



WISCONSIN LEGISLATURE

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For Immediate Release
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Transparency at the Pump

Madison, WI – Today, Rep. Scott Allen (R-Waukesha) and Sen. André Jacque (R-New Franken) released the “Gas Tax Transparency Act,” a common-sense bill designed to inform Wisconsin drivers about the total amount they pay in federal and state fuel taxes at the pump.

“While the final price is clearly visible, the components of that cost are often a mystery to consumers,” said Rep. Allen. “This bill is about empowering the public with information and ensuring they understand exactly where their hard-earned money is going, especially the significant portion dedicated to funding our roads and infrastructure. We believe drivers deserve a clearer picture.”

The average American pays a significant amount in federal and state gas taxes, which serve as a key funding source for critical road and infrastructure projects. Despite this, these taxes are not explicitly itemized on the pump, making it easy for consumers to overlook their role in funding public works.

The bill addresses this by creating section 98.09 of the statutes, which mandates that the Department of Agriculture, Trade and Consumer Protection (DATCP) design and provide a conspicuous sticker showing the current federal and state gas and diesel tax rates. State or municipal weights and measures inspectors will be required to affix this sticker to the face of every motor vehicle fuel pump during their regular inspection process.

This measure does not add any financial or administrative burden to gas station owners or operators, as the stickers will be provided, placed, and updated by state-certified inspectors at the time of pump inspection.

“We believe transparency is a fundamental pillar of good government,” stated Sen. Jacque. “This is a straightforward step to provide the public with a better understanding of gas pricing, making the process seamless and ensuring our consumers are fully informed every time they fill up.”

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Sen. Jacque represents the Door County area.
Rep. Allen represents the Waukesha area.