

Transportation in the 21st Century at Lake Tahoe

December 4, 2019



MOUNTAINEER

Keith Fountain, SATCo Chairman
Stephen Murray, Downtowner CEO



Squaw Valley | Alpine Meadows Micro Mass Transit District

The TBID

Circa 1950

The Company



www.SquawAlpineTransit.org

The Experts



The Service



MOUNTAINEER

What is Mountaineer?



MOUNTAINEER

- On-demand, app-based transit service providing rides in winter season to residents and guests in Squaw Valley & Alpine Meadows
- Service is funded by 1% assessment on:
 - lift tickets sold on-site at Squaw Valley and Alpine Meadows
 - transient lodging and vacation rentals within Squaw and Alpine
- Mountaineer operated in Squaw Valley 7 days/week from 7am to 9pm and in Alpine Meadows on weekends from 7am to 6pm between December 1 and April 30

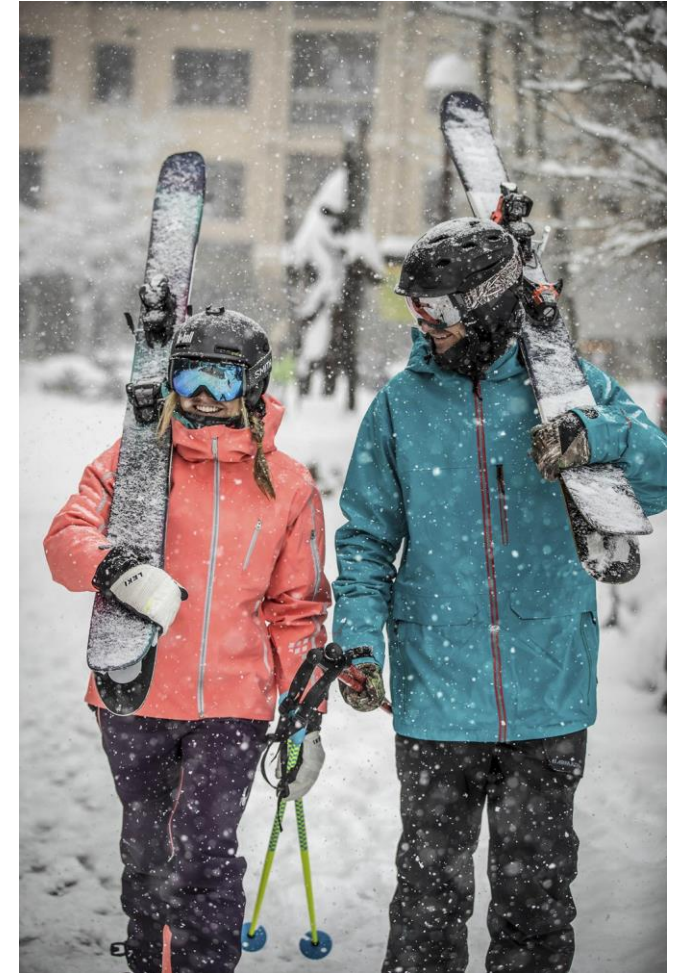
Mountaineer Goals

- To reduce in-valley trips within Squaw Valley and Alpine Meadows by providing convenient, year-round shuttle service at no cost to the rider
- To (ultimately) integrate into the existing transit system, thereby providing access to Truckee, Tahoe City and other destinations without the need for automobiles



2018-19 Winter Season Ridership (Dec 1-April 30)

- 81,367 passengers
- 43,432 rides (correlates to number of cars removed from SV & AM parking lots)
- Rides shared: 53%
- 9,000 Mountaineer app downloads



Community Benefits

- Improved traffic conditions: Removed at least 20,000 vehicle trips from access roads
 - “Love how easy it is, and how much it does to alleviate traffic.” (survey respondent comment)
 - “This is a great service, and makes life way easier both in terms of traffic and parking.” (survey respondent comment)
- Improved parking conditions
 - Six “parked out” days this season vs. 40 in 2016-17
 - 2018-19 saw approximately 15% more skier visits and similar snowfall as compared to 2016-17
- Added well-paying jobs to the local economy

Survey Results

- 900+ respondents (16.3% response rate)
- Mountaineer Usage:
 - 89.9% to/from ski slopes
 - 39.8% to/from shopping and dining
 - 71.5% in Squaw Valley
 - 24.8% in Alpine Meadows
- High percentage responded easy to use, clean vehicles and friendly drivers
- Top two expanded service preferences:
 - Later service end time
 - Service from Squaw Valley to Tahoe City and back
 - 65% indicated they would be willing to pay for desired expanded services

Net promoter score: 91

how likely respondents would recommend Mountaineer to a friend

MOUNTAINEER *Partner Program*



The Region

