ATOM
INNOVATION + PRODUCT DEVELOPMENT

LISTENING TO THE VOICE OF THE COMMUNITY

ENGAGEMENT AND DATA DRIVEN RESULTS

A plan and purpose for the future!

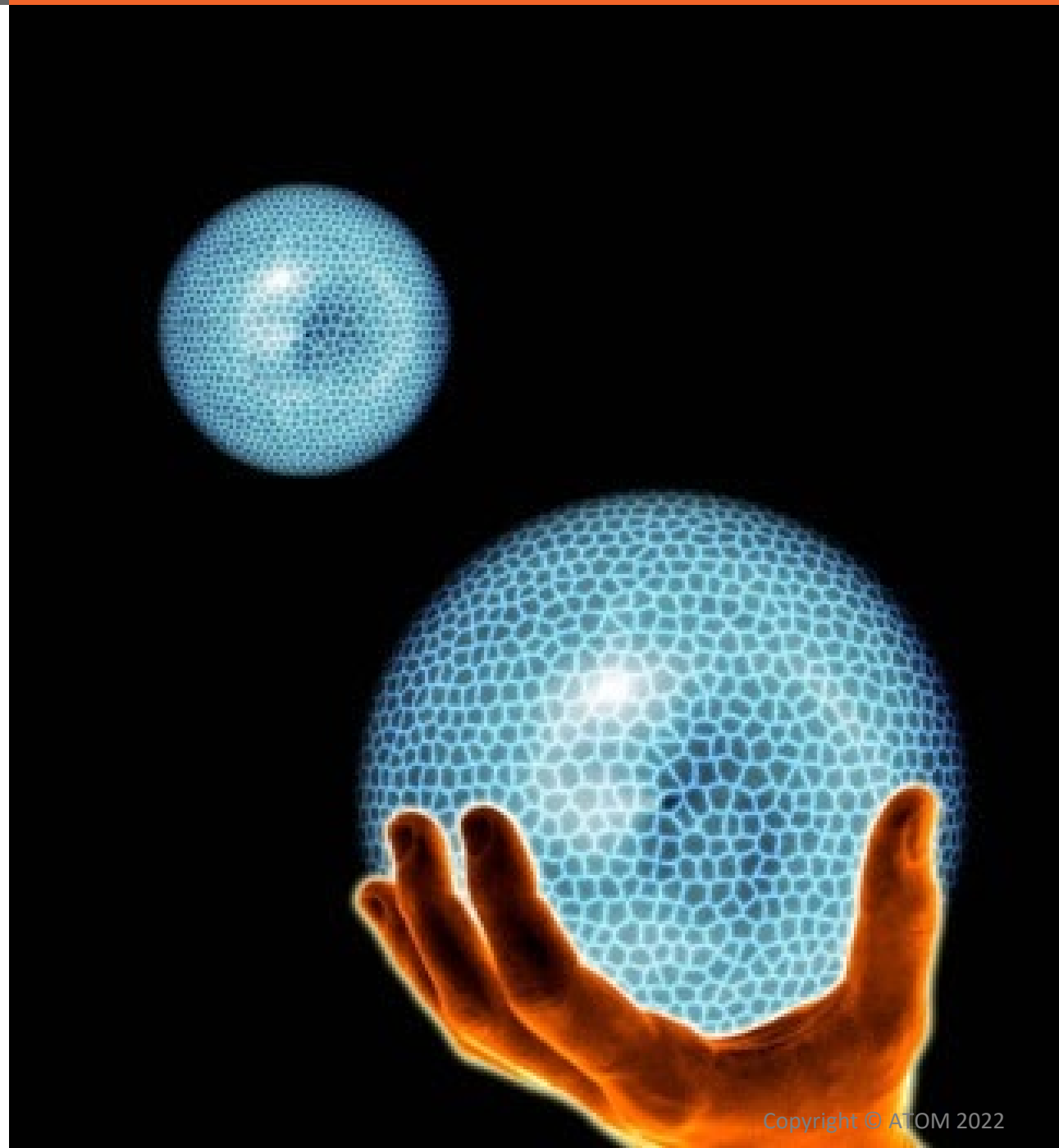
STREAMResearch®

Copyright © ATOM 2022

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.



Copyright © ATOM 2022

INNOVATION ACCELERATOR

USER / MARKET RESEARCH

VALIDATE SOLUTIONS

DEVELOP INNOVATIONS

MARKET LAUNCH

Copyright © ATOM 2022

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

Copyright © ATOM 2022

CUSTOMER SNAPSHOT

INSIGHT | STRATEGY | INNOVATION

Copyright © ATOM 2022

VOICE OF THE CITIZENS: COMPARISONS

MODERATOR

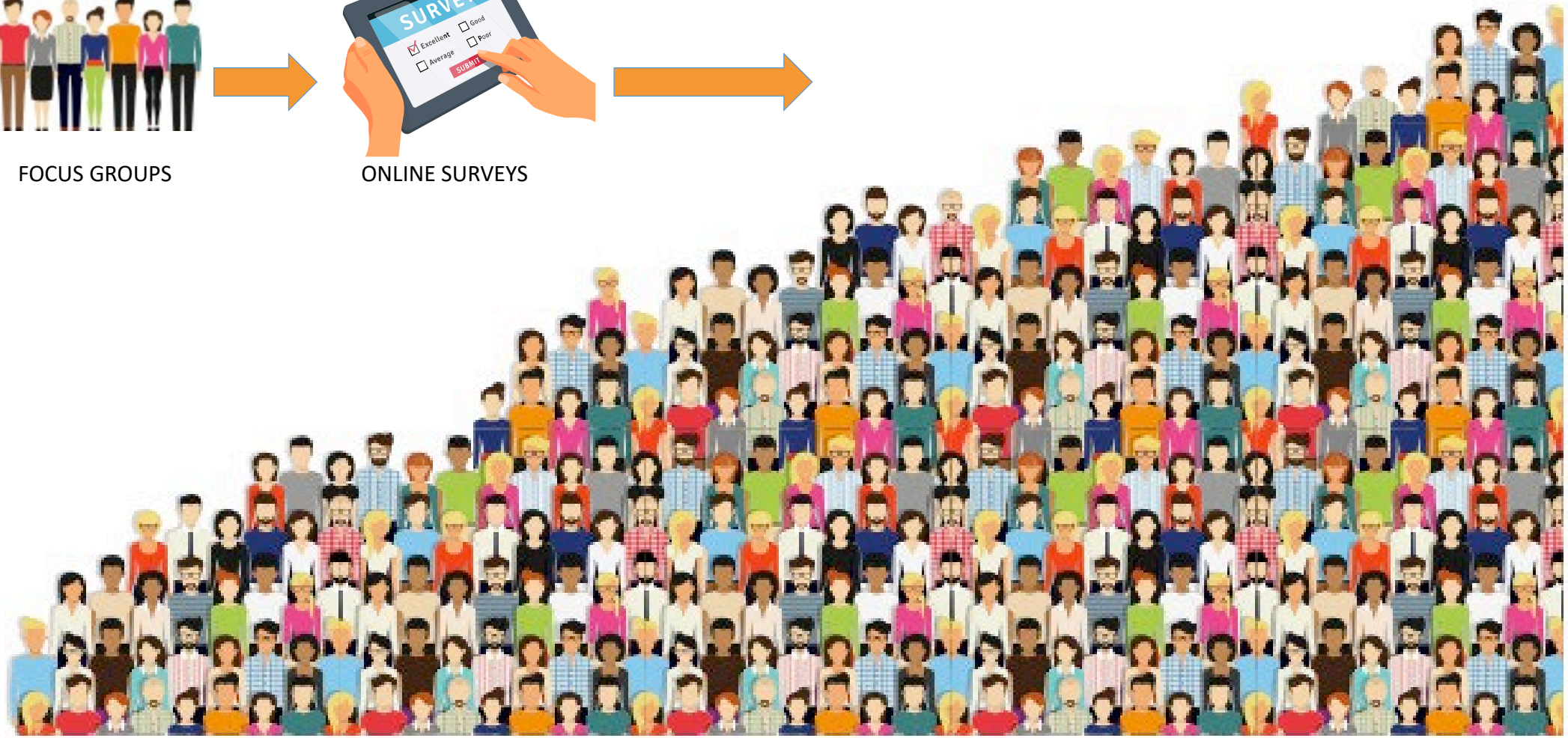
INTERVIEWS

CITIZENS

FOCUS GROUPS

ONLINE SURVEYS

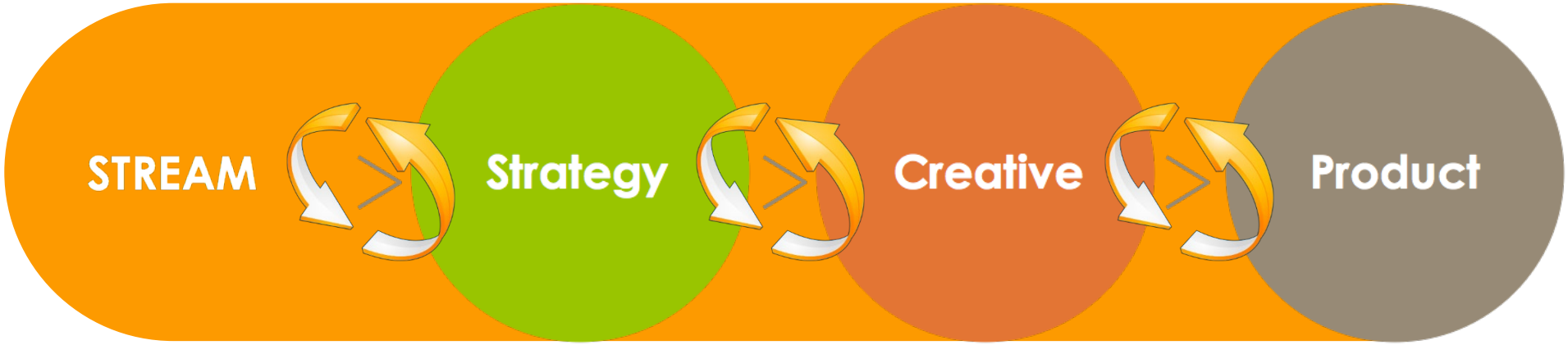
STREAM COMMUNITIES



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.

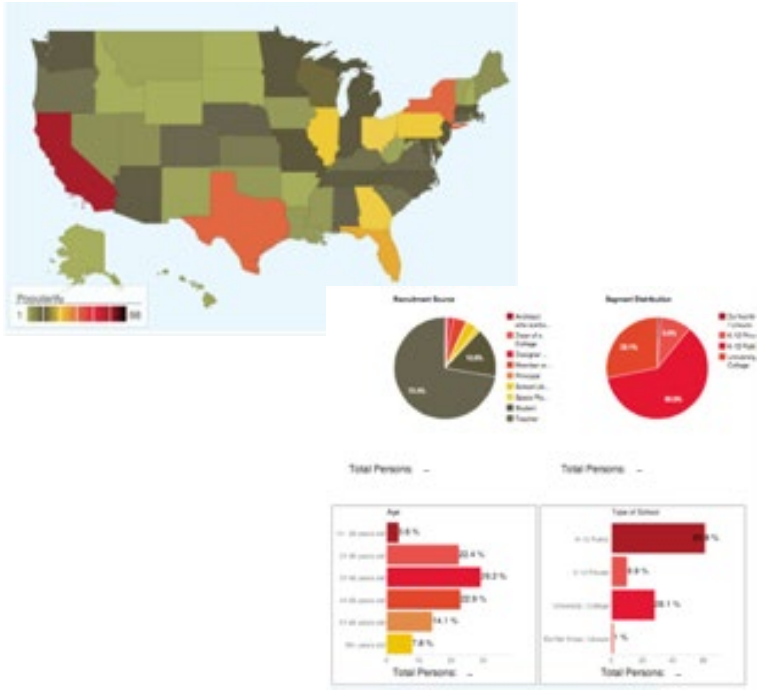
Concurrent Innovation compressing Development Timelines



VALIDATE AND VERIFY THROUGHOUT THE PROCESS TO IMPROVE OUTCOMES AND SUCCESS

Copyright © ATOM 2022

STREAM RESEARCH®



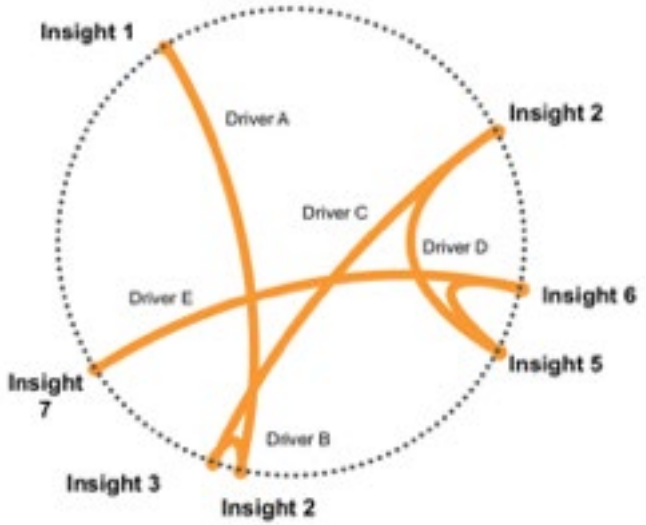
Massive groups that are **connected and informed** providing invaluable insights over a long period of time

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

Copyright © ATOM 2022

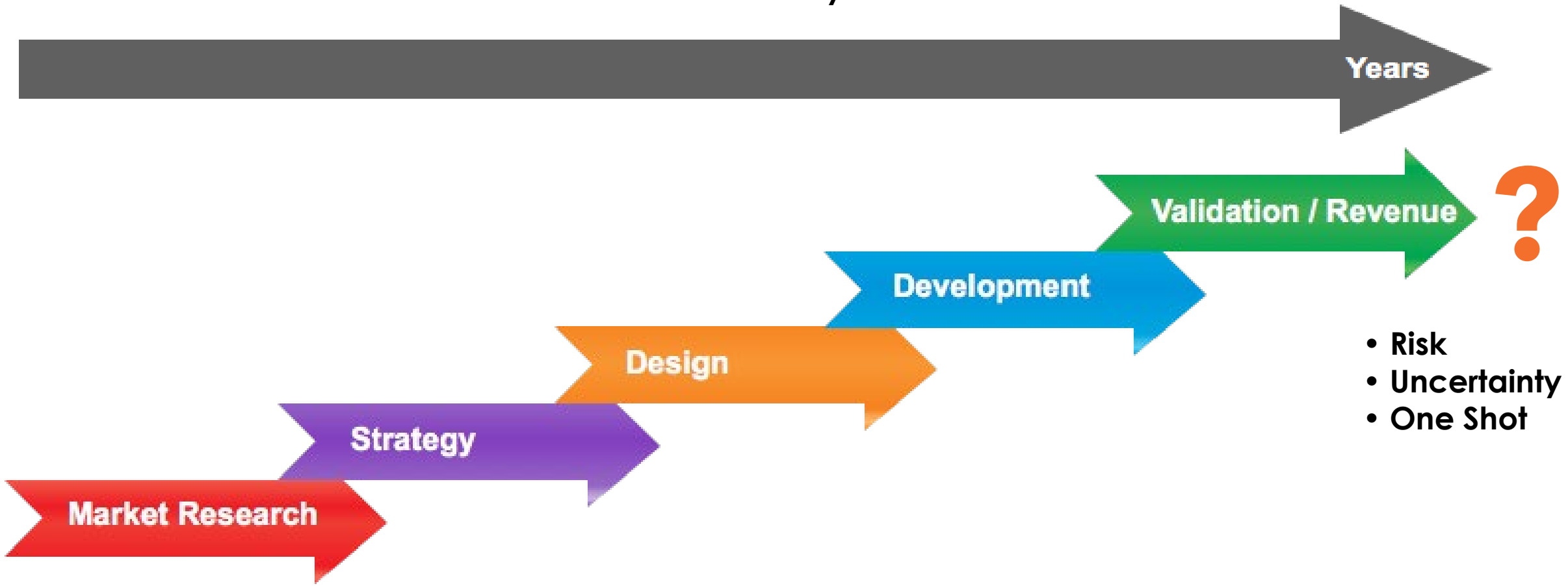
STREAM RESEARCH®



Copyright © ATOM 2022

TRADITIONAL PROCESS

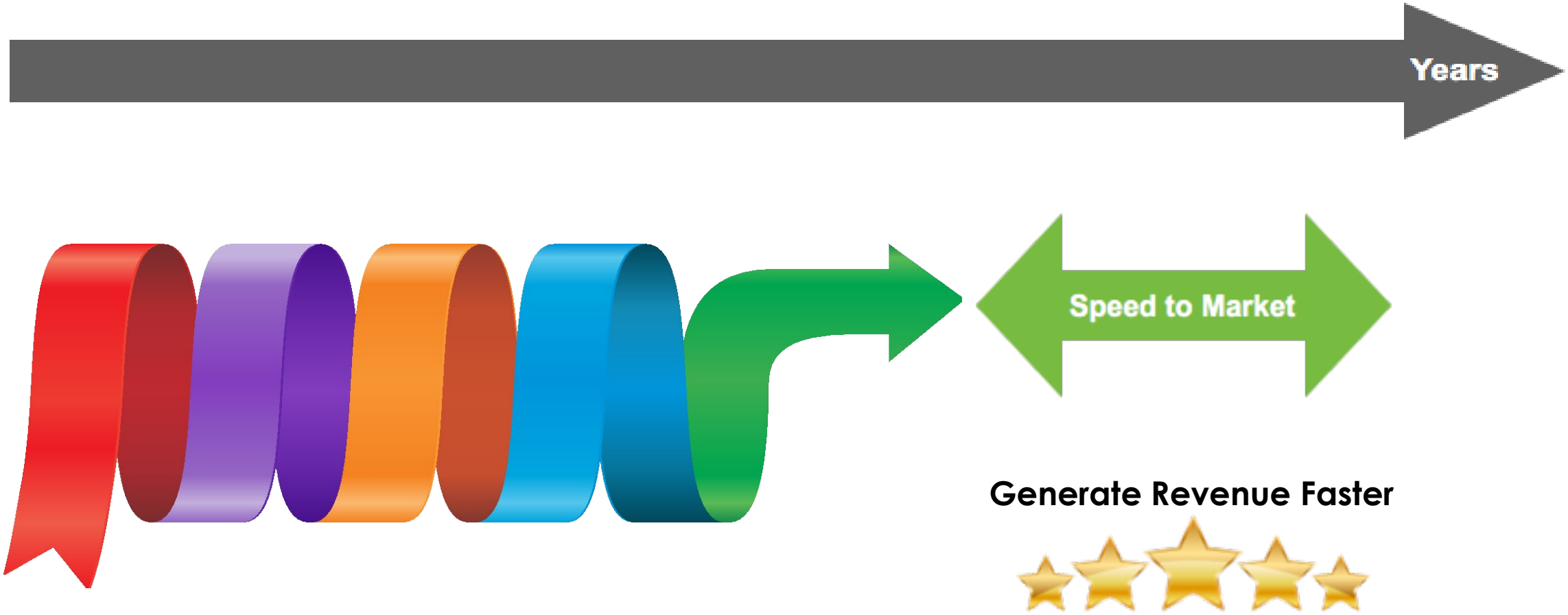
Serial Phases cost time and revenue with uncertainty



- **Risk**
- **Uncertainty**
- **One Shot**

Copyright © ATOM 2022

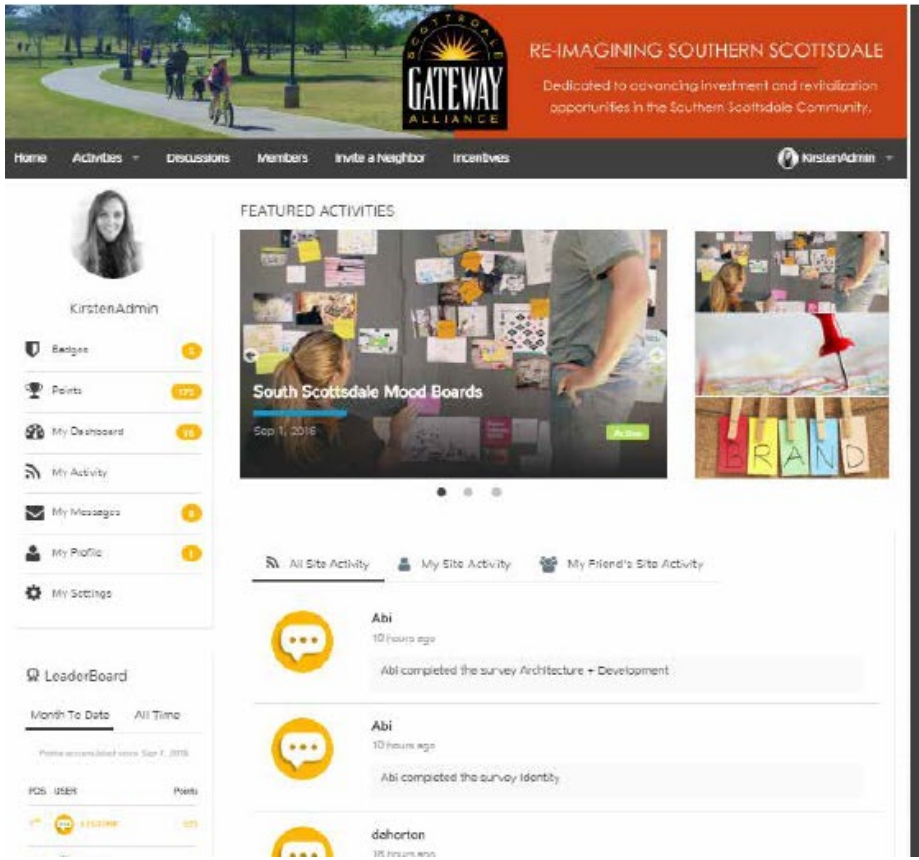
CONCURRENT PROCESS



Copyright © ATOM 2022

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**

Copyright © ATOM 2022

ONLINE PLATFORM FEATURES / ACTIVITIES

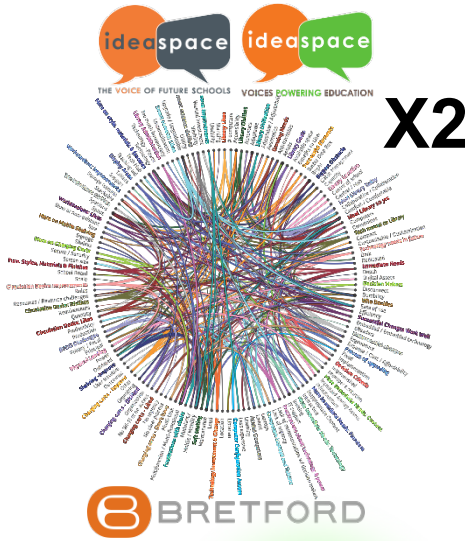
- Surveys (Programmed advanced logic)
- Forums
- Discussion Boards
- Questionnaires
- Polling
- Diaries / Digital Journaling
- Idea Session (co-creation)
- Mobile Cataloging
- Targeted Topics (deep dive qual)
- Home testing
- Video Huddling / chat
- Real-time Reporting

Copyright © ATOM 2022

STREAM RESEARCH

SAFEZONE

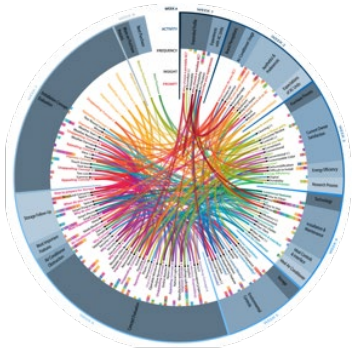
GUARDIAN 8
PROFESSIONAL PROTECTION FOR PERSONAL SECURITY



X2

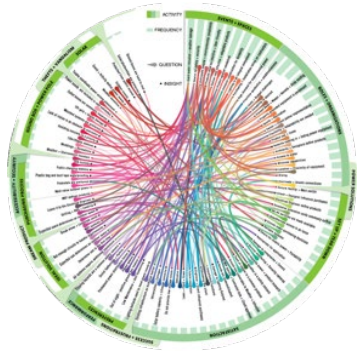
BRETFORD

COOLZONE



LG

POWERUP
OUTDOOR UTILITY COMMUNITY

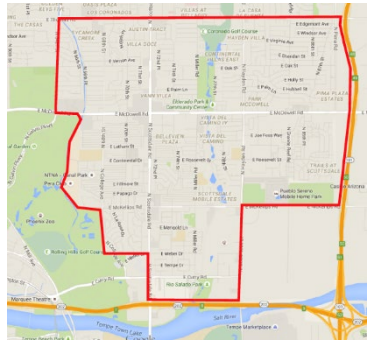


legrand®

UBS

EXPERIENCE ZONE

WATTS®



Scottsdale Community

Copyright © ATOM 2022

COMMUNITY NARRATIVE AND INFORMATION

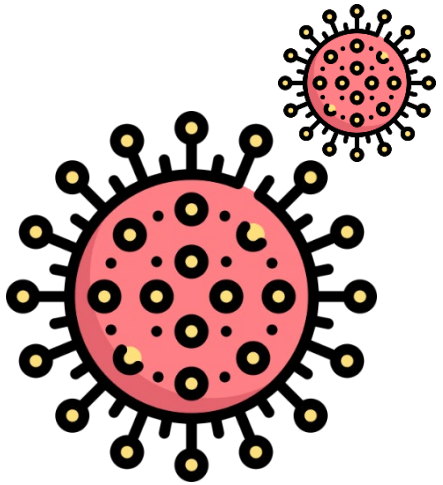
Copyright © ATOM 2022

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

Copyright © ATOM 2022

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

	STATE	GAIN
1	Florida	+220,890
2	Texas	+170.307
3	**Arizona**	**+93,026**
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

ATOM

Copyright © ATOM 2022

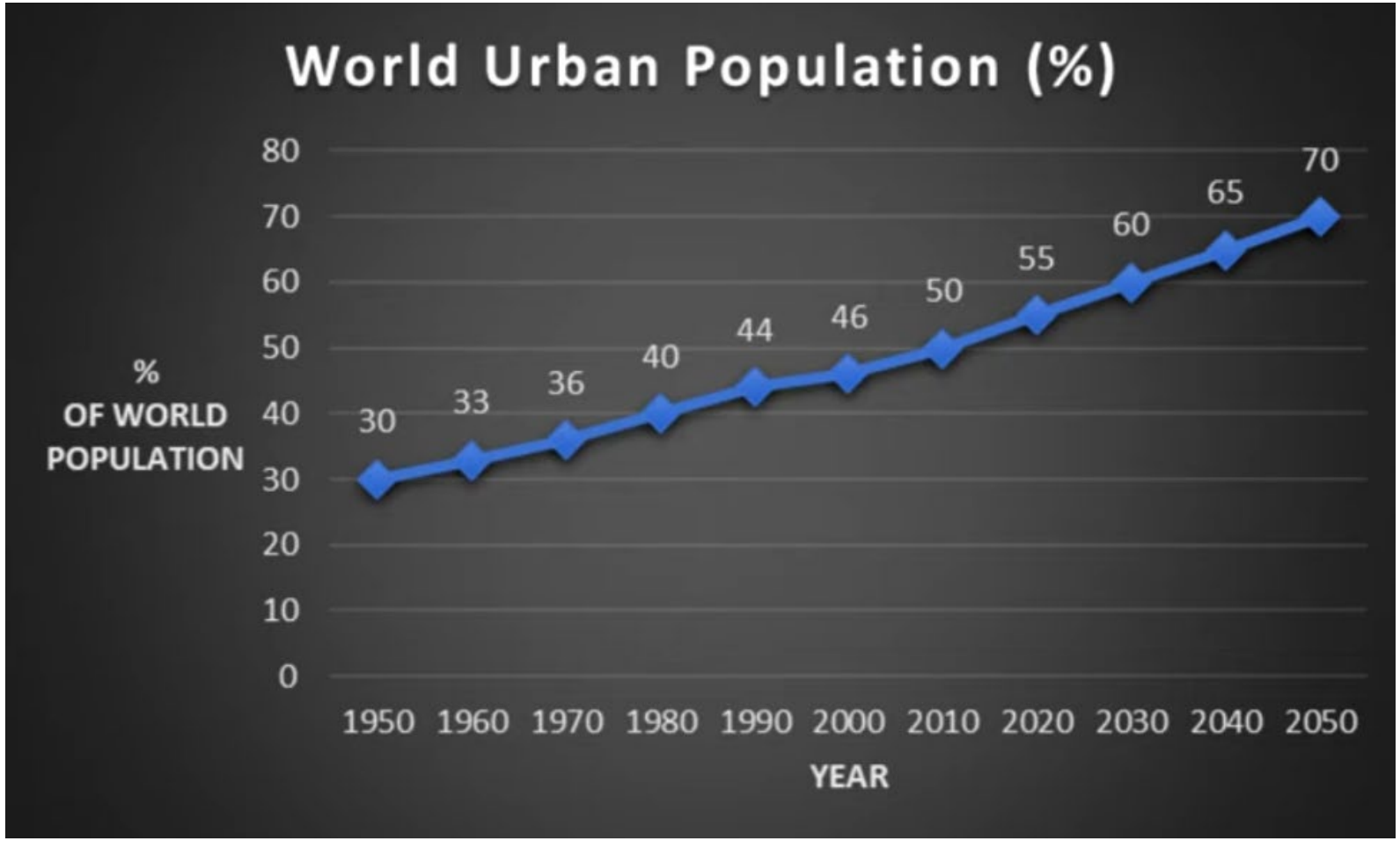
DRIVERS ON URBAN CHANGE

PULL FACTORS

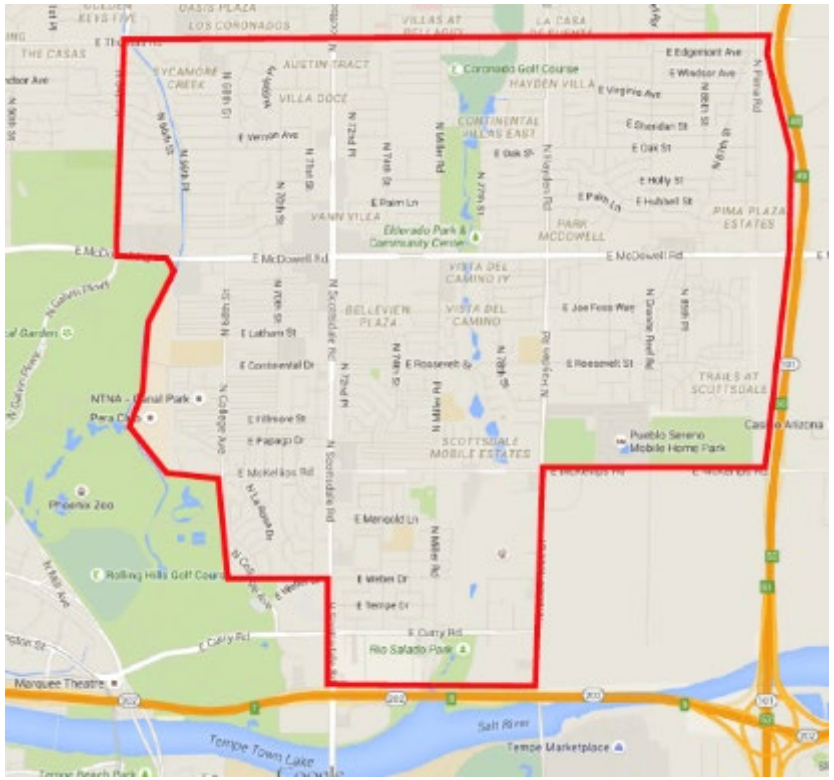
- High wage jobs
- Higher quality of living
- Better access to healthcare
- Better access to education

TRENDS

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



Copyright © ATOM 2022

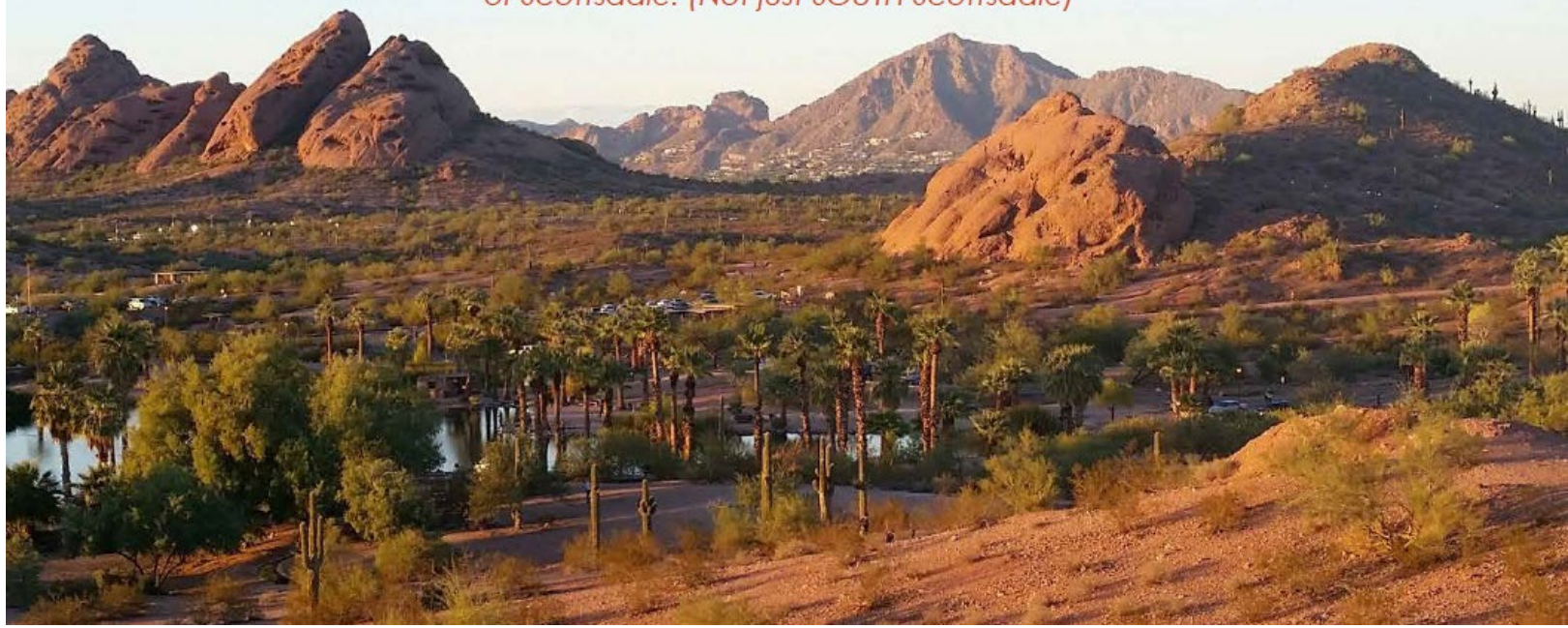


SOUTH SCOTTSDALE ONLINE RESEARCH COMMUNITY

ANALYSIS SUMMARY

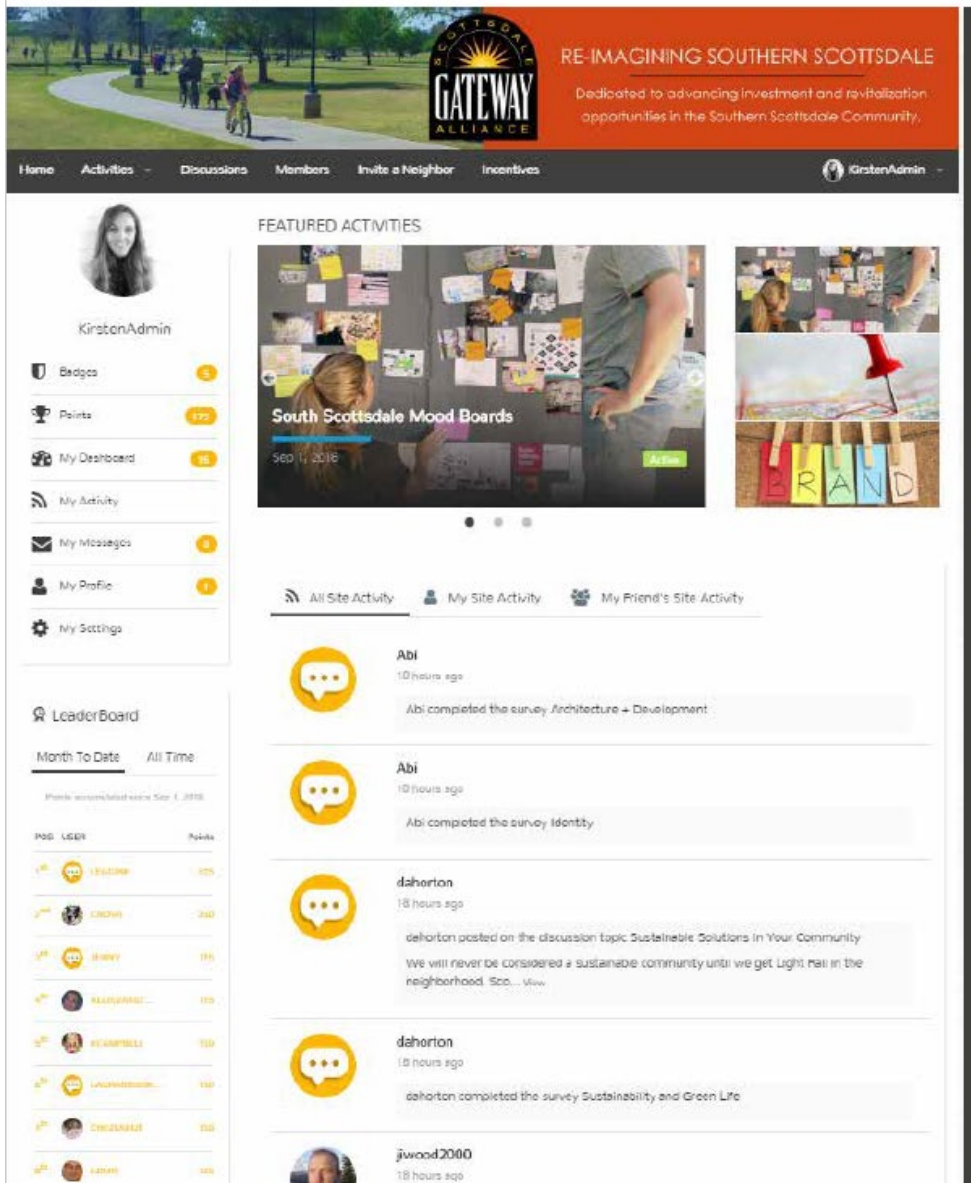
ATOM INNOVATION + PRODUCT DEVELOPMENT + GATEWAY ALLIANCE

"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)"



Copyright © ATOM 2022

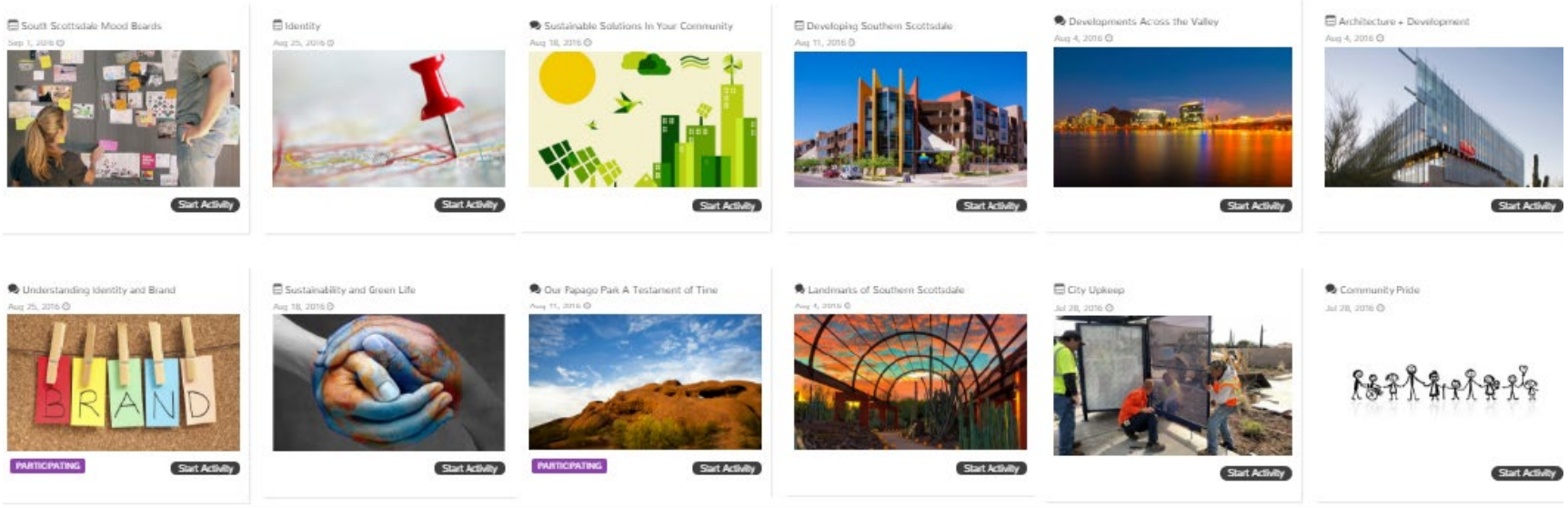
THE ONLINE RESEARCH COMMUNITY



SGA 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**

Copyright © ATOM 2022



SGA ONLINE COMMUNITY PARTICIPATION:

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

Copyright © ATOM 2022

SOUTH SCOTTSDALE IN YOUR WORDS

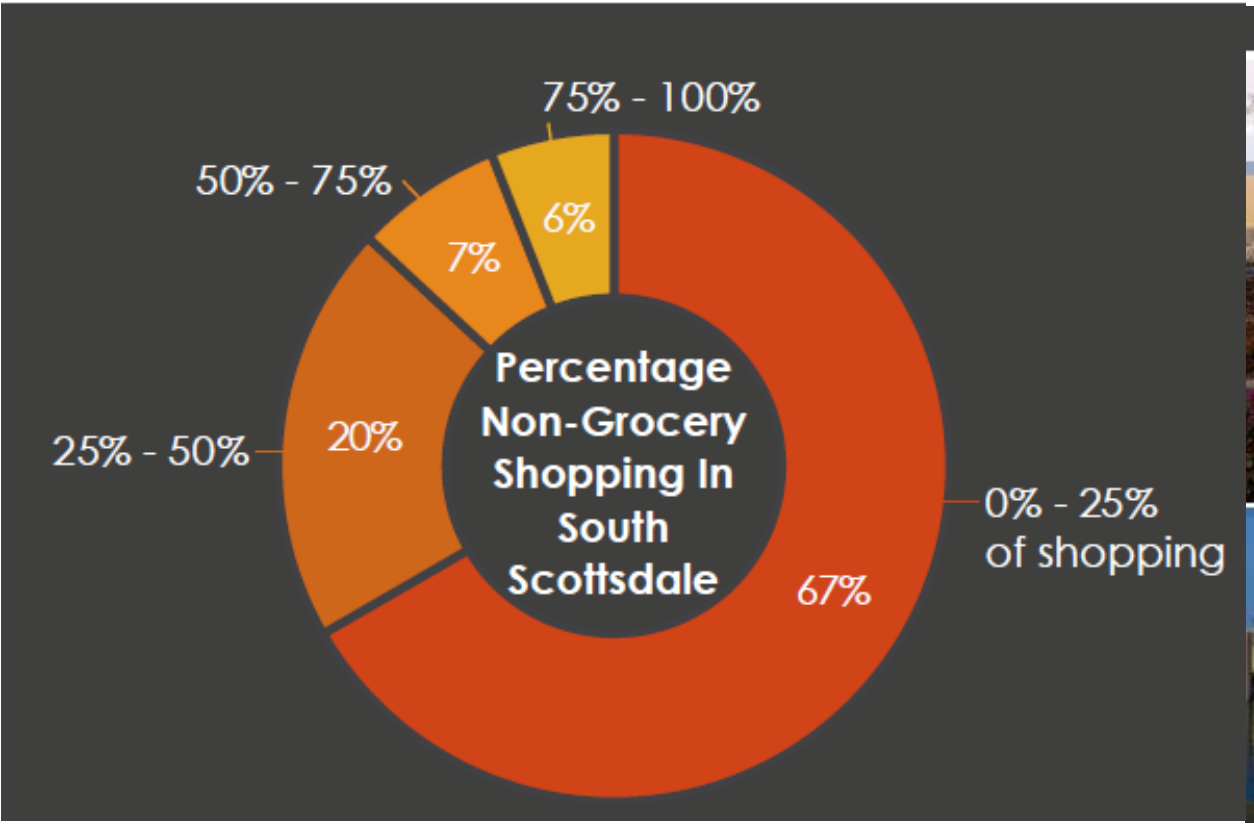
"I say I live in an area that had been neglected, but is now starting to turn around. I say this is original Scottsdale, and we are close and strong."

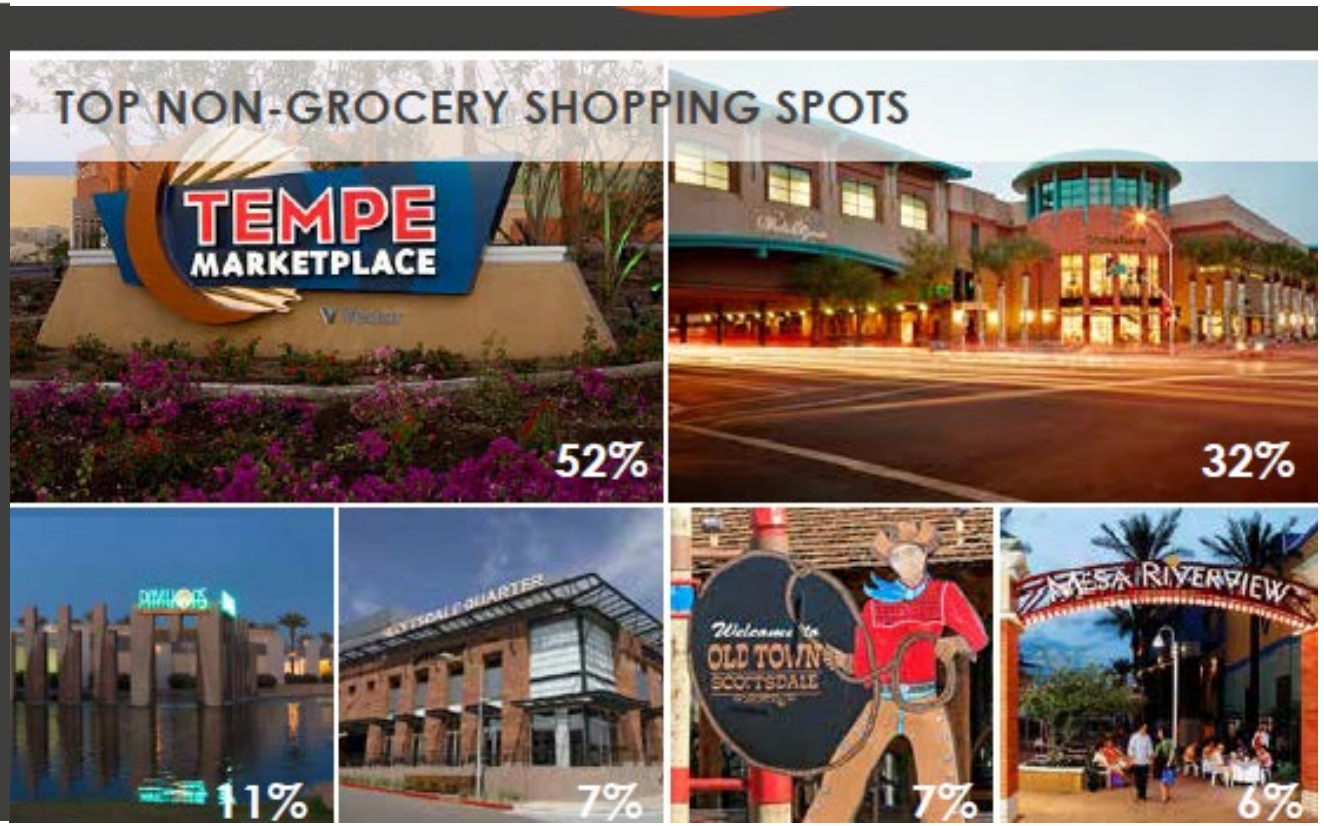
SOUTH SCOTTSDALE, AS DESCRIBED BY THE RESIDENTS:

- **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.

Copyright © ATOM 2022

POINTS OF INTEREST





Copyright © ATOM 2022

POINTS OF INTEREST

DESIRED SOUTH SCOTTSDALE AMENITIES

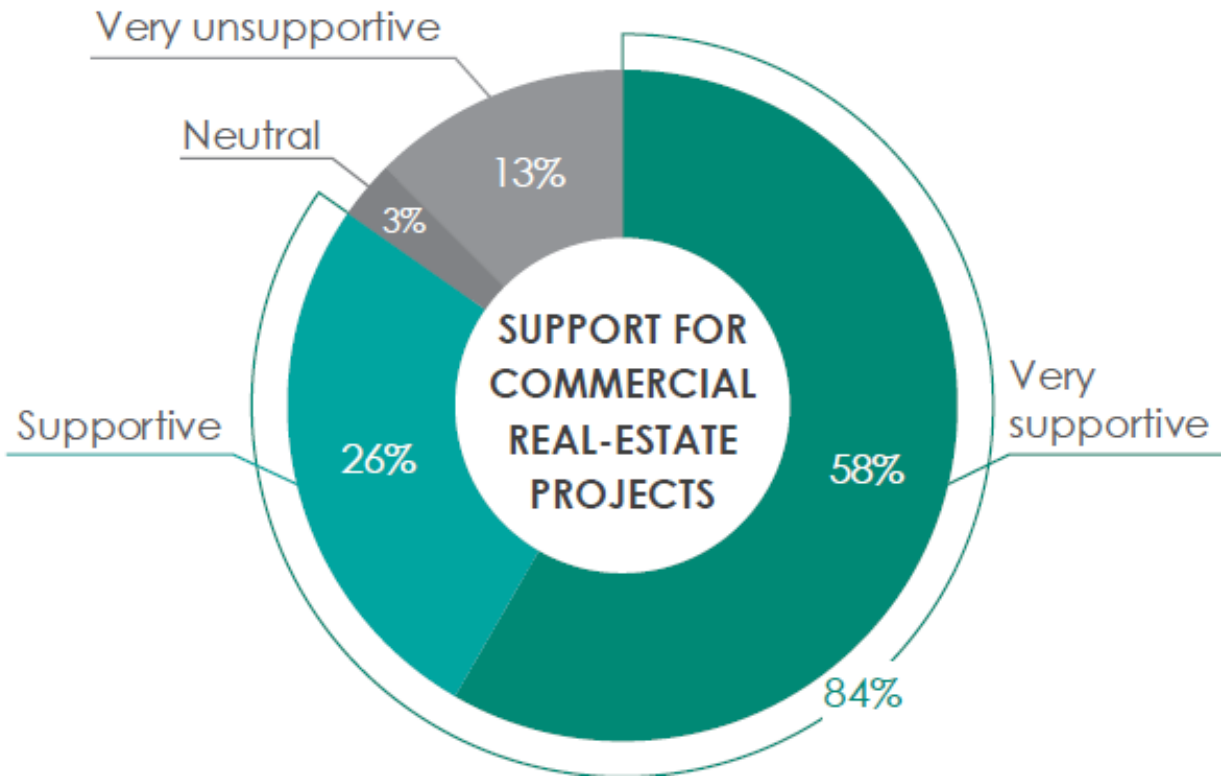
- South Scottsdale residents are desperate for a night life - About **50%** of participants indicated they **DO NOT go out in South Scottsdale.**

EXPECTATIONS FOR INCOMING ESTABLISHMENTS

- Local
- Unique
- Dog Friendly

Copyright © ATOM 2022

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.

Copyright © ATOM 2022

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

Copyright © ATOM 2022

SOUTHERN SCOTTSDALE PUBLIC PROTECTION IN COMPARISON

Good compared to **Scottsdale**

Ranked 4.0

Better than **Maricopa County**

Ranked 4.16

Better than **Arizona**

Ranked 4.21

CHANGES TO PUBLIC PROTECTION SERVICES OF SOUTHERN SCOTTSDALE

- More visible police force
- Police Training

Copyright © ATOM 2022

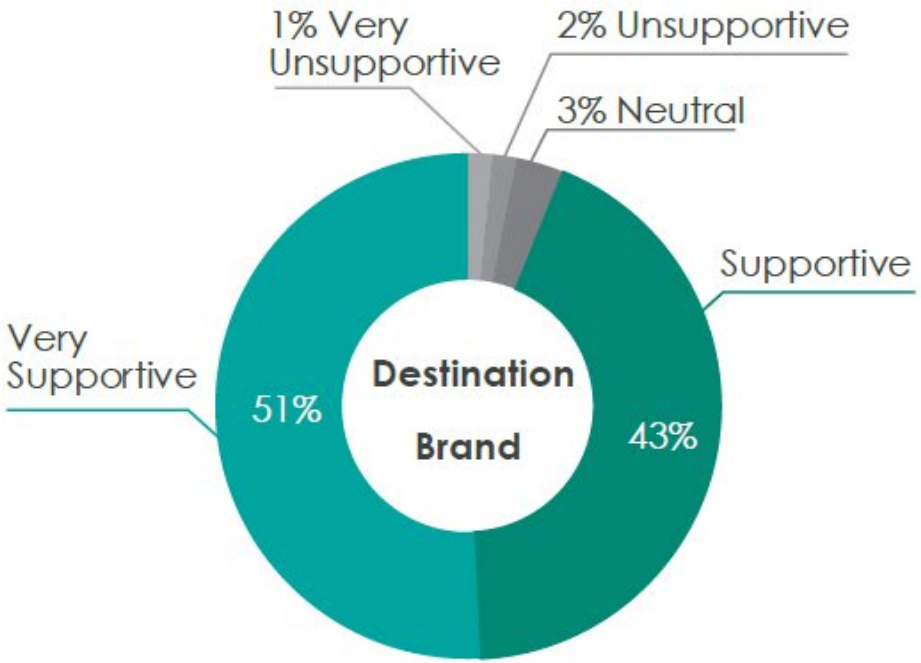
PUBLIC TRANSPORTATION

Light Rail MOST frequently used form of Public Transportation - 2.20

Scottsdale Trolley is the SECOND MOST frequently used form of Public Transportation - 2.06

Copyright © ATOM 2022

FOUR PILLARS OF SOUTH SCOTTSDALE IDENTITY

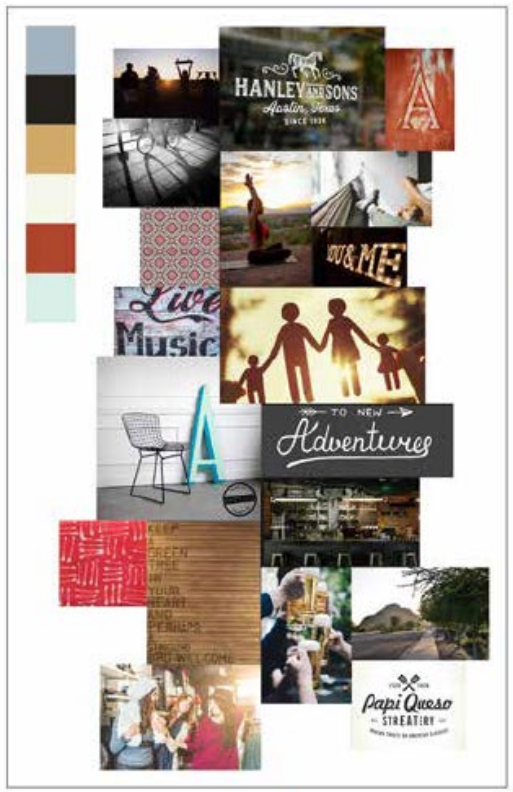


- **94%** Indicated they were **SUPPORTIVE** of giving south Scottsdale a **destination brand** where the focus is the image created for the community and how it makes someone feel to be in south Scottsdale.

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

Copyright © ATOM 2022

IDENTITY EXPLORATION - MOOD BOARDS



Local

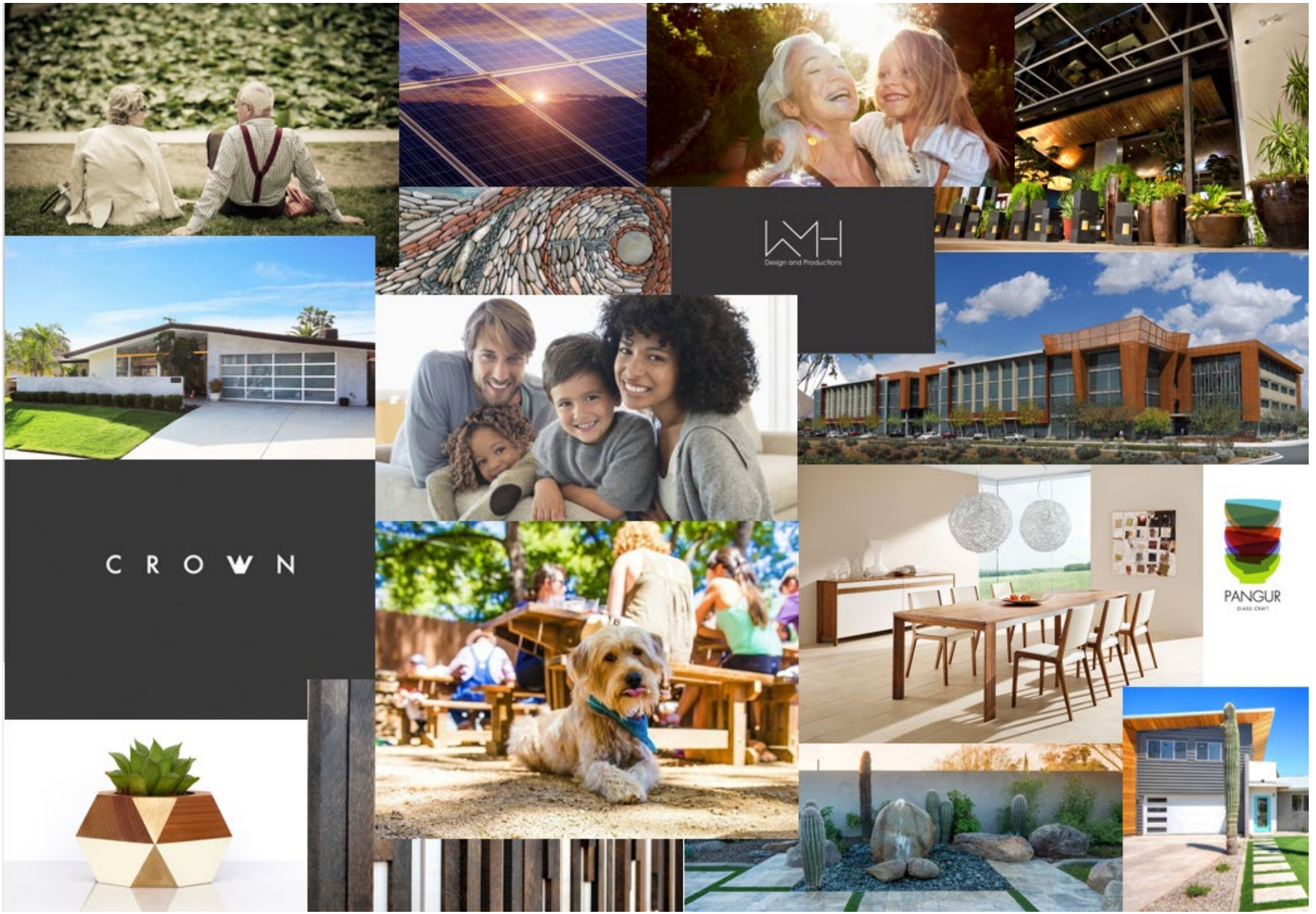
Modern - 1.83

Pride

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**.

Copyright © ATOM 2022



Copyright © ATOM 2022

SOUTH SCOTTSDALE

ATOM

Copyright © ATOM 2022

SKYSONG AREA: SMART CITY

PRIMARY AREAS

STAGE I: D&I / SMART CITY

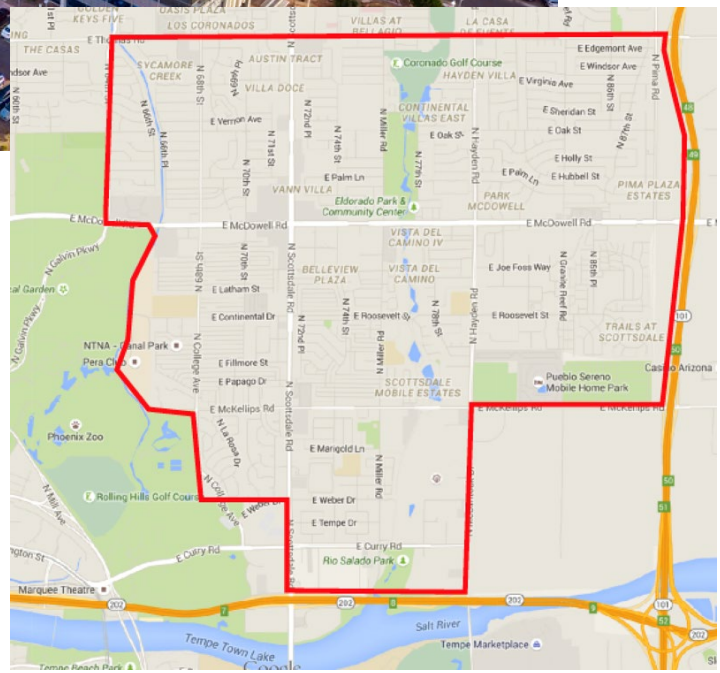
South Scottsdale: 85257

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

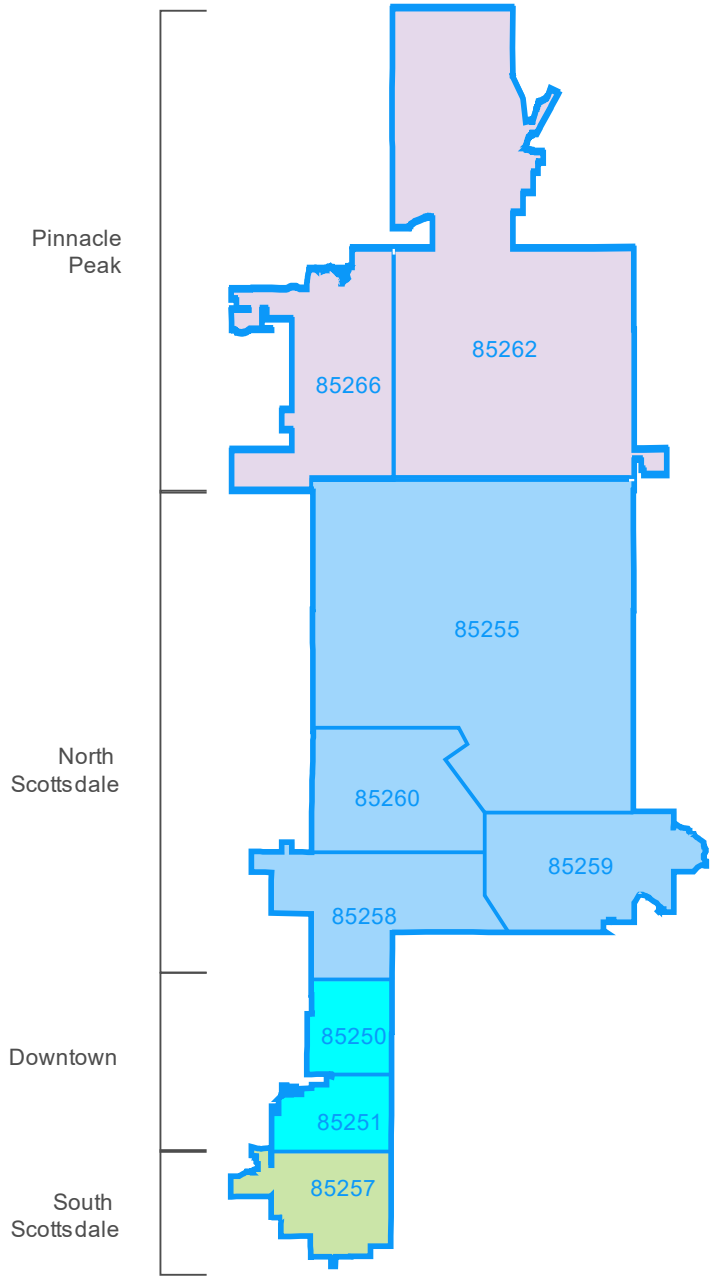
Copyright © ATOM 2022

STREAM COMMUNITY: LONG-TERM

ENTIRE CITY

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

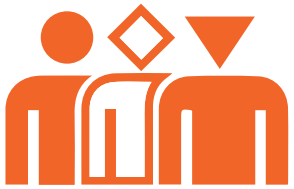
If alternative configurations are required please let us know.



Copyright © ATOM 2022

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

Copyright © ATOM 2022

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

Copyright © ATOM 2022

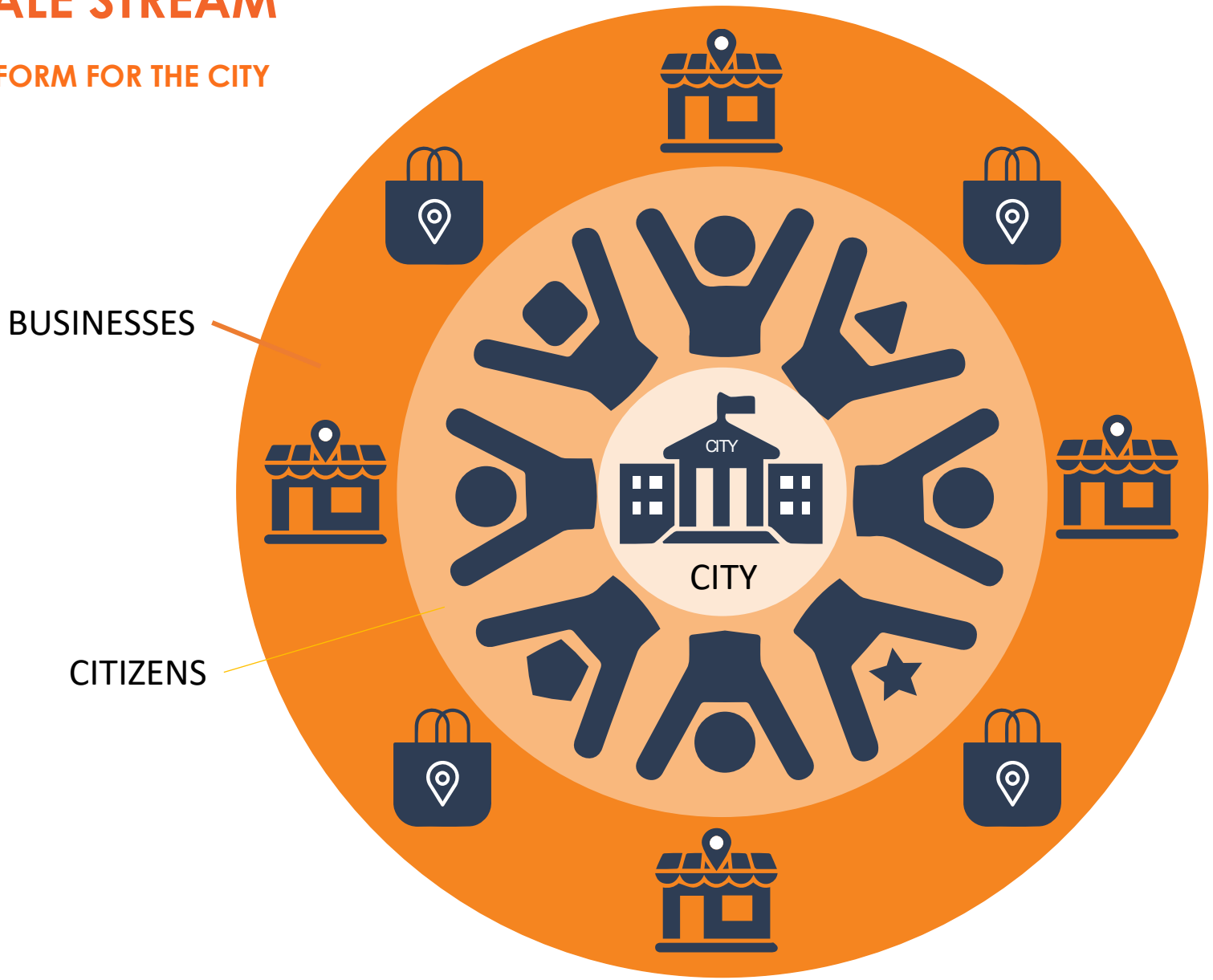
BENEFITS TO CITY

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

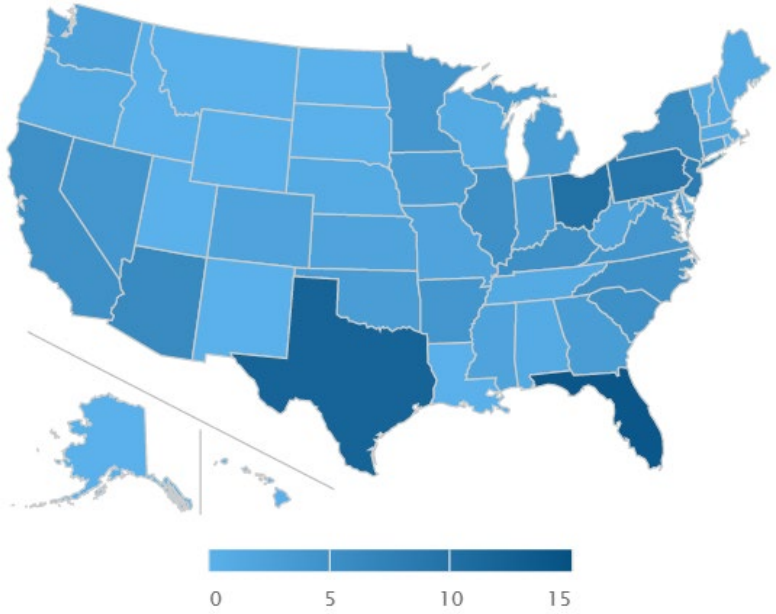


Copyright © ATOM 2022

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



Copyright © ATOM 2022

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?

Copyright © ATOM 2022

Copyright © ATOM 2022

THANK YOU!

Yani Deros
yderos@atom-inc.co

602.400.4598

Copyright © ATOM 2022