



# RCSC

# Long Range Planning Recommendations

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Subcommittee: ASU Survey  
(March 2024)

# Engaging ASU

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- Current resident perceptions of service and facility quality, recreation activity preferences, setting/facility preferences, benefits sought and realized, attitudes toward programs and facilities
- Potential future residents' perceptions of recreation facility and activity preferences, benefits sought, demographics, and preferred sources of information
- Comparison of programs and facilities against peer communities

# Deliverables from ASU

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- Current Resident Questionnaire
- Current Resident Focus Groups
- Current Resident Working groups
- Benchmark Data
- Trend Analysis
- Future Resident Survey

# What we learned

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- Unexpected high Member response to Resident Survey and follow-up activities
- Identified areas of improvement for future survey design
- Additional ASU deliverables beyond the Member survey have significant value to glean
- There is a lot of information to explore, share, and use for planning by many groups
- Four clear Action Items emerged to bring us to today's recommendations

# Our course of action

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The Subcommittee has met with the GM to request investigating the viability and implementation possibilities of these four requests in the near and long term

1. **Walking path(s):** Open, landscaped
2. **Socializing spaces:** Identify and evaluate suitable locations that could be furnished and dedicated to socializing among members and their guests.
3. **Placement of a PT or FT fitness professional:** Responsible for updated/renovated fitness areas, equipment and programs/classes.
4. **Upscale dining options:** Lake or golf course view preferred.

<b><u>Recommendation</u></b>	<b><u>Quick Details</u></b>	<b><u>Compelling Reason</u></b>	<b><u>Mentions</u></b>
<b>Walking Paths</b>	Add outdoor walking options	63% of peer communities have this space	Mentioned in every survey, group and summary as desired
<b>Socializing Spaces</b>	Informal, comfortable, small gathering spaces with WIFI, and refreshments	75% of peer communities have diverse choices for working, dining and socializing	Mentioned in every survey, group and summary as important
<b>Fitness Professional</b>	Hire a fitness professional to manage fitness equipment and activities	Most of fitness centers are outdated and fitness needs have changed and continue to change	Members mentioned this during all survey segments = Trends, Benchmark and Future Residents speak out for the need for updated fitness options
<b>Upscale Dining</b>	Upscale dining with a great view	28 of the 36 peer communities have at least one upscale dining option. RCSC is one of the 8 that does not.	The desire to have a nice place to eat was evident across all of the survey tools.

See: LRP / ASU Committee Report Recommendations, Sources and Comments

# Thank you

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Long Range Planning Committee

Subcommittee for ASU Survey

Cheri Marchio, Steve Oaks, Russ Toman,  
and Candy Ruggiero

## 1. Walking Paths

Open space / landscaped Walking Paths as requested in the Member Survey, Future Resident Survey and ASU's Benchmark Report.

Identify locations where the Walking Paths could be located. Keeping in mind the surface appropriate for senior physical needs (i.e., no concrete but a lower impact surface such as a rubber material or decomposed granite) as well as the safety (slope of path, wheel chair accessibility, security lighting, hand railings, reflective painting, etc.) of our members.

### **Suggestions to consider:**

- a) Using the perimeter space at the Bell and Sundial Centers
- b) Use the cart path at Quail Run Golf Course permitting seasonal adjustments of dedicated time to walkers only.
- c) Additional Comments / Suggestions made during the LRP Committee meeting: Ask the RCSC Garden Club to add signs on Walking Paths to identify plants and trees to create interest / education for the walker.

### **Long Term Recommendations:**

Include dedicated open / landscaped Walking Paths in the future remodeling plans of our Centers.

### **Additional Research Data Found:**

Existing Walking Paths / Areas identified:

Outside Walking Areas:

- The Hill at Lakeview – recommended the paths be modified to be adapted to levels of the ability of the walker such as decreasing the incline of the path.
- Marinette Center –
- Softball Field –
- County owned: Median area in some Sun City areas such as the one on 107<sup>th</sup> Avenue by the Mountain View Center (also commented on by the member who added to the Annual Meeting Agenda).

Inside Walking Areas:

- Fairway Center by the Fitness Center
- Sundial Center upper level looking down at the pool

### **Subsequent Focus Groups**

- Add another indoor walking track

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**Working Groups**

- Walking and Bike friendly community
- Add another rubberized indoor walking track and walking pools
- Green space with walking/running/cycle circuit

**Town Hall Meetings**

- Outdoor walking paths

**ASU Benchmark Report**

- 63% of the compared communities (23 out of 36) indicate that they have dedicated spaces for scenic walks and outdoor strolls. These amenities have become significant attractions in several 55+ communities as they provide residents with enjoyable social and workspaces and opportunities for leisurely walks or physical activities among scenic landscapes.”

**Future Resident Survey**

- Referenced 25 times, the second highest of the four recommendation categories in this document.

**City Trends Analysis - (Urban Planning and Accessibility Section)**

- Aging adults are drawn to communities that have access to walkable areas
- Walking and Biking are ranked as a “must have” amenity when choosing a community to live.

## 2. Establish Social Gathering Areas

Repurpose / multipurpose existing facilities to use as Social Gathering Areas / Rooms. High Speed Internet with sufficient power outlets to accommodate multiple users. Include contemporary furnishings, food, and drinks.

### Examples:

- a) Sundial Breezeway
- b) The Snack Shops at the Willow Creek, Lakes and Riverview Golf Courses which have indoor as well as outdoor eating areas.
- c) Additional Comments / Suggestions made during the LRP Committee meeting: Consider putting comfortable seating in the Fitness Centers. It was commented on that members congregate and socialize while they are working out.
- d) Socialization with Technology
- e) Bell pool lobby area

### Long Term Recommendations

Focus on the increasing needs of our working members.

**Source:** All the member surveys, working and focus groups as well as the data in the ASU Benchmark Report.

### Additional Research Data Found:

In addition, the LRP Sub Committee found that of our RCSC members are 45% seasonal and 55% full time residents.

### Subsequent Focus Groups

- Have an internet café
- Have informal restaurant at Lakeview
- Add more social spaces to hang out

### Working Groups

- Develop internet café with gaming capabilities.
- Keep Centers open during evening and weekends for those who work.
- Internet café – computer capabilities, machines for food and beverages/comfortable chairs,, WIFI, 5am to 9pm hours. The Cafes can complement libraries, possible gaming, consider spaces (5x5' areas) for virtual reality usage.
- Coffee shops at Rec Centers
- Make meeting rooms available for community groups
- Community center like a senior union – read a paper, play games, coffee bar

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**ASU Benchmark Report**

- The benchmark data reveals that 75% of the comparison communities (27 out of 36) have multiple fine dining and coffee shop options, providing residents with diverse choices for dining, working, and socializing.

**Future Resident Survey**

- Referenced 13 times in this survey.

**City Trends Analysis (Community Connectivity and Lifestyle Enhancements Section)**

- The importance of social connections and community engagement is evident.
- Community gathering spaces, clubhouses and community centers are highly requested to allow socializing, event hosting and remote work.

### 3. Fitness Centers

The need for updated fitness rooms and modernization of the fitness equipment was also a common priority in all the surveys. Some of our fitness centers are about 20 years out of date. Some are not appealing esthetically as well as the equipment being old and outdated. Fitness Room usage is one of the highest usage areas on the RCSC utilization analysis. Indicating a need to invest and upgrade in the experience.

With the exception of video cardio equipment recently added at the Bell Center only, the equipment and floor layouts are not consistent with common gyms or common gyms or modern 55+ community fitness rooms. RCSC does not have a full or part time fitness coordinator to manage facility / equipment effectiveness and modernization.

#### **Recommendations:**

- a) Add a full or part time staff as a Fitness professional tasked with updating and optimizing fitness rooms, fitness classes and associated activities.
- b) Renovate fitness rooms and equipment to be consistent with other gyms (i.e., EOS and Mountainside Fitness). This is where our Next Gen members are coming from.
- c) Add morning and evening fitness classes i.e., Cycling, Body Pump, etc. Such classes appeal to the working newcomers.
- d) Reach out to our talented membership who are “certified trainers” capable of showing others how to properly use the fitness equipment. Volunteers could set up a schedule of being at the fitness centers to assist other members.

#### **Additional Comments / Suggestions made during the LRP Committee meeting:**

1 – Look at the usage of each of the Fitness Centers and update / remodel to create “basic” workout Centers and “Super Fitness Centers” based on needs and abilities of the members using the equipment.

2 – Update all the Fitness Centers to make the environment more appealing and modernized. Include the recommendation made in #2 to include a “social gathering” area. Some of our fitness “rooms” are small, dark, low ceilings, cramped with equipment that is very outdated.

#### **Subsequent Focus Groups**

- Consider physical therapy as part of the gym (have appropriate equipment, i.e. bands, balls, stretchers, rollers, etc.)

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### **Working Groups**

- Install fitness equipment with digital TVs, screens, internet capabilities that also monitor health vitals. Provide the opportunity for members to check out strap heart monitors
- Develop a group use room with projector for group use such as; Yoga, Spin, etc.
- Fitness friendly community for active lifestyles
- Spin bike area
- Add women's sized exercise equipment at all gyms
- More adaptive fitness equipment
- Perform equipment upgrades over tossing old equipment

### **Town Hall Meetings**

- 3 mentions of upgrades
- 1 mention of choosing Fairway or Mt View fitness location

### **ASU Benchmark Report**

- Referenced 6 times and noted: "Out of the 36 communities compared, 91% of them (33 out of 36) offer fitness centers, but RCSC has the most fitness centers of all the compared communities."

### **Future Resident Survey**

- Mentioned 46 times in this survey. This is the highest referenced item of this document's four recommendations

### **City Trends Analysis**

- Fitness programs for older adult ranked in the top 20 fitness trend for 2023
- While the demand for exercise classes led by an in-person instructor remains strong, there is an anticipated shift towards integration of wearable technology devices and virtual instruction in senior fitness centers.
- 74% of respondents attribute their decision to join a community to the availability of fitness programs.

#### 4. Upscale Restaurant / Dining

The desire for having a “nice place to go to eat” was evident across all the surveys. ASU’s Benchmark Report noted out of the 36 communities used in this report 8 DID NOT have a fine dining facility. Many of those communities had dining facilities overlooking a golf course or swimming pools with inside and outside dining.

**Recommendation:**

Social Halls 1 and 2 at Lakeview could be modified to a restaurant with both inside and outdoor dining. It already has a kitchen which could be updated / remodeled. This would both meet the needs of our members but act as an additional revenue source for RCSC.

**Long Term Recommendation:**

When Lakeview Center is fully renovated in the next few years, this restaurant can be modernized and raised up to give a better view of the lake.

**Additional Comments / Suggestions made during the LRP Committee meeting:**

Research usage of Social Halls 1 & 2 to assess the feasibility of moving those activities to Social Hall 3

**Additional Research Data Found:**

- Usage of Social Halls 1 & 2 were found to be: 73% for the last 2 years to date.

**Working Groups**

- Explore ways to attract upscale restaurants
- Nice restaurant overlooking lake or golf course

**ASU Benchmark Report**

- Referenced 5 times and noted “the data also highlight areas where Sun City could further enhance its amenities to align with the offerings found in many other communities. The most notable aspects are the absence of fine dining and coffee shop options”.
- Additionally : “The benchmark data reveals that 75% of the comparison communities (27 out 36) have multiple fine dining and coffee shop options, providing residents with diverse choices for dining, working, and socializing.”

**Future Resident Survey**

- Mentioned 10 times in this survey.

**City Trends Analysis**

- Driven by research emphasizing the importance of nutrition, restaurant-style dining with tableside service is replacing traditional cafeteria-style meals in 55+ communities.

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## LRP / ASU Subcommittee Report Recommendations, Sources, and Comments ASU Data Review

- In addition, the option of 24-hour service is becoming more requested (consider extended hours for delivery as a revenue opportunity)

Respectfully submitted,

LRP / ASU Sub Committee

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