

Schedule "A" to By-Law No. 38-2017
MEMORANDUM OF AGREEMENT

BY AND BETWEEN: Simply Voting Inc.
5253 Decarie Boulevard, Suite 250
Montreal, QC H3W 3C3
Canada

Hereinafter referred to as VENDOR

AND Municipality of South Huron
322 Main Street South, P.O Box 759
Exeter, ON N0M 1S6
Canada

Hereinafter referred to as PURCHASER

WITNESSETH THAT IT IS COVENANTED AND AGREED AS FOLLOWS:

1. VENDOR does hereby sell to PURCHASER, the latter hereby accepting, the Simply Voting managed election service, as described in the Simply Voting proposal, for the cost of \$1.40 plus HST per elector after a 5% discount payable by PURCHASER to VENDOR by cheque. Payment schedule is 30% on January 31st, 2018 and the remainder within 30 days after the election.
2. The parties agree that this Agreement be governed by the laws of the Province of Quebec and shall be deemed to have been entered into at South Huron, Ontario.
3. This Agreement is also subject to the Terms of Service Agreement attached hereto as Addendum "A".
4. This Agreement is also subject to the Privacy Policy attached hereto as Addendum "B".
5. The parties to the present Agreement agree that same be drawn up in the English language. Les parties aux présentes conviennent que la présente entente soit rédigée en langue anglaise.

DONE AND EXECUTED AT SOUTH HURON, ONTARIO, ON _____, 2017.

Simply Voting Inc.
VENDOR

Municipality of South Huron
PURCHASER

Brian Lack, President

Genevieve Scharback, Clerk

Maureen Cole, Mayor

Addendum “A” - Simply Voting Terms of Service

The Simply Voting online voting system ("VOTING SYSTEM") consists of all public and restricted websites and software found at www.simplyvoting.com. VOTING SYSTEM is owned and operated by Simply Voting Inc.

This Terms of Service Agreement ("Agreement") governs your use of VOTING SYSTEM. By using and/or accessing VOTING SYSTEM, you are agreeing to be bound by this Agreement. If you do not agree with any of the terms of this Agreement, you are prohibited from using and/or accessing VOTING SYSTEM.

PRIVACY

Simply Voting will not edit or disclose your private VOTING SYSTEM records or content, except that you agree that Simply Voting may do so in accordance with its then-current Privacy Policy or in the good faith belief that such action is reasonably necessary:

- (a) to comply with any local laws, rules or regulations;
- (b) to comply with any legal process;
- (c) to enforce this Agreement; and
- (d) to respond to claims that such data violates the rights of third parties.

You acknowledge and agree that Simply Voting may access any content, data, statistics and other tools of VOTING SYSTEM as necessary to identify or resolve technical problems or to respond to service complaints. You acknowledge and agree that certain technical processing of information may be required in the ordinary course of business.

You acknowledge and agree that Simply Voting is not responsible or liable for the content, usage, information and data collected from any forms created using VOTING SYSTEM.

LIMITATION OF LIABILITY

Except as expressly set forth herein, Simply Voting will not be liable for any damages incurred in connection with the use of VOTING SYSTEM. This includes any direct, indirect, consequential or incidental damages that may arise from the use of VOTING SYSTEM, the failure of VOTING SYSTEM, or the termination of the access to VOTING SYSTEM. This limitation of liability will also apply to any loss of data, information or content through failure of VOTING SYSTEM or interruption of transmission. Simply Voting will not be liable for any harm or loss arising from unauthorized access to data, information or transmission, including, but not limited to tangible or intangible loss of revenues, profits, data or information.

Except as expressly set forth herein, you agree that Simply Voting is not liable for any damages arising from the interruption, cancellation or suspension of VOTING SYSTEM, regardless of whether the failure of VOTING SYSTEM is announced, justified, or negligent.

GENERAL DISCLAIMER

Except as expressly set forth herein, Simply Voting provides VOTING SYSTEM "as is" and without warranties of any kind, express or implied, to the fullest extent allowed by law. Simply Voting further disclaims all other warranties, including the implied warranties of merchantability or fitness for a particular purpose and implied warranties arising from course of dealing or course of performance. Simply Voting

does not warrant uninterrupted or error free functions contained in VOTING SYSTEM or that VOTING SYSTEM or its servers are free of viruses or other harmful components.

You understand and represent that all data, information or other material collected through VOTING SYSTEM is your sole responsibility. Simply Voting is not responsible for any loss of data or harm done to your computer(s), systems or other equipment in conjunction with use of VOTING SYSTEM. You understand and agree that use of VOTING SYSTEM is done at your own risk and discretion.

NO RESALE OF THE SERVICE

Your right to use VOTING SYSTEM is granted to you on a non-exclusive basis and you may not resell all or any portion of VOTING SYSTEM or its usage. You agree not to reproduce, duplicate, copy, sell, or resell VOTING SYSTEM, reports, files or data, or your use of or access to VOTING SYSTEM to any unregistered or unauthorized persons. Known or suspected violations will be grounds for immediate termination of your use and access to VOTING SYSTEM, files and accumulated stored data, and, depending upon the circumstance, may be grounds for Simply Voting legal recourse.

DATA STORAGE

You understand and agree that all data collected using VOTING SYSTEM will be stored on Simply Voting servers. Simply Voting assumes no responsibility for your deletion of, or your failure to store any data or other information on VOTING SYSTEM.

YOUR CONDUCT

You agree to abide by all Simply Voting standards and applicable local, state, national and international laws and regulations in your use of VOTING SYSTEM, and you agree not to interfere with the use and enjoyment of VOTING SYSTEM by other users. You agree to be solely responsible for the actions and the contents of entries through VOTING SYSTEM.

You agree:

- (1) not to use VOTING SYSTEM for illegal purposes;
- (2) not to use VOTING SYSTEM for chain letters, junk mail, unlawful "spamming" solicitations (commercial or otherwise) or unlawful bulk communications of any kind, and
- (3) to comply with all regulations, policies and procedures of networks connected to VOTING SYSTEM.

You agree not to post, promote or transmit through VOTING SYSTEM any unlawful, harassing, libellous, abusive, threatening, harmful, vulgar, obscene, hateful, racially, ethnically or otherwise objectionable material of any kind or nature. You further agree not to transmit or post any material that encourages conduct that could constitute a criminal offence, give rise to civil liability or otherwise violate any applicable local, state, national or international law or regulation. Simply Voting may, at its sole discretion, immediately terminate your access to VOTING SYSTEM should your conduct fail to conform to this Agreement.

INDEMNIFICATION

You agree that Simply Voting will not be held responsible for any claims, damages, demands or fees arising out of your violations of this Agreement, the Privacy Policy or infringements on the rights of any third parties as a result of your use of VOTING SYSTEM. You also agree to indemnify Simply Voting and its officers, directors, employees, agents, and partners for any and all claims that may arise.

PROPRIETARY RIGHTS TO VOTING SYSTEM

You are only permitted to use VOTING SYSTEM as expressly authorized by Simply Voting, and may not copy, reproduce, distribute, analyze, compare, demonstrate, reverse engineer, screen capture, print screen pages for purposes of distribution, or create derivative works from VOTING SYSTEM without express authorization from Simply Voting.

WEBSITES OR EMAIL UTILIZING VOTING SYSTEM

Simply Voting does not review or monitor any user websites or email messages that utilize or link to VOTING SYSTEM and is not responsible for the content of any such websites or email messages.

DATA LOSS

VOTING SYSTEM passwords are issued to each user that successfully registers for an account. You are responsible for keeping your passwords secure. Do not share your passwords with another person. Simply Voting will not be responsible for data loss resulting from misuse of VOTING SYSTEM passwords.

SYSTEM INTEGRITY

You shall not use any device, software or routine to interfere or attempt to interfere with the proper working of VOTING SYSTEM. You may not take any action that imposes an unreasonable or disproportionately large load on our infrastructure. In order to maintain system integrity you may not disclose or share your password with any third parties or use your password for any unauthorized purpose.

VOTING SYSTEM may contain robot exclusion headers, and you agree that you will not use any robot, spider, other automatic device, or manual process to monitor or copy VOTING SYSTEM or the content contained therein without prior written permission of Simply Voting. You agree that you will not use any device, software or routine to interfere or attempt to interfere with the proper working of VOTING SYSTEM.

100% AVAILABILITY GUARANTEE

Simply Voting endeavours to provide the most reliable infrastructure possible for VOTING SYSTEM. If you are in good financial standing with Simply Voting, Simply Voting guarantees that VOTING SYSTEM is available 100% of the time in a given month, excluding special planned maintenance. Available is defined as the ability for voters and election administrators to access the functionality of VOTING SYSTEM as intended. Special planned maintenance is defined as a finite period of unavailability where you have been notified by email at least one week in advance. Unavailability is measured from the moment you notify a VOTING SYSTEM support representative of unavailability to the time availability is restored. Notification of unavailability must occur at the time of the outage and not after the fact. We will credit your account 5% of your election fee for each 30 minutes of unavailability, up to 100% of your election fee. Election fee is defined as your Annual Plan fee or most recent Single Election fee, whichever applies. Credits shall not be provided to you if unavailability is the result of: a) special maintenance b) circumstances beyond Simply Voting's reasonable control, including, but not limited to: dDOS or other network attacks, upstream or 3rd party network outages, war, fire, flood, sabotage, labour disturbance, acts of government, acts of god or c) your breach of this Agreement.

PUBLICITY REFERENCES

You agree to allow Simply Voting to refer to your use of VOTING SYSTEM on its websites, in its press releases, and/or other promotional media, and make use of your logo for such purpose.

NO REFUNDS

Simply Voting maintains a strict no-refund policy on VOTING SYSTEM fees.

GOVERNANCE

This Agreement constitutes the final agreement between you and Simply Voting. It is the complete and exclusive expression of your agreement on the matters contained herein. There are no conditions precedent to the effectiveness of this Agreement, other than those expressly stated in this Agreement.

You agree that this Agreement be governed by the laws of the Province of Quebec and shall be deemed to have been entered into at South Huron, Ontario. You agree that any grievances shall be settled according to the procedures and laws within this jurisdiction.

Simply Voting's failure to exercise or enforce any right granted in this Agreement shall not constitute a waiver of such right.

If any provision of this Agreement is found by a court of competent jurisdiction to be invalid, you nonetheless agree that such court should endeavour to give full effect to the parties' intentions as reflected in such provision, and you agree that other provisions of the Agreement remain in full effect.

You agree that any claim or cause of action related to VOTING SYSTEM or this Agreement must be filed within one (1) year after such claim arose.

The headings employed to describe the sections of this Agreement are solely for descriptive purposes. They do not imply or refer to a specific legal description or obligation.

The parties to the present Agreement agree that same be drawn up in the English language. Les parties aux présentes conviennent que la présente entente soit rédigée en langue anglaise.

Addendum “B” - Simply Voting Privacy Policy



This privacy policy applies to www.simplyvoting.com and the Simply Voting platform (“Website”) owned and operated by Simply Voting Inc. (“We”, “Simply Voting”). This privacy policy tells you how we use personally identifiable information collected at the website. The use of information collected through our platform shall be limited to the purpose of providing the service for which the account owner (“Client”) has engaged Simply Voting. Please read this privacy policy before using the website or submitting any personally identifiable information.

By using this website, you are accepting the practices described in this privacy policy.

We reserve the right to make changes to this privacy policy. If we decide to change this privacy policy, we will post those changes on this page and update the modification date above. If we make any material changes we will notify our Clients by email (sent to the e-mail address specified in the account) or by means of a notice on this website prior to the change becoming effective. Privacy policy changes will apply only to information collected after the date of the change. You are encouraged to review the privacy policy whenever you visit this website to make sure that you understand how any personally identifiable information you provide will be used.

The privacy practices set forth in this privacy policy are for this website only. If you follow links to other websites or submit personally identifiable information to any of those websites, your information is governed by their privacy policies. Please review the privacy policies posted at those websites.

If you have an unresolved privacy or data use concern that we have not addressed satisfactorily, please contact our U.S.-based third party dispute resolution provider (free of charge) at <https://feedbackform.truste.com/watchdog/request>.

Collection of Information

We collect personally identifiable information like name, email address, and financial information such as credit card number, when submitted by Clients for management of their elections.

Personally identifiable information is only used to fulfil your specific request or to help you manage your elections and for billing purposes, unless you give us permission to use it in another manner.

Our website includes personal testimonials of satisfied customers in addition to other endorsements. With your consent we may post your testimonial along with your name. If you wish to update or delete your testimonial, you can do so by contacting us.

Information Related to Data Controlled by our Clients

Simply Voting also processes elector information under the direction of its Clients (such as contact name, organization, email address, etc), and has no direct relationship with the individuals whose personal data it processes. If you are a customer of one of our Clients and would no longer like to be contacted by one of our Clients that use our service, please contact the Client that you interact with directly. We may transfer personally identifiable information to companies that help us provide our service. Transfers to subsequent third parties are covered by the service agreements with our Clients.

Access and Choice

Upon request Simply Voting will provide you with information about whether we hold any of your personal information. If your personally identifiable information changes, or if you no longer desire our service, you may correct, update, amend or delete it by making the change on our member information page or by contacting support. We will respond to your request to access within 30 days.

We will retain your information for as long as your account is active or as needed to provide you services. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Access and Retention of Data Controlled by our Clients

Simply Voting acknowledges that you have the right to access your personal information. Simply Voting has no direct relationship with the individual electors whose personal data it processes. An individual elector who seeks access, or who seeks to correct, amend, or delete inaccurate data should direct his query to Simply Voting's Client (the data controller). If requested to remove data we will respond within 30 days.

We will retain personal elector data we process on behalf of our Clients until the Client deletes the data or instructs us to delete the data.

Cookie and Tracking Technology

Simply Voting and its partners use cookies or similar technologies to analyze trends, administer the website, track users' movements around the website, and to gather demographic information about our user base as a whole. You can control the use of cookies at the individual browser level, but if you choose to disable cookies, it may limit your use of certain features or functions on our website or service. We may receive reports based on the use of these technologies by these companies on an individual as well as aggregated basis.

As is true of most web sites, we gather certain information automatically and store it in log files. This information may include internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and/or clickstream data. We do not link this automatically collected data to other information we collect about you, with the exception of IP addresses. IP addresses are combined with other information we collect about you in the Simply Voting platform to provide an audit trail.

Our website also includes Social Media Features, such as the Share This button. These Features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the Feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our website. Your interactions with these Features are governed by the privacy policy of the company providing it.

We partner with a third party to manage our advertising on other sites. Our third party partner may use cookies or similar technologies in order to provide you advertising based upon your browsing activities and interests. If you wish to opt out of interest-based advertising visit <http://preferences-mgr.truste.com/>. Please note you will continue to receive generic ads.

Distribution of Information

We will share your personally identifiable information with third parties only in the ways that are described in this privacy policy. We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. In certain situations, Simply Voting may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements. We may also release your information when we believe release is appropriate to comply with the law, such as to comply with a subpoena, or similar legal process, enforce our website policies, and when we believe in good faith that disclosure is necessary to protect ours or others' rights, property, or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

We may provide your personally identifiable information to companies that provide services to help us with our business activities such as processing payments. These companies are authorized to use your personally identifiable information only as necessary to provide these services to us.

If Simply Voting is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email and/or a prominent notice on our website of any change in ownership or uses of your personally identifiable information, as well as any choices you may have regarding your personally identifiable information.

Commitment to Data Security

Your personally identifiable information is kept secure. Only authorized employees, agents and contractors (who have agreed to keep information secure and confidential) have access to this information.

All sensitive payment information (credit card number, expiry date, validation code) is encrypted via Secure Socket Layer (SSL) technology and then transmitted to our payment gateway provider. The payment gateway provider's database is only accessible by those authorized with special access rights to such systems, and they are required to keep the information confidential. After a transaction, your sensitive payment information will not be stored on our servers.

All elector authentication credentials (elector ID, password), vote information and vote receipts are encrypted via Secure Socket Layer as well. When a remote authentication method is used (web service, LDAP) the elector credentials are then transmitted to the remote authentication server and will not be stored on our servers.

No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, we cannot guarantee its absolute security. If you have any questions about security on our website, you can contact us.

SIMPLY VOTING PROPOSAL FOR THE MUNICIPALITY OF SOUTH HURON
2018 ONTARIO MUNICIPAL ELECTION SERVICES

Prepared April 2017

Steven Lattey
Business Development Director
Simply Voting Inc.
slattey@simplyvoting.com
1-800-585-9694 ext.803





TABLE OF CONTENTS

Sections:	Page Number:
1. Executive Summary	3
2. How It Works	5
3. Security and Availability	8
4. Advantages and Features	13
5. Optional Advantages and Features	15
6. Partners	16
7. Customer Requirements	16
8. References & Case Studies	17
9. The Company (Simply Voting)	23



1.Executive Summary

Simply Voting is a 100% Canadian Company. Our headquarters are in Montreal and our servers are strategically located in western and eastern Canada. McGill University was our first customer back in 2003, and they are still our customer along with over 1500 additional organizations. We manage voting events for associations, universities, political parties, unions, cooperatives, corporations, and federal, provincial and municipal governments. In fact, anywhere that a secure online voting system and service is needed.

Online voting is our only business. At any given moment, Simply Voting manages 80 to 120 online elections in over 40 countries around the world. At any given moment, a minimum of 100,000 voters are active in the system with no system failures ever, year to year.

Our carefully selected team of dedicated programmers and election managers is focused on only one goal: *Successful Online Voting Events!*

Municipal voting events have their own specific demands and always include additional, highly specialized services. The four primary functions to be considered are:

- Online and telephone voting
- Elector List Management
- Outreach and Elections Communications
- Electronic tabulation.

The most efficient method to deliver these services is through an integrated approach engaging the **best** company in each required field.

To this end, Simply Voting has developed an integrated E-voting solution for municipal and provincial voting events. We call this solution **E-Volve™**.

E-Volve is a seamless integration of the four leading companies who offer the services necessary to run a successful municipal voting event utilizing the most current technology available. The result is a broad range of interactive functionality.

You can choose from an à la Carte menu and customize your election to address the priorities of your community.

From a single method of vote casting to a variety of multi-channel products, E-Volve transforms the voting experience for both election managers and voters.

E-Volve integrated partners are the forefront of electronic and online voting solutions and thrive on innovation. We know that products must improve every day to meet the demands of a rapidly changing elections environment.

The Simply Voting **E-Volve** solution is fully compliant with the Ontario Municipal Elections Act including the recent amendments concerning ranked ballots.

E-Volve is secure, reliable, auditable, accessible, easy to use and flexible.



The four E-Volve Partners are:

SIMPLY VOTING - Online Voting System and Service

Simply Voting's basic "one-step" solution is designed to seamlessly integrate with offline balloting such as paper or touchscreen balloting, but also allows for a completely internet & telephone based election. *Municipalities using DataFix/VoterView may overlap online and offline voting. Live Voters Lists allow voters to cast their ballot at any polling station and by any channel.*

DATAFIX/VOTERVIEW - Elector List Management

Recognizing that the success of any electoral event hinges directly on the quality of the voters' list, DataFix offers a wide range of solutions for managing elector information.

The cornerstone of the DataFix suite of election solutions is VoterView, a web-based election management service designed to provide election officials with comprehensive tools for managing elector and elections-related data. Featuring a user-friendly interface, VoterView simplifies the process for making real-time revisions to the elector list, for extracting elector-based counts and reports, and for supporting candidate management and election worker staffing needs.

*VoterView is fully integrated with the **E-Volve** platform.* This integration functionality enables secure, real-time electronic data transfers between VoterView and the Simply Voting system for voters' list revisions and for in-person or online voter strike-off activity.

GILMORE DOCULINK - Elections Communications and Outreach

Gilmore Doculink supports data, design, set up, print and mail house services for Simply Voting's customers who require electronic voting kits. Gilmore Doculink delivers secure print, mail integrity and fast turnaround with a pristine fit and finish. They offer eye-catching and effective document design and a proven track-record for reliable, and accurate processes.

Project Management is supported by an experienced electoral literate and consultative team governed by a closed loop document production process, data security, data management, reporting and auditing systems within an environmentally controlled state-of-the art facility. Gilmore Doculink is one of North America's largest print and mail house service bureaus with long lasting relationships with over three hundred elections agencies across Canada.

ELECTION SYSTEMS AND SOFTWARE CANADA - Electronic Voting Machines

Election Systems & Software is the world's largest and most experienced provider of electronic voting machines. Their tabulating solutions are the most secure, transparent and dependable in the market. ES&S's integrations and partnerships with Simply Voting, Datafix and Doculink provide an unmatched total election solution.

Simply Voting invites you to join us and benefit from the integrated partnerships we have built and the extensive E-Voting expertise we offer. Evolve with us!

2. How It Works

Overall Time-line

Support, Training and Work Schedule

Our team of experts will provide the election officers and their staff with Procedure Manuals and all the training and support necessary to ensure a smooth election. This begins well before the voting period with hands-on demonstrations and project planning. If your elections officers have a question or experience a problem, we are standing by to give you quick and effective assistance. In case of emergency, we have a support representative on call at all hours.

Simply Voting will assign a dedicated project manager to be the primary point of contact for your municipality, as well as an alternate project manager that will shadow the project.

The following *Project Plan* is a general time-line and work schedule and will be modified to suit your community:

Project Management

Review and update project plan	April 2018
Determine positions, question and voting rules	April 2018
Determine online voting period	April 2018
Determine use of audit votes feature	April 2018
Determine auditor access	April 2018
Municipalities final procedure manual	May 2018
Dry-run test election	August 2018

Election Preparation

Initial ballot set up	March 2018
Initial telephone prompt recording	March 2018
Municipality conducts dry-run election	April 2018
Provision voting website URL	July 2018
Provision voting telephone number	July 2018
Provision helpline telephone and email address	July 2018
Build election website	July 2018
Activate Datafix/VV integration	July 2018
Receive preliminary voters list	July 2018
Load preliminary voters list	July 2018
Obtain final candidates list	August 2018
Final Telephone prompt recording	August 2018
Receive final voters list	September 2018
Load final voters list and generate PINs	September 2018
Voters list revisions period begins	September 2018
Revisions access available	September 2018
Obtain approval on internet and telephone ballots	September 2018
Final ballot set	September 2018
Candidate access available	September 2018
Auditor access available	October 2018
Conduct initial audit	October 2018

Voter Information Letters

Develop draft document design	March 2018
Obtain logo for letters	March 2018
Finalize document design with municipality	March 2018

Send design template and test data to doculink	July 2018
Variable data imaging system testing	August 2018
Obtain approval of letter proof	August 2018
Obtain auditor addresses to seed in letter run	September 2018
Final voter data provided to Doculink	September 2018
Review audit reports and production proofs	September 2018
Letters printed and mailed to electors	end of September

Training

Provide sample of procedure manual	April 2018
Provide voter demo videos	May 2018
Provide kiosk maintenance guide	July 2018
Provide revision's officer's guide	July 2018
Provide auditor's guide	July 2018
Provide candidates guide	July 2018
Provide training schedule	July 2018
Secure training facilities	July 2018
Conduct revisions training	August 2018
Conduct auditor training	August 2018
Conduct candidate info session	September 2018

Election Period

Online voting Period	October 2018
Voter help line operational	October 2018
Revisions office operational	October 2018
Extended support hours	October 2018
Conduct on-going audit	October 2018
Municipality manages kiosks	October 2018
Obtain confirmation to shut down poll station	October 2018
Provide unofficial results electronically	October 2018
Publish unofficial results on voting website	October 2018

Post-Election Activities


Provide official results, reports electronically	October 2018
Publish official results on voting website	October 2018
Send hard-copy of official results	October 2018
Destroy election information	February 2019
Confirm election information destroyed	March 2019

Internet Voting

Voters arrive at a branded voting website for your municipality and enter the PIN provided in the Voter Information Letter. If the voter hasn't yet voted, the voter may click on the election and a tamper-proof electronic ballot will appear. When the ballot is submitted, the results are encrypted and kept anonymous. The voter is issued a printable receipt and is now blocked from voting for this election again.

Telephone Voting

Simply Voting records professional voice prompts for telephone voting that will make a good impression and be easy to comprehend. Voters call a dedicated toll-free or local number and are prompted to authenticate their identity. The voter enters the PIN provided in the Voter



Information Letter using a touch-tone dial pad and the system checks whether he has not yet voted. If that is the case, the voter is prompted to select from the candidates and finally to confirm his choices. When he confirms a ballot, the results are encrypted and stored anonymously. The voter is optionally issued a receipt and is now blocked from voting for this election. Since Simply Voting never allows a voter to vote twice, *telephone voting may proceed at the same time as internet voting.*

Revisions

Your municipality will operate at least one Revisions Office to assist voters who are missing from or incorrectly entered on the municipal list of eligible voters. The revision officer(s) will be provided with documentation, training and access to handle all situations that may arise.

All of the following situations may be resolved *entirely within VoterView*:

Missing Electors

The revision officer may add electors that were missing on the list of eligible voters. A PDF Voter Information Letter with a new PIN may then be generated and printed to allow them to vote.

Ineligible Electors

The revision officer may delete electors that are duplicated, deceased or otherwise ineligible to vote, cancelling the PIN.

Incorrect Electors

The revision officer may correct an elector's name, address, ward or district as necessary.

Lost Letters

The revision officer may replace the PIN of electors that lost or never received a Voter Information Letter. A PDF Voter Information Letter with a new PIN may then be generated and printed to allow them to vote.

The following situation must be resolved using the Simply Voting Election Manager:

Stolen Letters

If an elector cannot vote because the voting system reports they have already voted, even though they have not voted, the revision officer may replace the PIN and allow a re-vote. A PDF Voter Information Letter with a new PIN may then be generated and printed to allow them to vote.

All modifications to the list of electors and all PIN generations are logged to ensure the integrity of and allow the auditing of the revisions process.

Results

Once voting has ended the results and audit trails will be reported to the town Clerk or other designated official either immediately or once Election Day polls have closed. An official hard-copy of the results will be sent by courier. We can optionally publish the results to your municipality voting website so that anyone will be able to verify the results by downloading a file containing votes and receipt numbers. Post-election, Simply Voting will provide various reports on voting statistics including the following:

- Voter Verified Audit Trail
- Activity Log

- Daily Participation
- Participation By Date, Channel, Ward, School Board
- Suspicious Activity

3. Security and Availability


Top-Notch Security

Simply Voting was designed from the ground-up to eliminate the risk of electoral fraud or breach of secrecy:

- Voters who bypass authentication or have already voted are denied access to the ballot.
- One-vote-per-voter is guaranteed by marking electors as voted and storing the vote in a single transaction. Even if a voter submits the ballot simultaneously on several devices, this technology guarantees that only one vote is accepted.
- Ballots are rigorously checked for validity before being accepted. It is impossible to vote for invalid options or invalid combinations of options.
- Communication between the voter's computer and our website is encrypted with *TLS 1.2* and strong cipher suites to protect against current and future encryption attacks.
- Our servers are protected by a very powerful firewall, ***FortiGate Unified Threat Management***, which includes an *Intrusion Detection System* and a redundant firewall on hot standby.
- Our servers are "hardened" and are subjected to daily ***Trust Guard PCI Compliance*** security scans.
- Our voting system is subjected to live penetration testing by "good hackers" at ***WhiteHat Security*** and source code security audits by ***HP Fortify***.
- Simply Voting adheres to guidelines established by the ***Open Web Application Security Project***.
- Any change to the voting system must pass an internal security review before going live.
- We use ***DomainKeys Identified Mail*** and the ***Sender Policy Framework*** to protect voters from phishing attacks.
- Simply Voting uses ***CloudFlare*** to protect against Denial of Service attacks. *CloudFlare* has the most sophisticated mitigation technology on the market and has successfully blocked the largest DOS attacks seen on the internet. *CloudFlare* will be "always on" for municipal voting websites. More info about their solution is available at <https://www.cloudflare.com/ddos/>
- We use redundant *Anycast DNS* deployments which protects against DNS-based DDoS attacks.

Fully Hosted & Reliable

Don't worry yourself about servers, IT staff, installing software or taking backups. Simply Voting gives you instant access to the latest technology and is ready to process millions of votes around the clock.



Simply Voting is built on an enterprise-class cloud computing service powered by high performance IBM hardware, with full redundancy across the entire infrastructure (no single points of failure). Our data centre is in a stable mountain zone, away from earthquake, hurricane, tornado, and severe weather zones. The data center contains advanced power, cooling and security infrastructure, and Cisco Data Center 3.0 network architecture. It is staffed 24x7, backed-up by an off-site network operations center. We also use several Anycast DNS clusters to ensure fault tolerance at the DNS level.

Simply Voting uses third party offsite monitoring tools to automatically monitor key "vital signs" of our voting system 24x7 and a technical staff member is immediately notified of any anomaly. Simply Voting maintains a Disaster Recovery Plan as well as a Hot Site at a backup data center in a different geographical area. The Hot Site is synchronized with the primary data center using remote database replication. Should the primary data center experience an outage, we have the capability of quickly redirecting traffic of the entire voting system to the Hot Site, minimizing disruption to ongoing elections and avoiding any loss of data. You can rest assured that your election is always protected and available in the case of a disaster.

For telephone voting, Simply Voting uses industry leader Plum Voice as a voice-to-web interface layered on top of our online voting system. Every component in the Plum Voice, fault-tolerant infrastructure has a backup and Plum's platforms have been tested by billions of calls since 2000. Plum's PCI Level 1 compliant operation actively secures and protects applications and data from digital, physical, and social intrusion vectors. There is no artificial cap on "ports", the telephone voting system can handle spikes of millions of simultaneous calls at once.

Information Technology Infrastructure

Primary Data Centre

The production online voting system is hosted at this data centre.

RackForce

www.rackforce.com

1-866-468-1158

Suite 200 - 2130 Leckie Place, Kelowna BC, Canada V1Y 7W7

RackForce is a SOC 2 Type II certified data centre offering very high levels of security and redundancy. They provide their VMware vCloud powered enterprise private cloud product for our servers as well as a Fortigate high availability firewall with unified threat management. Web servers run CentOS Linux, Apache and PHP. Database servers run CentOS Linux and MySQL.

Secondary Data Centre

The QA, development and "hotsite" (disaster recovery) online voting systems are hosted at this data centre.

iWeb


iweb.com

1-888-909-4932

20 Place du Commerce, Nun's Island, Montreal (Quebec), Canada H3E 1Z6

Servers are exclusively located at iWeb's Montreal data centre, which is SSAE 16 certified. The servers are dedicated machines with Xen virtualization and protected by a virtualized firewall. Web servers run CentOS Linux, Apache and PHP. Database servers run CentOS Linux and MySQL.

The "hotsite" database is synchronized with the production database using remote database



replication (master-slave). All personally identifiable voter information in the QA and development databases is scrambled and votes are re-encrypted with the QA and development encryption keys during the cloning process (i.e. production encryption keys are not present on these servers).

DNS

We use CloudFlare's Anycast DNS hosting for our DNS records.

Voting Options Verification and Control

Ballots are rigorously checked for validity before being accepted. It is impossible to vote for invalid options or invalid combinations of options. The Voter cannot log in without providing the correct credentials (PIN). Simply Voting uses something called "Row-Level Locking" to ensure only one vote can be cast by the voter. Locking places the encrypted vote in the ballot box and crosses off the name on the electors list in a single transaction. So, even if you tried to put through the same PIN hundreds of times in the same second only one transaction would be completed and, once that transaction was complete, the other transactions would be blocked. There is also true anonymity. Votes are encrypted when they go into the "virtual ballot box". This is done without saving any information that can be linked to the voter. If a hacker, or an insider at Simply Voting, gets access to the server they cannot figure out who voted for whom. There is no information they can trace to the voter.

If a voter's session is disconnected and the voter has partially filled out a ballot, their partial ballot is destroyed and the voter can log in again during the election time frame to access a fresh ballot. No information is stored on the voter's computer with regards to their selections or choices.

Under voting can be allowed. Voters may abstain and may vote for as few or as many candidates as they wish up to the maximum allowed. After the voter has made their selections they are taken to a confirmation page where they can review their ballot, and the under vote will be indicated clearly. Optionally the confirmation page may display a warning when there is an under vote.

Vote Cast Logging Verification


Voter Activity, including the final submission of the ballot, is recorded in the Activity Log along with the voter's Elector ID, IP address and a timestamp. Throughout the voting event municipal staff may compare the number of electors that voted with the number of votes in the virtual ballot box. Furthermore, as stated above designated municipal staff will be provided with the entire contents of the virtual ballot box including receipt codes.

Suspicious Activity Reports will be generated throughout the voting period and Simply Voting has the ability to block voting from any IP address and/or phone number.

A voter's login is tracked. A voter's opening of the ballot is tracked. A voter reaching confirmation and review stage is tracked. Finally a voter's internet or telephone vote is tracked. All timestamped and with IP / Phone.

Captcha

Simply Voting's defense against a brute-force attack (automated password guessing) is triggered when there are 10 strikes within the last 15 minutes. A strike is an incorrect login based on same Elector ID, the same Password or the same IP address /telephone #. When our brute force defense triggers on the web voting system, the voter must complete a captcha to submit their credentials. Account lockouts are not used - they could be engineered as a denial-of-service attack vector. When



our brute force defense triggers on the telephone voting system, the voter is told "Maximum number of login attempts exceeded. You cannot login for 15 minutes. Goodbye!" and the call is terminated

Simply Voting's Capacity

The 2018 Ontario Municipal Elections will involve a record number of municipalities opting to use internet voting and Simply Voting will be delivering a large number of complex voting events at once. Clerks often pose the question, "How will we handle it?".

On the technology side, the voting system is designed to handle multi-million-voter elections and is built on an extremely scalable enterprise cloud infrastructure. Expanding (and reducing) capacity is as simple as activating (or deactivating) additional virtual server "nodes" on the cloud. As a matter of policy, Simply Voting always maintains enough capacity to handle all eligible voters voting in a single day. This over-allocation of resources ensures our voting system is always running at peak performance, even if there is an unexpected spike in voter activity. We validate that the voting system can handle this traffic by conducting test elections with thousands of simultaneous voters using simulated human traffic from our load testing partner, Loadstorm.

On the service side, Simply Voting's project management staff are very experienced at managing many overlapping elections, as throughout the year our system is running 80 to 120 online elections on any given day. All contracts for the 2018 Ontario Municipal Elections should be finalized between April and September 2017, which gives between 12 and 18 months lead time to hire additional project managers. If and when our existing workforce needs to be expanded, Simply Voting will immediately hire and train additional project managers – and far more than is actually needed. Junior project managers will always be paired up with senior project managers. An experienced project manager with several years of experience will be watching over each municipality's election.

If at any point we deem it necessary, Simply Voting will stop taking new orders to focus on existing municipal customers. Our goal for the 2018 Ontario Municipal Elections is not to maximize revenue but to uphold our perfect track record for excellent service

100% Availability Guarantee

Simply Voting provides the most reliable infrastructure possible for our online voting system. We guarantee that all functionality is available 100% of the time in a given month, excluding special planned maintenance. We will credit your account 5% of your election fee for each 30 minutes of unavailability (up to 100%).

Support Service Level Agreement (SLA)

All our customers are backed up by a team of experts committed to helping you run successful elections! If you have a question or experience a problem, we are standing by to give you quick and effective assistance. In order to meet expectations of 24x7x365 customer service, we keep **support staff on call at all times** outside of normal business hours. In case of after-hours emergency, the support form on our website will page the support staff on call who will then respond by email or phone. Our support level commitments are as follows:

Support Level	Availability	Response Time	Issue Resolution
Normal (sales questions, non-critical issues)	Mon-Fri 9am-5pm EST by phone, email or website.	1 hour	1 business day or escalated to management

Emergency (critical issues)	Mon-Fri 9am-5pm EST by phone, email or website. 24x7x365 via website support form	30 minutes	1 hour or escalated to management
-----------------------------	--	------------	-----------------------------------

Simply Voting will credit your account 5% of your election fee (up to 100%) for any failure to meet our support level commitments.

Direct Voter Support Options

Municipalities with up to 10,000 eligible voters may choose to purchase direct voter support at a cost of \$0.15/eligible voter. For those municipalities, our toll-free Voter Help Desk phone number and email address will be staffed 24/7 and made available on your voting website and on printed voting instructions. Our support representatives will field all questions relating to the voting system and issues with incorrect or lost Voter Information Letters, but will not be able to actually make changes to voter data. Questions relating to matters internal to the municipality will be forwarded to a designated municipal contact person.

For larger municipalities, or those that prefer to manage voter support in-house, the municipality will staff and manage the Voter Help Desk, and Simply Voting will provide training and access to the necessary tools. Simply Voting will also handle voter questions when escalated to us by municipal staff.

Certified Results

An important advantage of having the experts power your election is trust. With the security of an independently managed server and service, your voters can rest assured that their votes will be counted properly. We display a *certified by Simply Voting* seal on your published voting results. On request, we will also provide a Letter of Certification attesting to the validity of your results.

Confidentiality

Simply Voting is compliant with MFIPPA. Please see our privacy policy at:
<http://www.simplyvoting.com/privacy-policy/>

Simply Voting takes secrecy of the vote very seriously. **Votes are stored without any information that could be traced to an elector, so it is logically impossible for election organizers or even the Simply Voting system administrators to determine what a particular voter has voted.** We never make use of voter information for anything other than voting and never share such information with third parties. Our privacy policy (available on the Simply Voting website) and voting system have been independently certified by TRUSTe for compliance with their Privacy Certification and Trusted Cloud requirements. Simply Voting will issue a signed certificate that the electronic ballot data has been destroyed at the appropriate time and in accordance with Sec 88(2) of the Municipal Elections Act.



Municipal Elections Act

Simply Voting is compliant with the principles guiding municipal elections as contained in the Municipal Elections Act. To wit:

- The secrecy and confidentiality of the individual vote is paramount.
- The election should be fair and non-biased.
- The election should be accessible to the voters.
- The integrity of the process should be maintained throughout the election.
- There be certainty that the results of the election reflect the votes cast.
- Voters and candidates should be treated fairly and consistently within a municipality.

SSAE 16 Certification



Simply Voting is SSAE 16 SOC 1 Type I certified. The SSAE 16 (formerly known as SAS 70) is a widely recognized auditing standard issued by the American Institute of Certified Public Accountants (AICPA). An auditor's report details a service provider's ability to offer adequate controls and safeguards when they host or process data belonging to their customers. The audit focuses heavily in the areas of compliance, security and access. It addresses important topics such as backup and recovery, computer operations, and human resources.

Our data center, RackForce, is similarly SSAE 16 SOC 1 Type II certified. Both Simply Voting and RackForce are also CSAE 3416 and ISAE 3402 certified; these are the Canadian and international equivalents to the SSAE 16.

These certifications are an independent validation of the quality, integrity and reliability of Simply Voting's infrastructure and services.

Simply Voting is Insured and Bondable

Simply Voting maintains a \$2,000,000 General Business insurance policy as well as a \$2,000,000 Cyber Liability insurance policy which covers Errors & Omissions and Network Security & Privacy Breach. This helps protect your organization and your voters. Simply Voting also is pre-approved for performance bonding by the Aviva Insurance Company of Canada.

Voter Verified Audit Trail

Once the electronic ballot has been cast a printable receipt is provided to assure voters that their votes have been recorded as intended. Should you opt to publish the final results, anyone will be able to download a file containing votes and receipt numbers. This serves as a Voter Verified Audit Trail (VVAT) - an independent verification system designed to allow voters to verify that their vote was cast correctly, to detect possible election fraud or malfunction, and to provide a means to audit the stored electronic results.

4. Advantages and Features

Social Media Sharing



Once the voter casts their ballot, integrated Facebook, Twitter, LinkedIn and Google+ buttons appear, encouraging voters to promote the fact that they voted across those social networks. Voters can post a default message or personalize it. Social media sharing increases awareness of your election, and encourages more eligible voters to participate thanks to positive social pressure.

Mobile Optimized Voting

Thanks to the responsive web design that adjusts according to the type of device being used, the voting website delivers an optimal viewing and interaction experience on a desktop

computer, tablet and smartphone. Voters using a mobile device will not have to zoom, pan, or scroll sideways because all the elements on the voting website are properly sized and placed.

Cross-Browser Compatible

Thanks to Simply Voting's minimalist design and compliance with W3C web standards, our system is compatible with all modern browsers (going back to Internet Explorer 6) and web-enabled cellphones so that voters can vote on the go. We test across various browser/OS/device combinations using *BrowserStack*.

Accessibility



Simply Voting is committed to supporting electors with disabilities and making sure the ballot works with assistive technologies. Voting websites are audited against Section 508 and WCAG-2 accessibility requirements, and are accredited as A (Highly Accessible) by the Bureau of Internet Accessibility. Voting websites are also compliant with the Accessibility for Ontarians with Disabilities Act and adhere to WCAG-2 at Level AA. Simply Voting will also provide a statement that can be used to satisfy the requirements of Sec 12(2) of the Ontario Municipal Elections Act.

Simply Voting is "Green"

Simply Voting is the most eco-friendly online voting system in the world. We've lowered our carbon footprint to a small fraction of a typical website by hosting virtualized servers in an efficient data center powered by Hydroelectricity. Furthermore, we choose clean, pollution-free energy with Bullfrog Power. Bullfrog's generators put green electricity onto the grid to match the amount of electricity we use in our offices.



Skyhigh Enterprise-Ready Rating



Skyhigh Networks performs objective and thorough evaluations of the enterprise-readiness of cloud service based on a detailed set of criteria developed in conjunction with the Cloud Security Alliance (CSA). Services designated as Skyhigh Enterprise-Ready are the services receiving the highest CloudTrust™ Ratings, which fully satisfy the most stringent requirements for data protection, identity verification, service security, business practices, and legal protection.

Branded Voting Website

Simply Voting provides you with an exclusive website for your elections with a url like <https://yourtown.simplyvoting.com>. The professional looking voting website is branded with your logo & colours, is easy to use and works with all browsers. You have the option of publishing voting results to your voting website with the click of a button.

Tech Support

All our customers are backed up by a team of experts committed to helping you run successful elections! If you have a question or experience a problem, we are standing by to give you quick and effective assistance. In case of emergency, we have a support representative on call at all hours. We want our customers to be more than satisfied with their investment, so care is always taken to ensure you start off on the right foot and are never left stranded.



5. Optional Advantages & Features

These optional features are included in the cost per elector price: Audit Functions, Candidate Functions, Wards and Districts, Vote Change Support, Bilingual Experience & Second Shared Secret.

Audit Functions

This feature is offered for municipalities that want to hire independent, third-party auditors to oversee their election. Simply Voting will provide auditors, approved and paid for by your municipality, with appropriate access to the secure Election Manager Website as well as special auditor voting PINs. Auditors may verify that the system allows and forbids voting as appropriate. Auditors may continuously monitor voting activity before; during and after the election period, access the Activity Log and Login History reports, and access the file containing votes and receipt numbers after voting has ended.

Candidate Functions

This feature is offered for municipalities that want to provide controlled access for the candidates (or their designates), to electronically monitor attendance of the voters throughout the online voting period. This feature will replace the manual "struck-off list" function regularly performed during the election by candidate agents or scrutineers at the polls.

Wards and Districts

We provide a system to restrict any question on the ballot to a segment of your eligible voters. Your municipality can have a mayor position elected at large and different ward councillors or school boards elected by the electors of the appropriate ward or district.

Vote Changing Support

To discourage coercion and vote buying, Simply Voting offers the option to allow voters to change their vote at any time until the online voting period has ended.

Bilingual Experience

If desired, the content and interface of telephone voting, online voting and the Voter Information Letters will be available in English and French.

Second Shared Secret

Simply Voting can require voters to authenticate their identity with a second shared secret beyond their PIN, to enhance security. The municipality must have access to a reliable source of information in the list of electors, such as birth date, and must supply this information to Simply Voting.

Voting Kiosks (at cost)

For Municipalities that need official physical locations for online voting, Simply Voting offers the ideal kiosk solution: an Apple iPad mounted in a specialized 3G Comet iPad stand, along with software configuration to “lock” the iPad to a kiosk version of the voting website. This solution has several benefits:

- Security: The iPad software is very secure and immune to viruses and hacking. The stand locks the iPad in place preventing theft and tampering.
- Ease of use: The iPad has touchscreen and zooming technology. The stand is sturdy, has a tilting head, and is Accessibility for Ontarians with Disabilities Act (AODA) compliant.
- Low maintenance: It easy to “lock” an i-Pad to the voting website.

The kiosk is available for both Wifi and 3G cellular internet access for additional security. It is also easy to install or remove the iPad from the stand. The iPad can last a full day on battery power so kiosks may be placed anywhere without cumbersome wiring. Setting up the kiosk is quick and does not require any skills. Remote training and support is included. It is also possible to have Simply Voting staff come on-site for installation and training. The kiosk may easily be re-purposed for various events between elections.



6. Partners

The **E-Volve** solution offers a fully integrated process for municipalities that use VoterView (VV) by DataFix, Gilmore Doculink and ES&S. Some of the advantages with these unique product developments are:

The Datafix integration means that any additions, deletions or changes to elector information in VoterView are immediately updated in Simply Voting.

The ES&S integration means that electors are marked in Simply Voting “as voted” the instant they vote by paper or touchscreen machine (*if a live voters list is used*).

Similarly, electors are marked in VoterView “as voted” as soon as they vote by internet or by telephone.

Gilmore Doculink is integrated with Datafix/VoterView. Established work flows and secure, electronic data transfers between Simply Voting, VoterView and Doculink ensure that post-mailings are accurate and current.

This real-time synchronization allows for interesting combinations of voting technology to be used simultaneously.

7. Customer Requirements

These action items will be the responsibility of your municipality. Please see the “Project Plan” in section 2 for time-lines:

- Provide a main contact person to coordinate project management with the Simply Voting Elections Director.
- Provide desired text for Voter Information Letter.

- Review proof of Voter Information Letter and give feedback within one week. More time will be available if text was provided to Simply Voting in advance. The letter will be sent to print three weeks prior to voting and will be inducted with Canada Post ten days prior to voting.
- Provide positions, number of winners, candidate names, and any ward/district restrictions.
- Review proofs of online ballot and telephone ballot and give feedback one week. More time will be available if details were provided to Simply Voting in advance.
- Provide sample electronic list of eligible voters including name and address (any format is acceptable). Provide final electronic list of eligible voters. If advance polls were held then advance voters must be removed or indicated as such in this list.
- Operate a Revisions Office to deal with additional, removals, and corrections to the electronic list of eligible voters. The Revisions Office will retrieve PINs and issue blank Voter Information Letters as necessary.
- Maintain any physical voting kiosks throughout the voting period.
- Staff and Manage the voter support desk (municipalities over 10,000)

8. References

Additional references & case studies are available upon request. The Simply Voting System and Service has proved itself at over 1500 organizations and institutions.

CASE STUDY: TOWNSHIP OF CAVAN MONAGHAN

Project Timeline:

April 2014 through October 2014

Client Overview:

The Township of Cavan Monaghan is a municipality in the Canadian province of Ontario. The Township's mission statement displays their commitment to delivering responsive and cost effective services that provide for the economic, social and environmental well-being of resident. The Township has a population over 8,500 residents, and 7,500 registered voters.


Requirements and Challenges:

As part of the 2014 Ontario municipal elections, the Township of Cavan Monaghan sought to move their election process from traditional paper balloting, into a hybrid solution employing both online voting as well as voting by telephone, while still providing in-person electronic polling for those who were more unfamiliar or uncomfortable with new technology.

The solution had to be turnkey, accessible, and fully compliant with the Ontario Municipal Election Act. As with any municipal election, challenges involved ensuring that the voter list is properly up-to-date and error free, protecting against voter fraud, protecting the secrecy of the vote, as well ensuring that maximum transparency so that all parties involved – voters, candidates, and municipal staff – have full confidence in the hybrid election process.

Simply Voting's Solution:

Simply Voting deployed a custom hybrid internet and telephone voting solution to meet the Township's needs. This included a large project management component – the project master plan comprised of 72 deliverables. Amongst other things, Simply Voting drafted a 128-page procedure manual with



sample forms, conducted training sessions for municipal staff, conducted candidate information sessions, facilitated mobile voter kiosks, liaised with a third party auditor, and managed a 24/7 live voter help line. The election adhered to the timelines and other statutory requirements of the Ontario municipal Elections Act.

Simply Voting integrated directly with the Township's electoral database vendor, in order to create a live sync of updated voter information between the Township's database and the list of eligible voters on Simply Voting, ensuring that elector information was up-to-date and no voters were disenfranchised. Simply Voting designed and managed the distribution of Voter Information Letters that provided residents with their official instructions and voting credentials, or otherwise notified residents if there was an issue with their municipal records on file and how to resolve said issues.

Simply Voting provided transparency by issuing unique receipt codes to voters, whether they voted by internet or phone, which allowed voters to independently audit their own vote. Transparency was also addressed by providing candidates with real-time access to their constituency's electoral rolls.

Upon the completion of voting, Cavan Monaghan had achieved a record turnout for a municipal election, and Township clerks and staff commented on how the community found the process very streamlined and easy to use, and not so daunting with Simply Voting's project leadership.

CASE STUDY: ELECTIONS PRINCE EDWARD ISLAND

Project Timeline:

June 2016 to November 2016

Client Overview:

Elections Prince Edward Island (Elections PEI) is a non-partisan office of the Legislative Assembly in Prince Edward Island, Canada. Elections PEI's principle mandate is to inform and enable all qualified electors and candidates to exercise their democratic right through conducting and administering all provincial elections for the over 100,000 eligible voters that live on the island.


Requirements and Challenges:

Elections PEI was tasked by the Legislative Assembly of Prince Edward Island with administering a plebiscite on electoral system options. As this landmark provincial plebiscite was going to be the first in Canada to allow internet, telephone, and paper voting methods on a ranked choice ballot, Elections PEI required a secure, flexible, and robust election provider that could provision and manage internet and telephone voting, while also allowing for the input of paper ballot votes from in-person polls. Moreover, Elections PEI was already working with additional vendors that managed their voter list as well as the printing and mailing of voter information letters, so any election provider needed to be able to both interface and work with those vendors. Finally, project management and training were additional key requirements – any vendor was expected to work closely with Elections PEI staff as well as a team of expert auditors hired by Elections PEI.

Simply Voting's Solution:

Scope:

Management and clear planning of every stage of this project, from an initial review and kick-off meeting to post-plebiscite reports and activities, were key aspects to Simply Voting's solution. In order



to achieve these key elements, Simply Voting devised a project plan consisting of 58 items subdivided into 9 categories, covering stages like Requirements Gathering, Software Development, Training, Testing, and others, which were discussed and detailed with Elections PEI throughout the project in conference calls and as well as in-person meetings.

Due to the landmark nature of this plebiscite, which included simultaneous internet, telephone, and paper voting, there was particular importance on a few principal software development components. These included:

- Amalgamation of the raw paper vote data which was added to the combined internet and telephone results, in order to produce a unified results report.
- Real time sync with other vendor systems, to ensure the integrity and security of the plebiscite.
- Instantaneous dynamically generated .pdf voter information letters, for distribution via email by Simply Voting, to ensure no voters were disenfranchised after the initial postal mailing.
- Preferential results tallies for every district and every age range, in addition to the standard unified results for all of PEI, in order to provide Elections PEI with the data necessary for their own governmental reporting.

Managing the scope was vital to the plebiscite's success.

Organization:


The scope of this project required rigorous coordination, planning, and conference calls with all parties involved, including Elections PEI, as well as 3 other vendors who were focused on specific aspects of the project. Simply Voting's key management of the project's timeline and milestones, including Simply Voting's own and those of the other vendors, was an integral part to the success of the plebiscite. These other vendors that Simply Voting worked in coordination with include:

- *DataFix*, which provided elector list management software, and allowed Elections PEI staff to manage their voter data.

Simply Voting fully integrated with DataFix's software, so any changes executed on DataFix's platform were immediately synchronized to Simply Voting. Moreover, because of Simply Voting's live real time two-way sync, DataFix's software was also used as a live voter list at in-person polling stations. This allowed Elections PEI to ensure that anyone voting by paper ballot in-person was struck off the elector roll and were thus instantly prohibited from voting by internet or telephone, or vice versa, ensuring that any voters who voted by internet or telephone, were not also issued a paper ballot.

- *ES&S Canada*, which provided tabulators for paper ballots voted on in-person.

Simply Voting, in order to provide a unified results report that included votes from paper, internet, and telephone, developed a process to amalgamate raw paper vote data and to add that data to the online results. Moreover, since the plebiscite revolved around a preferential ballot, this process was more complex and nuanced than say a simple sum, due to the rounds



of results calculations and other procedures that were part of the chosen counting process. Complexity also took the form of how Simply Voting handled improperly filled out paper ballots. In conjunction with Elections PEI and their audit team, Simply Voting devised scenarios for accepting, rejecting, and correcting paper ballots that fell outside “expected completion,” during the automated amalgamation process.

- *Gilmore Doculink*, managed the printing and mailing component of the project, and which also developed the letter proof.

Simply Voting provided the secure PINs for the voter information postal mailing to Gilmore Doculink. Moreover, using Gilmore Doculink’s letter proof, Simply Voting developed a mechanism to generate one-off .pdf versions of the voter information letter that could be sent through Simply Voting via email when triggered by Elections PEI staff from their voter list software. These one-off emails were designed to accommodate last minute registrations and revisions or those voters who reported other issues with their postal voter information letter, to ensure that no voters were disenfranchised.

Auditing:


Simply Voting also worked in coordination with a team of 4 experienced and respected individuals. Their broad range of experience included chief electoral officer experience, IT infrastructure, security, and operations experience, as well information management, on provincial and national levels. The audit team’s work included reviewing the security of the voting system and a review of the disaster mitigation and recovery plans, paper ballot amalgamation procedures, reporting formats. Additionally they participated in scripted mock plebiscites where the auditors were casting dummy audit votes according to a specific plan unknown to Simply Voting or Elections PEI, to ensure results reporting was accurate and precise. Moreover, specifically regarding these mock plebiscites, Simply Voting subjected the voting system to a loadtest to ensure capacity was adequately addressed. The loadtest was successfully passed with over 58,000 votes cast in a span of 30 minutes, without any degradation in performance or application errors.

While pre-plebiscite auditing was an important aspect of the project, auditing during the active voting time frame and immediately after during the results reporting phase were also essential. To this end, the auditors were provided with a number of dummy audit PINs, which allowed them to test system connectivity and performance routinely. Simply Voting also regularly provided suspicious activity reports that were passed onto the auditors and Elections PEI staff for further investigation.

Moreover, the auditors, independently of Simply Voting, created their own paper amalgamation script to ensure that there was confidence in the interpretation and the import of raw paper vote data into the online vote database. Further, the auditors also created their own preferential results script to once again compare the final unified results to their own tally. Once the auditors were satisfied with their internal review of the results and results procedures, the auditors affirmed and signed off on the results, giving Elections PEI independent confidence in the integrity of the process.

Execution and Success:

To ensure that Elections PEI staff and auditors could perform their assigned duties and tasks, Simply Voting provided remote and in-person training prior to the live voting time frame, regarding the use of



the voting system and other integrated elements. Additionally, Simply Voting provided project specific training materials and documents to assist with the learning curve, including step-by-step guides, help desk scenario flowcharts and quick answers, template procedure forms to address specific issues like reported lost or stolen voter information letters, and an “explainer video” for the general public that detailed how a voter votes by internet or by telephone.

The plebiscite itself allowed for 10 days of voting, 2 of which also included in-person paper balloting at polling stations throughout PEI. Balloting could be conducted in either English or French, via the internet or telephone, due to Simply Voting’s management of both balloting languages. For the duration of the voting period, Simply Voting’s support hours matched the 12 hour daily support window of the Elections PEI Voter Help Desk, to ensure any issues and concerns escalated to Simply Voting could be quickly addressed. Simply Voting also provided onsite management at Elections PEI HQ for the final 5 days of voting, in addition to an extra day immediately after the end of voting.

During the final day towards the evening’s end, peak voter activity amounted to roughly 100 votes every minute. At the close of voting, Simply Voting provided a turnout report by district and age range, a unified raw results report, as well as the unified results summary report, within 17 minutes of the plebiscite’s termination. Within 35 minutes, auditors signed off and certified Simply Voting’s reports. Results were published by Elections PEI an hour and half after the plebiscite’s termination.

Over 36% turnout was reported, which amounted to over 37,000 voters. Voters overwhelming preferred internet voting, with over 30,000 voters submitting a secure electronic ballot via the internet voting system. The remaining 7,000 voters were equally split between telephone voting and paper voting.

In the days immediately following the plebiscite’s termination, Simply Voting provided additional statistical reports, including but not limited to:

- stats on voter information letter emailing and the percentage of voters who turned out after receiving the digital letter,
- countries from which valid eligible voters abroad voted,
- and telephone stats including total calls, minutes, and average length.

At the close of the project, the auditors expressed satisfaction in regards to working closely with Simply Voting and Simply Voting’s exacting attention to every detail. Additionally, the auditors expressed appreciation for the online voting system, due to the fact that by design it cannot allow the voter to make mistakes that could otherwise happen with a paper ballot – mistakes that add further confusion and interpretation time to the results reporting process. Moreover, the near instantaneous results calculation was immensely beneficial – auditors noted that if all ballots were to be counted manually, due to the nature of preferential balloting and the specific counting procedures, manual calculations could take days, weeks, or longer.

Elections PEI appreciated Simply Voting’s hands-on management and organization of the entire project, in order to ensure this landmark first of its kind plebiscite was a success, and that the information gathered from the plebiscite could be used to help the government better understand public opinion.



CASE STUDY: THE TOWN OF DEEP RIVER

Project Timeline:

May 2016 to June 2016

Client Overview:

The Town of Deep River is a municipality in the Canadian province of Ontario. The Town is an idyllic community situated in a picturesque landscape. Home of the Canadian Nuclear Laboratories, the Town was originally a planned community on the Ottawa River dedicated to nuclear research, though the Town has grown into a recreational and cultural destination. The Town has a population of over 4,000 residents and 3,500 registered voters.

Requirements and Challenges:


The Town of Deep River required a flexible, secure, and accessible survey in order to determine the Town's opinion regarding fire service within the municipality. The Town hoped to have a quick turnaround on the survey, so timing was a key element to the project. The survey would follow a similar, though pared down, model to the Town's 2014 municipal election similarly run with Simply Voting – ensuring that voters were provide information via a postal mailing, and that voters could access the survey ballot via the internet or via an audio telephone ballot.

As with any municipal style voting event or survey, challenges involved ensuring that the voter list is properly up-to-date and error free, protecting against voter fraud, protecting the secrecy of the vote, as well ensuring that maximum transparency so that voters and municipal staff have full confidence in the voting process.

Simply Voting's Solution:

Simply Voting deployed a hybrid internet and telephone voting solution to meet the Town's needs. This included a project plan, a general outline of milestones, and re-familiarizing and re-training municipal staff so they could use the Simply Voting systems with which they would interact – including a revisions platform and guide and a guide for setting up in-person internet kiosks for in-personal polling. Moreover, project management by Simply Voting included a Simply Voting setup and managed a 24/7 live voter help desk, as well as input and suggestion on wording and design of the survey content, and mock surveys for municipal staff to test to ensuring the proper design and messaging was achieved – for both the internet and the audio telephone ballot.

Simply Voting integrated directly with DataFix, the Town's electoral database vendor, in order to create a live two-way sync of updated voter information between the Township's database and the list of eligible voters on Simply Voting, ensuring that elector information was up-to-date and no voters were disenfranchised. Simply Voting designed and managed the distribution of Voter Information Letters that provided residents with their official instructions and voting credentials, or otherwise notified residents if there was an issue with their municipal records on file and how to resolve said issues. Moreover, in this managed information mailing, Simply Voting included a Deep River designed survey color information package outlining the impacts and consequences of for each option in the survey.



The survey was active for one week. Simply Voting provided transparency by issuing unique receipt codes to voters, whether they voted by internet or phone, which allowed voters to independently audit their own vote once voting had terminated.

Upon the completion of voting, Deep River achieved over 35% turnout. Simply Voting provided a package of reports, including a general activity log, turnout by date and turnout by ward, turnout by channel (telephone or internet), a suspicious activity report, as well as final survey results. Town clerks and staff commented on how the community found the process very streamlined and easy to use, and the clerks appreciated the speed at which an official survey project like this could be turned around in such a short time.

9. The Company

Brian Lack – President

Simply Voting Inc.

5253 Decarie Blvd, #250

Montreal, QC, H3W 3C3

Phone: 1-800-585 9694

Fax: (888)819-0132

Primary Contacts:

black@simplyvoting.com

slatley@simplyvoting.com

Simply Voting's approach to the voting experience is to keep it simple. Our standards-compliant interface works on all devices is minimalist and intuitive for users of all ages and technical ability.

Simply Voting's approach to voting system security is to study and follow best practices, incorporating security in our software development and engaging in third parties to audit the security and controls of our software and company. Our receipt system and voter-verified audit trail is designed to provide transparency in a way anyone can understand, while preserving anonymity.

Simply Voting's approach to customer service is to go the extra mile for the organizations we serve. We must be reachable, personable, and most importantly take ownership of all the details and project steps, even when they are "out of our court".

Simply Voting is a full-service provider of secure, hosted online elections. We are an agile company and our voting system is constantly evolving with technology and security innovations. Many reputable third parties have audited our product, technical infrastructure, and corporate infrastructure. These audits confirm that Simply Voting possesses the integrity and security which we promise. Currently Simply Voting has 11 employees, no debt and no outside investors.

Team members that support the Voting Process

A team of talented and highly trained Project Managers will perform the services needed to deliver a flawless online election. Brian Lack (President) and Bret Scofield (Elections Director) will personally supervise each municipal election project and support the Project Managers.

Some key members of our Ontario Municipal Elections Project Team are listed below. Project Managers are also supported by business development and programming departments. Simply Voting



Adrienne Hardy, Sr. Project Manager
Marina Pollmueller, Project Manager
Guillaume Bachu, Project Manager (Bilingual)
Rania Awad, Project Manager (Bilingual)
Matthew David, Project Manager

Marina Pollmueller, Project Manager

Marina Pollmueller, Project Manager

Guillaume Bachu, Project Manager (Bilingual)

Rania Awad, Project Manager (Bilingual)

Matthew David, Project Manager

McGill University, Montreal

Bachelor of Computer Science

2001

Bachelor of Math, Chemistry and Physics, *cum laude*, golden key

1999

Simply Voting Inc.

2007 - Current

President

- ❖ Founded Simply Voting and authored the initial version of the voting system.
- ❖ Developed expertise in software security and web application architecture.
- ❖ Leading the company, taking an active role in managing staff and supervising operations, marketing, and product development.
- ❖ Hands-on involvement in key projects and custom solutions.

McGill University

2003 – 2007

Senior Programmer

- ❖ Writing web applications, scripts and Oracle forms to manage student records.

Electoral Consultant

2000 – 2000

Town of Hampstead

- ❖ Managed all logistics of municipal referendum.

Chief Returning Officer

2000 – 2001

Student Society of McGill University

- ❖ Managed McGill's student elections and \$30,000.00 budget.
- ❖ Interpreted and enforced Constitution & Bylaws.
- ❖ Marketing & human resources strategy achieved record voter turnout.

Computer Languages: PS/SQL, Java (Applets, Servlets, GUI), C / C++, Object Oriented (UML), CGI/Perl, PHP, JSP, ASP, JavaScript, HTML, XML, VoiceXML

- ❖ Experience implementing servers/clients for TCP/IP and other internet protocols.
- ❖ Strong knowledge of SQL and database application development
- ❖ Familiar with UNIX / Linux Platforms as well as Windows.

Computer Languages: PS/SQL, Java (Applets, Servlets, GUI), C / C++, Object Oriented (UML), CGI/Perl, PHP, JSP, ASP, JavaScript, HTML, XML, VoiceXML

- ❖ Experience implementing servers/clients for TCP/IP and other internet protocols.
- ❖ Strong knowledge of SQL and database application development
- ❖ Familiar with UNIX / Linux Platforms as well as Windows.

English, French

RESUME: BRET SCOFIELD

Education	University of Iowa Bachelor of Arts, <i>cum laude</i>	2011
Work Experience	Simply Voting Inc. Elections Director	2011 - Current
	<ul style="list-style-type: none">❖ Oversee all elections on the Simply Voting system. Including elections managed self-service by customers as well as Fully Managed election projects.❖ Manage a team of Project Managers to ensure Fully Managed election projects and all other self-service elections are run smoothly on the Simply Voting system.❖ Evaluate each customer's specific requirements and worked with Sales Staff in order to design unique online election solutions, and assign election projects to Simply Voting Project Managers based on strength and expertise.❖ Executes unique solutions from start to end for customers, especially customers with complex requirements or high level projects such as municipal votes, provincial votes, and political party votes, etc, as part of a Fully Managed election project.❖ Core team member in high level projects.❖ Provide excellent, attentive customer service, for both self-service customers and for Fully Managed election projects.❖ Responsible for providing support to resellers and other strategic partners.	
	Simply Voting Inc. Sales, Business Development, and Project Management	2007 - 2011
	<ul style="list-style-type: none">❖ Responsible for generating new sales leads, including cold calling, email marketing campaigns, and investigations of strategic partnerships.❖ Evaluated each customer's specific requirements in order to design unique solutions for customers looking to move their voting process online.❖ Executed unique online voting solutions from start to end for customers as part of a Fully Managed election experience.❖ Provided excellent customer service through attentive follow-ups and by responding timely to requests, inquiries, suggestions, and/or concerns.❖ Created and drafted technical manuals of the Simply Voting system.	
	Bethany Life Communities Dietary Aide	2005 – 2011 (Periodic)
	<ul style="list-style-type: none">❖ Assisted in the preparation, serving, and cleanup of daily meals and special events for assisted living residents of varying care levels. Including the meals based on special and restrictive diets.❖ Provided personable customer service to residents and visiting families.	
Computer Skills	Proficient with: Microsoft Office Suite, CRM Databases, Ticketing and Customer Support Systems, Windows platforms.	
Languages	English	

RESUME: ADRIENNE HARDY

Education	McGill University	
	Management Certificate	2012
	Special Studies: Systems Analysis and Modeling, Consumer Behaviour	2013
	Bachelor of Science, Part-time Studies, <i>golden key</i>	Ongoing
Work Experience	Simply Voting Inc.	2016 - Current
	Senior Project Manager	
	<ul style="list-style-type: none"> ❖ Core team member in high level projects. ❖ Evaluates each customer's specific requirements in order to design unique solutions for customers looking to move their voting process online. ❖ Executes unique online voting solutions from start to end for customers as part of a Fully Managed election projects, including key projects with over 100,000 eligible voters. ❖ Provides excellent customer service through attentive follow-ups and by responding timely to requests, inquiries, suggestions, and/or concerns. 	
	SourceHOV Canada (Formerly HOV Services and Lason Canada)	2011-2014
	Prod. Manager / Acting Operations Manager – Doc Life-Cycle Centre	
	<ul style="list-style-type: none"> ❖ Responsible for the day to day management of local operations in addition to production management duties. ❖ Facilitated successful relocation of the facility with zero down-time. 	
	SourceHOV Canada (Formerly HOV Services and Lason Canada)	2006-2011
	Production Manager	
	<ul style="list-style-type: none"> ❖ Responsible for all aspects of project assessment, implementation and completion. ❖ Assumed local IT/IS support tasks following staff reductions. ❖ Assumed the responsibilities of project coordination and business analysis. ❖ Executed and contributed to key national projects. 	
	SourceHOV Canada (Formerly HOV Services and Lason Canada)	2004-2006
	Project Analyst / Manager	
	<ul style="list-style-type: none"> ❖ Responsible for supporting all departments in client and project assessment, definition, planning, implementation and completion. ❖ Managed national implementation, compliance to company security policies and procedures. ❖ Conducted in-house process reviews and performed impact analyses. ❖ Maintained relationships with distribution partners. ❖ Developed detailed process designs, manuals, and procedures. 	
	SourceHOV Canada (Formerly HOV Services and Lason Canada)	2003-2004
	Project Coordinator	
	<ul style="list-style-type: none"> ❖ Responsible for liaising between all departments and working with Project Manager to ensure successful project implementations. ❖ Responsible for production of proofs of concepts and project testing, including creating process documents and cost analysis. 	
Computer Skills	Proficient with: Microsoft Office Suite, CRM Databases, Ticketing and Customer Support Systems, Windows platforms, SQL.	
Languages	English, Intermediate French.	