

# CBTC Behind the Scenes

How We're Building a Better Club Experience | March 2026

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One of the things that makes CBTC great is that it runs on the time and effort of its members. Over the past few months, we've been working behind the scenes to modernize the club's digital infrastructure — from the website and ride scheduling to how we communicate each week. This newsletter is a look at what's changed, how the ride calendar gets built, and most importantly, a chance for you to share your feedback through a short survey.

## Word from the President

The Club is on fire. Our rides have achieved record attendance, welcomed members who had not participated recently, and featured several notable events. We have received many compliments about; the people that make up the CBTC, our atmosphere and the way we have accepted guests and new members.

I am very excited about the enhancements we have made to the Club's infrastructure and staffing. Hopefully you are aware of some of the changes, but details are contained in this 1st edition of a regular update that will be provided by our new Communication Committee Chair, Jake. He has already made major improvements to our website and processes.

## What's Changed in 2026

### Website Refresh

The [cbtc.org](http://cbtc.org) website received a ground-up refresh this spring. The goal was to make it cleaner, faster, and easier to use — especially on mobile. Here's what's new:

- **Redesigned layout** — New homepage, updated typography (Inter), streamlined navigation, and mobile-friendly design.
- **Ride Calendar** — Powered by Ride with GPS with embedded event listings and direct RSVP links.
- **New pages** — Ride Policies (pace groups, safety rules, paceline guide), Ride Reports (photo recaps from recent rides), and a simplified Membership sign-up.
- **Newsletter archive** — Reorganized by year for easy browsing.
- **Analytics** — Google Analytics added so we can improve the site based on actual usage.

### Ride Scheduling & Communication

- **Ride with GPS** — All Saturday rides and events are now listed on our Ride with GPS club page. Members can RSVP directly, access route maps with turn-by-turn navigation and elevation profiles, and download cue sheets — all from one platform.
- **Weekly email** — Every Thursday at noon, members receive an email from [info@cbtc.org](mailto:info@cbtc.org) with that week's ride details, location, routes, and any schedule notes. This is powered by an automated system so it goes out reliably every week.
- **Three pace groups** — Ride groups were updated to A1 (20–22 mph, double paceline), A2 (18–20 mph), and B/C (14–16 mph). All groups remain no-drop.
- **Full-year ride schedule** — For the first time, CBTC has a complete 52-week ride calendar planned for the entire year. More on how that works below.

## How the Ride Calendar Gets Built

Planning 52 Saturdays of riding is more involved than it might look. Here's a peek behind the curtain at the logic and constraints that go into building the annual schedule.

### The Routes

CBTC rotates through 10 routes across the Savannah and Coastal Empire region:

Route	Direction from Savannah	Drive (Savannah)	Drive (Pooler)
Islands (Forsyth Park)	Central	7 min	25 min
Rincon	North	35 min	15 min
Fancy Hall & Kilkenny	South	30 min	30 min
Right Turn Clyde	West	18 min	12 min
Ellabell - Hendrix Park	NW	40 min	25 min
Hardeeville	North	35 min	30 min
Riceboro	South	45 min	45 min
Harris Neck	South	45 min	45 min
Darien	South	60 min	60 min
Nevils	NW	55 min	40 min

*Note: Savannah drive times are measured from Whole Foods on Victory Dr — a reasonable central reference point for the city.*

### The Scheduling Rules

There are a few rules that keep the calendar balanced and prevent members from driving the same direction every week:

- **No repeat within 3 weeks** — The same route never appears twice within a three-week window.
- **No back-to-back same direction** — If this week's ride is south of Savannah, next week goes north, west, or central. This keeps the scenery fresh and spreads the driving load.
- **Drive time balance** — We track average drive times from both Savannah and Pooler each month to make sure no month is loaded with all long-drive rides. The yearly average comes out to about 34 minutes from Savannah and 31 minutes from Pooler.
- **Special events** — Dates like Party Gras (February, Darien) and Ride the Lowcountry (April) are locked in first, and the rest of the schedule is built around them.

**Fun fact:** The full 2026 schedule totals approximately 29.8 hours of driving from Savannah and 26.6 hours from Pooler across all 52 Saturdays. We try to keep that as balanced as possible so no one part of the membership is always shouldering the longer commute.

## New CBTC Kit

New CBTC kit is coming! Two club jersey designs are in the works - Brian is leading the main jersey through Peak 1, and an alternate jersey and vest will be available through Jakroo. More details on both jerseys soon.

We're also excited to share a first look at the redesigned Jakroo club wind vest!



**Jakroo Eclipse Wind Vest**

## We Want Your Input

All of this work is for you — the members who show up every Saturday, ride through the mist, and stick around for post-ride lunch. We want to make sure the club is heading in a direction that works for everyone.

Please take 5 minutes to fill out our anonymous member survey. It covers your thoughts on the ride calendar and routes, pace groups, non-ride events, club communication, and overall satisfaction. All questions are optional — answer as many or as few as you'd like.

[Click here to take the Survey](#)

Thank you for being part of CBTC. Every ride, every RSVP, every bit of feedback makes the club better. See you Saturday!

— The CBTC Board