

# Member and Casual Survey

## Open Ended Questions

### INTRODUCTION

This document provides a summary of all the open ended responses in the Member Survey.

### Member Survey

#### **Why did previous members decide to cancel their membership?**

The most common reasons for this question were the following:

- 1) People moving out of Detroit hence making their MoGo membership pointless
- 2) They realized they do not use it very often and hence PAYG was a better option for them

#### **What changes to MoGo pass offerings would you like to see?**

The one most common answer for this question was longer than 60 minute ride times for Monthly and Annual passes. The most common suggested length to increase to was **2 hours**.

#### **Is there anything else MoGo can do to make you ride more often? (for users who answered they use MoGo only 0-5 times a month)**

Riders want more stations in residential areas. Most claim that the connectivity within Midtown and Downtown Detroit is good, but near their house the closest station is about 20 minutes away. Thus, they can't use it for commuting, and hence just leisure.

#### **Why a particular aspect of MoGo's service a 1 or 2?**

Most complaints were towards Kiosk functionality/not having enough clarity on how to undock and dock a bike. Once again, people want stations at more convenient locations.

## **What new information would you want to add to the Transit app/stations?**

Most riders have suggested adding a timer in the transit app to indicate how long they have left before they must dock the bike.

## **Preferences in unlocking a bike**

Some people have complained about not receiving a fob after having requested one multiple times. Anyone who has a MoGo card has said that they feel that is the easiest way to unlock a bike.

## **Casual Survey**

### **General issues with the MoGo service**

Once again a lot of Kiosk screens were not working and users were confused how to undock a bike. Transit app was buggy sometimes (the most common issue is code not visible properly). Clearer instructions on docking required as some people had issues with it and were overcharged. Finally, some people had issues with adding a credit card.