

# EMPOWERING SUN CITY'S FUTURE

Insights from Arizona State University's Research and Engagement



Researchers at Arizona State University collaborated with Recreation Centers of Sun City, Inc. to help leadership better understand RCSC members' perspectives, community strengths, needs, and future trends. The first phase of our work consisted of three parts, which were designed to gather member feedback and to directly engage members in identifying and offering solutions to community issues.

- Member feedback through a survey with over 6,000 responses
- Focus groups with 141 residents discussing RCSC facilities and priorities
- A three-hour working session where members discussed key issues and proposed solutions

Below are some key findings.



## STRONG SENSE OF COMMUNITY

RCSC Members feel a strong sense of community. In addition, approximately 1 in 5 members actively volunteers with RCSC, further showcasing a strong commitment to the community.

## TECHNOLOGY AND FACILITY SATISFACTION

Members expressed only moderate satisfaction with technology within RCSC, suggesting there is a need for improvements. Additionally, fitness facilities are mainly satisfactory, but some members desire upgrades, particularly in integrating more technology.



## INDOOR AND OUTDOOR AREA IMPROVEMENT

Walking areas are highly favored and requested for improvement in the outdoor spaces. Members show a positive attitude towards remodeling the Lakeview and Mountain View centers, slightly preferring Lakeview.



## PARTICIPATION BARRIERS

Participation in clubs and community activities is a valued part of the life of Sun City; the most common barrier to participation is limited availability of activities that align with individual schedules.



## GOVERNANCE IMPROVEMENTS

Results highlighted a need for transparency on management decisions and finances, activity preferences, and marketing and governance suggestions.

