



**40<sup>th</sup> ANNIVERSARY**  
**CAMDEN COMMUNITY  
PARTNERSHIP**  
DRIVEN BY PROGRESS | FOCUSED ON EQUITY



**FOR IMMEDIATE RELEASE:**

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**CAMDEN LOOP CELEBRATES ONE YEAR OF TRANSFORMATIVE,  
AFFORDABLE ON-DEMAND TRANSIT**  
*Camden Loop Approaches 50,000 ride milestone*

**CAMDEN, NJ** — The Camden Loop, Camden’s innovative, on-demand transit service, is celebrating its one-year anniversary this month, and new data reveals the impact the program has achieved since its start last July. The Camden Loop, which was launched by Camden Community Partnership and TransitTech provider Via, has significantly enhanced public transportation access for residents, visitors, and workers in the city through its \$2 shared rides.

Over the past year, the Camden Loop has provided more than 46,000 rides and has seen its ridership base grow month over month, proving its value to the community and becoming an integral part of daily life for the thousands of who have signed up.

“This month marks the one-year anniversary of the Camden Loop program, a vital initiative providing an affordable transportation option to residents across the City,” said Mayor Victor G. Carstarphen and Co-Chair of Camden Community Partnership. “This milestone celebrates not only the accessibility it offers for residents to commute conveniently and affordably, but it also underscores its significant impact on enhancing mobility within our community. Over the past year, residents have expressed a profound gratitude for the convenience and reliability of the Camden Loop, highlighting its crucial role in connecting them to essential services and job opportunities. As we reflect on this achievement, we remain committed to improving these services to further meet the transportation needs of our community.”

Key highlights from the Camden Loop’s first year:

- Connections to employment: 44% of riders identified commuting to work as their most frequent trip type.
- Connections to healthcare and schools: 21% of rides are to schools. 18% of rides connect passengers to Cooper University Health Care medical facilities and other healthcare destinations.
- Encouraging public transit usage: The PATCO Ferry Avenue Station is the most popular pickup and drop off point. Half of the riders use Camden Loop to connect with other forms of public transit.
- Expanding access to transportation: 69% of users do not have access to a personal car, and 47% said they travel more frequently thanks to the program.
- High satisfaction: Riders have given the service an average trip rating of 4.9 out of 5.

Based on testimonials provided, Camden Loop riders have also greatly appreciated the services:

- “I am disabled and I don’t work, and with Camden Loop, at last, I can go do everything I need to do – even going to doctors’ appointments.” – Janet D.

(more)

- *“Bussing isn’t provided at my school, so I rely heavily on this as transportation to and from school.”*  
– Rey V.
- *“I think it’s a great thing for Camden residents. It gives us an economical way to get around this city.”* – Allen R.

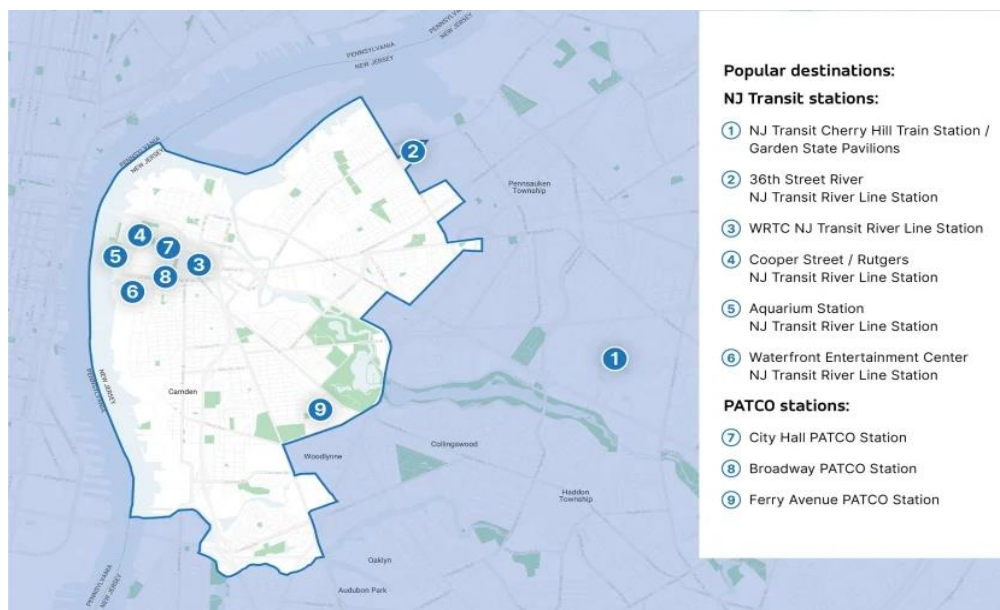
“As we proudly celebrate the first anniversary of the Camden Loop, to say that the microtransit initiative has been a success is truly an understatement,” said Mark McDonough, President of New Jersey American Water and Co-Chair of Camden Community Partnership. “In just one year, the Camden Loop has provided more than 46,000 rides for Camden residents traveling to work, medical appointments, supermarkets, and connecting them to other transportation options such as the Ferry Avenue Station. With the increasing popularity of the Camden Loop, Camden Community Partnership will look to expand and enhance the services provided to meet the growing demand.”

The Camden Loop’s success is attributed to its flexible, on-demand service model that allows riders to book trips at a moment’s notice. Via’s intelligent algorithms match multiple passengers heading in the same direction into one shared vehicle. This not only reduces wait times but also ensures cost-effectiveness and sustainability for the community. Riders can book through the Camden Loop app (available in the [App Store](#) or [Google Play](#)) or by calling 856-408-1669.

As the Camden Loop continues to grow, it remains committed to providing an inclusive transit solution that meets the diverse needs of Camden residents, enhancing the quality of life, and fostering greater community connectivity.

To learn more about the Camden Loop, please visit: <https://city.ridewithvia.com/camden-loop>. Media interested in scheduling a ride-along with the Camden Loop may get in touch with Sara-Jessica Dilks, Public Relations at Via ([sarajessica@ridewithvia.com](mailto:sarajessica@ridewithvia.com)).

Camden Loop service area map:



**About Camden Community Partnership:**

Camden Community Partnership is facilitating the revival of the City of Camden by creating an environment where people choose to live, work, and invest. CCP develops visionary, long-range plans for the redevelopment of Camden's waterfront and neighborhoods and works with private sector, government, and community partners to make these plans a reality. For more information, please visit [www.camdencommunitypartnership.com](http://www.camdencommunitypartnership.com) or follow CCP on Facebook, Instagram and X (formerly known as Twitter).

**About Via:**

Founded in 2012, Via pioneered the TransitTech category by using new technologies to develop public mobility systems — optimizing networks of buses, shuttles, wheelchair-accessible vehicles, school buses, autonomous vehicles, and electric vehicles around the globe. Building the world's most efficient, equitable, and sustainable transportation network for all passengers — including those with limited mobility, those without smartphones, and unbanked populations — Via works with its partners to lower the costs of public transit while providing transportation options that rival the convenience of a personal car while reducing environmental impact. At the intersection of transportation and technology, Via is a visionary market leader that combines software innovation with sophisticated service design and operational expertise to fundamentally improve the way the world moves, providing technology in 650 communities and more than 35 countries and counting.