



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 15, 2025

Dear Commissioners,

The Stakeholders Council is working on ideas and solutions to promote compliance with the UDOT Traction Law – specifically with the Salt Lake City airport rental vehicle agencies. We have drafted a letter (attached) to airport rental 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 send the attached letter, with your modifications as desired, to the Salt Lake City airport car rental agencies, lending additional power and credibility to this effort. If the Board is not amenable to signing and sending this letter, we would like the Board's approval to send this letter, with your modifications as desired, on behalf of the Stakeholders Council.

-Presented to the Commissioners by the Chair of the Stakeholders Council.

This matter was brought to a vote on October 15, 2025, with none opposed or in abstention. Votes are listed below.

In favor:

1. Adam Lenkowski
2. Becca Gerber
3. Craig Williams
4. Dan Zalles
5. Dani Poirier
6. Danny Richardson
7. Doug Tolman
8. Ed Marshall
9. Eva De Laurentiis
10. Hilary Arens
11. John Adams

12. John Knoblock

13. Jonny Vasic
14. Kelly Boardman
15. Kim Doyle
16. Mark Baer
17. Maura Hahnenberger
18. Meaghan McKasy
19. Morgan Mingle
20. Olivia Juarez
21. Sally Kaiser
22. Sarah Bennett

Absent:

1. Barbara Cameron
2. Brenden Catt
3. Del Draper
4. Dennis Goreham
5. Ella Abelli-Amen
6. Ian Reddell
7. Kurt Hegmann
8. Patrick Shea
9. Patrick Morrison
10. Roger Borgenicht

