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.

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

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

**It would be a disservice to those customers traveling on the Turnpike, and a potential liability, to not share weather information targeted specifically to our roadway.**

**Going forward, KTA will identify the source of the weather information we share. Customers can expect to see “AES” or “AES has issued” on future information.**

**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).**

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

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

**Turnpike Considerations When Sharing Weather Info**

<table>
<thead>
<tr>
<th>Travelers WANT</th>
<th>Turnpike Considerations When Sharing Weather Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>W_ANT</td>
<td>INFORMATION ON ROAD CONDITIONS.</td>
</tr>
<tr>
<td>1/2</td>
<td>Of our travelers are from out of state.</td>
</tr>
<tr>
<td>68%</td>
<td>Of Turnpike travel is social/leisure.</td>
</tr>
</tbody>
</table>

**WANT**

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

**COMMERCIAL**

**highs which bring other considerations when communicating weather.**

**1/2**

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**KTA**

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**Sharing information with customers allow them to make the best travel decisions for themselves. #informed**

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