



## NEWS RELEASE

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### Hill Country Transit District to Launch New Microtransit Service in Rockdale

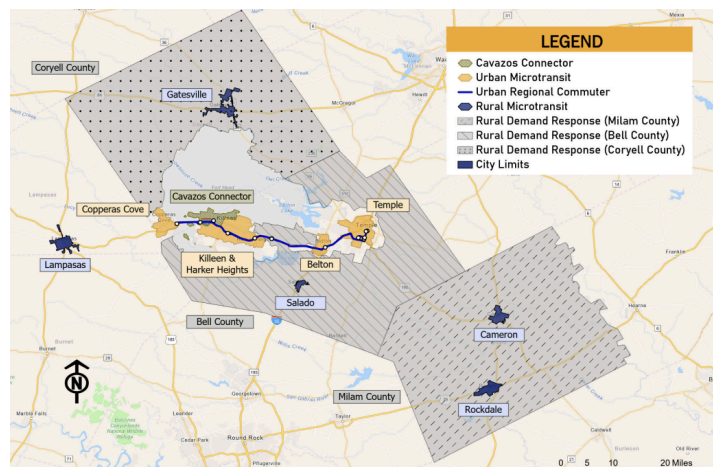
**Rockdale, TX** (September 18, 2025) – The Hill Country Transit District (HCTD) is proud to announce the launch of a new microtransit service in the City of Rockdale, expanding mobility options and providing additional service to residents alongside the existing demand response service available throughout Milam County.

Beginning October 1, 2025, Rockdale residents will have access to this flexible, on-demand service that allows riders to schedule trips in real-time or in advance—creating a convenient, reliable, and affordable way to travel within the city and beyond.

The introduction of microtransit in Rockdale reflects HCTD's commitment to meeting the growing demand for public transit services in the community while strengthening connectivity throughout the region. By integrating microtransit into the system, HCTD is offering riders more options and ensuring the network continues to evolve with the community's needs.

"Rockdale has shown us that there is strong demand for public transit, and this new service is designed to meet that demand head-on," said Raymond Suarez, General Manager of HCTD. "Microtransit provides both flexibility and reliability, and we're excited to offer Rockdale residents more ways to stay connected to jobs, services, and opportunities across the region."

For more information about the new Rockdale microtransit service, including details on how to book a ride, please visit: <https://takethehop.com/microtransit-1>.



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**About Hill Country Transit District (The HOP):**

Hill Country Transit District, known as The HOP, is a regional public transportation provider serving Central Texas. As a political subdivision of the State of Texas, The HOP offers fixed-route, commuter, demand response, and specialized transit services across a 4-county region, including both rural and urban areas. With a mission to provide safe, reliable, and accessible transportation options, The HOP connects individuals to work, school, healthcare, and essential services—strengthening communities and supporting regional mobility. For more information, visit [www.takethehop.com](http://www.takethehop.com).