



## Stakeholders Council Recommendation to the CWC Board

MEMO

To: Central Wasatch Commission

CC: CWC Staff

From: Stakeholders Council

Subject: SLC Rental Car Agencies / Traction Law Information and Compliance

Date: October 2, 2025

Dear Commissioners,

The Stakeholders Council is working on ideas and solutions to promote compliance with the UDOT Traction Law – specifically with the SLC rental vehicle agencies. We have drafted a letter (attached) to airport rental agencies and off-property agencies that details the updated Traction Law, gives specific suggestions on how to promote the Traction Law to their customers, and spells out the benefits to the agencies and their customers. This letter could also be copied to the ski resorts, Ski Utah, the Office of Tourism, and others, encouraging them to include similar information regarding the traction law on their websites and in other customer contact sources.

We are asking the CWC Board to [A) approve these actions, or B) send the letter on behalf of the CWC, lending additional power and credibility to this effort].

-Presented to the Commissioners by the Chair and Co-Chair of the Stakeholders Council

### **[Staff will complete the following section]**

This matter was brought to a vote on [date] and votes are listed below.

#### Those in favor:

- 1.
- 2.
- 3.
- 4.
- (etc.)

#### Those opposed:

- 1.
- 2.
- (etc.)

2.

3.

4.

(etc.)

#### Those in abstention:

1.

2.

(etc.)

#### Absent:

1.

2.

3.

4.

(etc.)