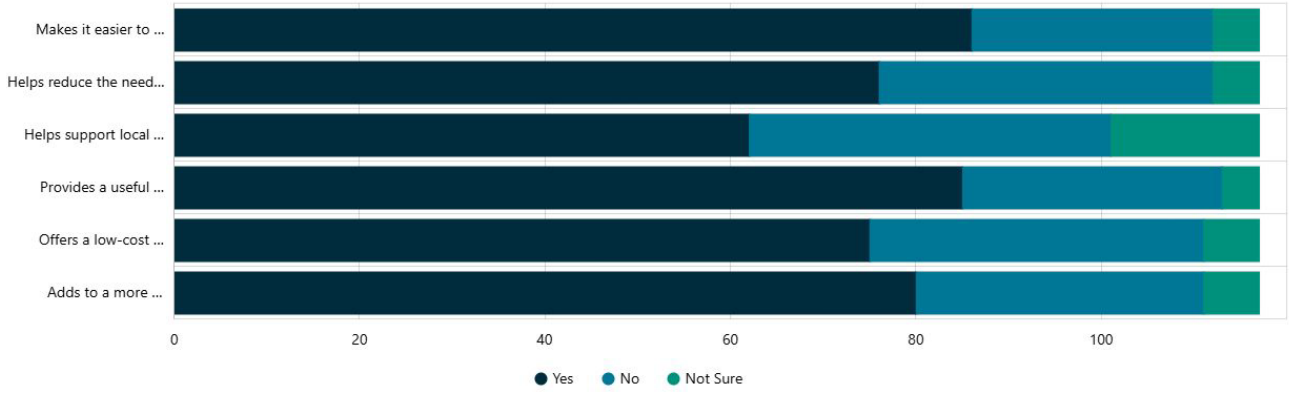
Answer choices	Percent	Count
Clearer rules about where and how they can be used	31.75%	100
More education on how to use one	21.27%	67
More rider education or enforcement	40.95%	129
Designated parking areas	40.32%	127
Better signage or road/path markings	22.86%	72
Technology to prevent unsafe use (e.g. footpath riding)	40%	126
I'm not interested in using them at all	46.03%	145
Other	12.38%	39

Concerns and improvements shared by both users and non-users

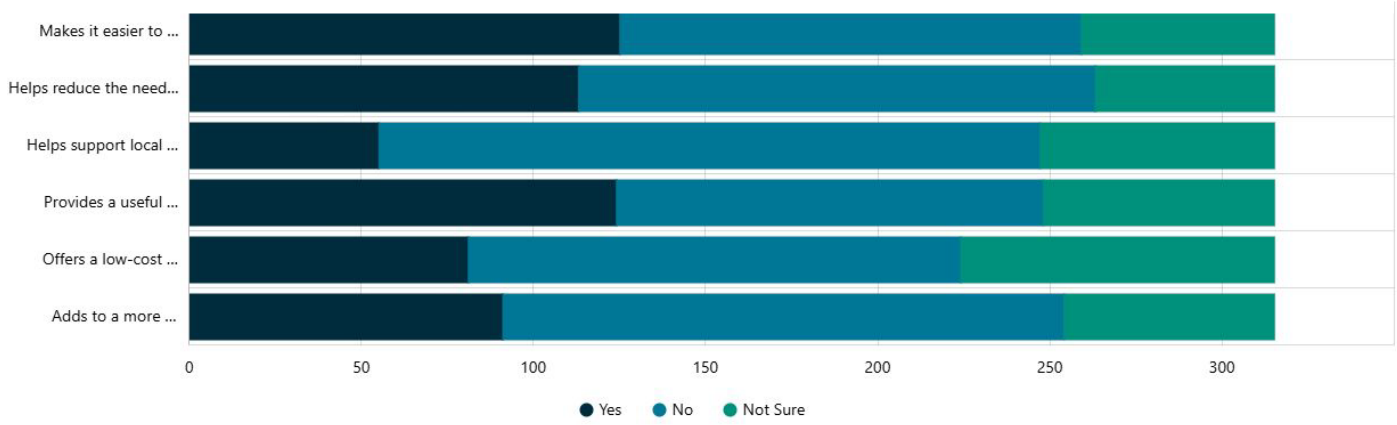
Do you think having shared e-scooters in Ballarat...

When asked what people thought about the impact of the scooters on Ballarat generally, both users and non-users could see benefits, with those who had used the service seeing far more benefit than those who hadn't ever used a shared device

Responses from people who had used the service



Responses from non users of the service



	Users of the service				Non-users of the service			
	Yes	No	Not Sure	Count	Yes	No	Not Sure	Count
Makes it easier to get around	74%	22%	4%	117	40%	43%	18%	315
	86	26	5		125	134	56	
Helps reduce theneed for short car trips	65%	31%	4%	117	36%	48%	17%	315
	76	36	5		113	150	52	
Helps support local shops and businesses	53%	33%	14%	117	17%	61%	22%	315
	62	39	16		55	192	68	
Provides a useful option where buses don't run	73%	24%	3%	117	39%	39%	21%	315
	85	28	4		124	124	67	
Offers a low-cost way to get around	64%	31%	5%	117	26%	45%	29%	315
	75	36	6		81	143	91	
Adds to a more connected and accessible Ballarat	68%	27%	5%	117	29%	52%	19%	315
	80	31	6		91	163	61	

Common themes across both groups

Across all responses, people recognised both benefits and challenges.

Main positives:

- Offers another transport choice for short trips
- Cheap, fun and easy to use
- Helps reduce short car trips and parking demand

Main concerns:

- Unsafe or irresponsible rider behaviour (no helmets, multiple riders, footpath use)
- Risks for pedestrians and mobility aid users
- Scooters blocking footpaths and creating clutter
- Poor visibility at night

While opinions were divided, many agreed the service has value if safety and behaviour can be improved.

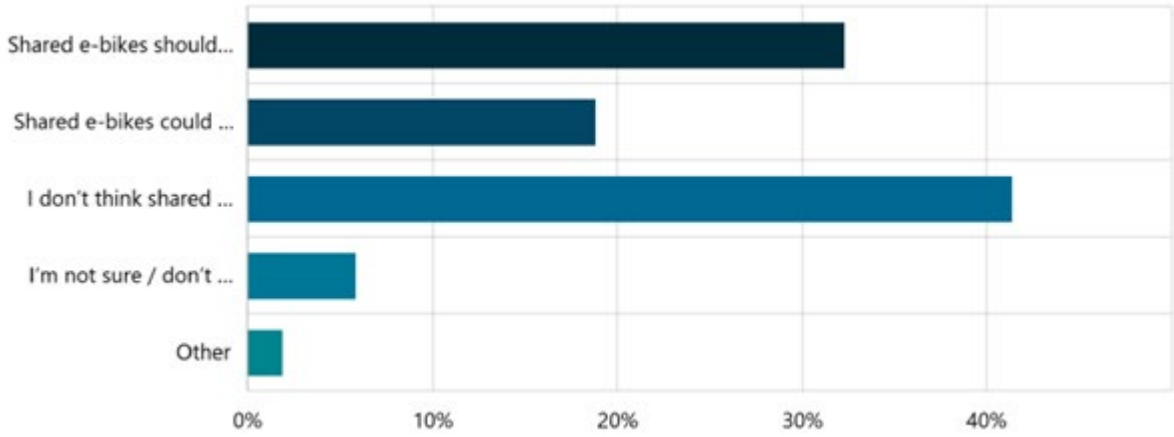
If the scheme continues

Addressing unsafe or irresponsible riding was the top priority raised through consultation, followed by managing parking and footpath clutter and using technology to detect unsafe use.

Lower priorities included reducing cost, expanding the riding area, and making the app easier to use.

Many community members also felt that shared e-bikes, while less commonly used, could complement the city's transport mix if they're located in the right areas. About one in three respondents (32%) said shared e-bikes should be part of Ballarat's transport mix, and almost one in five (19%) said they could suit certain areas or types of trips.

What role do you think shared e-bikes could play in Ballarat's future transport mix? Which statement best reflects your view?



Answer choices	Percent	Count
Shared e-bikes should be part of Ballarat's transport mix	32.25%	139
Shared e-bikes could suit certain areas or types of trips	18.79%	81
I don't think shared e-bikes are needed	41.30%	178
I'm not sure / don't have a strong view right now	5.80%	25
Other	1.86%	8
Total	**100%**	**431**

What Happens Next

All feedback from this engagement will now be reviewed alongside other information - including usage data, safety and enforcement statistics, and health and injury data - to help prepare a report for Councillors.

This report will:

- Summarise what the community told us.
- Include data and findings from the shared-use trial.
- Present recommendations for Council to consider about the future of shared e-scooters and e-bikes in Ballarat.

Councillors will review the report at an upcoming Council Meeting (date to be confirmed), where they will decide whether the shared scheme will continue, change, or conclude.

Updates on this project will be shared on the MySay Ballarat website. Follow the project page to stay up to date on next steps and Council's decision.

Customer Service
Monday to Friday, 8.30am–5pm

Phone
5320 5500

Email
info@ballarat.vic.gov.au

Postal Address
PO Box 655
Ballarat, VIC 3353

Website
ballarat.vic.gov.au

NRS-Friendly Hearing or Speech Impaired?
Call via the National Relay Service on 133 677

Translating and Interpreting Services
Call 131 450 for immediate phone interpreting (available 24 hours)
Visit **tisnational.gov.au** for online service

@BallaratCityCouncil

cityofballarat

ballarat-city-council

All information correct at time of publication.