

Strategic Alternatives Committee

June 23, 2023

Our Charter

Develop and Present Strategic Alternatives to our Members by our Members for the currently suspended PIF budgeted project at Mountain View

Meeting Rules REMINDER

1. Mutual respect in all matters (otherwise John plays the harmonica)
2. Meeting time Friday at 2:00 at Oakmont B (Members can send/bring delegates) -
Seating is limited to fire code
3. Meeting length not to exceed 2 hours
4. Raise hand to be recognized
5. Side conversations to be allowed so long as not disruptive (If it becomes disruptive John will start playing his harmonica)
6. Meeting starts with short review of last meeting and then continuation of where we left off
7. Transparency and sharing the information obtained with all - There are no secrets in the SAC Lab.

Rules for Guests

- The gallery is for members to have an opportunity to see the workings of the committee, and not to make personal comments, or expressed their personal views about what the committee should decide.
- Committee members, representing a wide range of members, are the primary participants in the process.
- Guests should rely on the committee members to properly represent them.

Communication

4.22.2023

Meeting Syllabus – Revised

Pickleball Presentation Slides

Players Presentation Slides

4/22/2023 Memo to Clubs

4/28/2023 Site Analysis – Recast

Historic Performing Art Center Analysis/Documents

6/2/2023 Meeting Recap/Press Release

6/2/2023 Meeting Video Link

6.9.2023

Data Discussion Presentation Slides

6/9/2023 Meeting Recap/Press Release

6/9/2023 Meeting Video Link

6.16.2023

Theater Presentation Slides

Mountain View Options Presentation Slide

Dance Presentation Slide

- Committee Meeting materials posted to RCSC Website
- <https://suncityaz.org/rcsc/strategic-alternatives-ad-hoc-committee-sac/>



NEXT STEPS

Process & Next Meetings

PHASE 3	EXPLORING ALTERNATIVES	Location	Presenter
6/16	ALT#1 Performing Arts Center at the Sundial Auditorium	SAC Room	John Fast
6/23	1. Sun City Member Assessment Survey Highlights 2. Other Performing Arts Center	SAC Room	Jeffrey Darbut Karen McAdam
6/30	ALT#3 Mountain View Center 1. Concept Ideas 2. Usage 3. Likely construction costs Pros & Cons ALT #4 Mountain View Center & Lakeview Center	Lakeview Center, Social Hall #3	John Fast Karen McAdam
07/07	ALT#2 Lakeview Center & Mountain View Center ALT #5 Lakeview Center	Lakeview Center, Social Hall #3	Russ Toman & Steve Oaks John Fast
07/14	Recommended Concepts for Mountain View & Lakeview Centers 1. Pro & Cons 2. Recommendation		Committee
07/15	Creation of Site Plans using Recommended Concept Plans Kick-off Meeting		Architect & Co-Chairs

Biggest Challenges

- PREMISE: The large single-purpose theater conceived in the Mountain View Option 2 plan is too expensive for the use it is likely to receive; and not enough pickleball courts.
- Alternatives will explore a smaller multi-purpose performing arts center or auditorium that would serve many groups. Size? Location? Cost?
- Pickleball use is increasing and requires more courts. How many more? Location? Outdoor or indoors? Cost?

RECREATION CENTERS OF SUN CITY NEEDS ASSESSMENT

MAY 2023

<https://suncityaz.org/rcsc/asu-survey-results-community-involvement-opportunities/>

Membership Survey

Over 5,000 surveys were included in the survey analysis

“Thus, we can conclude that the results accurately reflect the entire population of Sun City.”

Recreation Centers of Sun City Needs Assessment



Prepared by:



Eric Legg, Associate Professor

Wendy Hultsman, Emeritus Professor

Katie Hindman, Graduate Student

Boyu Lin, Graduate Student

Emma Gibbs, Undergraduate Student

Cheryl der Ananian, Associate Professor

Woojin Lee, Associate Professor

Megha Budruk, Associate Professor

Deepak Chhabra, Associate Professor

Most Frequent Activities Top Half

Table 13: Frequency of Participation in RCSC Activities

	Days Per Week			
	6-7	3-5	1-2	None
Walking for pleasure	15%	26%	32%	27%
Cardio Fitness	3%	20%	28%	49%
Water Walking	3%	14%	31%	51%
Weight Training	2%	17%	24%	56%
Golf	3%	19%	17%	61%
Sitting by the pool	2%	10%	22%	66%
Mini Golf	1%	3%	36%	60%
Pickleball	4%	6%	10%	80%
Lap Swimming	1%	7%	12%	80%
Card Games	1%	3%	12%	84%
Bowling (10-pin)	0%	2%	15%	83%

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Frequent Activities Bottom Half

Lower Half

Lower Half	Days Per Week			
	6-7	3-5	1-2	None
Dance Class / Recital	0%	2%	6%	92%
Bocce Ball	0%	1%	6%	92%
Lawn Bowling	1%	1%	3%	95%
Shuffleboard	0%	1%	7%	93%
Glass Crafts	0%	1%	3%	95%
Metalworking	0%	1%	4%	95%
Vintage Vehicle Work	0%	1%	4%	95%
Music Class / Recital	0%	1%	4%	95%
Fine Arts / Painting	0%	1%	3%	96%
Photography/Video	0%	1%	4%	96%
Silversmithing	0%	1%	3%	96%
Tennis	0%	1%	2%	97%
Softball	0%	1%	2%	97%
Lapidary	0%	1%	2%	97%
Water Volleyball	0%	1%	1%	98%

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Pickleball (20% of Members Play)

Pickleball				
How many years have you lived in Sun City?	How many days a week do you engage in activities at RCSC facilities?			
	None	1-2	3-5	6-7
1-5	76%	13%	8%	4%
6-10	78%	9%	8%	5%
11-15	85%	8%	5%	3%
16-19	92%	5%	3%	0%
20-25	96%	3%	1%	1%
26-29	91%	5%	2%	2%
30+	94%	0%	6%	0%

Need for Remodeling (scale 4=high)

Q: How supportive are you of the upcoming (next 10 years) facility remodels?

Participants were asked about their support of remodeling Mountain View and Lakeview facilities in the next 10 years. Participants rated their support on a 4-point scale (4=very supportive, 1=Definitely not supportive).

	How many years have you lived in Sun City?						
	1-5	6-10	11-15	16-19	20-25	26-29	30+
Mountain View	3.26	3.20	3.13	3.32	3.23	3.04	3.34
Lakeview	3.34	3.31	3.22	3.31	3.17	3.15	3.34

Residents are generally in favor of remodeling both Lakeview and Mountain View. Respondents ranked Lakeview slightly higher than Mountain View.

Priorities for Future Facilities

What priority should RCSC give to the addition of these future facilities?	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Restaurant/coffee shop	3.60	3.52	3.37
Cyberspa/ Internet cafe	2.98	2.84	2.72
E-sports / Digital gaming room	2.18	2.16	2.11
Clubhouse style lounge	3.30	3.12	2.96
Sports bar	3.32	3.02	2.84

Areas listed as “other” included security, trash pickup, grounds maintenance, maintenance of facilities, increased customer service, keep community 55+, and water conservation.

Table 291: Priorities for Future Facilities – Employment Status

Q: What is one thing RCSC could do to make the community recreational facilities more attractive to prospective Sun City, AZ residents?

Respondents who highlighted this theme are interested in a broad range of activities, including fitness, golf, pickleball, walking, swimming, and other sports. They are also interested in opportunities for entertainment, such as concerts and performances,

Auditorium

“A nice auditorium for concerts and plays with comfortable seating”
“Build a Performing Arts Center”
“Small movie theater with movies of current times”

Q: How likely are you to participate in the following activities if they were offered at or through RCSC?

(scale 4=high)

Activity	Average Predicted Frequency of Use
Website development / design	3.58
Introductory Computer/Internet	3.53
Using social media	3.53
Digital photography classes	3.34
Indoor cycling	3.26

Q: When you are using RCSC club facilities, do you feel the space allocated is sufficient for the activity?

“Club facilities also appear to be adequate. Eighty-two percent (82%) of respondents feel that the space allocated for RCSC club facilities is adequate.”

“Reasons why 18% of participants did not feel that the space was sufficient included that there is *not enough pool space* because of activities and seasonal participation. **Fitness rooms are too small. Bell Social Hall is too small. More pickleball courts was another primary complaint.**”

Q: Our community just turned 63 years old! To ensure that we remain a vibrant and modern community, please rank the following RCSC facility “possibilities” by level of importance. (scale 4 = high)

RCSC Facility “Possibilities”	Mean Importance
Maintain Solar	3.14
Recycling	3.08
Replace/remodel buildings	3.02
Technology improvements (Internet, TV availability)	2.99
Replace facility roofs	2.97

Q: If you could ask the RCSC Board of Directors to focus on 3 things, what would they be?

Themes and Subcategories

- ❖ **Affordability:** Budget, Costs, Financial Management, Long-term Planning
 - ❖ **Community and Social:** Activities, Clubs, Coffee Bar, Dog, Education, Entertainment, Golf, Pickleball
 - ❖ **Facilities and Amenities:** A/C, Fitness, Hours of Operation, Internet, Landscaping, Maintenance, Modernize, Mountain view, Pools, Repairs, Restaurants, Upgrades
 - ❖ **Governance:** Age Restrictions, CCRs, Community Cohesion, Communication, Focus on majority wishes not minority demands, Focus on residents/members, Get along with one another, Kindness, Learn, New-Resident Management, Non-Resident Management, Respect, Rules, Staff, Transparency, Time Management
 - ❖ **Preventative Measures:** Coyotes, Crime Prevention, Homeless, Safety, Security, Water Conservation
-

Q: Final Comments - Please add any additional comments you have regarding life in Sun City, AZ, below

- In conclusion, the “Recreation and Fitness” theme was the most prominent theme that emerged from the data analysis. The participants expressed their desire for **more activities and classes for younger residents, better quality fitness machines and equipment, improved golf course maintenance, and more pickleball courts.**

Q: How many days a week do you engage in the following activities at RCSC facilities?

The top five activities residents engage in are walking for pleasure, cardio fitness, water walking, weight training, and golf.

	Percent of Population	Number of Members
Walking	73%	27,740
Fitness Center	55%	20,900
Cardio Fitness		
Weight Training		
Golf	39%	14,820
Swimming Pool	25%	9,500
Pickleball	20%	7,600
Sun City Population		38,000

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KEY MEMBER MESSAGES

Little Mention of PAC

Important Member Questions

- **Most Frequent Activities - NO**
- **Recreation and Activities Theme - YES**
- **Priorities for Future Facilities - NO**
- **Needs vibrant and modern community - NO**
- **Focus of RCSC Board of Directors - NO**
- **Additional comments you have regarding life in Sun City - NO**

Member Mention Pickleball

Important Member Questions

- **Most Frequent Activities – YES 20%**
- **Recreation and Activities Theme - YES**
- **Priorities for Future Facilities - NO**
- **Needs vibrant & modern community - NO**
- **Focus RCSC Board of Directors -NO**
- **Additional comments you have regarding life in Sun City - YES**



THANK YOU

Sun City

Population: Appx 38,000

Average Age: 72

Homes: Appx 27,500

18,000 Unattached Homes / 9,500 Attached

Size:

9,472 acres, 14.8 square miles

7 miles north to south, 2¾ miles east to west