



MOUNTAINEER



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Announcement of Squaw Alpine Transit Company Use of DBA Mountaineer Transit Company

[June 20, 2022] Squaw Alpine Transit Company (SATCo) is the nonprofit organization that was created to provide transit in the resort communities of Olympic Valley and Alpine Meadows to improve traffic congestion, guests' experience and safety.

Since December 2018, SATCo has provided Mountaineer, an app-based, on-demand, complimentary shuttle service within Olympic Valley and Alpine Meadows during the winter seasons. SATCo pioneered the use of Tourism Business Improvement Districts in North Lake Tahoe and to fund transit and pioneered the use of microtransit in North Lake Tahoe. Mountaineer has been highly successful providing 100,000+ rides to 200,000+ passengers.

On September 21, 2021, Squaw Alpine Ski Resort announced its new name Palisades Tahoe, [click for more](#).

To remove the word "Squaw" from SATCo's name and to capitalize on the strong brand of Mountaineer, the microtransit service they provide, on February 9, 2022 the SATCo Board of Directors voted to establish and use a DBA "Mountaineer Transit Company" moving forward. On March 8, 2022, the County Clerk of Placer County certified the Fictitious Business Name Statement.

Starting June 20, 2022 and into the future, the organization will be referred to by its DBA, Mountaineer Transit Company, and its new website will be www.MountaineerTransit.org.

For more information, please contact Joy M. Doyle, executive director at ED@mountaineertransit.org

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