

Mountaineer ... Where Did It Come From?

Mountaineer, the highly successful app-based, on-demand complimentary shuttle within Olympic Valley and Alpine Meadows since December 2018 is the branded service of Squaw Alpine Transit Company (SATCo), DBA Mountaineer Transit Company, operated under contract by Squaw Downtowner LLC.

[Downtowner](#) uses predictive routing technology and real-time demand analytics to deploy smart transit. The company provides micro-transit solutions that bridge gaps in existing transit lines, lower the number of single-occupancy vehicle trips, and improve overall mobility.

SATCo is a California non-profit mutual benefit corporation created by leaders and stakeholders of the Olympic Valley | Alpine Meadows resort community to improve business conditions, traffic congestion, guests' experience and roadway safety in the Olympic Valley and Alpine Meadows area of the County of Placer through the development and operation of a microtransit district.

SATCo serves as the Squaw Valley | Alpine Meadows Micro Mass Transit District (SV|AM MMTD) Owners' Association and as such is charged with managing funds and implementing programs in accordance with the [SV|AM MMTD Management District Plan](#) (MDP).

The SV|AM MMTD is known as a Tourism Business Improvement District (TBID) and came into being on August 28, 2018 with the approval of assessed business owners and the Placer County Board of Supervisors. The SV|AM MMTD formation process included: steering committee outreach and consensus building to Olympic Valley and Alpine Meadows stakeholders with guidance from [Civitas Advisors](#), Placer County staff review and approval process, outreach to and ongoing coordination with the [Truckee North Tahoe Transit Management Association](#) (TNT/TMA) and [North Lake Tahoe Resort Association](#) (NLTRA), and a successful petition of assessed lodging and ski resort businesses to the Placer County Board of Supervisors in support of SV|AM MMTD formation.

The MDP specifies governance by a board of nine directors composed of four representatives of assessed lodging businesses (currently the Resort at Squaw Creek, Granite Peak Management, Red Wolf Lodge and the Palisades Tahoe Lodge formerly Squaw Valley Lodge), two representatives of Palisades Tahoe (formerly Squaw Alpine Ski Resort), one representative of Placer County, one director representing the Olympic Valley community at large and one director representing the Alpine Meadows community at large.

The SV|AM MMTD is funded from a 1% assessment of lodging business gross short-term room rental revenue and 1% of Palisades Tahoe gross daily lift ticket revenue.

Mountaineer ridership is free to all including Olympic Valley and Alpine Meadows residents, owners, employees and guests.

SATCo partners with Palisades Tahoe, Resort at Squaw Creek, and Olympic Village Inn to deliver their additional specific transit requirements integrated within the Mountaineer service thereby utilizing the optimization features of Downtowner to the advantage of the entire Olympic Valley | Alpine Meadows resort community's transit systems.