

Rental Car Agency Letter regarding the Traction Law, and Sticker Program.
The Transportation Systems Subcommittee is asking the Stakeholders Council, and possibly the CWC Board to approve the sending of this letter to Agencies.

BACKGROUND: From the SLC International Airport website www.slcairport.com.

SLC International offers a variety of rental car providers. Nine agencies with vehicles are at the airport, and eight additional agencies, are with airport to agency/vehicles shuttles. This letter is slightly generic, but will be addressed individually to each Rental Company. This letter will be hand delivered to each agency, and, will be cc'd to their corporate offices. The purpose is to give a big picture, explain the specifics and to be very clear that we want their input, their cooperation, and to make it clear that the rules and enforcement are going to get tougher. But we want their cooperation. And participation.

On Property

Alamo	3920 West Terminal Drive, SLC, 84122
Avis	3921 Terminal Drive, SLC, 84122
Budget	3974 West 500 North, SLC, 84116
Dollar	3920 Terminal Drive, SLC, 84122
Enterprise	3920 Terminal Drive, SLC, 84122
Hertz	775 North Terminal Drive, SLC, 84122
National	3920 West Terminal Drive, SLC, 84122
Payless	3920 West Terminal Drive, SLC, 84122
Thrifty	3920 Terminal Drive, SLC, 84122

Off-Airport with Airport Shuttle Service

ACE Rent-A-Car	2740 California Ave, SLC, 84104
Affordable	1974 West North Temple, SLC, 84116
Easirent	756 South Redwood Road, SLC, 84104
Fox Rent-a-Car	400 South Redwood Road, SLC, 84104
Go Rentals	369 North 2370 West, SLC, 84116
NU Car Rentals	72 North 2400 West, SLC, 84116
Rugged Rental	2740 California Ave, SLC, 84104
Sixt	395 North Wright Brothers Drive, SLC, 84116-2842

In addition – we will share this letter to Ski Utah, the resorts, and UDOT.

October , 2025

Dear Rental Car Agency,

The Central Wasatch Commission (CWC), an interlocal governmental entity and political subdivision of the State of Utah, is currently working on transportation options and solutions, primarily for winter driving to the resorts in Little and Big Cottonwood Canyons. The CWC coordinates with UTA, municipal jurisdictions, UDOT and others, to provide canyon transportation solutions to increase safety and alleviate congestion.

The Stakeholders Council of the CWC is currently addressing **Utah Traction Law** ([administrative rule R920-6](#)) **compliance**, which can be applied anywhere statewide depending on specific local conditions, and the **UDOT Cottonwood Canyons Sticker Program**, which indicates that a vehicle has been pre-inspected and meets Utah's Traction Law requirements, including the following criteria:

- AWD/4WD: M + S or M/S tires are the minimum requirement. Traction devices such as chains, snow socks, etc. or 3 peak mountain snowflake (3PMSF) tires are also acceptable and provide the most reliable traction in severe winter conditions.
- 2WD: 3 peak mountain snowflake (3PMSF) tires (on all four tires) are the minimum requirement. Traction devices such as chains, snow socks, etc. are also acceptable.

Vehicles can get a free compliance sticker (placed inside the windshield) at several tire shops, indicating compliance. Stickered vehicles are waved through by law enforcement.

For the 2025-2026 Ski Season, UDOT is promoting and enforcing the Traction Law, including:

- On-the-spot vehicle/tire inspections at the base of Big and Little Cottonwood Canyons and coordination with Cottonwood Heights and Sandy Police departments and the Salt Lake County Sheriff's Department for in-canyon inspections;
- Rejecting non-compliant vehicles and turning them around at the canyon base;
- Possible citations for vehicles in the canyons that are non-compliant – especially vehicles that are involved in slide-offs or accidents;
- Supporting the UTA Ski Bus, as well as private and commercial shuttles;
- Strong promotion of carpooling and noting that each of the resorts are employing increased parking fees;
- NOTE: The 2025 Utah Legislature tweaked the Traction Law – allowing UDOT to declare a “Snow Day” the day before if prudent, rather than waiting for road conditions to deteriorate.

We are reaching out to you to ask for your participation in the Sticker Program. This would increase the safety of your customers, both with compliant vehicles and with specific, appropriate knowledge; reduce the likelihood of accidents; reduce congestion in the canyons due to unsafe vehicles; and potentially boost your sales by offering sticker-compliant vehicles to canyon users. Offering vehicles properly equipped with tires that comply with the traction law will enhance your customers' experience and set you up as a preferred winter vehicle provider.

Your participation in the Sticker Program may include:

- Having the vehicles in your fleet that comply with the traction law inspected and stickered;
- Increasing the quantity of compliant vehicles in your fleet;
- Providing information to your customers about the Traction Law, such as printed mirror hangers and information signs and/or handouts at your rental counters;
- Promoting your compliant vehicles to your arriving customers – on your website and with other promotional efforts, such as your listings with travel agents, tour operators, and other connections.

We very much appreciate the work of Alamo, Budget, Enterprise, National, Rugged Rental, and Go Rentals for their work, recognized on the UDOT website, providing stickered, pre-inspected, compliant rental vehicles.

Thank you for your willingness to respond and participate. We would love to hear your questions, concerns, and feedback. If you would like more information regarding the UDOT Traction Law and Sticker Program, or would like to speak with us, please contact the Central Wasatch Commission.

Specific information regarding the Traction Law can be found at:
<https://cottonwoodcanyons.udot.utah.gov/traction-law/>

Sincerely,

Stakeholders Council
Central Wasatch Commission