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WOMA Launches New Consumer Education Platform: WAFuelPrices.com and Social Media Initiative

WOMA is proud to announce the official launch of our new consumer education platform, www.WAFuelPrices.com, along with dedicated Facebook and Instagram channels designed to expand our outreach and elevate public understanding of fuel pricing in Washington State.

This initiative represents a strategic step forward in how we communicate with consumers, policymakers, and the broader public about the realities of our industry.

What is WAFuelPrices.com?

WAFuelPrices.com is a consumer-facing educational website built to provide clear, factual, and accessible information about why fuel prices in Washington State are among the highest in the nation.

On the site, visitors will find:

- A breakdown of Washington State fuel taxes, including excise tax and other cost drivers
- An overview of the Climate Commitment Act (CCA) and its direct impact on fuel pricing
- A simplified explanation of the fuel distribution chain, from refinery to retail
- Easy-to-understand visuals that help translate complex policy into real-world cost impacts

Our goal is to educate, providing transparency so consumers can better understand what is driving prices at the pump.



Expanding the Message Through Social Media

In conjunction with the website launch, WOMA has introduced new social media channels under the WA Fuel Prices brand:

- Facebook: <https://www.facebook.com/WAFuelPrices/>
- Instagram: WAFuelPrices

These platforms will serve as an extension of the website—delivering digestible, shareable content that explains key issues such as fuel taxes, carbon costs, and supply chain dynamics in a way that resonates with everyday consumers.

For too long, the narrative around fuel pricing has lacked clarity and context. This initiative allows us to:

- Provide accurate, industry-informed information directly to the public
- Increase visibility into the policies impacting our businesses and customers
- Strengthen WOMA's position as a trusted resource and voice in Washington State

Call to Action: Help Us Build Momentum

We need your help to make this effort successful. We encourage all members and their employees to:

- Visit and explore www.WAFuelPrices.com
- Follow our pages on Facebook and Instagram
- Like, comment, and share posts regularly

Social media algorithms reward engagement. The more traction we generate early, the more visibility this content will gain with consumers across the state.

Your participation will directly impact how far and how effectively this message reaches the public. Let's get us some traction!!!



Summer Fuel Volatility Waiver for Utah

Due to global supply disruptions and domestic refinery closures, the EPA has issued a national fuel waiver to help stabilize gasoline availability. In alignment with this action, the Utah Department of Agriculture and Food has implemented a statewide waiver allowing greater flexibility in fuel volatility standards, including expanded use of ethanol blends and adjusted Reid Vapor Pressure limits.

This temporary measure is intended to prevent fuel shortages across Utah without impacting fuel quality. Specific fuel classifications will be permitted for distribution through May 20, 2026, after which standard requirements will resume, though existing compliant fuel may continue to be sold.

Read the [full letter](#) for complete details and guidance.

The following information provided by:
EMA-Energy Marketers of America



Inside the Beltway Update

The EPA announced on March 25, that it will issue temporary emergency fuel waivers under the Clean Air Act to create a single national gasoline pool containing 9–15% ethanol (E10–E15) at a uniform 10.0 psi Reid Vapor Pressure (RVP). These actions are intended to address fuel supply circumstances resulting from military operations in the Persian Gulf and reduced U.S. refining capacity. The waivers, which are effective May 1 for wholesale and June 1 for retail, will be issued in 20-day increments with the intention of renewing them through the end of the summer driving season on September 15. The 2026 emergency plan consists of four interlocking components designed to remove regulatory impediments to a uniform fuel pool. Specifically, the waivers lift summer restrictions on E15, effectively allowing it to be sold year-round at the 10.0 psi standard. They also temporarily reverse E10 opt-out decisions in seven Midwest states (IL, IA, MN, MO, NE, SD, and WI) and suspend federal low-volatility RVP requirements in non-attainment and boutique fuel areas, raising those standards to the common 10.0 psi level. Finally, the EPA has waived federal enforcement of state-specific boutique fuel requirements codified in State Implementation Plans (SIPs).

A significant compliance risk for marketers is that federal waivers do not automatically preempt state enforcement authority. While federal enforcement is suspended, states retain the legal right to enforce their own fuel standards independently. Consequently, marketers must confirm whether their specific state has issued its own waiver, announced enforcement discretion, or taken action regarding ASTM D4814 specifications, which over 40 states have codified into law. States that adopt federal standards by reference may receive automatic relief, but those with independently codified boutique programs or unique RVP rules will likely require affirmative state-level action. For marketers choosing to offer E15, several downstream compliance obligations are triggered. These include notifying state Underground Storage Tank (UST) programs of the product change and ensuring that all UST system equipment is compatible with higher ethanol blends. Marketers must also update dispenser labeling with the federally required orange "E15" label and continue to comply with state fuel quality and consumer protection

laws. Recommended immediate actions include contacting state regulatory agencies to confirm their enforcement posture and monitoring for the 20-day EPA renewal announcements to avoid gaps in coverage.

Meanwhile, a coalition of national and state energy organizations, including EMA, urged Congressional leadership to support the "Bolstering the Northeast Home Heating Oil Reserve Act" ([H.R. 6933](#)). This bipartisan legislation, introduced by Reps. Chris Pappas (D-NH) and Mike Lawler (R-NY), serves as an alternative to the Administration's proposal to eliminate the Northeast Home Heating Oil Reserve (NEHHOR). The coalition argues that the reserve is a vital safeguard against supply disruptions in a region that accounts for over 80 percent of the nation's residential heating oil consumption. Because the Northeast is geographically distant from major refining centers and relies on long-distance deliveries, even brief disruptions can have severe consequences for residents and businesses.

The organizations emphasized that recent extreme winter weather and global market volatility, specifically ongoing conflict in the Persian Gulf, underscore the continued necessity of a reliable fuel supply. They argue that maintaining the NEHHOR is essential for regional and national energy security. Rather than closing the reserve for short-term budget savings, the coalition supports the bill's requirement for a 180-day strategic review. This review would evaluate the reserve's long-term role, its optimal capacity and location, and the resources needed to ensure its continued effectiveness. Furthermore, the coalition suggests that the Department of Energy should consider restoring the reserve to its original capacity of two million barrels, up from its current one million barrels. They point out that while residential heating oil use has declined, the transition to ultra-low sulfur distillate has expanded the reserve's potential applications, making a larger volume of fuel beneficial for extending relief during disruptions. The coalition concludes by affirming the readiness of these organizations to participate in the review process to protect the heating fuel delivery businesses and the consumers they serve.

In other news, the U.S. House Committee on Energy and Commerce has issued a subpoena to the California Air Resources Board (CARB) due to the agency's alleged refusal to provide documents for a congressional investigation. This probe focuses on California's Clean Air Act policies and reports that CARB continued to enforce EV mandates on auto manufacturers despite these mandates being nullified by bipartisan Congressional Review Act (CRA) resolutions signed into law in June 2025. Committee Chairman Brett Guthrie (R-KY) stated that the subpoena was necessary because California's lack of cooperation left the committee with "no choice" in order to obtain the requested records. While CARB has produced roughly 6,400 pages of material over the past seven months, the committee claims that many of these documents are duplicates or near-duplicates of previously provided information. Furthermore, CARB is accused of stalling or refusing to produce specific communications between itself and the California Governor's Office and the California Attorney General's office. Guthrie highlighted broader concerns regarding fossil fuel phase-outs, arguing that forcing a transition to electric vehicles could strain the electric grid, increase costs for Americans, and heighten reliance on entities tied to the Chinese Communist Party.

Finally, Speaker Mike Johnson and Senate Majority Leader John Thune have initiated a plan to end the Department of Homeland Security (DHS) shutdown by moving a funding bill that excludes Immigration and Customs Enforcement (ICE) and Customs and Border Protection (CBP). This strategy, influenced by a Truth Social post from Trump, aims to address the two border agencies separately through budget reconciliation. While the Senate is moving forward with the funding bill, House leadership faces internal resistance from rank-and-file members who oppose the measure, potentially delaying a final vote until mid-April. This legislative schedule is further pressured by an upcoming deadline for FISA reauthorization and Trump's demand that the final reconciliation package be on his desk by June 1. The proposed reconciliation bill represents a significant legislative gamble, seeking to lock in three years of funding for ICE and CBP at a cost of \$45 billion to \$75 billion. Republicans believe this move will bypass Democratic opposition and place the agencies on "autopilot" through 2029, even if the GOP loses control of Congress in the upcoming midterms. Beyond securing funds, the plan aims to strip away a decade of policy riders that impact these agencies. However, the process faces internal friction; while leadership and the White House prefer a narrow focus on border funding, many rank-and-file Republicans hope to expand the bill to include health care reform, election grants via the SAVE America Act, increased defense spending, or cuts to social safety-net programs.

More Than Ever, Strong Cybersecurity is Imperative for Marketers

What petroleum marketers do every day is vital for our country, and what marketers do in preparation for and response to a disaster is critical. Marketers should be extremely proud of the role you play in serving and defending America.

Because you are critical, you are also a target for those who wish to harm this country. This is truer today than it has ever been, and EMA urges you to defend your businesses by paying particular attention to your physical infrastructure and continuing to set up strong cybersecurity roadblocks against cyber-attacks.

For up-to-date information and resources, go to the Cybersecurity and Infrastructure Security Agency's (CISA) website at [Home Page | CISA](#).

To sign up to receive alerts and advisories, go to [Cybersecurity Alerts & Advisories | CISA](#). Alerts provide information about current security issues, vulnerabilities, and exploits.

For more information and resources specifically for Small and Medium-sized businesses, visit [Small and Medium Businesses | Cybersecurity and Infrastructure Security Agency CISA](#)

For an extensive selection of no cost cybersecurity services and tools provided by the private and public sector to help organizations further advance their security capabilities go to [No-Cost Cybersecurity Services & Tools | CISA](#).

Finally, see CISA's Shields Up! Program that recommends that all organizations adopt a heightened posture when it comes to cybersecurity and provides recommended actions at [Shields Up | CISA](#).

EMA Washington Conference and Day on the Hill – May 13-15, 2026: Please Make Your Hotel Reservation and Register Now

EMA's annual Washington Conference and Day on the Hill will be held in Washington, DC from May 13-15 at [The Mayflower Hotel](#). Our industry continues to have many important legislative and regulatory issues to discuss and the Day on the Hill remains the primary focus of this conference for you to meet with your members of Congress and network with other marketers from across the country!

*Hotel reservations will close April 30 at 6:00 pm Eastern or when the room block is sold out. Tuesday night (Sold out), Wednesday night (2 available), and Thursday night (Sold out). If we sell out, please refer to **Additional Hotel Information #3**.*

Registrations must be received by April 30 to be included in our hotel guarantee.

[Click here to Register and Book your Hotel Room for EMA's DC Conference and Day on the Hill](#)

Weekend Reads

[US crude tops \\$110 per barrel and Wall Street tumbles after Trump vows to escalate attacks on Iran | The Associated Press](#)

[As fuel prices rise, US lawmakers push to suspend the federal gas tax
Some French Gas Stations Run Dry | Rigzone](#)

[Stopgap measures aren't enough to halt rising gas prices in the face of the Iran war | PBS News](#)

**Federated Insurance Risk Management Academy
Complimentary Webinar**



***Buckle Up for the Commercial Vehicle Safety Alliance (CVSA) Roadcheck
Thursday, April 16, 2026, 2:00 PM Eastern Time***

This webinar will provide an overview of the Commercial Vehicle Safety Alliance (CVSA) International Roadcheck, scheduled for May 12–14, 2026. Fleet managers and business owners will learn key information about the largest targeted commercial motor vehicle enforcement program in North America.

The CVSA-led presentation outlines common violations and areas of focus to help you understand what inspectors may look for during this event.

WHAT YOU WILL LEARN

- An overview of the CVSA Roadcheck and its purpose.
- A review of the 2025 focus areas, including tire safety and false records of duty status.
- The most common out-of-service violations found during past inspections.
- The importance of pre-trip inspections, electronics logging device (ELD) usage, and proper documentation.

Click [here](#) to Register Today!

WHO SHOULD ATTEND

- Business Owners/Operators
- Risk Managers
- Operations Managers
- HR Professionals

For additional information or to discuss this in further detail, please contact your [Federated](#) regional representative or EMA's National Account Executive [Jack West](#) at [262.719.7750](tel:262.719.7750) for any additional information or risk management questions.

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The **WPMA NEWS** currently serves EIGHT independent petroleum and convenience store associations.

WPMA NEWS MAGAZINE CURRENT ISSUE

Click [HERE](#) for a previous *WPMA News* issue



EMA JOURNAL - The Official Publication of the Energy Marketers of America

EMA JOURNAL CURRENT ISSUE

REGISTRATION OPEN

Click on the event below to register



ECAN Big Dogs [Registration](#)



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MPMCSA Convention [Registration](#)



WOMA Convention [Registration](#)



OFA Conference [Registration](#)



IPM&CSA Convention [Registration](#)

PLEASE NOTE UPCOMING DATES FOR EVENTS

- April 23-24, 2026 ECAN (Nevada) Big Dogs, Red Rock Resort, Las Vegas, NV
- April 28, 2026 - IPM&CSA (Idaho) Ridgecrest PAC Golf Tournament, Nampa, ID
- June 2-3, 2026 MPMCSA (Montana) Convention, Fairmont Resort, Fairmont, MT
- June 15-17, 2026 WOMA (Washington) Convention, Suncadia Resort, Cle Elum, WA
- July 12-14, 2026 OFA (Oregon) Conference, Sunriver Resort, Sunriver, OR
- Aug 5-7, 2026 IPM&CSA (Idaho) Convention, Coeur d'Alene Resort, Coeur d'Alene, ID
- Aug 18-19, 2026 NMPMA (New Mexico) Convention, Sandia Resort, Albuquerque, NM
- October 27-29, 2026 UPMRA (Utah) Convention, Hilton Garden Inn, St. George, UT
- February 16-18, 2027 WPMAEXPO, MGM Grand, Las Vegas, NV

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