

## **Improving Silver Dollar City Theme Park Area Traffic Flow with GIS**

### **Presenter**

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Motorists traveling through the Silver Dollar City area would attest that you could always expect traffic to be backed up whichever direction you were traveling. Silver Dollar City is a theme park located just west of Branson, Missouri, and just south of Highway 76 north of Table Rock Lake. It is a major destination in the area and the traffic volumes trying to ingress and egress the park have easily exceeded the transportation system's capacity and brought traffic to a stop in the surrounding area. Silver Dollar City recognized the need to alleviate the issue, and with the help of Great River Engineering and the Missouri Department of Transportation (MoDOT), a solution to improving the traffic flow in the area was developed.

This presentation examines how GIS was used to achieve the end solution. From conceptual design and public meetings processes, to final design and construction phases, GIS technology aided the project by providing the backbone data used to visualize and study post project conditions. From there it was used to map out several alternatives for stakeholders to analyze and determine the best solution. Once final project plans were in place, GIS was used to provide easy to understand maps and conceptual pictures for the public to access.

GIS technology played an important role in the transportation planning and modeling processes of this project. Today, traffic moving through the Silver Dollar City area moves at a much better flow due to the improvements made from this project.