

SATCo History and Timeline of Key Milestones

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's second winter season (Dec 13, 2019 - Mar 13, 2020) results:

Passengers: 69,444 (up 20% YoY during the same 2019 dates)
Rides: 34,382 (up 14% YoY)
Average wait time: 6:11 (down 36% YoY)
Rides shared: 56% (even YoY)
Average daily passengers: 739 (up 37% YoY)

Mountaineer first two seasons combined results:

Passengers 150,811
Rides 77,814
Rides shared: 53%

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

March 15, 2020 - Novel Coronavirus outbreak forces 2019-20 season to end 30 days ahead of plan

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

November 1, 2019 - Partner agreements with Olympic Village Inn and Squaw Alpine Shuttle

September 3, 2019 - Executive Director hired to assist 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 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 Letter of Intent signed

October 8, 2018 – SATCo BoD 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; PC BoS adopts Resolution of Intention

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

April 23, 2018 - NLTRA and 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 PC BoS at informational hearing

October 19, 2017 - MDP (Version 1) approved

February 8, 2017 - SV|AM MMTD Steering Committee initial meeting

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

Holiday Season 2016/2017 – Chariot demonstration

December 1, 2016 - SV HOA Forum and SVSH convene to discuss opportunity to jointly pursue TBID with Civitas guidance