



**LISTENING TO THE VOICE OF THE COMMUNITY**

**ENGAGEMENT AND DATA DRIVEN RESULTS**

**A plan and purpose for the future!**



**STREAMResearch®**



# ATOM Innovation

Providing the essential elements of  
product innovation

International award-winning Research  
and Product innovation firm specializing  
in the commercialization of emerging  
technologies, Brands and Services.



# INNOVATION ACCELERATOR



USER / MARKET  
RESEARCH



VALIDATE  
SOLUTIONS



DEVELOP  
INNOVATIONS



MARKET  
LAUNCH

# MISSION

ATOM operates globally and partners with select **start-ups and corporations** that have the potential to disrupt entire market segments with untapped technologies and ideas.

## Our Core Competencies

- Harvesting the ideas
- Establishing clear visions
- Developing business strategies
- Delivering innovative yet practical solutions.
- SPEED TO MARKET!!!



**19+ YEARS**

**315+**

*Products and  
Technologies  
Developed*

**2.85B+**

*Durable Goods  
Ordered*

# CUSTOMER SNAPSHOT



APRIVA®

BAE SYSTEMS



D-BOX



ENDOLOGIX

Galanz

HermanMiller

Honeywell



INSTEON®



OPKIX



VECNACARES

WATTS®



INSIGHT

STRATEGY

INNOVATION

# VOICE OF THE CITIZENS: COMPARISONS

MODERATOR

CITIZENS

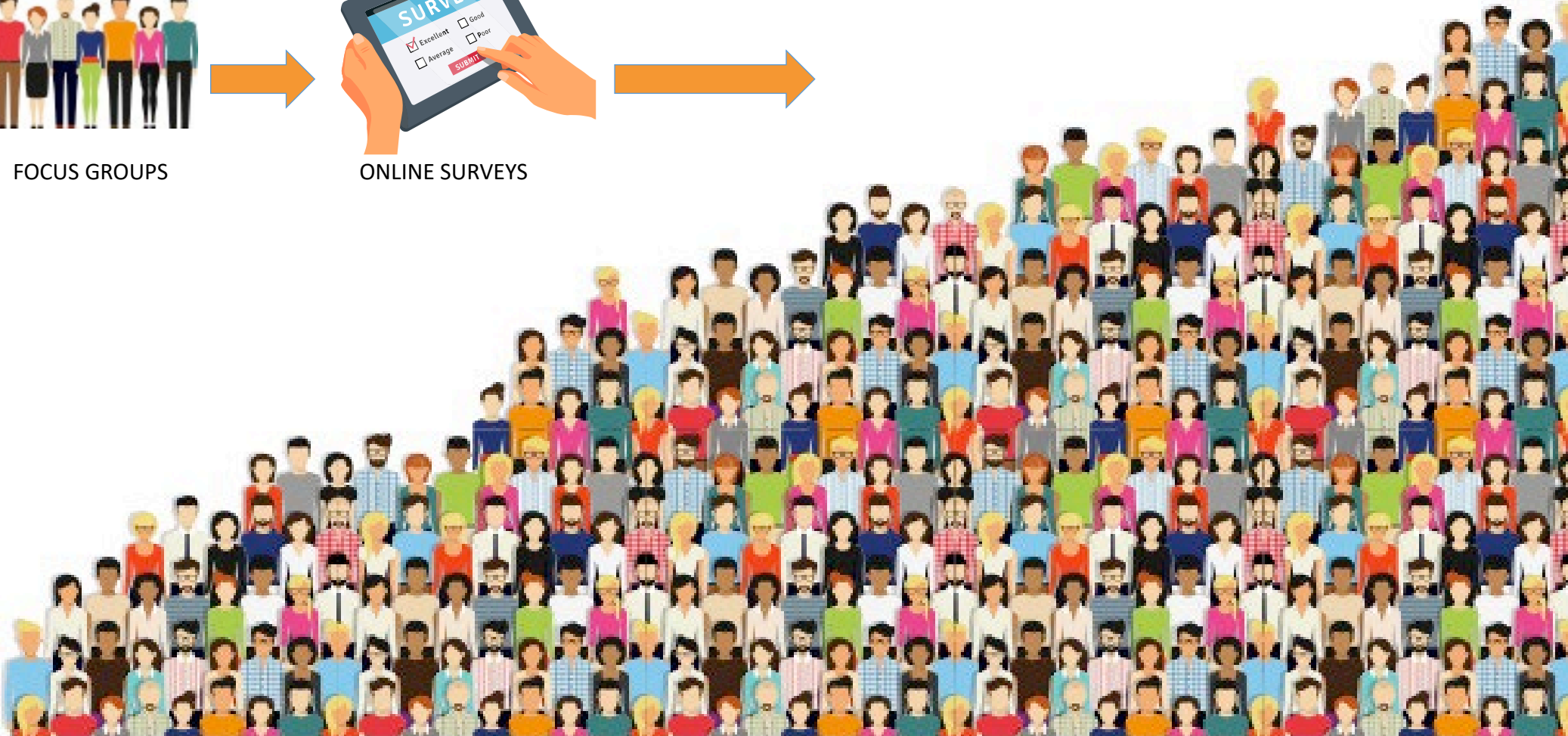
STREAM  
COMMUNITIES



INTERVIEWS

FOCUS GROUPS

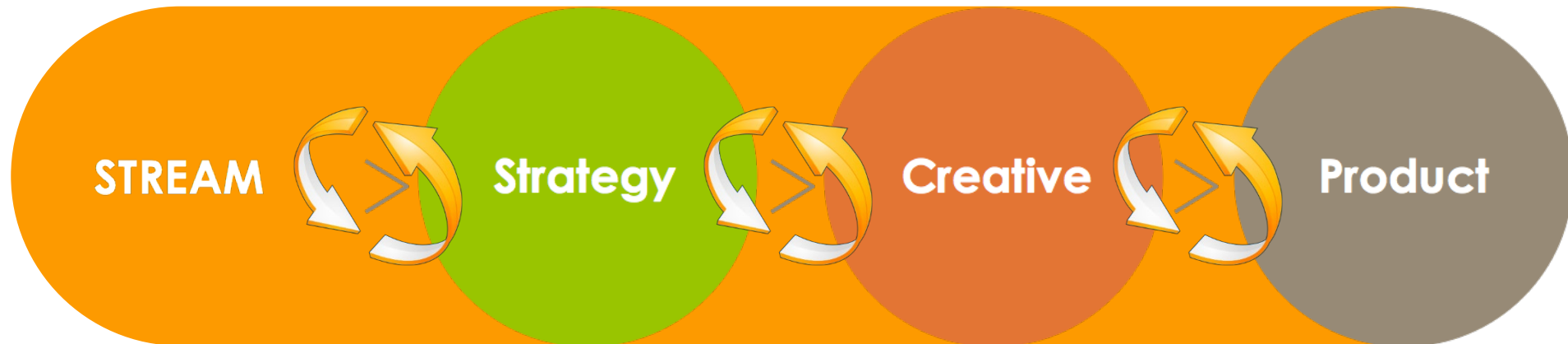
ONLINE SURVEYS



# METHODOLOGY

ATOM services and the intangibles. Uniquely positioned with respect to innovation and creative solutions. Strategically coordinate all aspects of the development process to maximize ROI.

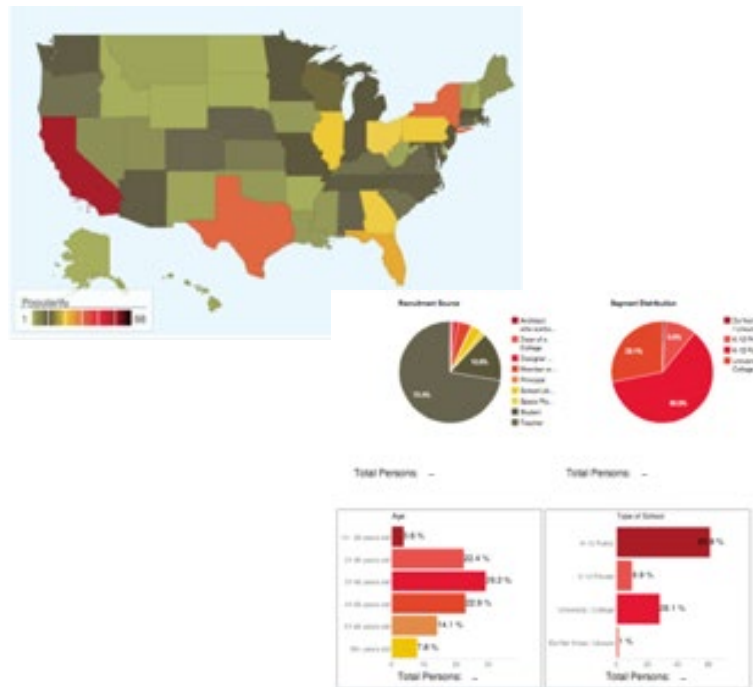
## Concurrent Innovation compressing Development Timelines



**VALIDATE AND VERIFY THROUGHOUT THE PROCESS TO IMPROVE OUTCOMES AND SUCCESS**



# STREAM RESEARCH®



Massive groups that are **connected and informed** providing invaluable insights over a long period of time

Next generation customer insight tool access to **40 Million** U.S. Consumers

Tools capable of delivering both **qualitative and quantitative** as a result of collecting extensive data points

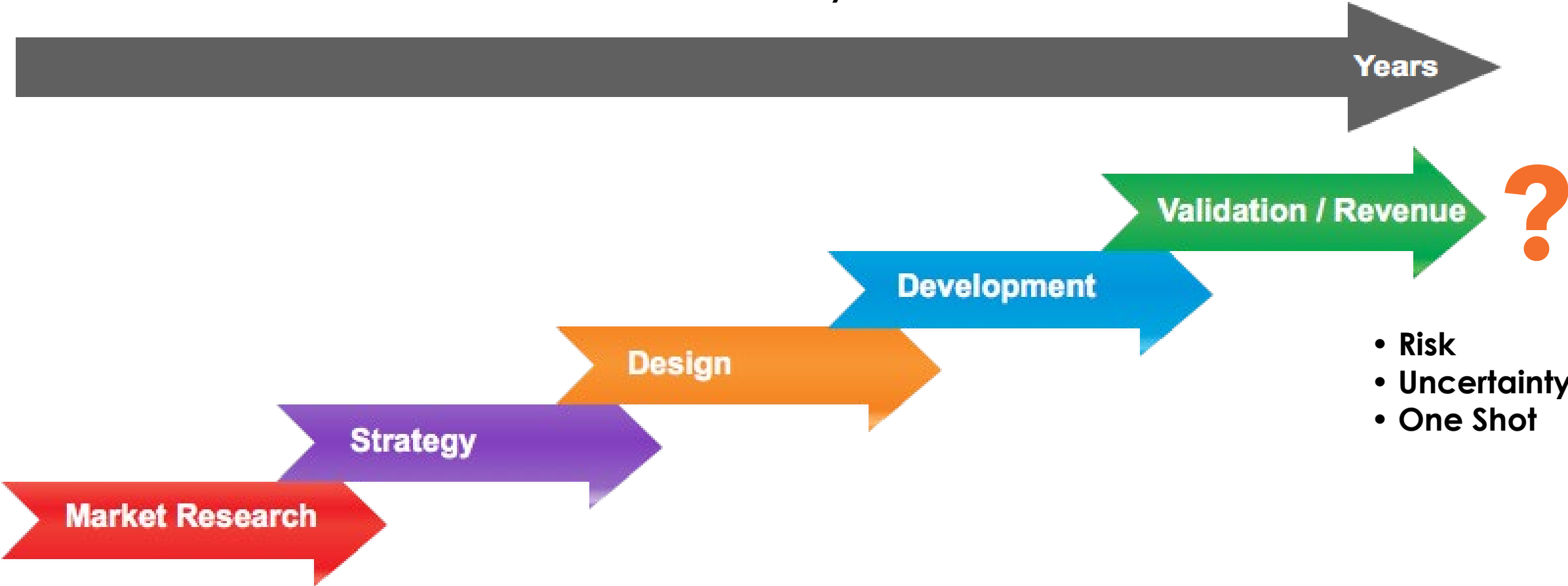


# STREAM RESEARCH®



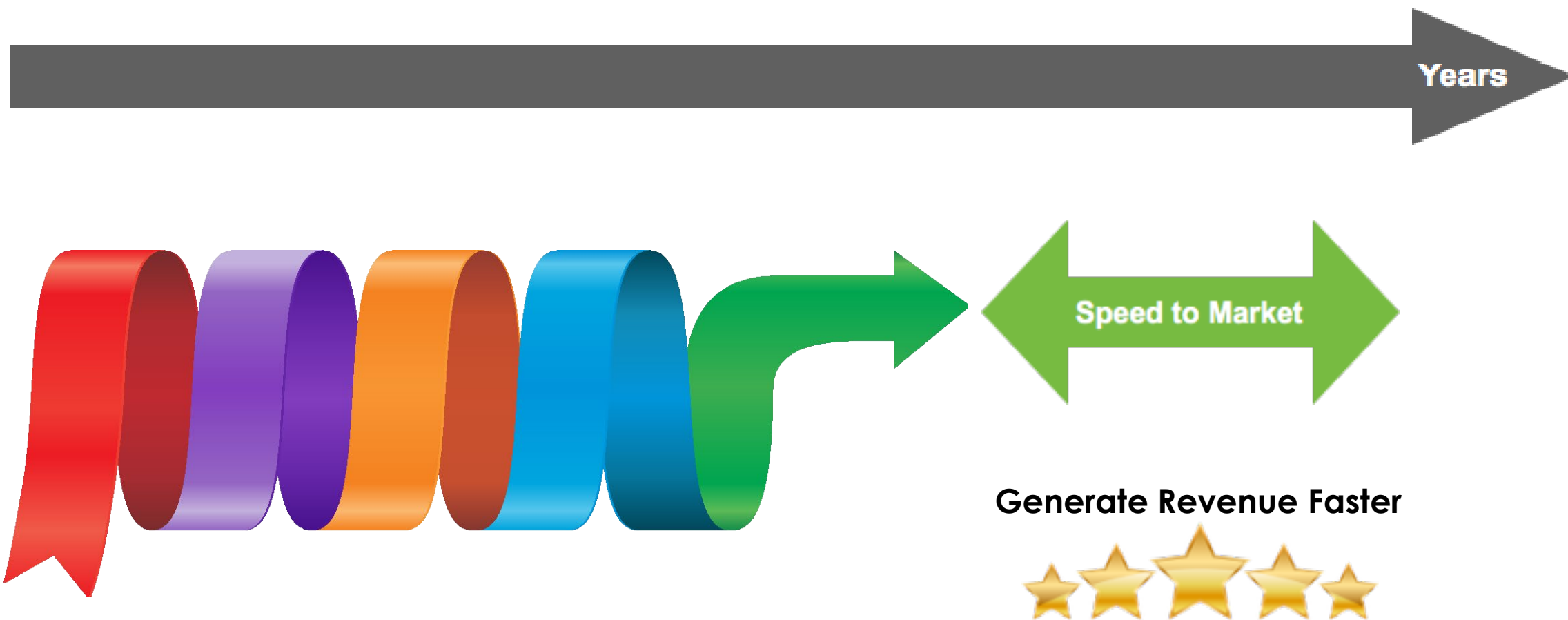
# TRADITIONAL PROCESS

Serial Phases cost time and revenue with uncertainty



- Risk
- Uncertainty
- One Shot

# CONCURRENT PROCESS



# ONLINE PLATFORM FEATURES / ACTIVITIES

- ATOM Managed
- Proprietary Platform
- Private / Curated Platform
- Screened in members (Citizens)
- Weekly activities / questionnaires
- Real-time reporting

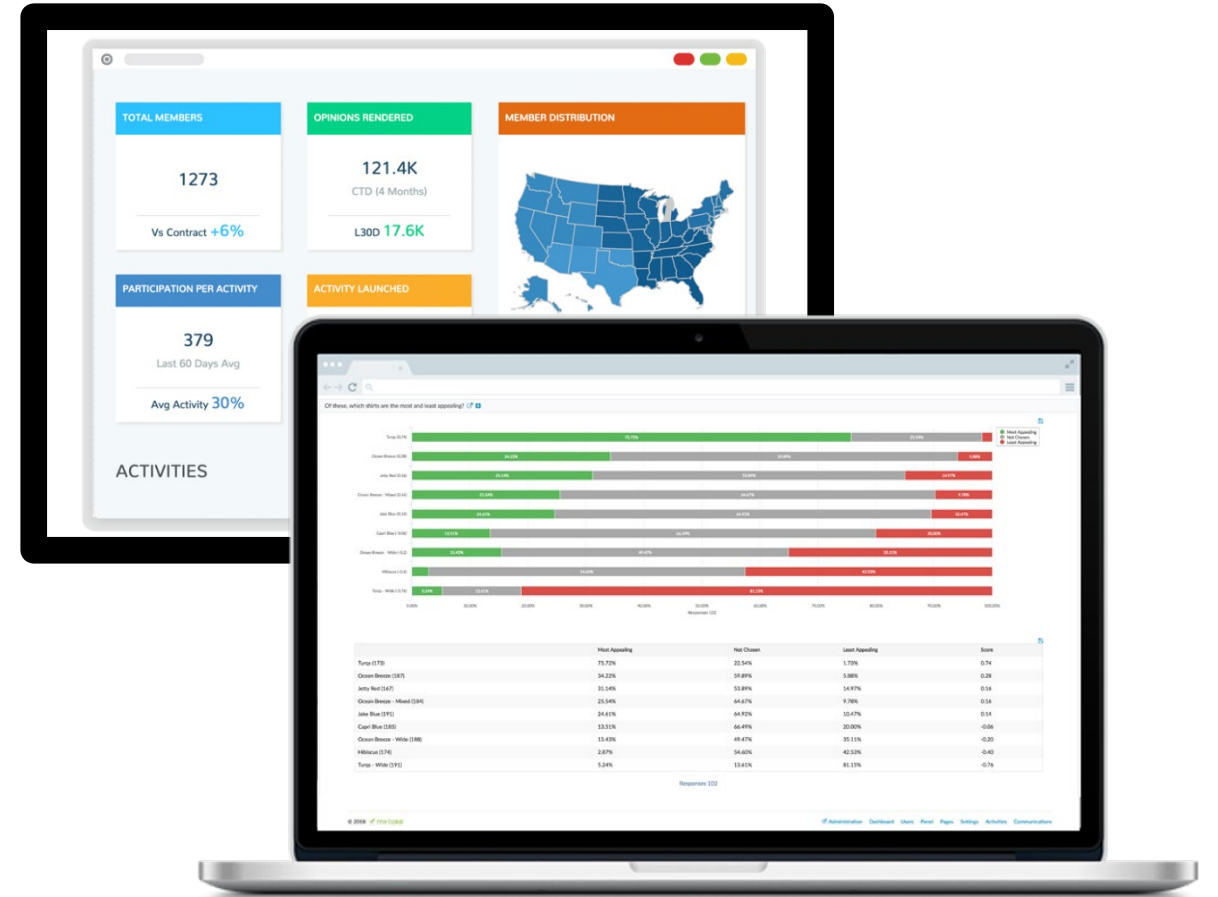


## ONLINE COMMUNITY:

- Live for **14 Weeks**
  - Launched **27 Activities**
    - 15 Surveys
    - 12 Discussions
- 295 Members
- **74%** of members reside in **85257**
- **18%** of members reside in **85251**
- Collected **26,500 DATA POINTS**

# ONLINE PLATFORM FEATURES / ACTIVITIES

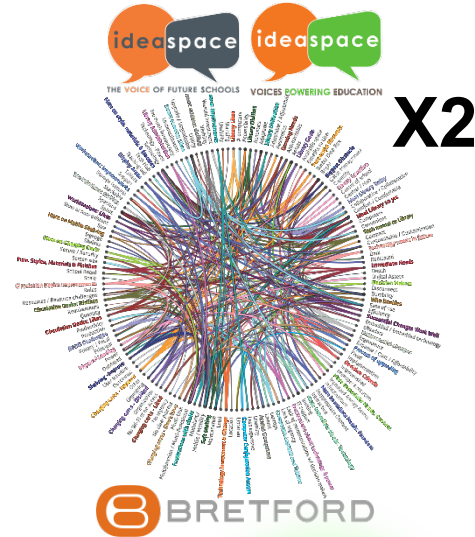
- Surveys (Programmed advanced logic)
- Forums
- Discussion Boards
- Questionnaires
- Polling
- Diaries / Digital Journaling
- Idea Session (co-creation)
- Mobile Cataloging
- Targeted Topics (deep dive qual)
- Home testing
- Video Huddling / chat
- Real-time Reporting





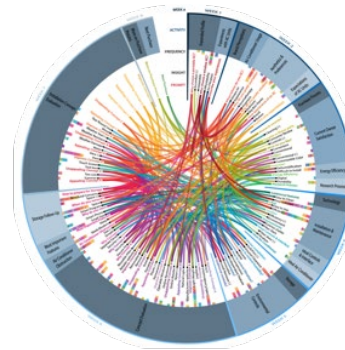
# STREAM RESEARCH

**SAFEZONE**

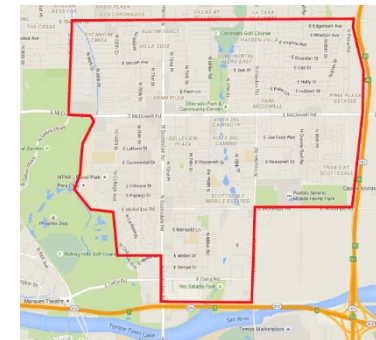


**EXPERIENCE ZONE**

**COOL\*ZONE**

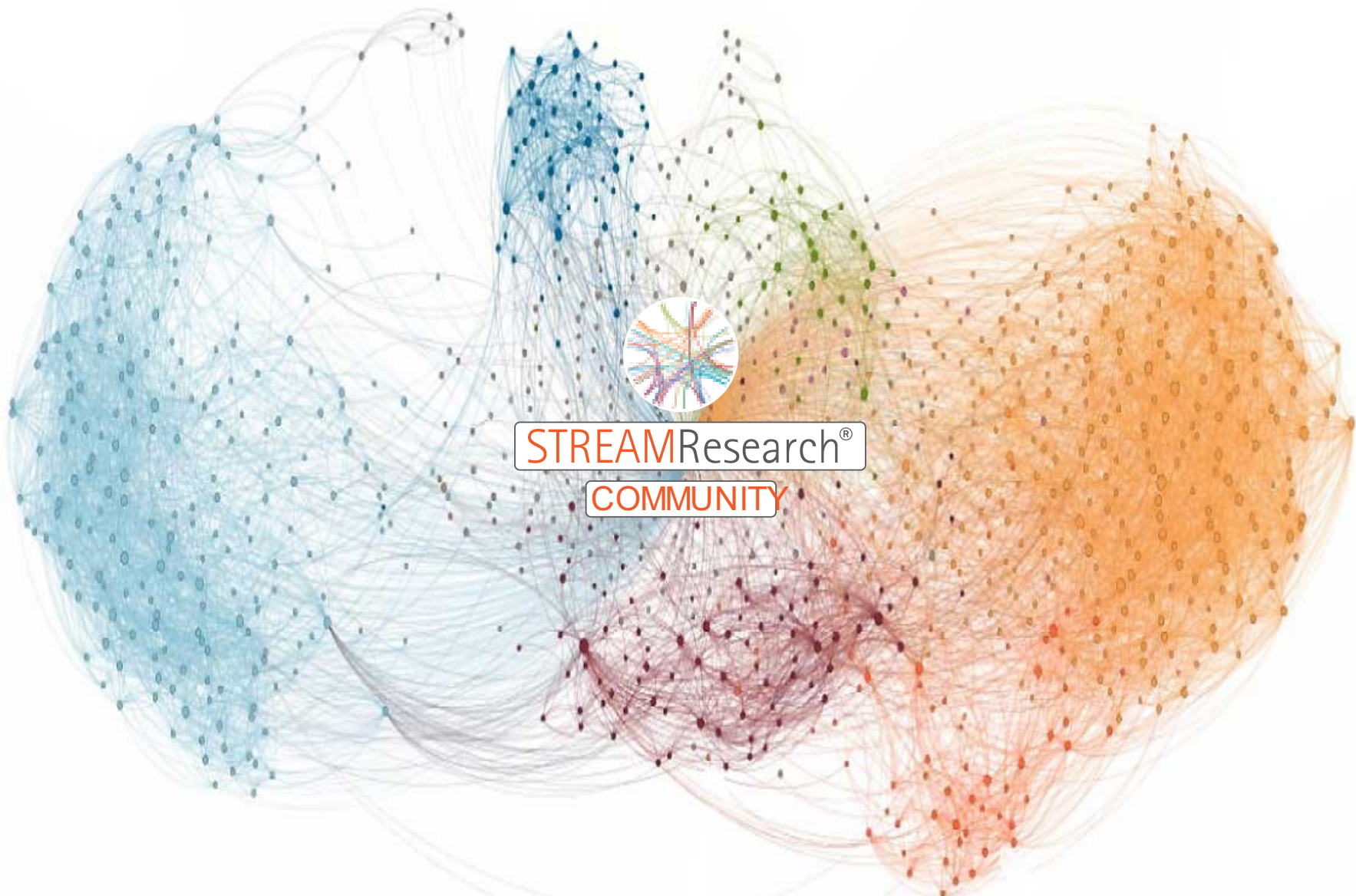


**POWERUP**  
OUTDOOR UTILITY COMMUNITY



**Scottsdale  
Community**





STREAMResearch®  
COMMUNITY

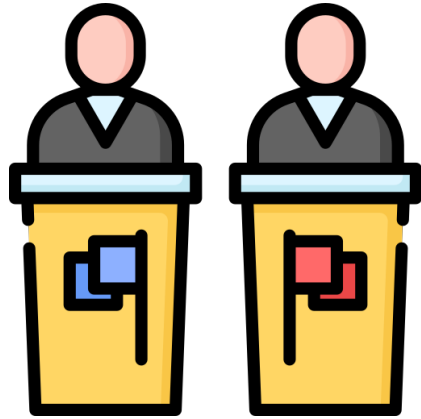
# COMMUNITY NARRATIVE AND INFORMATION



# OUR WORLD IS RAPIDLY EVOLVING



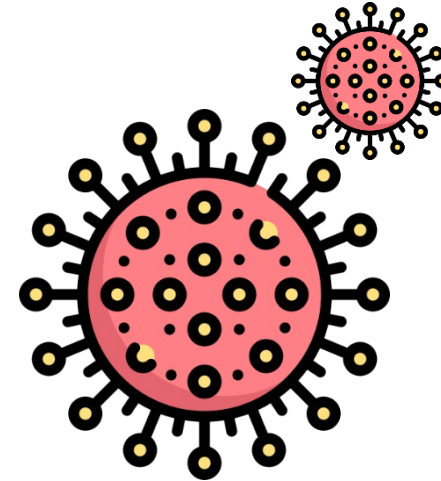
HOUSING COSTS  
IMPACTING  
URBAN PERSONA



POLITICAL INFLUENCES  
ALTERING  
URBAN ECONOMIES



SUSTAINABILITY  
TRANSFORMING  
URBAN COMMUNITIES



COVID-19  
REDEFINED  
URBAN ECONOMIES



GREAT RESIGNATION  
REINVENTED  
URBAN WORKPLACES

## NET DOMESTIC MIGRATION BY STATE JULY 1, 2020 to JULY 1, 2022

	STATE	GAIN
1	Florida	+220,890
2	Texas	+170.307
<b>3</b>	<b>Arizona</b>	<b>+93,026</b>
4	North Carolina	+88.673
5	South Carolina	+64.833
6	Tennessee	+61.390
7	Georgia	+50.632
8	Idaho	+48,876
9	Utah	+32,200
10	Nevada	+25.327

	STATE	LOSS
1	California	-367,299
2	New York	-352.185
3	Illinois	-122.460
4	Massachusetts	-46,187
5	Louisiana	-30.312
6	New Jersey	-27.766
7	District of Columbia	-23.030
8	Maryland	-19.871
9	Minnesota	-13453
10	Hawaii	-12,603



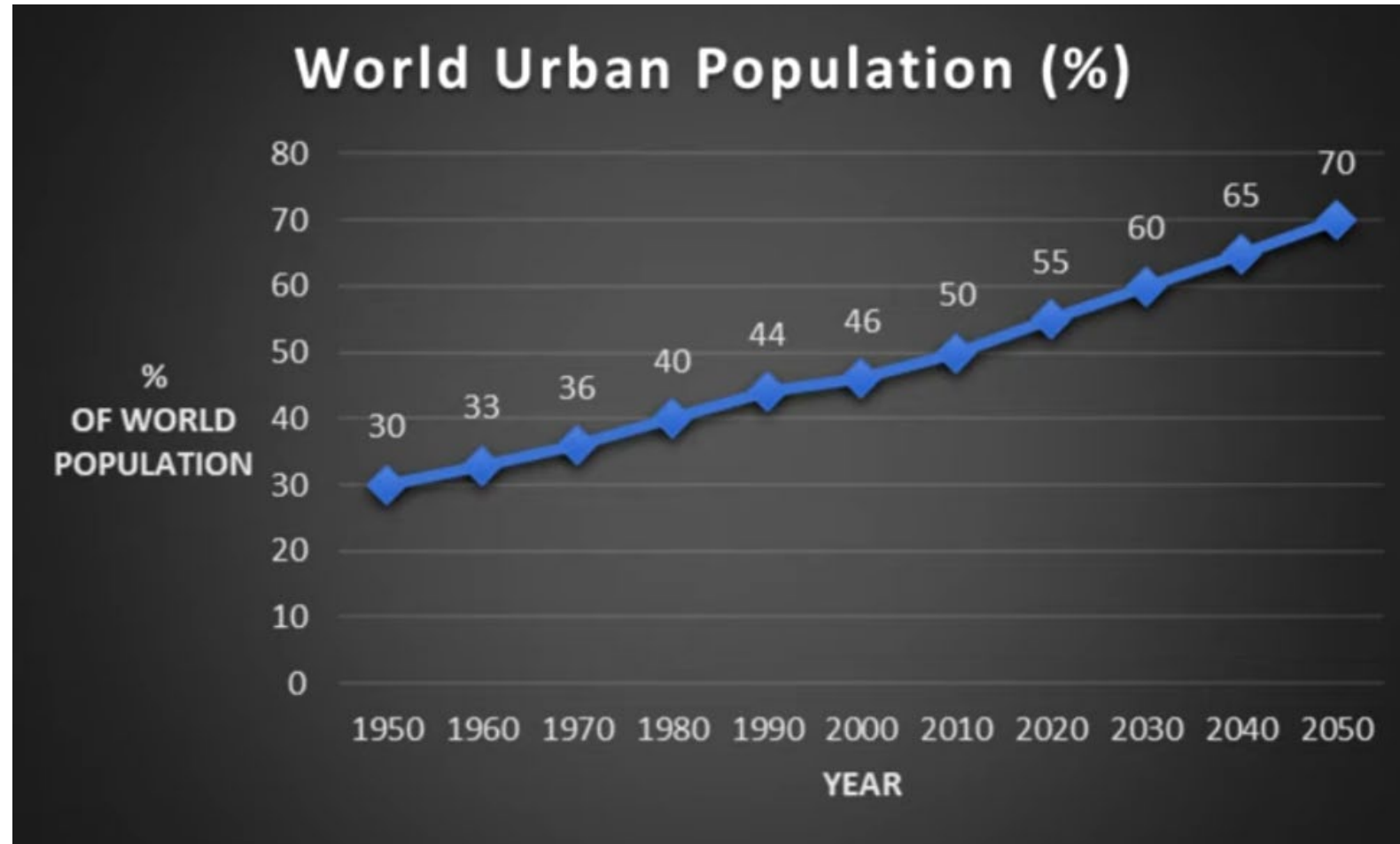
## DRIVERS ON URBAN CHANGE

### PULL FACTORS

- High wage jobs
- Higher quality of living
- Better access to healthcare
- Better access to education

### TRENDS

- Smart Cities
- Efficiency of transport systems
- Protecting green spaces
- Development of sustainable cities utilizing renewable energy sources

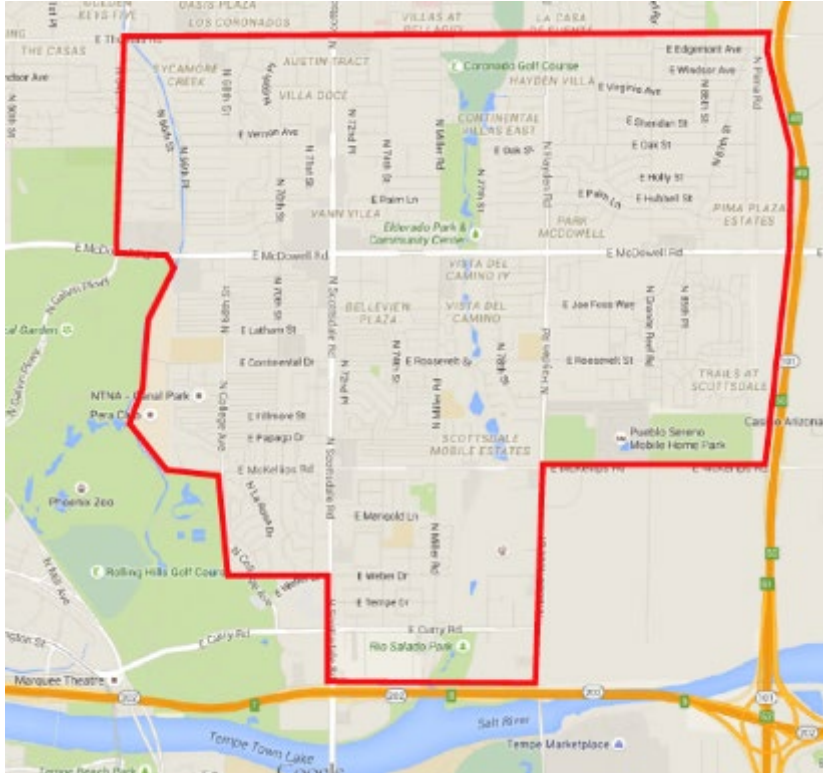
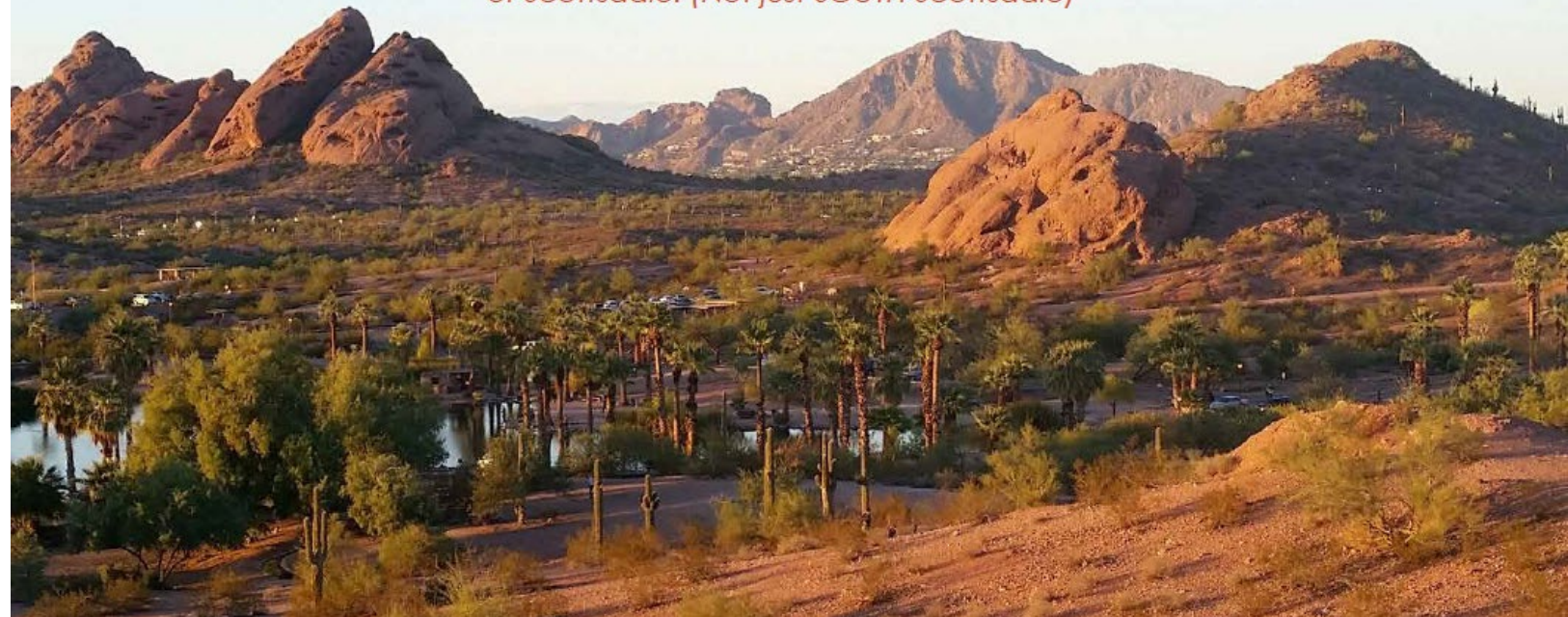


# SOUTH SCOTTSDALE ONLINE RESEARCH COMMUNITY ANALYSIS SUMMARY

**ATOM** +  
INNOVATION + PRODUCT DEVELOPMENT



*"Forums like this, where neighbors come together to give input, share ideas, and dreams are how we will finally make this part of town, once again, the thriving part of Scottsdale. (Not just SOUTH Scottsdale)"*



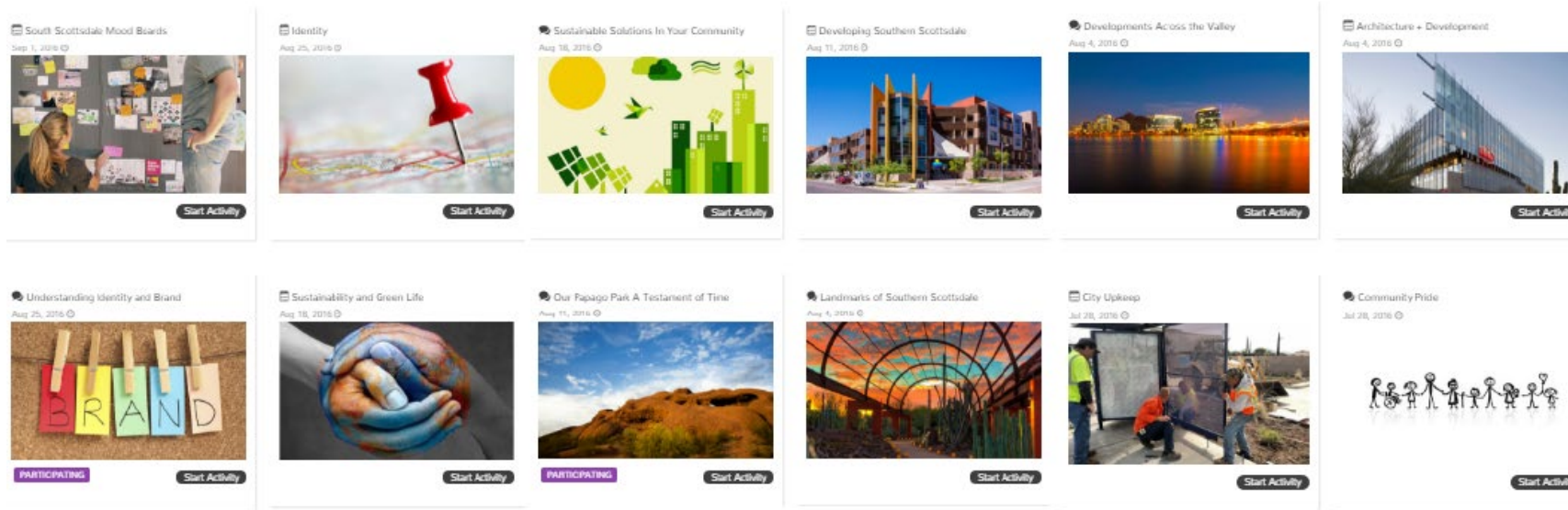


## THE ONLINE RESEARCH COMMUNITY

The screenshot displays the Gateway Alliance website interface. At the top, there is a banner with the text "RE-IMAGINING SOUTHERN SCOTTSDALE" and a sub-header "Dedicated to advancing investment and revitalization opportunities in the Southern Scottsdale Community." Below the banner is a navigation menu with options: Home, Activities, Discussions, Members, Invite a Neighbor, Incentives, and a user profile for KirstonAdmin. The main content area is titled "FEATURED ACTIVITIES" and features a large image of a person working on a mood board titled "South Scottsdale Mood Boards" with a date of "Sep 14, 2016". To the left of the main content is a sidebar for the user KirstonAdmin, showing a profile picture, name, and various dashboard options like Badges, Points, My Dashboard, My Activity, My Messages, My Profile, and My Settings. Below the sidebar is a "LeaderBoard" section with a "Month To Date" filter and a list of users with their points. The main content area also includes a filter for "All Site Activity" and a list of recent activities, such as "Abi completed the survey Architecture + Development" and "dahlerton posted on the discussion topic Sustainable Solutions in Your Community".

## SGA ONLINE COMMUNITY:

- Live for **14 Weeks**
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- 295 Members
- **74%** of members reside in **85257**
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- Collected **26,500 DATA POINTS**



## SGA ONLINE COMMUNITY PARTICIPATION:

- Launched **24 Activities**
  - 13 Surveys
  - 11 Discussions
- Collected **23,600 DATA POINTS**
- Approximately **25% PARTICIPATION RATE** - 67 completes per activity



## SOUTH SCOTTSDALE IN YOUR WORDS



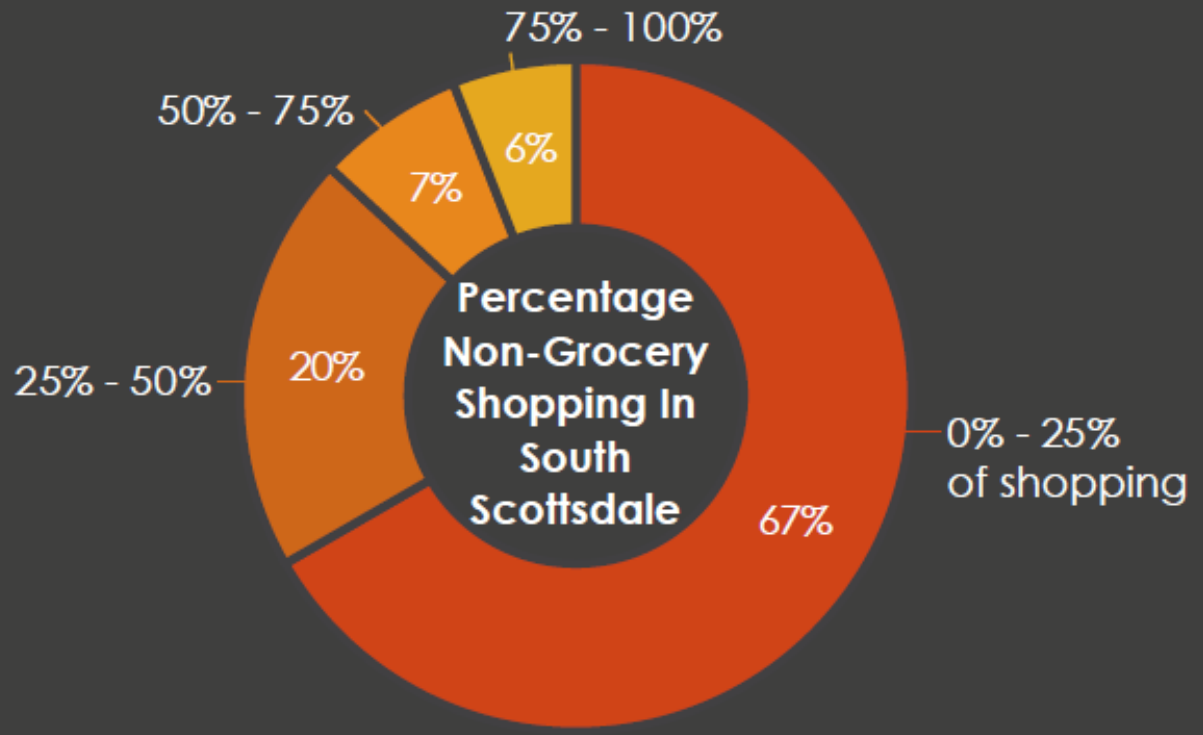
*"I say I live in an area that had been neglected, but is now starting to turn around. I say this is original Scottsdale, and we are close and strong."*

### **SOUTH SCOTTSDALE, AS DESCRIBED BY THE RESIDENTS:**

- **Location** - Participants refer to **South Scottsdale** as a **HUB** providing easy access to all major parts of the valley.
- **Development** - Members are **very excited** about **new development** in the area, and looking forward to upcoming development - **revitalizing an area** that was once a **neglected** part of town.
- **Healthy** - Residents enjoy the **outdoor recreational opportunities** found nowhere else in the Valley.
- **Architecture** - They like the **unique architecture style** and the combination of **classic** and **modern** aesthetics.



# POINTS OF INTEREST



## POINTS OF INTEREST



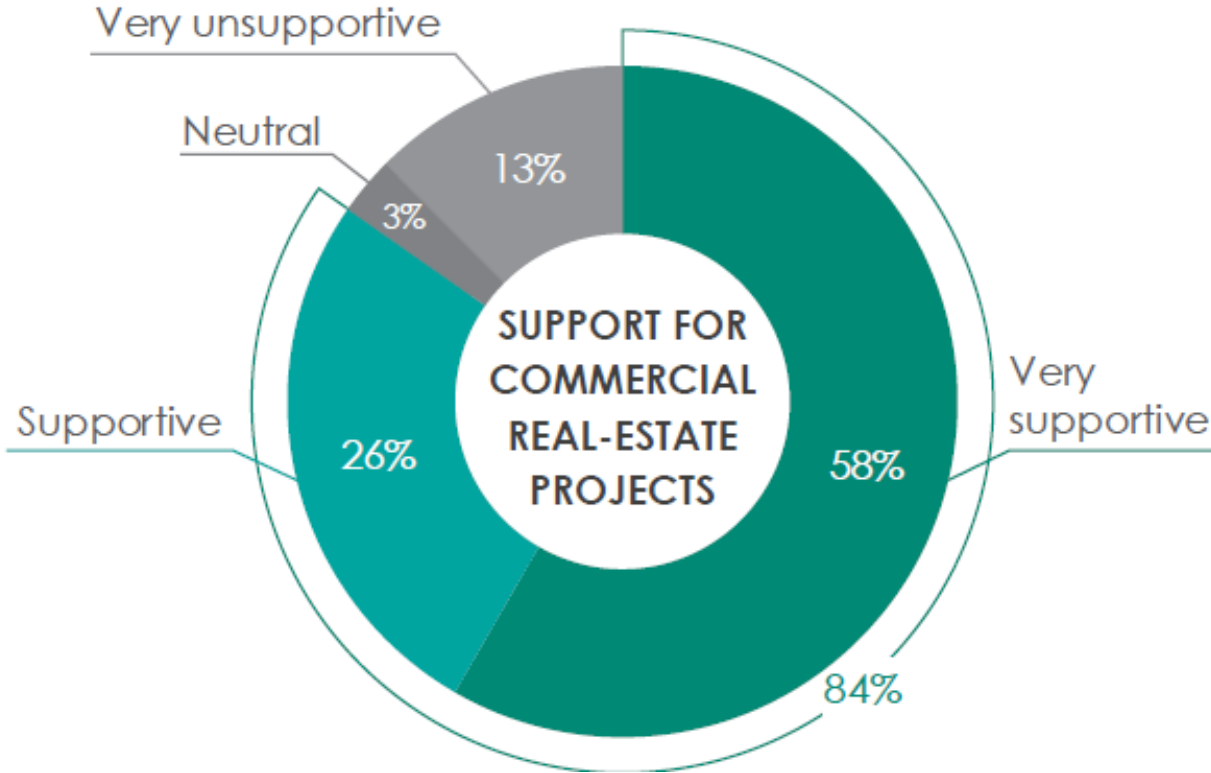
## DESIRED SOUTH SCOTTSDALE AMENITIES

- South Scottsdale residents are desperate for a night life - About **50%** of participants indicated they **DO NOT** go out in South Scottsdale.
- 

## EXPECTATIONS FOR INCOMING ESTABLISHMENTS

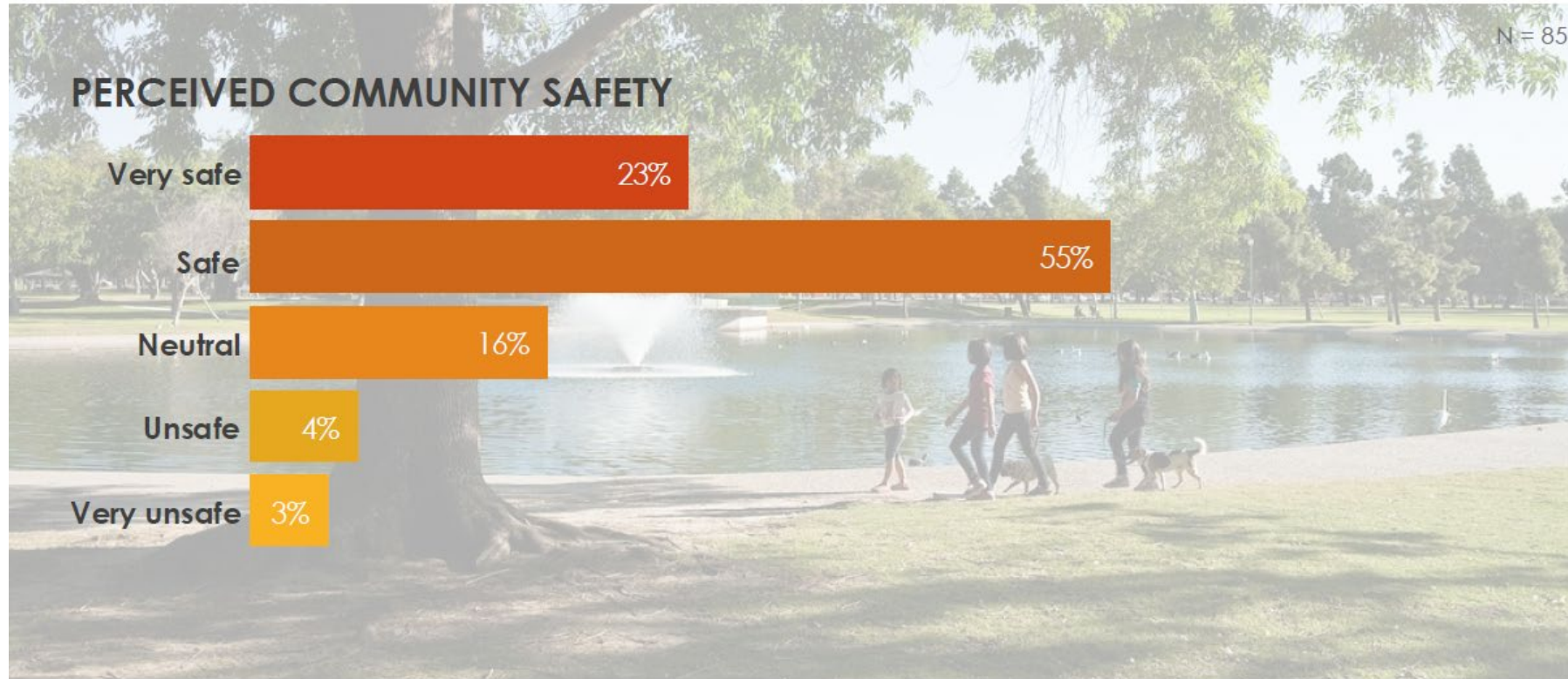
- Local
- Unique
- Dog Friendly

## DEVELOPMENT



- **63%** indicated they were **supportive of new, higher-end properties** being designed and priced to attract residents.
- 
- Members who were **less supportive of VERY High-end properties** were concerned with:
    - Greatly **increasing the cost of living**
    - Making it unfordable for residents
    - **Removing the character** of the area.





#### REASON FOR FEELING SAFE n = 68

- Overall feeling of safety in the community
- Heavy police presence + Neighborhood watch
- Perception that crime rates are low
- We look out for one and other

#### REASONS FOR FEELING UNSAFE n = 6

- Recent crimes are unsettling
  - Murders + Robberies were referenced
- Perception of overall crime rates
- Presence of Homeless
- Some parts feel more dangerous than others

# SOUTHERN SCOTTSDALE PUBLIC PROTECTION IN COMPARISON

**Good** compared to **Scottsdale**



**Better** than **Maricopa County**



**Better** than **Arizona**



## CHANGES TO PUBLIC PROTECTION SERVICES OF SOUTHERN SCOTTSDALE

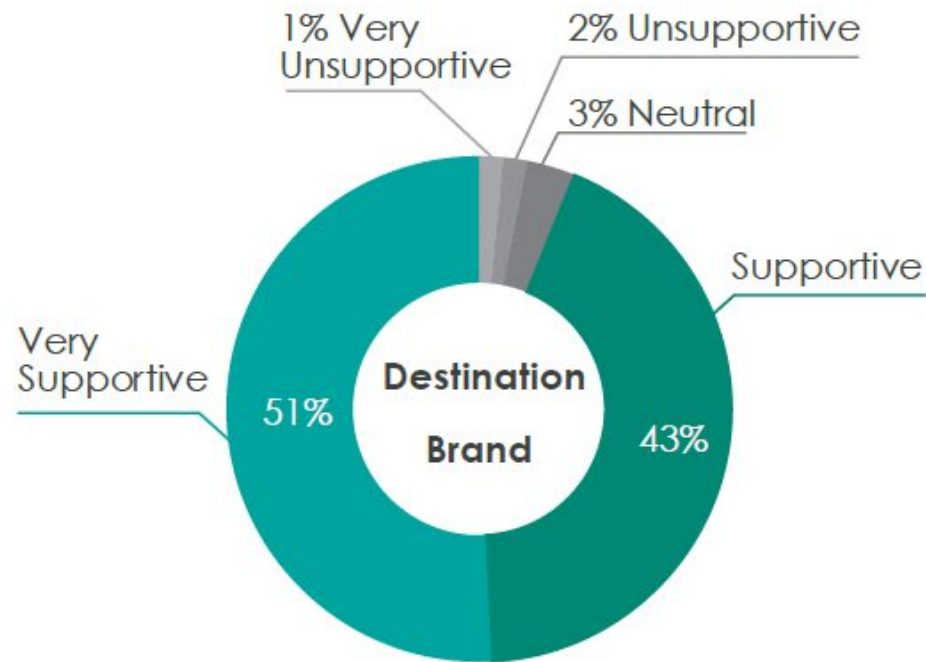
- More visible police force
- Police Training



## PUBLIC TRANSPORTATION



## FOUR PILLARS OF SOUTH SCOTTSDALE IDENTITY



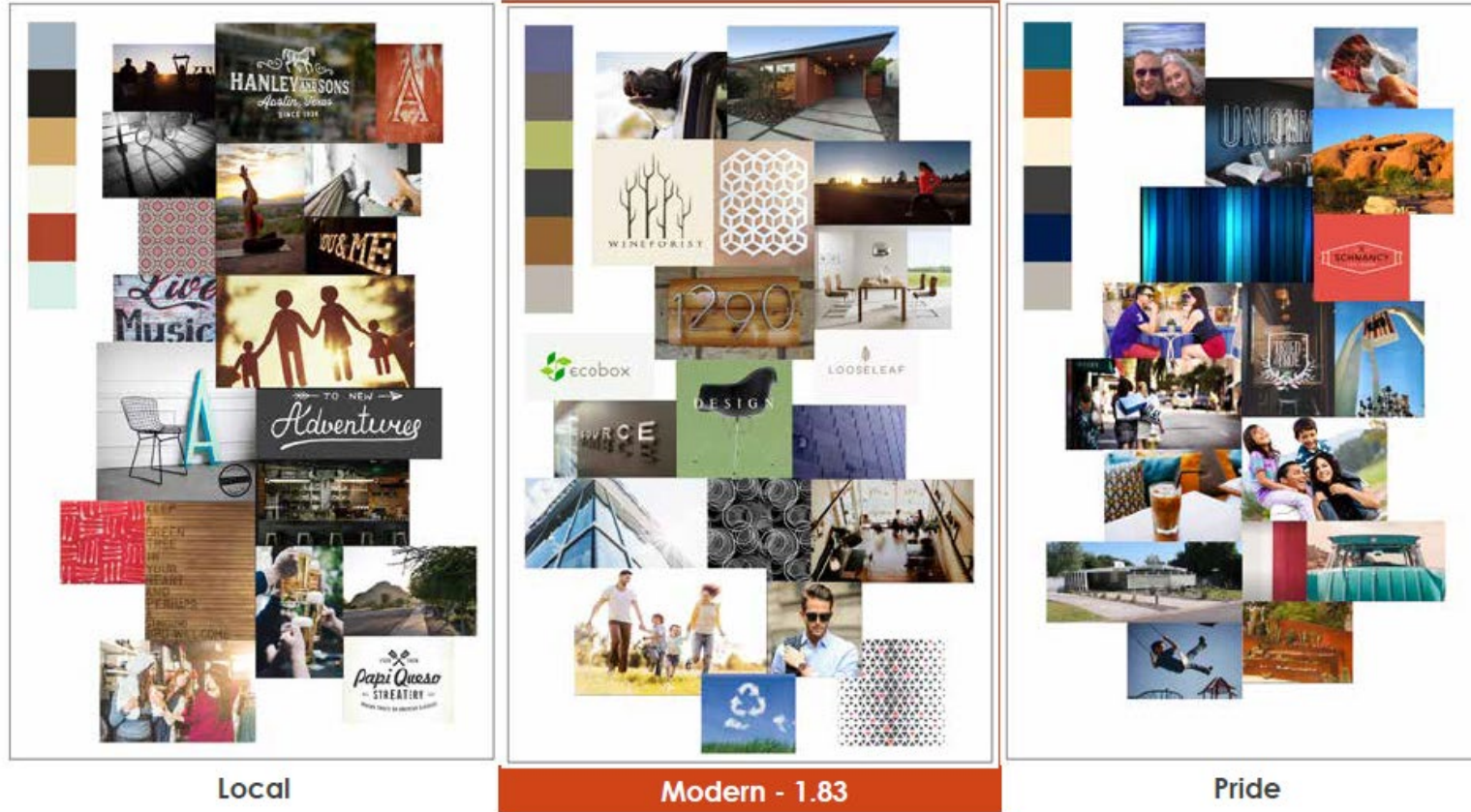
• **94%** Indicated they were **SUPPORTIVE** of giving south Scottsdale a **destination brand** where the focus is the image created for the community and how it makes someone feel to be in south Scottsdale.

• **95%** Indicated that they **AGREED** that identity and brand lead to economic development and Revitalization.





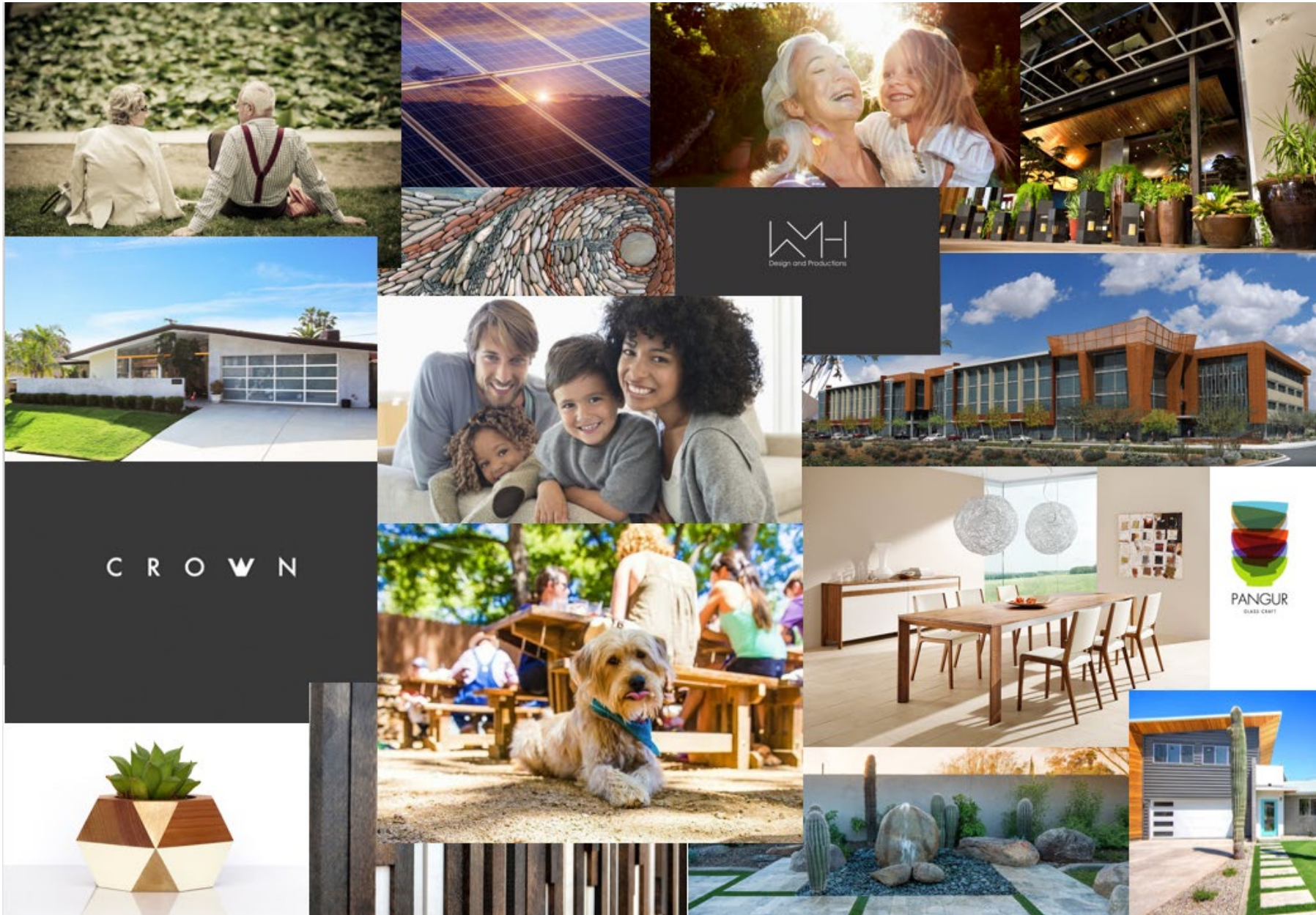
## IDENTITY EXPLORATION - MOOD BOARDS



### ESTABLISHING FEELING + EMOTION:

- Mood Board - **Modern** was ranked **HIGHEST** among the three.
- **40%** felt **Modern** represented the identity they would like to see for S.S.
- **Pride** ranked **SECOND**.





WMH  
Design and Productions

C R O W N

PANGUR  
DESIGN GROUP



# SOUTH SCOTTSDALE



# SKYSONG AREA: SMART CITY

PRIMARY AREAS

## STAGE I: D&I / SMART CITY

South Scottsdale: 85257

Reach out to original South Scottsdale STREAM Community

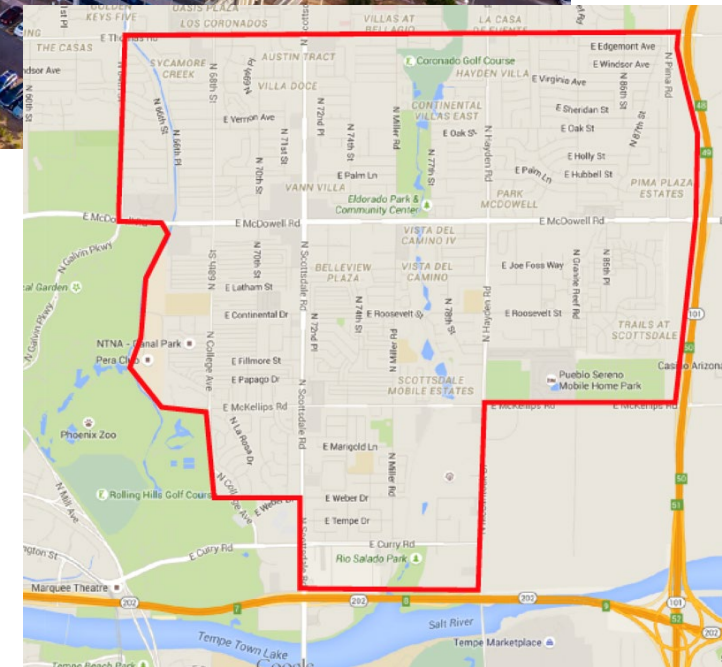
Leverage local residents from 1,300 panel.

Engage with Local businesses and events to recruit

Work with ATOM panel partners



## South Scottsdale Smart City Initiative

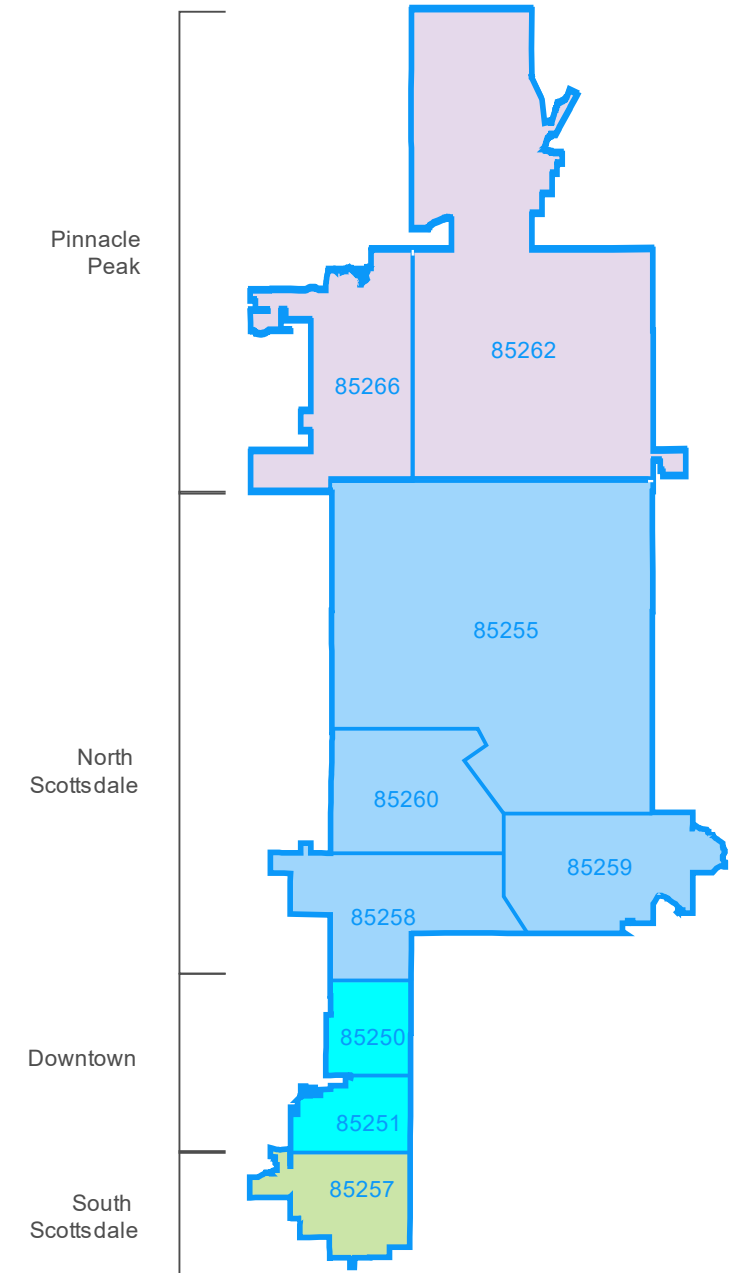


# STREAM COMMUNITY: LONG-TERM

## ENTIRE CITY

South Scottsdale:	85257
Downtown:	85250 & 85251
North Scottsdale:	85255, 85258, 85259, 85260
Pinnacle Peak:	85262, 85266

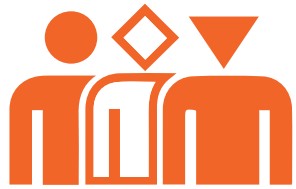
If alternative configurations are required please let us know.





# CIVIC INITIATIVES DRIVERS

The Combined team of City Staff and ATOM will work through a robust content plan during STAGE II that will undertake several portfolio and civic initiatives within the STREAM Community. This is projected to a long-term engagement platform and effort to maintain connection with the residents and businesses of Scottsdale.



**DIVERSITY & INCLUSION**



**CITY PLANNING**



**SUSTAINABILITY**



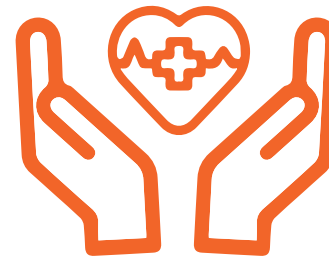
**HR**



**SMART CITY**



**AVIATION**



**HEALTHCARE**



**TOURISM / EVENTS**



# BENEFITS TO CITIZENS

AN IMPROVED QUALITY OF LIFE AS RELATES TO...



SAFETY



TIME AND  
CONVENIENCE



JOBS



WELLNESS



ENVIRONMENTAL  
QUALITY



SOCIAL  
CONNECTEDNESS  
AND CIVIC  
PARTICIPATION



MEDICAL



COST  
OF  
LIVING





# BENEFITS TO CITY

## AN INFLUX OF TALENT, BUSINESSES AND JOB OPPORTUNITIES



SAFER  
COMMUNITIES



NEW ECONOMIC  
DEVELOPMENT  
OPPORTUNITIES



EFFICIENT  
PUBLIC UTILITIES



IMPROVED  
TRANSPORTATION



REDUCED  
ENVIRONMENTAL  
FOOTPRINT



IMPROVED  
INFRASTRUCTURE



DATA-DRIVEN  
DECISIONS



CITIZEN AND  
GOVERNMENT  
ENGAGEMENT



INCREASED  
DIGITAL EQUITY

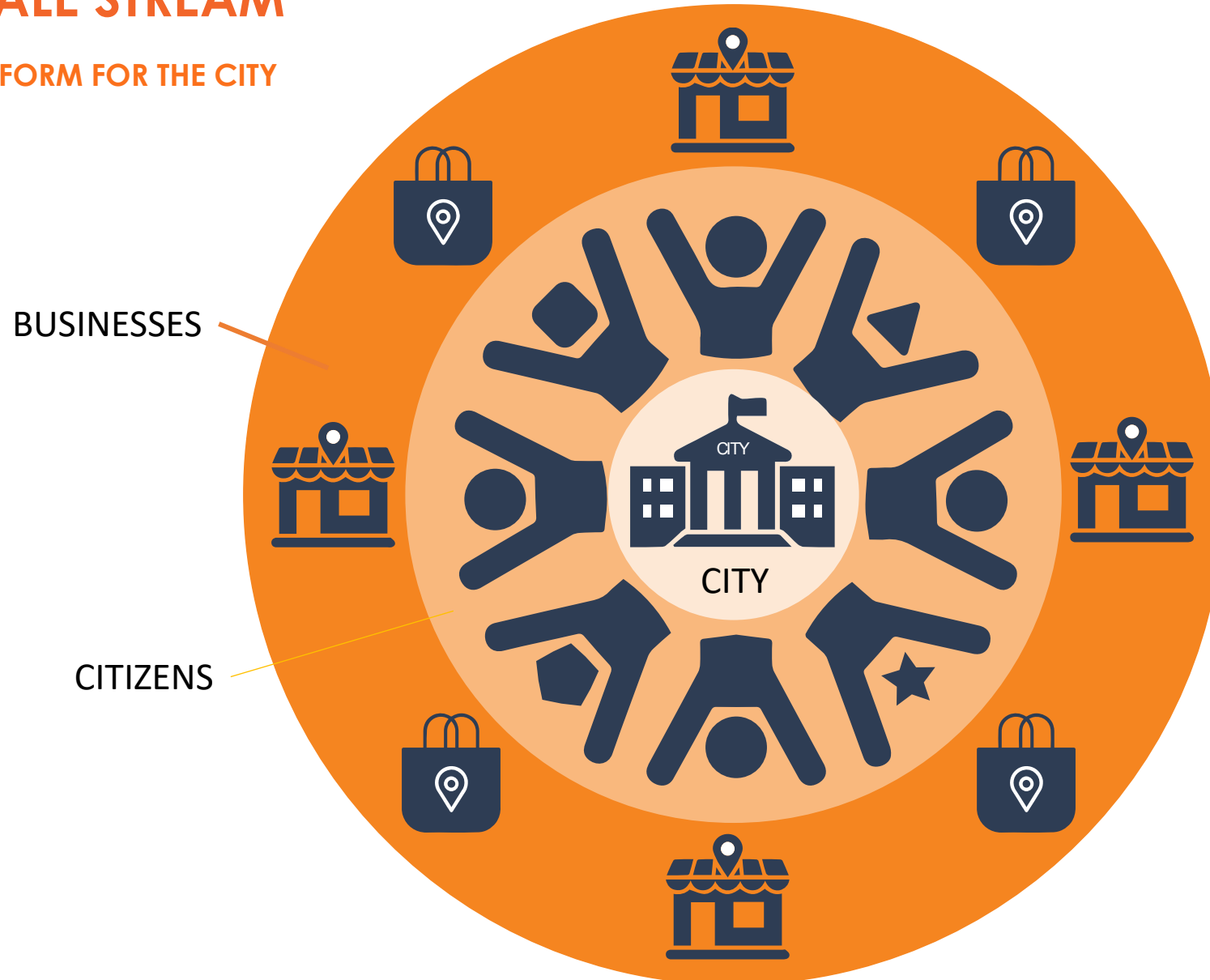


WORKFORCE  
ENGAGEMENT



# SCOTTSDALE STREAM

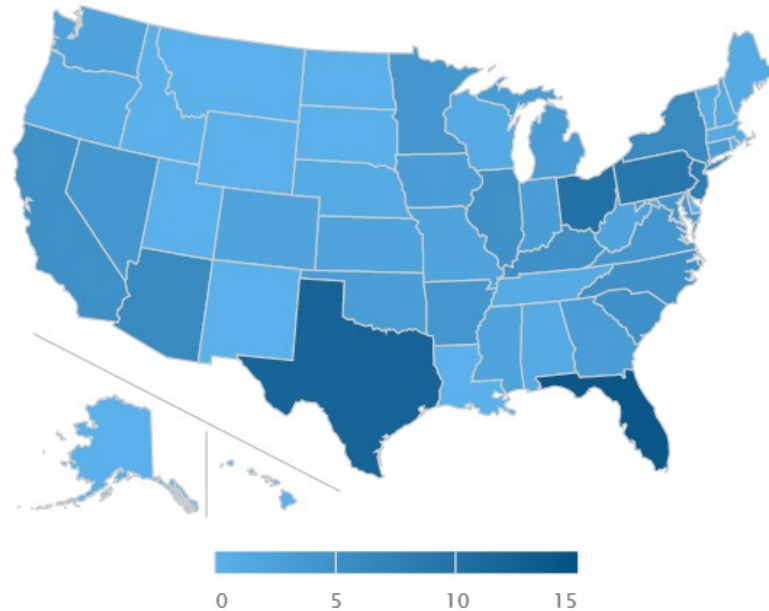
UNIFYING PLATFORM FOR THE CITY



# VOICE OF THE CITIZEN (VOC)

ATOM will leverage its team, tools and experience in leading the harvest of citizen insights to inform the city and staff on key issues. Connecting with your diverse cross section of residents and empathizing with their needs will **TRANSFORM THE CITY AND ITS FUTURE WITH A TRULY ENGAGING PARTNERSHIP.**

- Communities
- Surveys
- Questionnaires
- Storyboarding
- Journaling
- Locally
- Regionally
- Nationally
- Market Location Specific





# CITIZEN ENGAGEMENT

- How often are the citizens and businesses engaged?
- What methods does a city embrace to gain a pulse on the conversation?
- How does your city make informed decisions?
- How do you rank and prioritize initiatives?
- How do you measure success?





**REACTIVE**

**PROACTIVE**





THANK YOU!



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