



CAMDEN COMMUNITY PARTNERSHIP

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PRESS RELEASE

100,000 RIDES AND COUNTING: CAMDEN LOOP'S IMPACT CONTINUES TO GROW IN JUST TWO YEARS

Serving Thousands Of Residents For Work, Medical Appointments, Food Shopping, And More, The Camden Loop Continues To Break Down Transportation Barriers And Expand Access Across The City

CAMDEN, NJ — As it marks its second anniversary this month, the Camden Loop, an innovative, on-demand public transit service, continues to prove its value to the community with more than 100,000 rides completed since its launch. Introduced in July 2023 by Camden Community Partnership and TransitTech provider Via, the Camden Loop has become a cornerstone of local transportation, offering affordable, efficient, and equitable mobility across the city.

“The Camden Loop has done more than move people, it has connected communities, supported economic activity, and made daily life more convenient for thousands,” said Mayor Victor Carstarphen. “We are proud of how far we have come and excited for what’s next. I hear it directly from our residents and they constantly tell me that they love the ‘Loop.’ From the affordable fares to the exceptional customer service, it’s clear that this initiative is making a real difference in people’s lives.”

From its \$2 shared rides to its flexible, app-based booking system, the Camden Loop was designed to expand access to reliable transportation for residents, workers, and visitors alike. Two years in, the data underscores its impact and ongoing success, with steady ridership growth and increasing use across Camden’s neighborhoods.

“The Camden Loop was born out of a simple, but urgent need, to give Camden residents access to affordable, reliable transportation,” said Mark McDonough, President of New Jersey American Water and Co-Chair of Camden Community Partnership. “Too many people in Camden were facing unnecessary barriers just getting to work, the doctor’s office, or the grocery store. Now, two years in, we have heard the positive stories of grandparents making their appointments, students reaching internships, and parents running errands with ease. This is more than just a micro-transit service, it’s a pathway to opportunity, and we are proud to be part of that journey.”

The service’s unique on-demand model, powered by Via’s intelligent routing technology, enables multiple riders heading in the same direction to share a vehicle. This reduces wait times, lowers emissions, and keeps the service cost-effective for the city and riders. Trips can be booked through the Camden Loop mobile app (available in the App Store or Google Play) or by calling 856-408-1669.

Key highlights include:

- Nearly 27% of Camden Loop trips are to and from area grocery stores
- More than 100,000 rides have been served since launch, with a 52% increase in rides between 2024 and 2025
- Service efficiency is improving consistently over time
- Around 1 in 5 Camden residents now have a Camden Loop account
- Riders give the service an average trip rating of 4.9 out of 5

“At Camden Community Partnership, our mission is rooted in removing barriers and expanding opportunity,” said Dana L. Redd, President & CEO of Camden Community Partnership. “Since its inception, the Camden Loop has been a powerful example of that vision in action. This service is about dignity, access, and inclusion, and it is helping to reshape and reimagine what equitable urban mobility can look like, not just in Camden, but across the state. As we look to the future, we remain committed to bold, innovative solutions that uplift our communities and improve quality of life for all Camden residents.”

“This is another excellent example of innovative thinking and a cost-effective method to provide a transportation option for residents in the city that didn’t exist two short years ago,” Commissioner Director Louis Cappelli Jr. said. “The Camden Loop is providing a viable alternative to getting around the city and creating new jobs for drivers. Bottom line, this service has been a lifeline for folks in our community that are in need of new ways to get to work, the grocery store and all of the other critical places they need to go during their daily routine.”

As it heads into its third year, the Camden Loop remains committed to providing inclusive, accessible transportation for all. Plans are underway to further enhance service quality and expand its reach, building on two years of proven success.

To learn more about the Camden Loop, visit: <https://city.ridewithvia.com/camden-loop>.

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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 or follow CCP on Facebook, Instagram and X.

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.