

TURNPIKE WEATHER ALERTS

GOAL To provide customers with accurate and timely weather information as it pertains to their drive on the Kansas Turnpike so they can make the best travel decisions.

Turnpike Considerations When Sharing Weather Info

Travelers **WANT** information on road conditions.

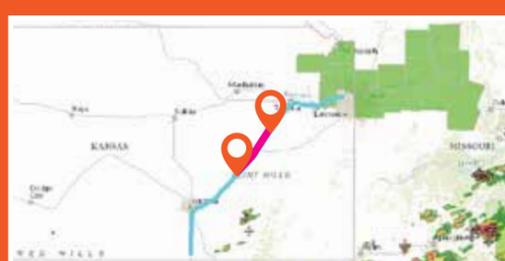
34% of travelers only use the Turnpike a few times per year.

1/2 Of our travelers are from out of state.

The Turnpike allows long **COMMERCIAL** loads which bring other considerations when communicating weather.

68% Of Turnpike travel is social/leisure.

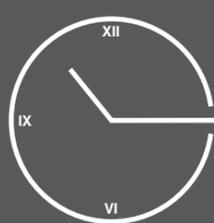
KTA's area of focus is one mile on either side of the Turnpike, which stretches from the Oklahoma border to Kansas City.



AccuWeather ENTERPRISE SOLUTIONS™

KTA contracts with AccuWeather to receive accurate and timely information specific to the Kansas Turnpike, based upon mile marker forecasting.

- 17 billion requests for data each day.
- Transportation partners include the Pennsylvania Turnpike, FedEx, BNSF Railway, QT Stores and hundreds of others.
- Clients include 9 of the Fortune 10 largest public companies.
- Been in business for 53 years.



Advanced notice improves KTA operations by allowing time to prepare for and respond to weather events.



KTA uses a variety of tools to provide information to customers: text alerts, roadway digital message signs and social media.

The KTA urges everyone to be weather aware. Check your favorite weather app, channel, radio station, KanDrive.org, 511 or follow the National Weather Service when severe weather strikes.

KTA remains focused on doing what is best for our customers.

AccuWeather Enterprise Solutions, Inc., and the National Weather Service have the common goal of elevating weather awareness particularly during hazardous weather events. However, they serve two different audiences. The National Weather Service (NWS) provides weather, water, and climate data, forecasts and warnings, to the nation, for the protection of life and property and enhancement of the national economy. AccuWeather is a commercial weather company tailoring meteorological data to the requirements of each of its individual customers. This service helps KTA prepare for and respond to weather events. When publicly passing along weather alerts, KTA will identify the source of the information as either AES (AccuWeather Enterprise Solutions) or NWS (National Weather Service).