



MOUNTAINEER



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FOR IMMEDIATE RELEASE

SQUAW ALPINE TRANSIT COMPANY ANNOUNCES THE RETURN OF THE FREE MOUNTAINEER ON-DEMAND SHUTTLE SERVICE FOR THE 2020-21 WINTER SEASON

OLYMPIC VALLEY, Calif. (Oct. 14, 2020) - Squaw Alpine Transit Company (SATCo), the nonprofit formed as a collaborative effort by Squaw Valley and Alpine Meadows' homeowner associations, lodging properties, and the ski resort, announced the return of its complimentary Mountaineer on-demand shuttle service provided within the two valleys during the 2020-21 winter season.

In its first two seasons, the Mountaineer app-based shuttle service transported over 150,000 passengers despite a COVID-19, 30-day shortened second season. Through its early closure date in mid-March, Mountaineer's 2019-20 winter season was tracking against its inaugural season at a 20% increase in passengers at nearly 70,000, and a 14% increase in rides at over 34,000 with an average wait time of six minutes, which was a 36% decrease. It is estimated for winter 2019-20 that because of Mountaineer, nearly 12,000 vehicles were taken off the road and nearly 19,000 vehicle miles were avoided on Squaw Valley and Alpine Meadows ski resorts' access roads.

SATCo is conservatively approaching the upcoming winter season due to COVID-19 tourism impacts resulting in decreased assessments and based on uncertain skier visits to the resort community. A Mountaineer vehicle fleet of six is scheduled to offer service starting December 17, 2020 through April 11, 2021 in Squaw Valley Thursday through Monday from 7 a.m. until 9 p.m., and in Alpine Meadows on Saturdays and Sundays from 8 a.m. until 5 p.m. SATCo is prepared to be as responsive as possible to shifts in demand throughout the season amidst the pandemic and its dynamic effects on visitors to the resort community.

During the 2020-21 winter season, Mountaineer passengers and drivers will be required to wear face coverings at all times within the shuttles, and vehicle occupancy will be reduced to adhere to social distancing guidelines. Mountaineer will follow strict health and safety protocols that adhere to federal, state and local guidelines including vehicle cleaning and disinfecting at the beginning of every shift and high touch points such as seatbelts, door handles, and arm rests will be disinfecting throughout each operating day. Health and safety protocols are stated on www.SquawAlpineTransit.org. Despite a reduced vehicle fleet, and with the understanding that average wait times may increase from last year's remarkable numbers, SATCo is still confident that Mountaineer will continue providing passengers with a high level of service.

"We experienced strong ridership during Mountaineer's first two seasons and are looking forward to continuing to exceed rider expectations this winter," said Keith Fountain, SATCo board chair. "We are encouraged by the 37% increase in average daily passengers tracked last year over the inaugural year.

We are pleased to keep the service running and will be responsive to shifts in demand amidst the uncertainty of the pandemic.”

Five dog-friendly 10-person 4WD Sprinter-type vans equipped with ski and snowboard racks, and one ADA vehicle are used to offer free transportation--from anywhere to anywhere to anyone--within each of the two valleys.

The [free Mountaineer app](#) will always have the current days and hours of operation throughout the season. Inter-valley transportation services will continue to be offered between the two resorts via the Squaw Alpine Shuttle operated by Squaw Valley Alpine Meadows ski resort.

Mountaineer is funded through the combination of a one percent assessment on daily lift tickets sold by Squaw Valley Alpine Meadows, and a one percent assessment on transient lodging and vacation rentals within Squaw Valley and Alpine Meadows. Squaw Valley Alpine Meadows has agreed to continue its volunteer contribution of an additional one percent assessment on its “bundled” products to assist in funding Mountaineer services.

“We are pleased to continue our financial and operational support for Mountaineer. The service adds tremendous value to Squaw Alpine’s guest experience and is a win-win for our community and the environment,” said Ron Cohen, president and COO of Squaw Valley Alpine Meadows.

Learn more about SATCo and Mountaineer online at SquawAlpineTransit.org.

About Squaw Alpine Transit Company (SATCo)

The formation of SATCo is the result of a collaborative effort spearheaded by Squaw Valley and Alpine Meadows homeowner’s associations, in-valley lodging properties and Squaw Valley Alpine Meadows ski resort. SATCo’s mission is to provide transit within Squaw Valley and Alpine Meadows to assessed businesses’ guests, employees, owners, and visitors to improve resort traffic congestion, guests’ experiences, and safety. SATCo is funded by a micro transit district through the combination of a one percent assessment on lift tickets sold on-site by Squaw Valley Alpine Meadows, and a one percent assessment on transient lodging and vacation rentals within Squaw Valley and Alpine Meadows.

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