



**CAMDEN COMMUNITY  
PARTNERSHIP**

DRIVEN BY PROGRESS | FOCUSED ON EQUITY

# Camden Loop

**On-Demand Microtransit Solution**



## Our Mission

To serve as the catalyst for the preservation and growth of a vibrant Camden.

## Our Vision

Camden is an equitable, thriving city, with high-quality opportunities for individuals, families, and businesses.

## Our Values

*Equity*

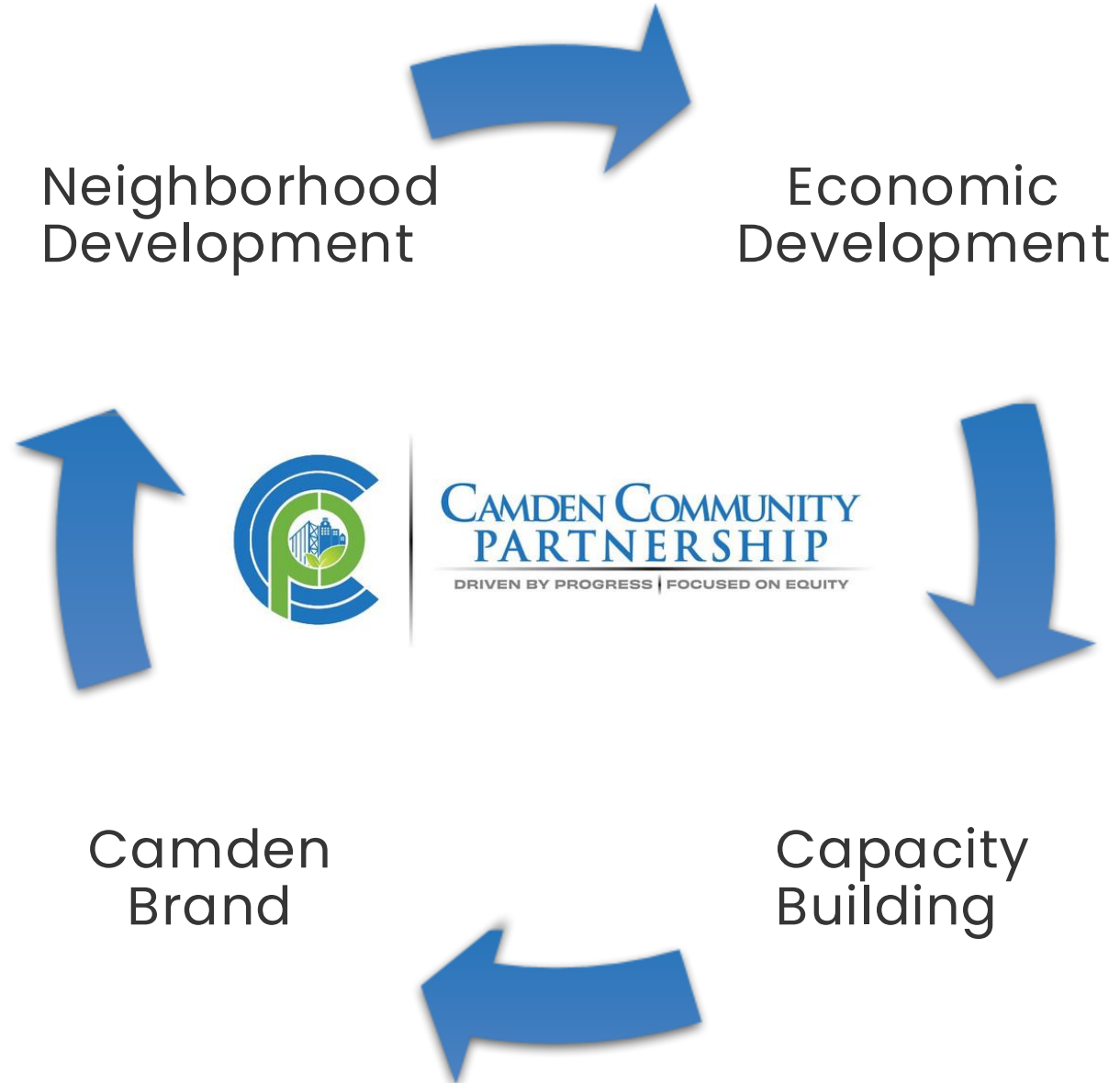
*Relationships*

*Resilience*

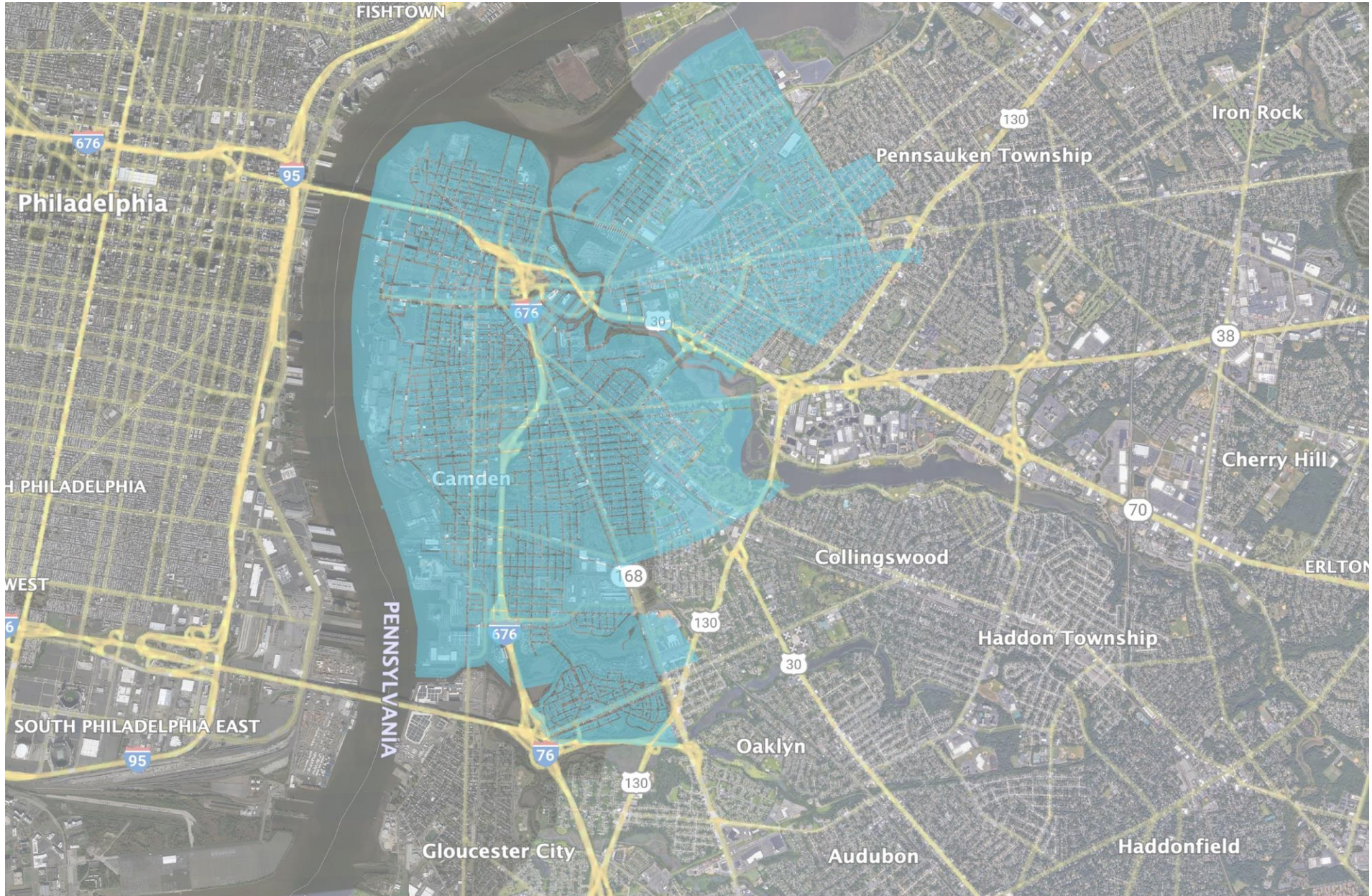
## Our How

We learn about the issues most pressing to our city, identify potential partners and solutions, and convene the right stakeholders to make change happen.

# STRATEGIC PRIORITIES



# City of Camden Overview

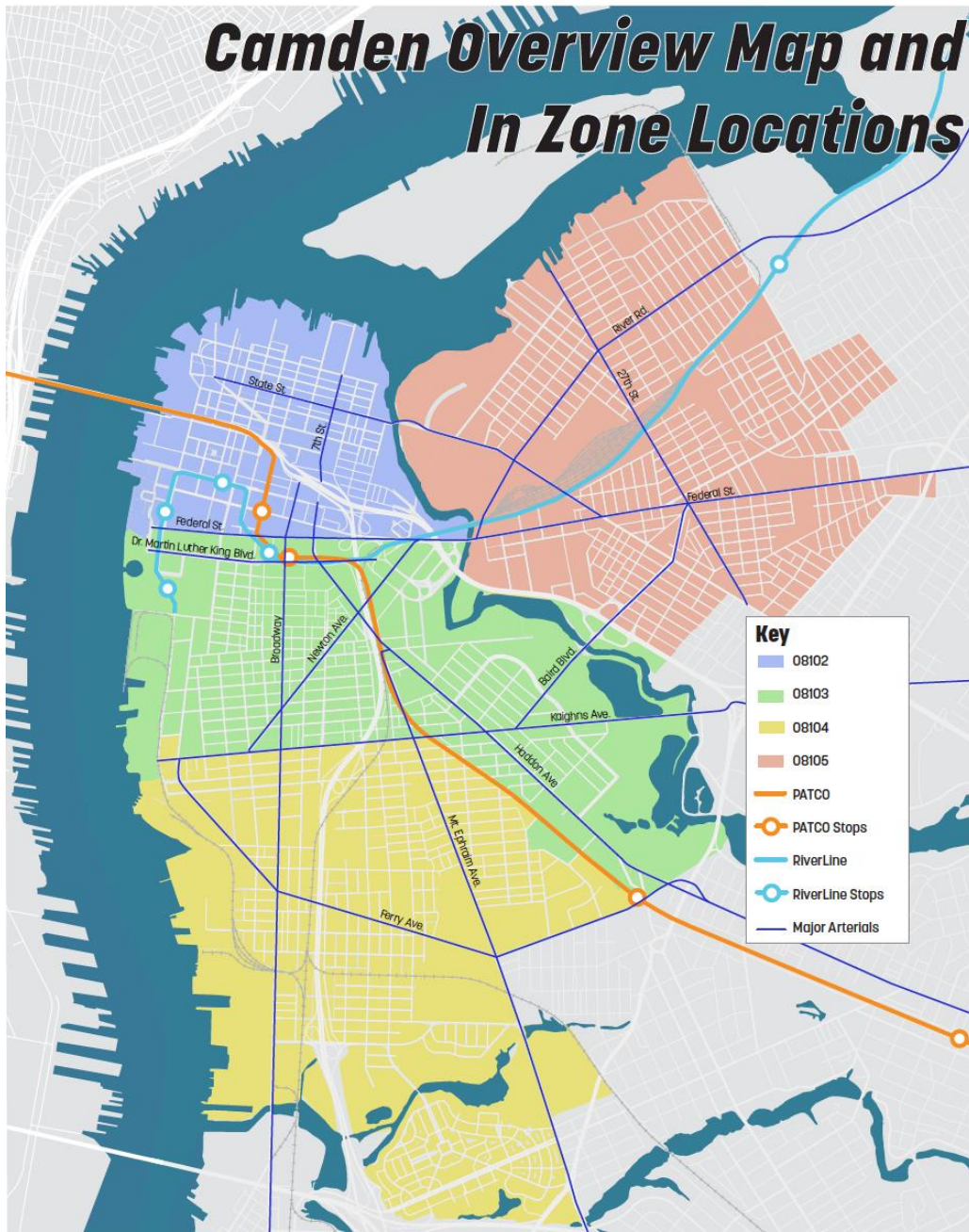


# Need Identified

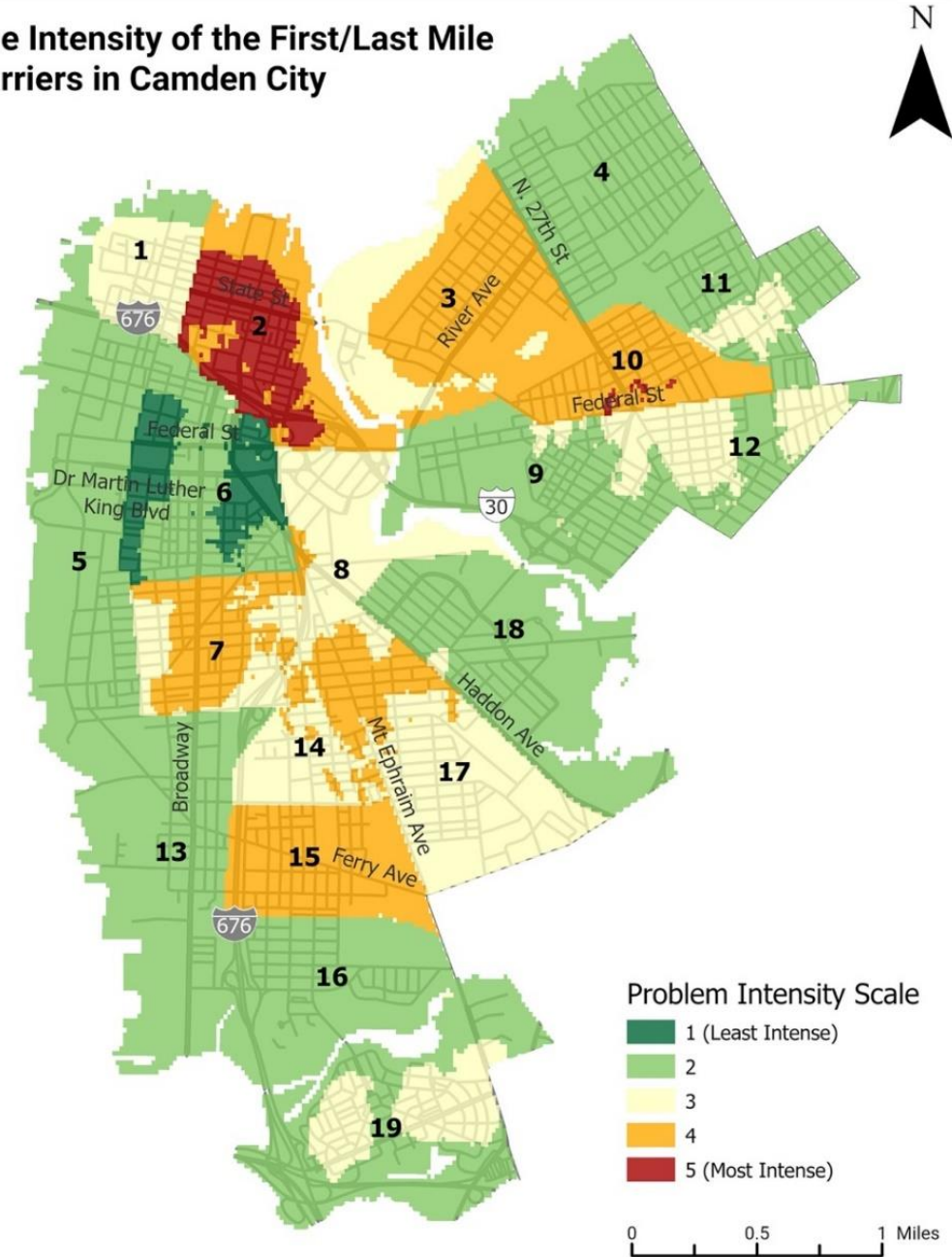


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### The Intensity of the First/Last Mile Barriers in Camden City



# Need Simplified

- ❖ 70% of the respondents to a First Mile / Last Mile survey did not own a vehicle, rely primarily on either public or active transportation (walking, biking, scootering).
- ❖ Of those respondents who reported relying on transit, 50% walked to the transit station.
- ❖ Additionally, 50% of all respondents recorded interrupted trips to school, work, and/or healthcare facilities due to insufficient transportation service.
- ❖ Unlike other urban communities across the country, 58.5 % of households report only owning one or zero vehicles.
- ❖ Camden Works Initiative - Consistently heard from residents and employers that transportation is a real, not perceive, barrier to maintaining equity and efficient access to major services in life – including employment



# Goals for Service

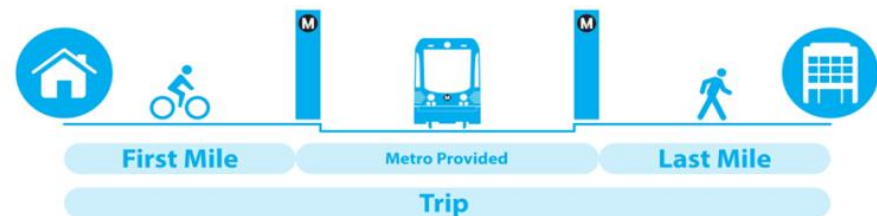
Equity: Provide resident that have a limited supply of affordable and equitable transit options, inadequate transit service, and/or transit that is not within reasonable proximity for easy access

First Mile/Last Mile: Develop a micro-transit service or similar transportation service to better serve Camden residents to complement public transit options in place.

Reduce Barriers to Employment: Connect residents to employment opportunities in Camden and to the local business districts. While providing access to other important social determinants of health (i.e. health care, social services, food access)

Connectivity: Improve access to other transportation options for residents to access employment and other needs outside the city or the region.

Service Partner: Identify an experienced partner with the capability to provide turnkey services.



# Solution: Camden Loop



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CAMDEN  
loop

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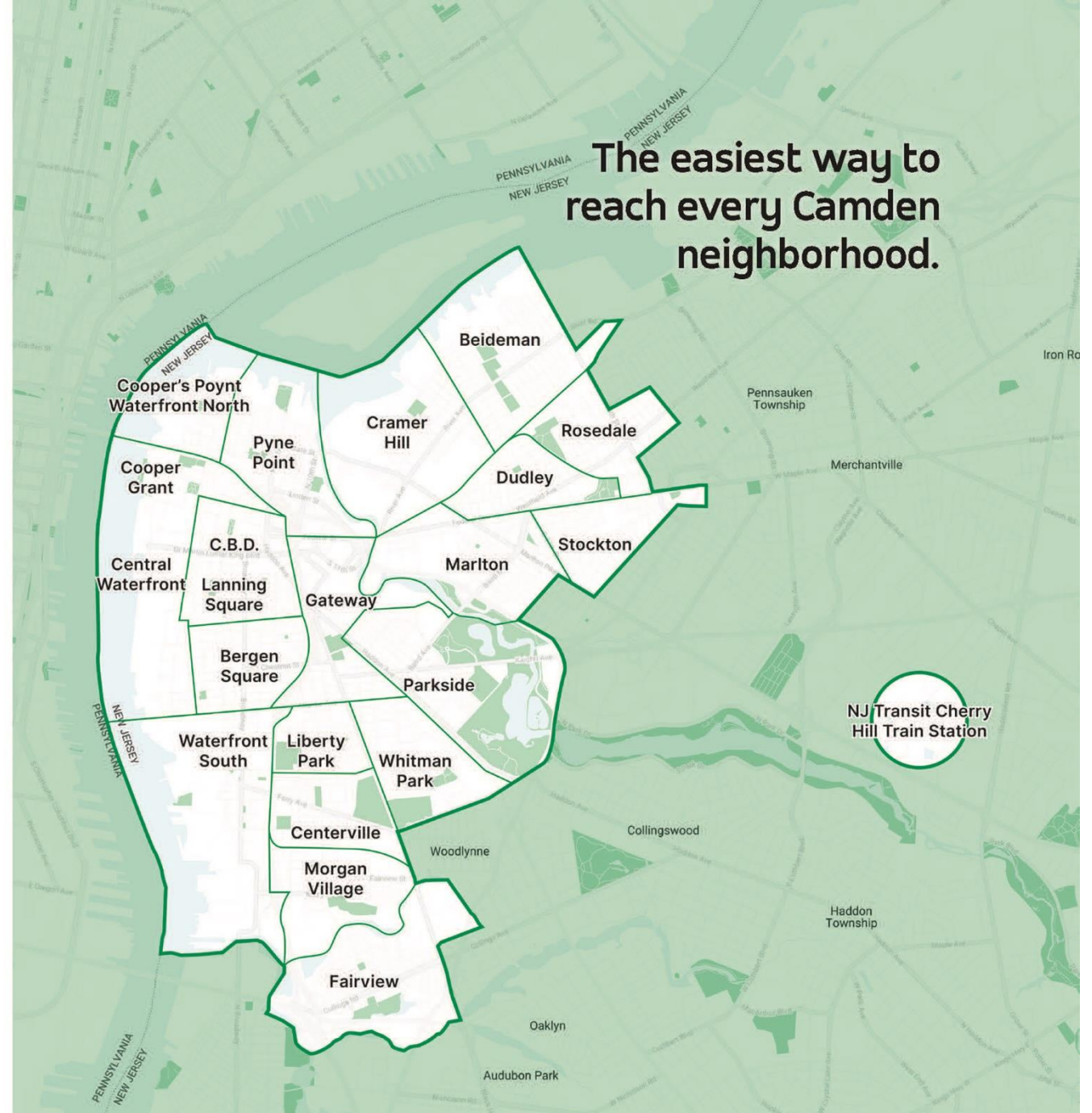
Getting around  
Camden has never  
been easier.



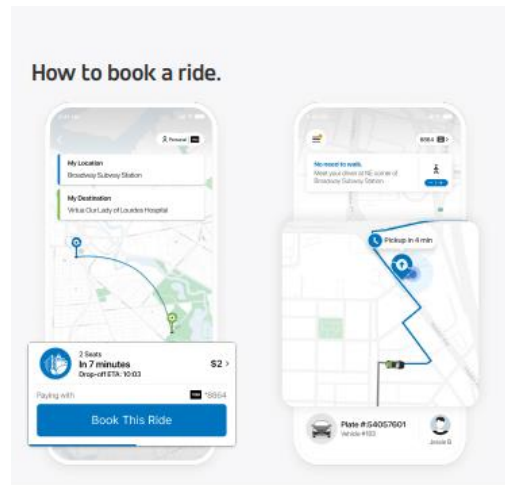
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# Current Service Area

The easiest way to reach every Camden neighborhood.



# Marketing & Community Engagement



- 1. Create an account.**  
Download the Camden Loop app from the App Store or Google Play Store and follow the simple signup steps. You can also call us at (856) 408-1669.
- 2. Book a ride.**  
Enter your pickup and dropoff addresses, choose the ride that works best for you, and tap **Book This Ride**.
- 3. Meet your driver.**  
Check the app to find exactly where to meet the vehicle. It may be a short walk from where you are, but your designated pickup point helps to cut down on detours and makes your trip faster! If you have mobility issues, simply let us know so we can meet you at your door.



## Everything you need to know about Camden Loop.

Book trips right from your phone, get picked up in minutes, and travel around Camden without needing a car.



Download the Camden Loop app.

Powered by VIA



## Travel more, pay less with LoopPass

If you're planning to travel a lot, you'll save a ton with our weekly or monthly LoopPass.

**\$7**

**7-Day LoopPass Subscription**

Ride up to 4 times/day for 7 days

**\$26**

**30-Day LoopPass Subscription**

Ride an unlimited amount of times for 30 days

## Early Results & Impacts

## Opportunities

## Lessons Learned

## The Future

# 71K

Rides since  
Launch

# 8.7K

Accounts created  
since Launch

# 3.3

Average  
Utilization since  
Launch

# ~80%

of Drivers are from  
Camden





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**For questions or additional information:**

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