



NEWS RELEASE

FOR IMMEDIATE RELEASE
January 6, 2026

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

The HOP Launches Major Microtransit Expansion and Service Updates

BELTON, TEXAS — The HOP is starting the new year with microtransit expansions in four cities, anchored by growing demand in its microtransit program. Effective January 1, 2026, riders across Killeen, Harker Heights, Temple, and Belton gained access to expanded service zones designed to better connect residents with schools, neighborhoods, parks, and destinations throughout each city.

As flexible, on-demand transit continues to grow in popularity, The HOP's expanded microtransit service gives riders more convenient options than ever before. To celebrate, riders can try one microtransit ride at no cost using the promo code RIDEHOP26, which provides \$4 in ride credit, or the equivalent of one round trip. The promo code is valid January 1–31, 2026, and available for one use per rider account.

“Our goal is to create a network that adapts to the needs of our riders,” said Raymond Suarez. “These expansions strengthen connections to schools, neighborhoods, and community destinations, and they reflect our commitment to improving mobility across the region.”

In Killeen, the microtransit zone expanded to serve more residential neighborhoods and school campuses, improving access for families and students. Harker Heights riders have benefited from broader coverage across the city. In Temple, the enlarged service area reaches additional schools, apartment communities, and parks. And in Belton, the expanded zone further strengthens connections to community destinations, faith centers, and key commercial areas.

As part of the Temple updates, the Temple City Hall mobility hub for the Urban Regional Commuter closed. Riders can now make transfers and connections at the Santa Fe Mobility Hub, located at 201 Santa Fe Way, just north of the Chamber of Commerce building.

While microtransit is growing across the region, The HOP discontinued microtransit service in Salado. Riders in that area continue to have access to transit options through The HOP's Bell County Rural Demand Response service.

In addition to microtransit expansions, The HOP implemented a minor schedule adjustment to its Urban Commuter service to improve reliability during peak travel periods. Updated schedules can be found at <https://takethehop.com/urban-regional-commuter>.

Riders are encouraged to learn more about the service changes by visiting:
<https://takethehop.com/service-announcements>

To download The HOP mobile app and redeem the RIDEHOP26 promo code, visit:
<https://takethehop.com/download-our-mobile-app>

###

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.takethehop.com.