

# SATCo History and Timeline of Key Milestones

October 5, 2022 - Partner agreement with Downtowner to provide up to three Mountaineer vehicles to TART Connect to operate a co-branded on-demand Olympic Valley Tahoe City service Friday & Saturday 5:30-10:30pm as a pilot program during the winter 2021-22 season.

September 21, 2022 - Squaw Alpine announces its new name, Palisades Tahoe. [Click for more.](#)

January 5, 2021 - On January 5, 2021, the Squaw Alpine Transit Company (SATCo) Board of Directors announced the cancellation of the Mountaineer service for the remainder of the 2020-21 winter season. The difficult decision was based on ongoing COVID-19 pandemic impacts on tourism that are projected to result in significant funding shortfalls.

November 2020 - Partner agreement with Resort at Squaw Creek

October 16, 2020 - As a result of decreased lodging and lift ticket assessments caused by the Novel Coronavirus, SATCo announces plans to operate during the 2020-21 season with a reduced vehicle fleet and operating schedule, amidst the COVID-19 pandemic.

Mountaineer First Two Winter Seasons (2018-2019 and 2019-2020) Combined Results:

Passengers: 150,811  
Rides: 77,814  
Shared Rides: 53%  
Average Wait Time: 6:11 minutes  
Average Daily Passengers: 639

April 5, 2020 - "Mountaineer" service mark obtained from State of California

March 15, 2020 - Novel Coronavirus outbreak forces 2019-20 season to end 28 days ahead of plan

December 1, 2019 - Replace Palisades Tahoe Members Locker Room and Tram Circle drop off and pick up locations with Olympic Valley Transit Center for fire safety/accessibility

November 1, 2019 - Partner agreements with Olympic Village Inn and Palisades Tahoe Shuttle

September 3, 2019 - Executive Director hired to assist SATCo Board of Directors

September 1, 2019 - Agreement with Downtowner with expanded service for second season

April 30, 2019 – Inaugural season ends having served 81,367 passengers, 538 average daily passengers

February 14, 2019 – 42,000 riders served (first full winter 2018-19 ridership goal)

December 1, 2018 – "Mountaineer" is launched

November 10, 2018 – Downtowner agreement executed

October 23, 2018 – Placer County agreement signed

October 9, 2018 – Downtowner (Mountaineer service provider) Letter of Intent signed

October 8, 2018 – SATCo Board of Directors Initial Meeting

October 1, 2018 – SATCo Board of Directors appointed; assessment collection begins

September 11, 2018 – SATCo Articles of Incorporation filed with CA Secretary of State

August 28, 2018 – Placer County Board of Supervisors approves SV|AM MMTD formation

July 10, 2018 - Petition attains 65% support; Placer County Board of Supervisors adopts Resolution of Intention

May 15, 2018 - Petition Drive #2 (with 1% on Palisades Day Tix) begins

April 23, 2018 - North Lake Tahoe Resort Association (NLTRA) and Truckee North Tahoe Transportation Management Association (TNT/TMA) neither endorse nor oppose

January 18, 2018 – 51.37% petitions attained

October 27, 2017 - SV|AM MMTD Petition Drive #1 (sans SVSH 1% on Day Tix) begins

October 23, 2017 – Deputy CEO Merchant presents SV|AM MMTD to Placer County Board of Supervisors at informational hearing

October 19, 2017 - SV|AM MMTD Management District Plan (MDP) Version 1 approved

February 8, 2017 - Squaw Valley|Alpine Meadows Micro Mass Transit District (SV|AM MMTD) Steering Committee initial meeting

January 5, 2017 - Squaw Valley HOA Forum Transportation Committee agrees to spearhead drive for local shuttle service and TBID

December 2016 - January 2017 (Holiday Season) – Chariot demonstration

December 1, 2016 - Squaw Valley HOA Forum and Palisades Tahoe (formerly Squaw Alpine) convene to discuss opportunity to jointly pursue TBID with Civitas guidance