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The background of the page is a faded, grayscale photograph of a city street. A large semi-truck is driving in the left lane, and a silver sedan is in the right lane. There are trees and buildings in the background, and a street lamp is visible on the left side.

# ***Main Street Truck Study for the Downtown Specific Plan***

April 6, 2005



## Table of Contents

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Introduction and Existing Conditions .....	1
Truck Traffic Diversion Potential.....	5
Projected Effects of Diversion .....	9
Truck Mobility through Specific Plan Area .....	15
Conclusions.....	18
Study Participants and References .....	19

### Figures

1. Study Area.....	2
2. Preferred Truck Diversion Route .....	10
3. Truck Traffic Flows to/from U.S. 101 North.....	12
4. Truck Traffic Flows to/from U.S. 101 South.....	13
5. Main/Broadway WB-40 Truck Turns.....	16
6. Main/Broadway CALDV Truck Turns .....	17

### Tables

1. Main Street Truck Volumes and Types .....	3
2. Existing Truck Traffic Flows Between Main Street Downtown and U.S. 101 .....	4
3. How Truck Drivers Get Directions .....	5
4. Truck Diversion Projections.....	11
5. Truck Traffic Flow Percentages Between Main Street and U.S. 101 .....	11



## Introduction and Existing Conditions

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### Introduction

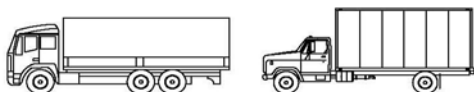
The City of Santa Maria is in the process of adopting a new *Downtown Specific Plan* that is intended to increase the vitality of the downtown area by creating a pedestrian-friendly destination. One of the challenges that has faced downtown Santa Maria is the fact that it is intersected by two state highways, Highway 166 (Main Street) and Highway 135 (Broadway). Both highways are wide with moderately high vehicle speeds for a downtown area, making pedestrian circulation less comfortable and less desirable than it is in many thriving downtowns. The influence of truck traffic is particularly notable on Main Street, which is a major east-west route for trucks traveling between the intense agricultural areas to the west of the City and U.S. 101 to the east.

The purpose of this study is to evaluate the potential for decreasing truck traffic on Main Street through downtown, an idea that has been emanating from Santa Maria residents and business owners for several years. While most agree that truck traffic will always be present on Main Street, it is clear that a reduction in truck traffic would have a direct positive influence on the “pedestrian-friendliness” of the downtown area. The California Department of Transportation (Caltrans), which oversees operation of Main Street, recognizes the importance of making downtown main street highways more livable, which is one component of a process referred to as “Context Sensitive Design.”

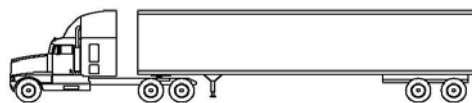
The study area, shown on an aerial photograph of western Santa Maria and including major street corridors, is indicated in Figure 1.

### Truck Traffic Characteristics

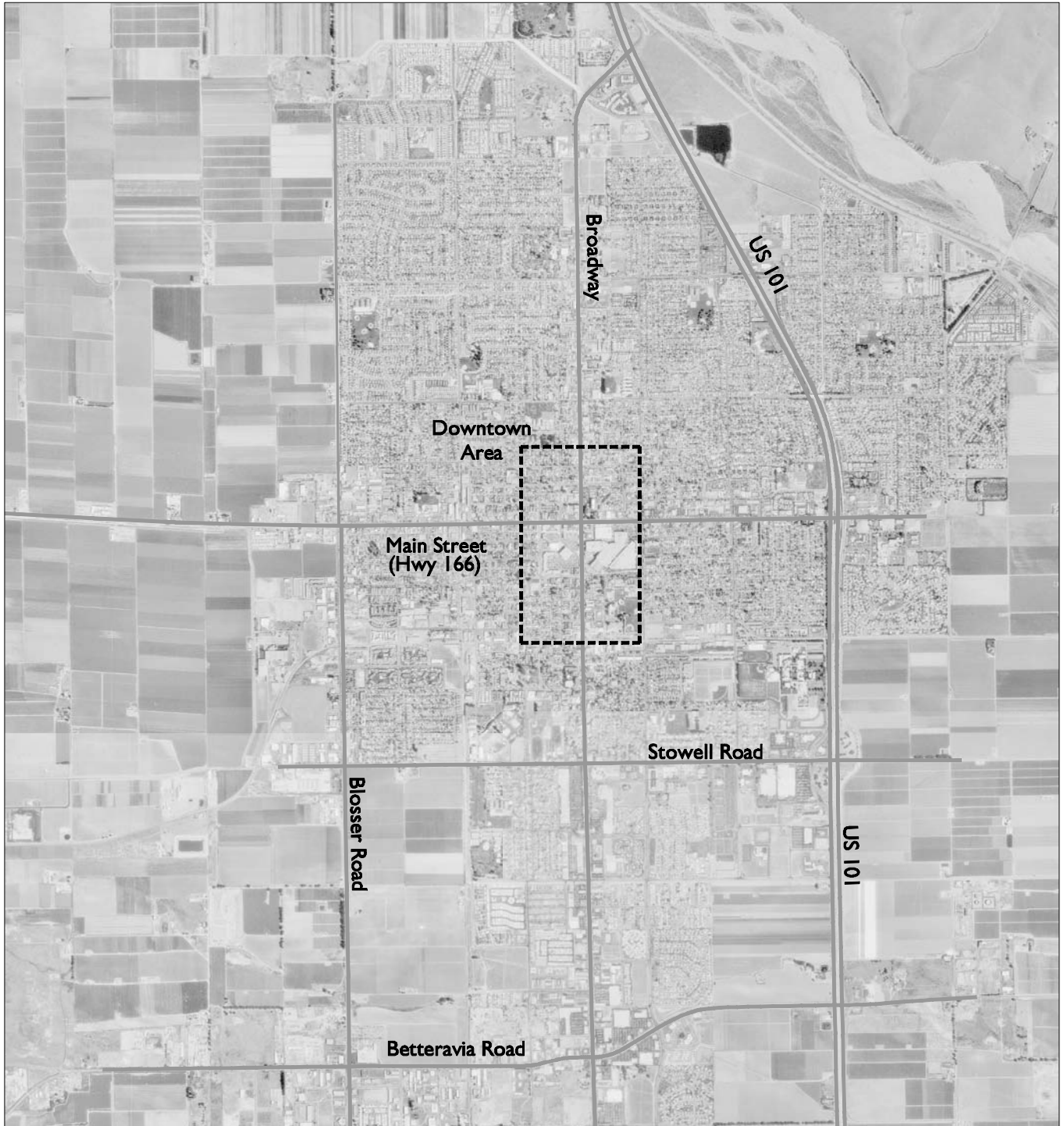
The segment of Main Street (Highway 166) between Blosser Road and Broadway carries an average of approximately 20,400 vehicles per day, about 6.7 percent of which are trucks. In order to understand the potential for diverting some of these trucks out of the downtown Santa Maria area and onto alternate routes, it is important to understand the types of trucks that are using the street. The *Highway 166 Truck Study* completed for the Santa Barbara County Association of Governments (SBCAG) in 2003 includes extensive data on all aspects of Main Street truck traffic. The types of trucks can be sorted by the number of axles the truck has. In general, most long-haul trucks traveling long distances are larger (and have more axles) than trucks that stay within the local area. Table 1 shows a synthesis of findings from the *Highway 166 Truck Study* regarding the number and percentage of trucks by number of axles, as well as the percentage of each truck type that generally travels locally in the Santa Maria area.



**Examples of Local Trucks (<4 Axles)**



**Example of Regional Truck (5+ Axles)**



**Table I  
Main Street Truck Volumes and Types**

<b>Type of Truck</b>	<b>Percent of Trucks that are Local</b>	<b>Trucks per Day</b>	<b>Percent of All Traffic</b>
5 or more Axles	17%	635	2.8%
4-Axle	69%	60	0.5%
3-Axle	46%	99	0.3%
2-Axle	80%	578	3.1%
Total	56%	1,372	6.7%

Data synthesized from the SBCAG *Highway 166 Truck Study*, prepared by Strategic Consulting & Research, August 2003

Truck and traffic data obtained East of Blosser Road intersection  
Average Daily Traffic is 20,400 vehicles

The data in Table I supports the premise that smaller trucks with 4 axles or less are generally oriented to the local area, such as trucks moving products between the area’s numerous agricultural producers and local packing sheds. Trucks with 5 or more axles typically include those transporting packaged goods to more distant areas, such as between packing sheds and metropolitan areas like Los Angeles, the Central Valley, and San Francisco.

On Main Street, approximately 46 percent of trucks (constituting 2.8 percent of all traffic or 635 trucks per day) have 5 or more axles. Most of these trucks are heading to regional destinations via U.S. 101. Of the remaining trucks, approximately 42 percent are 2-axle trucks, most of which are traveling locally.

The *Highway 166 Truck Study* includes data on driver origins and destinations, as well as the routes that drivers used to reach the survey location on Main Street (near Blosser Road). On a regional basis, approximately 45 percent of truck drivers are traveling to and from U.S. 101 North (north of the downtown area), 35 percent to and from U.S. 101 South (south of the downtown area), and 20 percent to and from the Central Valley via Highway 166 East. For the purposes of this analysis, the U.S. 101 North and Highway 166 East distributions were added together since both have similar travel routes, creating a combined distribution of 65 percent to the north.

Nearly all truck traffic between Main Street on the western edge of the City and U.S. 101 North uses Main Street through downtown to the U.S. 101 freeway interchange with Main Street. A small amount of truck traffic destined for U.S. 101 North instead uses Main Street and North Broadway to the freeway. A similar pattern exists for truck traffic oriented to U.S. 101 South. Most of this traffic utilizes Main Street, while a smaller portion uses Blosser Road to Stowell Road and Betteravia Road.



*Main Street Downtown*

A summary of the truck traffic destinations and route preferences is shown in Table 2.

**Table 2 – Existing Truck Traffic Flows  
Between Main Street Downtown and U.S. 101**

	U.S. 101 North		U.S. 101 South	
	Percent of Direction	Percent of All Truck Traffic	Percent of Direction	Percent of All Truck Traffic
Main Street through Downtown	93%	62%	89%	32%
Broadway via Downtown	5%	3%	0%	0%
Betteravia Road via Blosser	0%	0%	5%	2%
Stowell Road via Blosser	0%	0%	2%	1%
Other	2%	0%	4%	0%
Total	100%	65%	100%	35%

Data synthesized from SBCAG Highway 166 Truck Study

Flows to U.S. 101 North include trucks destined to Highway 166 East (Central California)

### Caltrans Route Concept Report

Caltrans prepares long-range planning documents for some state highways, including Route 166. The *Route 166 Transportation Concept Report*, Caltrans, 2001, splits Highway 166 into three separate segments, the westernmost of which is the segment between Guadalupe and Santa Maria. The report indicates that the segment currently operates at LOS C and is projected to continue doing so in the year 2020 without any widening, though the concept plan does include widening of the 2-lane highway to a 4-lane conventional highway with turn lanes to improve safety. The segment would operate at LOS A with the widening.

The central Highway 166 segment in the Concept Report is from Blosser Road to U.S. 101 through the City of Santa Maria. The report indicates current levels of service at LOS A to D, with 20-year LOS projections ranging from LOS B to LOS E. Because the segment is currently physically built out, no widening is proposed. A key recommended action for the segment is to explore opportunities to redirect truck traffic from the downtown area.

## Truck Traffic Diversion Potential

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### Truck Driver Route Choice

Before considering potential changes to truck routing options, it is important to understand how truck drivers currently get route directions to their origin or destination. The Highway 166 Truck Study indicates that past experience, calling the packing shed, or contact with the truck dispatcher are the three most common means of obtaining directions. Less common methods include using maps or the Internet. A summary of the responses from the Highway 166 Truck Study is shown in Table 3.

**Table 3**  
**How Truck Drivers Get Directions**

Source of Directions	Percent Response
Driver's Past Experience	36%
Called Packing Shed	35%
Trucking Company Dispatcher	20%
Map	4%
Internet	3%
Other	2%

Source: SBCAG Highway 166 Truck Study

### Factors Influencing Truck Traffic Diversion

Several factors will influence the likelihood of truck drivers diverting to routes other than Main Street through downtown. The first is truck origin and destination. It is clear from the *Highway 166 Truck Study* that the majority of larger trucks (5 or more axles) are traveling between packing sheds and U.S. 101. These drivers are simply looking for a way of getting through the City to and from the freeway. Smaller trucks (2 to 4 axles) are much more oriented to local destinations, many of which are *within* the City of Santa Maria. The drivers of these vehicles have less flexibility in their route choices, and are less able to skirt the edges of town than regional trucks headed to the freeway.

A second factor is time. Truck drivers are generally challenged with having to make deliveries in the shortest and most efficient time possible, particularly when perishable goods are involved. If an alternate route to Main Street is generally in the direction of the origin or destination, i.e., a truck destined to U.S. 101 South has the choice of taking an alternate route that also goes to the south, the travel time is not greatly affected. If, however, the diversion requires truck drivers to proceed in the opposite direction of their destination, the time "penalty" is greater and the potential for diversion is lower. As an aside regarding perishable goods, large (5+ Axle) trucks headed to regional destinations are generally refrigerated, while most smaller trucks are not.

Related to time, a third factor is convenience. Main Street through downtown has wide travel lanes, relatively high travel speeds, and is fairly easy for truck drivers to negotiate. As streetscape improvements related to the *Santa Maria Downtown Specific Plan* are constructed, some of the factors that make Main Street an attractive truck route will be changed. Though the conceptual roadway configurations included in the

Specific Plan were developed to fully accommodate truck traffic, elements such as visually-narrowed lanes, increased parking and pedestrian activity, busier streets, and lower travel speeds will naturally affect the convenience of using Main Street as a through truck route.

Finally, a fourth factor influencing truck diversion is outreach and communication. It is important to discuss the intent of the Specific Plan with members of local industries that rely on trucking, particularly those representing agricultural producers and packing sheds. Outreach efforts to these industries and the truck drivers themselves should also focus on providing information about future changes to Main Street, and the locations of preferred alternate routes to the freeway. Though some truck traffic diversion would naturally occur as Main Street transforms into more of a “downtown” street, the highest levels of diversion can only be accomplished through outreach and education.

### **Potential Truck Traffic Diversion Routes**

Several potential routes to divert trucks between U.S. 101 and Main Street (Highway 166) on the western edge of Santa Maria were considered. In developing these potential routes it was assumed that truck diversion needs occur at or near the western City limits, given the high concentration of agricultural packing sheds in this area. Attempts to re-route truck traffic farther to the west would likely be less successful given the location of the packing sheds, and in all likelihood, much of the truck traffic destined for packing sheds in the Guadalupe area is already using other routes such as Betteravia Road.

The alternative routes considered in the study include:

- North Blosser Road to Broadway
- South Blosser Road to Stowell Road
- South Blosser Road to Betteravia Road

Each of the alternative routes use existing streets and at least a portion of Blosser Road, with trucks diverting from Main Street at the Blosser Road intersection. A discussion of the pros and cons associated with each diversion option is presented below.

#### North Blosser Road to Broadway

Theoretically, rerouting trucks to U.S. 101 via North Blosser to Broadway via streets such as Donovan Road and Taylor Street appears to be a reasonable and fairly direct truck routing option. While Broadway and portions of Blosser Road are designed to carry truck traffic, however, there are no appropriate streets for trucks connecting these two corridors. East-west streets, including Alvin Avenue, Taylor Street, and Donovan Road, all serve residential areas and have fronting residential uses. It would be inappropriate and unsafe to direct truck traffic into these northern neighborhoods. For this reason, no further consideration was given to diverting trucks north of Main Street.

#### South Blosser Road to Stowell Road

The South Blosser Road corridor is currently a mixture of agricultural and industrial uses between Main Street and Stowell Road, with a posted speed limit of 45 mph and a significant amount of existing truck traffic. The western portion of Stowell Road is similar in nature, though the roadway changes character to the east toward Depot Street where the speed limit drops to 35 mph. The street does have some fronting

residential uses, including a senior housing development, and also passes alongside the Fairgrounds, Allan Hancock College, and Santa Maria High School. The Stowell Road corridor already has a fair amount of truck traffic. Given the presence of residential and school uses along its frontage, however, it would not be desirable to significantly increase the presence of trucks on the street.



*Residential Area on Stowell Road*



*South Blosser Road*

### South Blosser Road to Betteravia Road

As indicated above, Blosser Road has a posted speed limit of 45 mph between Main Street and Stowell Road. The speed limit increases to 55 mph between Stowell Road and Betteravia Road, passing through predominantly agricultural uses. The corridor generally consists of 5-lane sections (two lanes in each direction plus a center turn lane) through developed areas and 2-lane sections through agricultural areas. Betteravia Road includes at least two lanes in each direction between Blosser Road and U.S. 101. Lanes are at least 12 feet wide, which is considered adequate to accommodate large trucks. Land uses along the corridor west of Broadway are agricultural, commercial, and light industrial. To the east of Broadway, the corridor has controlled access and passes through commercial uses and a newer major retail area.

In 1997, the Betteravia Road interchange was significantly upgraded with a 7-lane overpass with bicycle lanes, relocated frontage roads, and freeway ramp improvements. The interchange currently accommodates a moderate-to-large amount of truck traffic, and based on existing geometrics appears well-suited to handle additional truck traffic. The City of Santa Maria is also currently coordinating with Caltrans to further increase capacity and efficiency at the Betteravia Road interchange through the construction of an additional freeway ramp to northbound U.S. 101 and/or the addition of an auxiliary lane on the freeway northbound between the Betteravia and Stowell interchanges.



*Betteravia Road near Blosser Road*



*Betteravia Road near U.S. 101*

Based on an evaluation of roadway geometry, adjacent land uses, directness of route, and configuration of freeway interchanges, it is clear that the best option for rerouting trucks off of Main Street is to use South Blosser Road and Betteravia Road to the Betteravia freeway interchange.

## Projected Effects of Diversion

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### Truck Diversion Rates

The preferred route to divert trucks away from the downtown segment of Main Street is the Betteravia freeway interchange, via South Blosser and Betteravia Roads. This is the alternative route that can best accommodate additional truck traffic while concurrently having the least impact on adjacent land uses. The route would work particularly well for regional truck traffic oriented to and from U.S. 101 south of the downtown area. Smaller, locally-based trucks and trucks oriented to U.S. 101 to the north of downtown would be less likely to divert to Betteravia Road, though some diversion of these trucks would also be possible. The preferred truck diversion route is shown in Figure 2.

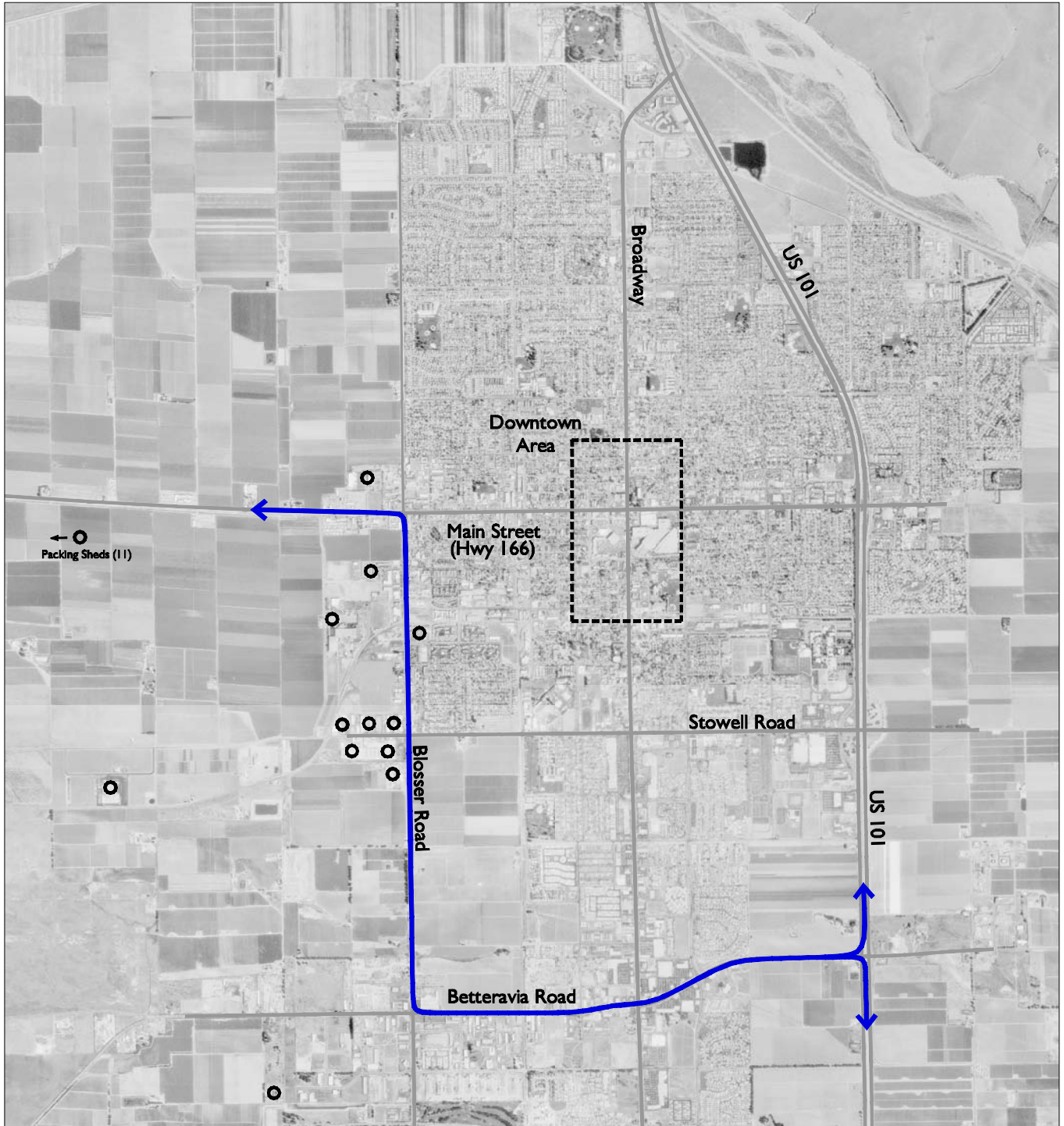
The diversion potential for truck traffic was categorized into two general truck types, and well as directionally by trucks oriented to the north and to the south. Truck types were split into those with 4 or fewer axles, and 5 or more axles. This categorization is made to distinguish the typical destinations of the smaller versus larger trucks, and the ability for drivers of regional versus local trucks to divert to alternate routes. The same approach was used in the *Highway 166 Truck Study*. The second category distinguishes between trucks oriented to U.S. 101 to the north versus those oriented to the south. The convenience and attractiveness of alternate routes to Main Street will vary depending on how far out of the way a driver must travel.

Of truck traffic oriented to U.S. 101 to the north, it is projected that approximately 40 percent of 5+ Axle (regional) trucks and 10 percent of <5 Axle trucks (local) could reasonably be expected to divert to the Betteravia Road interchange upon implementation of the *Downtown Specific Plan* and outreach efforts. These percentages are somewhat low because of the time “penalty” that a truck driver would have to undergo by taking a circuitous southern route. Further, as described above, it is assumed that locally-based trucks have less flexibility in changing routes than regional trucks since many of their origins and destinations may be within the City of Santa Maria itself.

Significantly better diversion rates to the Betteravia Road interchange would be expected for truck traffic oriented to U.S. 101 to the south. It is projected that approximately 90 percent of regional trucks and 50 percent of local trucks could reasonably be expected to divert from Main Street to the south upon implementation of the Specific Plan. Some truck traffic will always be present on Main Street, simply because of its appearance as a direct route on maps (particularly to first-time drivers who may not be familiar with the local street network).

It is important to emphasize that the diversion projections contained in this analysis attempt to blend quantifiable measures such as distance and time savings with unquantifiable measures such as convenience, education, and driver perception. As such, the projections should be considered broadly, with the understanding that daily and seasonal fluctuations are normal and will continue to occur.

A summary of the truck diversion assumptions and projections is provided in Table 4.



○ Packing Shed

North  
Not to Scale

**Table 4  
Truck Diversion Projections**

	Oriented to North (U.S. 101)		Oriented to South (U.S. 101)		Total Trucks (Both Directions)		
	5+ Axle	<5 Axle	5+ Axle	<5 Axle	5+ Axle	<5 Axle	Total
Existing Trucks on Main Street (Daily)	413	479	222	258	635	737	1,372
Assumed Diversion Percentage	40%	10%	90%	50%	58%	24%	40%
Total Trucks Diverted to Betteravia	165	48	200	129	365	177	542
Resulting Trucks on Main Street	248	431	22	129	270	560	830

In terms of anticipated changes in truck volumes on Main Street, the analysis indicates that approximately 542 trucks per day could re-route to Betteravia Road. Of these, 365 are large regional trucks, which arguably are the trucking vehicles most noticed by pedestrians and auto drivers in the downtown area.

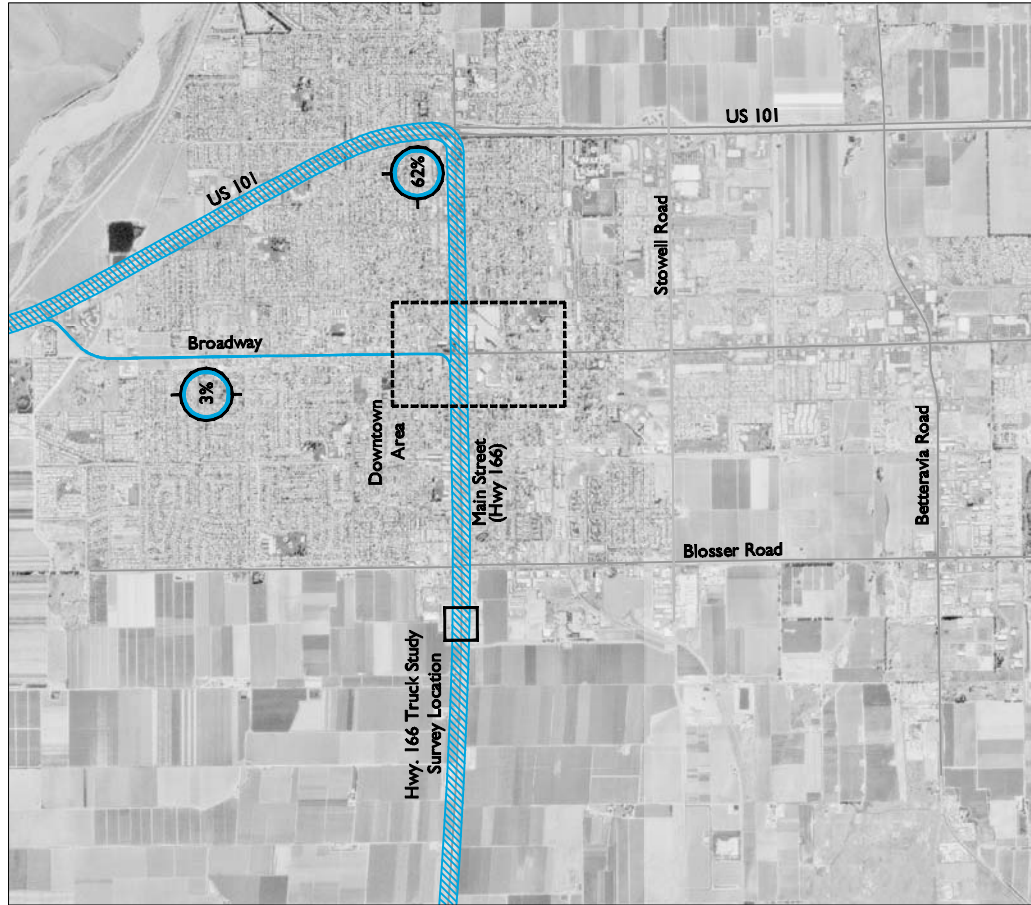
**Shifts in Truck Traffic Routes To and From U.S. 101**

As described above, the majority of truck traffic traveling on Main Street (Highway 166) between Blosser Road and U.S. 101 uses Main Street through downtown. Upon implementation of the *Downtown Specific Plan* and truck diversion scheme, the percentage of truck drivers choosing the downtown Main Street route to and from the freeway is projected to drop from 94 percent to 57 percent. This anticipated reduction includes all truck types combined, and considers the directional diversion potential shown in Table 4. The percentages of trucks using each of the various routes between Main Street/Blosser Road and the freeway is shown in Table 5 for both existing and diverted conditions. This information is also presented graphically in Figures 3 and 4.

**Table 5  
Truck Traffic Flow Percentages Between Main Street  
and U.S. 101 Before and After Diversion (All Trucks)**

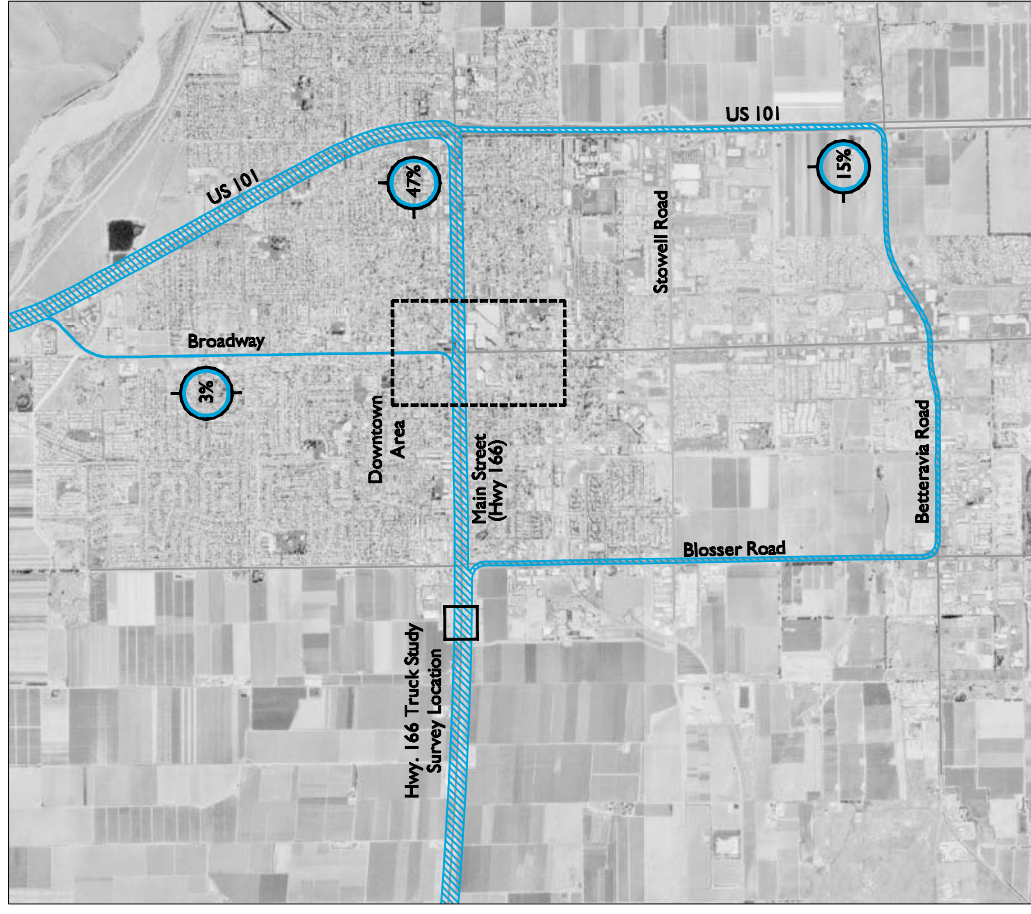
	Existing Conditions		Diversion Percentage		Diverted Conditions	
	to/from North	to/from South	to/from North	to/from South	to/from North	to/from South
Main Street through Downtown	62%	32%	-15%	-22%	47%	10%
Broadway via Downtown	3%	0%	-	-	3%	0%
Stowell Road via Blosser	0%	1%	-	-	0%	1%
Betteravia Road via Blosser	0%	2%	+15%	+22%	15%	24%
Total	65%	35%	-	-	65%	35%

Note: Diversion percentage is a directionally-distributed weighted average of 5+ Axle and <5 Axle Trucks

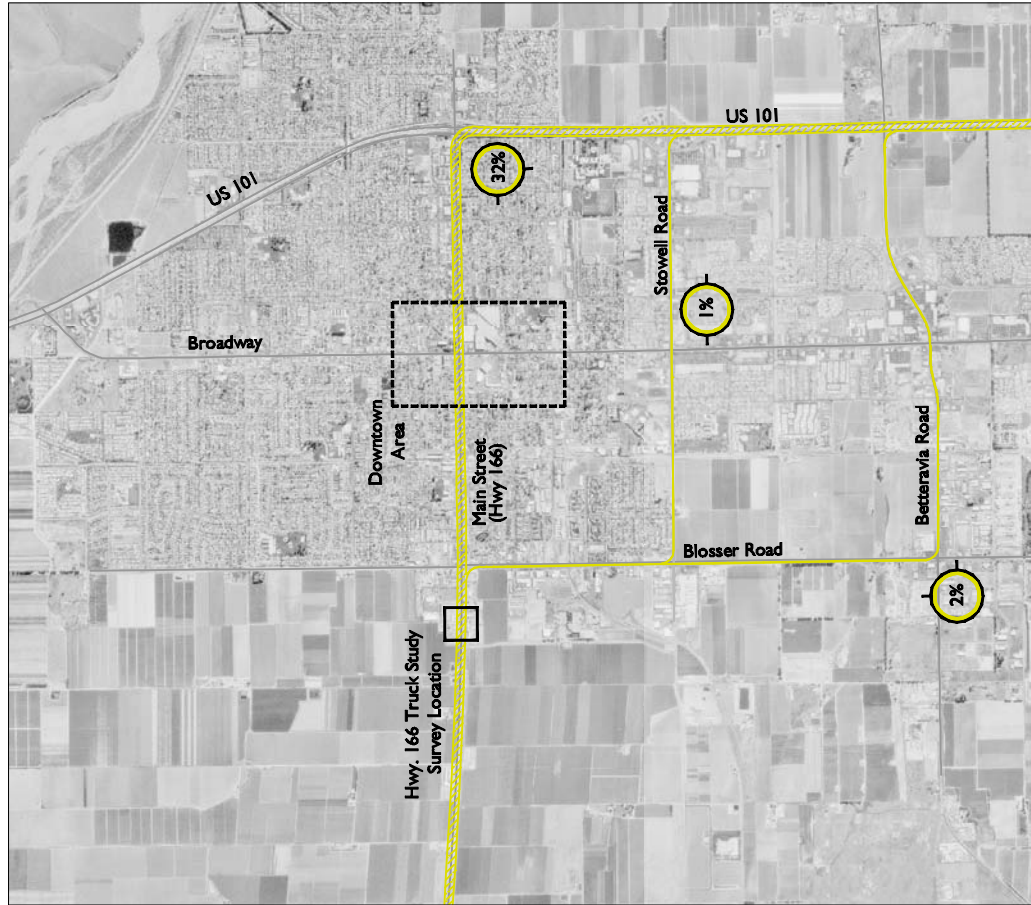


Existing Conditions

- Truck Flow - To/From U.S. 101 North
- Percent of Main Street Truck Traffic Flow

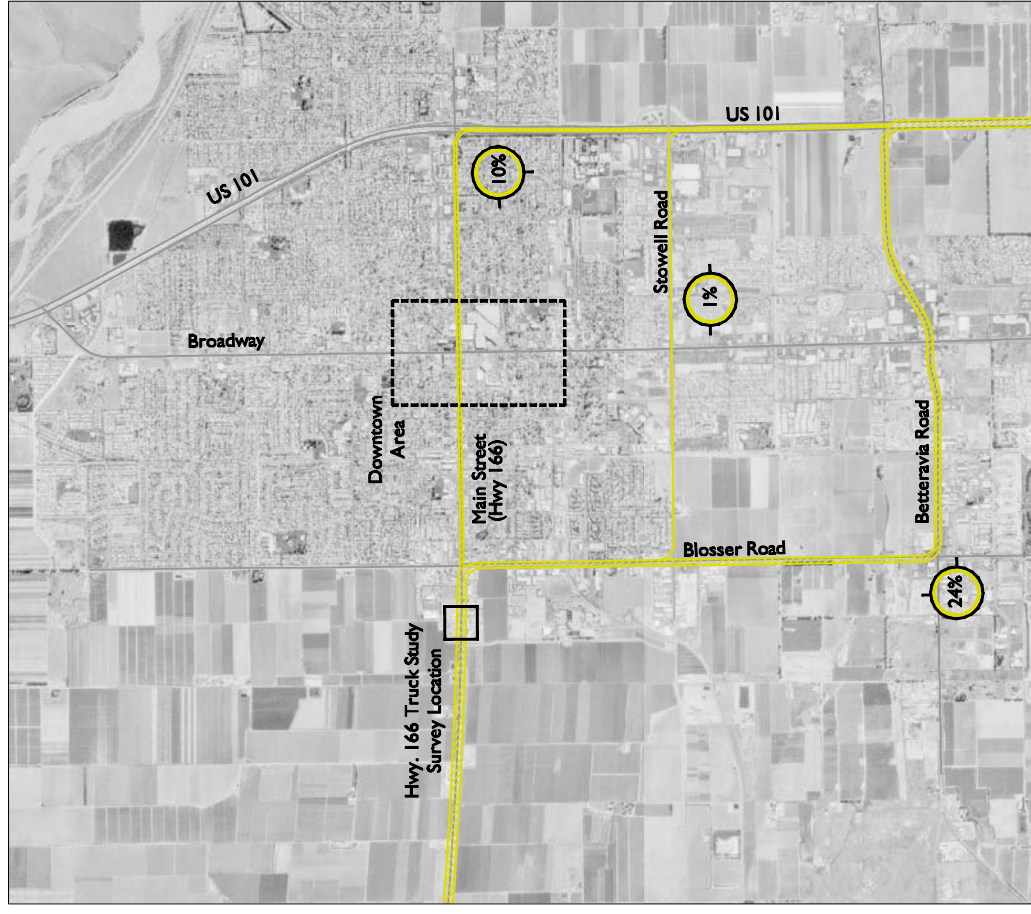


Diverted Conditions



Existing Conditions

- Truck Flow - To/From U.S. 101 South
- Percent of Main Street Truck Traffic Flow



Diverted Conditions



## Implementation

The two primary elements needed to make the Main Street truck diversion a reality are implementation of the *Downtown Specific Plan* and outreach to the local agricultural and trucking industries. Though each of these elements could have some success if pursued independently, the greatest potential for truck diversion would result from a combined approach. It is recognized that implementation of the *Downtown Specific Plan* is likely to transpire over a number of years. Truck diversion should increase over time as streetscape and frontage improvements are added in the downtown area. In order to maximize diversion potential, outreach efforts should occur as soon as the first streetscape changes begin to occur.

Any scheme that relies on changes to truck travel routes must include an outreach effort to the truck drivers themselves. The most effective way to reach a large population of drivers is via the agricultural packing sheds surrounding the City. Local packing shed operators, as well as interest groups that represent the agricultural industry, are generally residents of the Santa Maria area that are interested not only in their freight mobility, but also the welfare of the community.

Packing shed operators would easily be able to direct drivers to alternate routes. With some outreach on the part of the City and the packing sheds, all truck drivers entering the facilities could be provided with maps and information pertaining to suggested truck routes, thereby reaching the drivers that have traditionally relied on their past experience. By utilizing this approach of coordinating with the packing shed operators, over 70 percent of truck drivers could be directly informed of suggested truck routes, based on driver interview responses (summarized in Table 2).

A significant number (20 percent) of drivers receive directions from their dispatcher. An effective way of reaching many of these drivers would be to directly contact the major trucking companies operating in the Santa Maria and Guadalupe area, explain the intent of the truck re-routing strategy, and provide descriptions and maps of the suggested alternate route.

Through coordination with Caltrans, it may also be possible to increase awareness of the diversion route through the use of truck advisory signs on U.S. 101 and on Highway 166 west of Blosser Road. The signs would indicate a message similar to “Trucks Not Advised on Main Street – Use Betteravia Road.” It is important to discern that signs would be advisory only, and would not *prohibit* truck traffic. Sufficient justification for installation of the signs may exist once roadway changes associated with the *Downtown Specific Plan* begin to take place on Main Street.

## Truck Mobility through Specific Plan Area

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Following is a summary of the Main Street configurations proposed in the *Downtown Specific Plan*, and an explanation of how the potential changes would accommodate truck traffic.

### Roadway Design Features

The *Downtown Specific Plan* includes features on Main Street that are intended to encourage lower vehicle speeds, make pedestrian circulation safer and more comfortable, and help beautify the streetscape. Caltrans requires justification for using some of these features including 11-foot wide travel lanes, medians, and bulbouts. All such features have, however, been used successfully on Caltrans highways in downtown settings, as outlined in the January 2005 Caltrans publication *Main Streets: Flexibility in Design and Operations*. Caltrans will review any proposed designs and modifications to Main Street, and consider them in relation to the surrounding downtown area when evaluating the appropriateness of design exceptions.

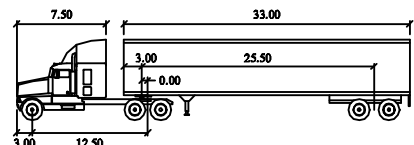
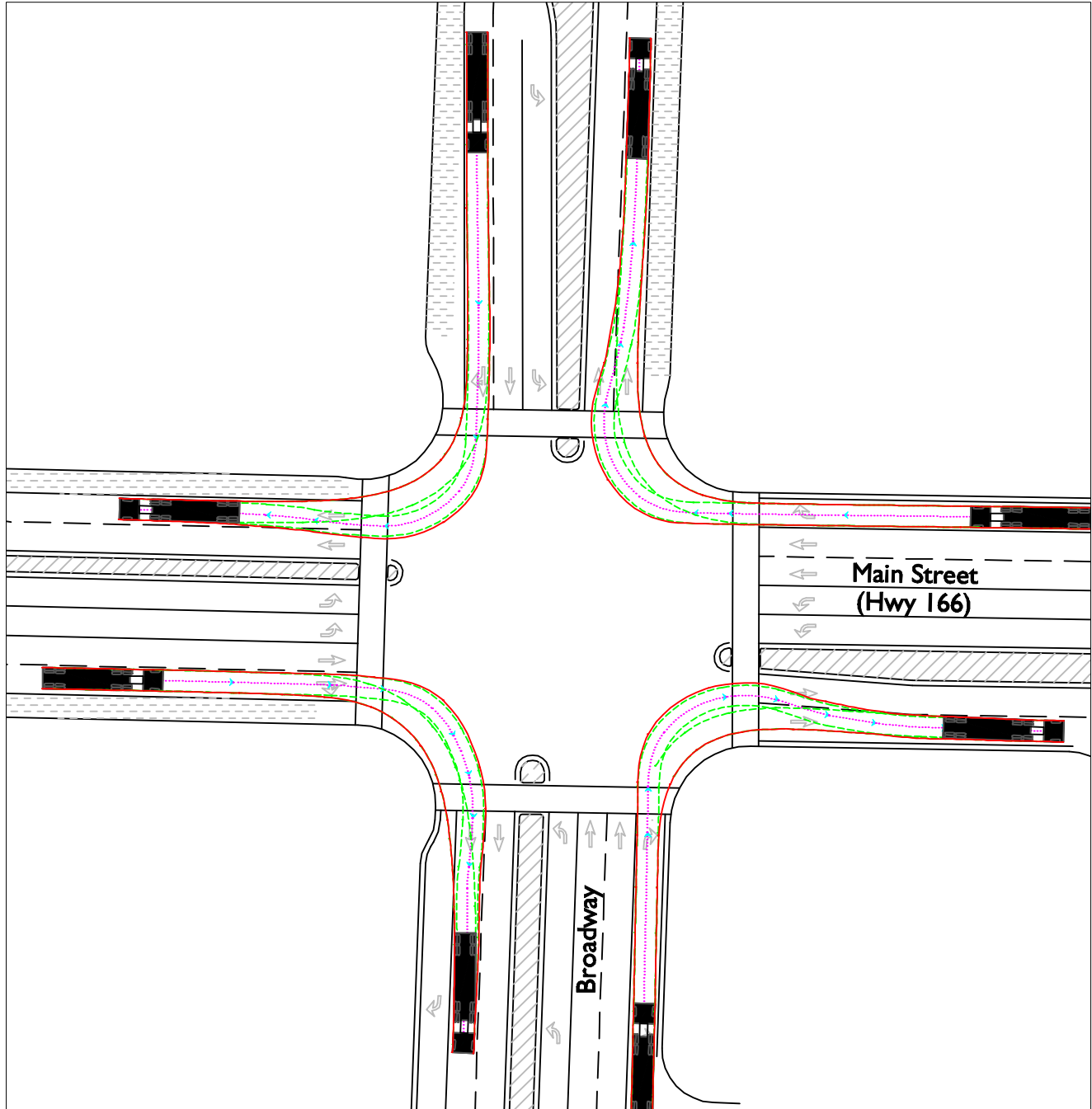
### Lane Configurations and Medians

The Specific Plan calls for the re-striping of Main Street to use 11-foot wide travel lanes instead of the existing, standard 12-foot wide lanes. Narrower lanes should result in reduced vehicle speeds on the street. Trucks are able to stay within 11-foot wide lanes on straight road segments such as Main Street, though in order to ensure that adequate “buffer” space exists for trucks, the Specific Plan includes the provision that all 11-foot wide travel lanes include 2-foot “shy distances” between the edgeline and any adjacent curbs or medians. This type of striping makes the road appear narrower to drivers, though maintains paved widths that are large enough for large trucks.

### Bulbouts and Main Street/Broadway Intersection

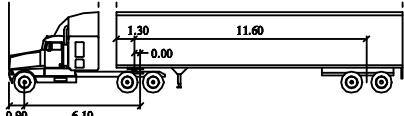
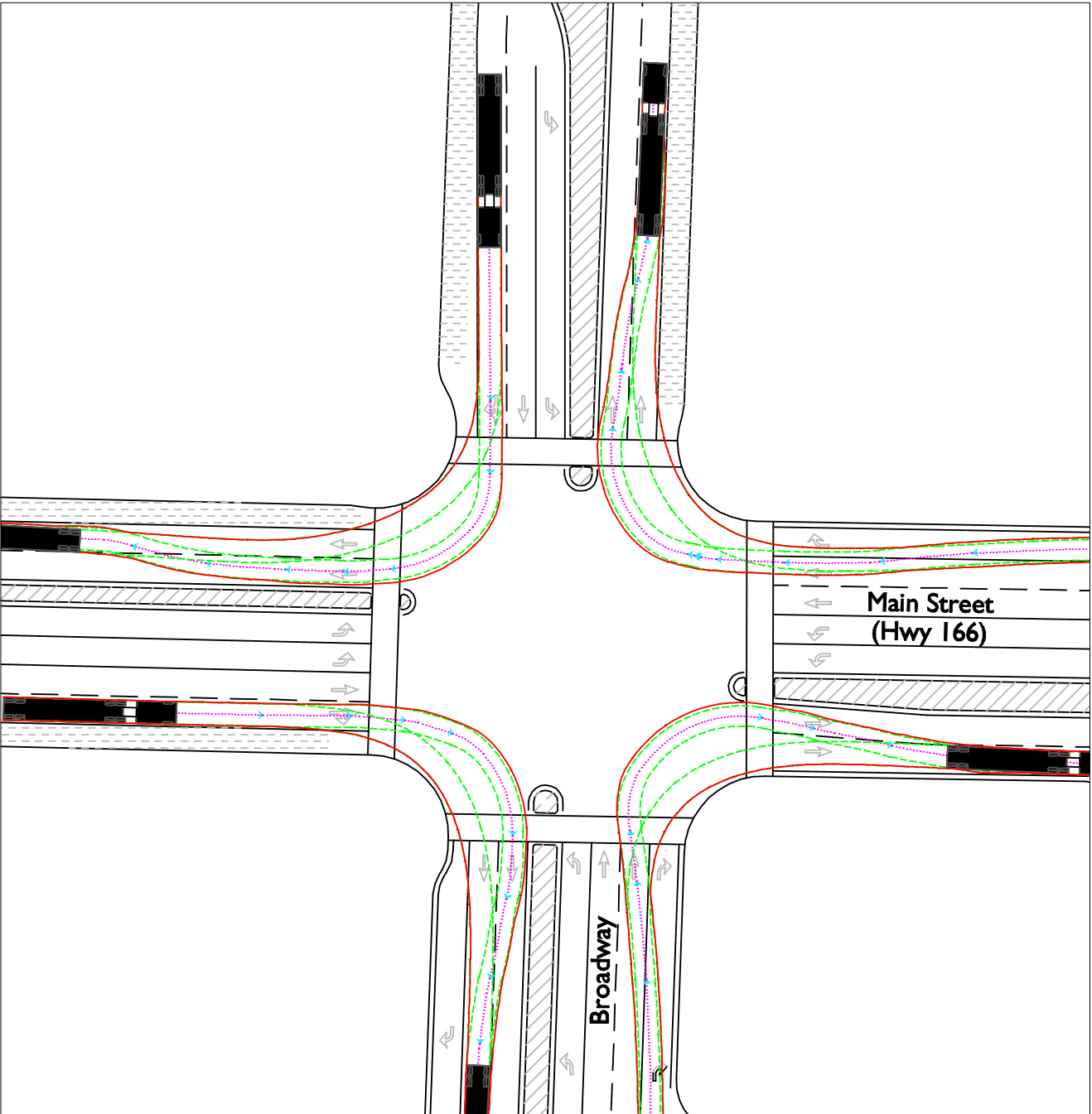
The Specific Plan includes bulbouts at selected intersections on Main Street, including the major intersection at Main Street/Broadway in the core of downtown. All bulbouts have dimensions that will accommodate larger vehicles, and meet or exceed AASHTO (American Association of State Highway and Transportation Officials) standards for intersection corner radii. AASHTO recommends 40-foot curb radii for two intersecting arterial streets with heavy truck traffic such as Main/Broadway, though indicates that curb radii should be minimized to the degree possible in order to maintain pedestrian safety. AASHTO also indicates that where shoulders, bike lanes, and/or parking lanes exist, smaller curb radii can be used since the effective curb radius is increased. Using these criteria the Main/Broadway intersection could effectively accommodate trucks with 20-30 foot curb radii on the bulbouts, with little potential for any vehicle to encroach onto the bulbout itself. For other Main Street intersections that have *occasional* truck turns, AASHTO recommends a 30-foot corner radius, though again this may be reduced where shoulders and/or parking areas exist.

Truck turning diagrams showing an AASHTO WB-40 and a Caltrans “California Design Vehicle” (CALDV) maneuvering through the Main Street/Broadway intersection are shown in Figures 5 and 6. The CALDV is representative of a 5-axle regional long-haul truck, while the WB-40 represents a smaller 5-axle truck with a shorter trailer than the CALDV. Smaller trucks with 4 or fewer axles would have no difficulty negotiating the intersection. Though few trucks as large as the CALDV would be likely to make turns at Main Street/Broadway (they are more likely to drive straight through), the intersection must be designed to accommodate this maneuver since both streets are state highways. As can be seen in the turning diagrams, both vehicles can successfully maneuver around the bulbouts at Main Street/Broadway.



<b>WB-40</b>	feet		
Tractor Width	: 7.50	Lock to Lock Time	: 6.00
Trailer Width	: 8.00	Steering Angle	: 20.30
Tractor Track	: 12.50	Articulating Angle	: 70.00
Trailer Track	: 8.00		





CALDV		meters	
Tractor Width	: 2.60	Lock to Lock Time	: 6.00
Trailer Width	: 2.60	Steering Angle	: 26.33
Tractor Track	: 2.60	Articulating Angle	: 70.00
Trailer Track	: 2.60		



## Conclusions

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- The preferred route to divert trucks from Main Street downtown is via Blosser and Betteravia Roads to the Betteravia Road freeway interchange at U.S. 101.
- The Blosser Road and Betteravia Road segments that would experience increased truck volumes generally pass through industrial, agricultural, and commercial areas, in contrast to other potential routes that pass through residential areas and adjacent to schools.
- The Betteravia Road freeway interchange was significantly upgraded in 1997 and is well-suited to accommodate truck traffic. The City and Caltrans are in the preliminary stages of planning for additional improvements on the northbound freeway onramp.
- Main Street will always experience some level of truck traffic, even with implementation of the *Downtown Specific Plan* and diversion schemes. Many locally-based smaller trucks (4 or fewer axles) have less flexibility in their travel routes than larger (5+ Axle) long-haul trucks. Truck drivers will be much more likely to divert to Betteravia Road when traveling to/from the south than to/from the north because of the nominal changes in travel time.
- It is projected that a 40 percent reduction in total truck traffic on Main Street could be achieved upon implementation of the *Downtown Specific Plan* and a truck diversion scheme to Betteravia Road. This includes a 58 percent reduction in large (5+ axle) trucks and a 24 percent reduction in smaller trucks. In terms of truck volumes, this constitutes a reduction of approximately 542 trucks per day.
- In order to achieve the best truck diversion rates, outreach efforts to the local agricultural and trucking industries must take place in tandem with the first stages of implementing the *Downtown Specific Plan*.
- Outreach efforts should first focus on coordination with the operators of agricultural packing sheds surrounding Santa Maria. Packing shed operators provide directions to nearly one-third of all truck drivers, and are able to distribute information on suggested alternate routes directly to all drivers. Outreach efforts should subsequently be placed on contacting local trucking company dispatchers. All outreach efforts should include explanations of the intent of the *Downtown Specific Plan* and what types of changes to Main Street are planned.
- The geometric changes to Main Street that are included in the Specific Plan include roadway narrowing and traffic calming features such as bulbouts, though all roadway changes have been oriented to still facilitate truck mobility through the downtown area, albeit at slower speeds. Trucks will still be able to make all turning movements at the Main Street/Broadway intersection.
- Implementation of the *Downtown Specific Plan* will, on its own, affect the route choices of truck drivers. When combined with outreach efforts it is likely that a significant decrease in downtown truck traffic on Main Street can be realized.

## Study Participants and References

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### Study Participants

Principle in Charge: Steve Weinberger, P.E., PTOE  
Project Manager: Zachary Matley, AICP  
Report Review: Dalene J. Whitlock, P.E., PTOE

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