

## FOR IMMEDIATE RELEASE

### **SQUAW ALPINE TRANSIT COMPANY EXPANDS FREE MOUNTAINEER APP-BASED SHUTTLE SERVICE FOR 2019-20 WINTER SEASON**

*Three new vehicles and extended evening hours to be offered in Squaw Valley and new holiday service in Alpine Meadows; Squaw Valley | Alpine Meadows increasing financial contribution to the free shuttle service*

**OLYMPIC VALLEY, Calif. (Sept. 9, 2019)** - Squaw Alpine Transit Company (SATCo), the nonprofit formed as a collaborative effort by the homeowner's associations within Squaw Valley and Alpine Meadows, announced it will expand complimentary Mountaineer shuttle services provided within the two valleys during the 2019-20 winter season. New this season, Mountaineer will offer extended evening hours in Squaw Valley until 10 p.m. daily, and holiday service in Alpine Meadows. In addition, three more vehicles were added to the fleet for a total of eleven, in order to meet demand and further reduce weekend wait times.

Launched in December 2018, the Mountaineer app-based shuttle service provided over 81,000 rides to passengers in its first winter season and removed at least 20,000 vehicle trips from access roads in Squaw Valley and Alpine Meadows.

“We experienced strong ridership during our first season and learned quite a lot about how residents and visitors use Mountaineer to get around the valleys without a car, and how they want to use Mountaineer in the future,” said Keith Fountain, SATCo board chair. “Based on rider feedback, the plan is to extend evening service in Squaw Valley and add holiday service at Alpine Meadows this season. We are encouraged by the level of support Mountaineer has from those who used the service last year and are looking at ways to further increase its service offering in the future.”

During the 2019-20 winter season, Mountaineer will operate on-demand seven days per week from 7 a.m. to 10 p.m. in Squaw Valley and Saturdays and Sundays in Alpine Meadows from 8 a.m. to 5 p.m. between December 13, 2019 and April 12, 2020. Additional holiday service in Alpine Meadows will also be offered December 26, 27 and 30, 2019, January 20 and February 17, 2020. Eleven dog-friendly 10-person 4WD Sprinter-type vans equipped with ski and snowboard racks, and one ADA vehicle of similar capacity are used to offer free transportation--from anywhere to anywhere--within the two valleys.

The Mountaineer app will always have the most updated information related to hours of operation throughout the season. Inter-valley transportation services will continue to be offered between the two mountains via the Squaw Alpine Express.

Mountaineer is funded 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. New for the 2019-20 season, Squaw Valley Alpine Meadows has also volunteered contribution of an additional one percent assessment on its “bundled” products including lift ticket 4-packs to assist in funding Mountaineer services.

Learn more about SATCo online at [squawalpinetransit.org](http://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 goal is to reduce in-valley trips within Squaw Valley and Alpine Meadows by providing convenient shuttle service at no cost to the rider. SATCo is funding the micro mass transit system 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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