



NEWS RELEASE

FOR IMMEDIATE RELEASE
September 29, 2026

Media Contact: Nicole Crim
817.909.3498
nicole.crim@trusthtg.com

The HOP Launches 2026 Rider Survey, Invites Riders to Share Feedback

Belton, Texas — Hill Country Transit District (HCTD), also known as The HOP, has launched its 2026 HOP Rider Survey, providing riders with an opportunity to share feedback about their experiences using The HOP's services throughout the region.

The survey is open **through October 31, 2026**, and is designed to help The HOP better understand what is working well for riders, identify opportunities for improvement, and determine areas of focus as its services continue to evolve and grow.

"Feedback from our riders is one of the most valuable tools we have as we evaluate our services and plan for the future," said Raymond Suarez, General Manager. "The individuals who use The HOP every day have firsthand insight into the rider experience. We want to hear from them about what we're doing well, where we can improve, and what matters most to them moving forward."

Riders can submit a survey in several ways:

- **Online:** Complete the survey at bit.ly/RiderSurvey2026
- **On board:** Request a paper survey from your driver and return the completed survey to any HOP driver.
- **At community events:** Paper surveys will be available at HOP community events throughout October and can be returned directly to HOP staff. See a complete listing of October events at <https://takethehop.com/calendar-of-events-1>.

As a thank you for participating, survey respondents will be entered into a drawing for up to \$500 in prizes, with multiple winners.

The HOP is encouraging community organizations, local partners, stakeholders, and riders to help spread the word about the survey. The more riders who participate, the more

comprehensive the feedback will be, providing The HOP with valuable information to help guide future service decisions and improvements.

The 2026 HOP Rider Survey closes October 31. To participate, visit takeethehop.com or go directly to bit.ly/RiderSurvey2026.

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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 3-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.takeethehop.com.