Proposal For

<u>CUPE Local 108</u>

Attention: Dwayne Tattrie

June 9, 2021

Victor Chemtob
Onboarding Manager
Simply Voting Inc.
vchemtob@simplyvoting.com
1 (800) 585-9694 ext. 803

Introduction

I am pleased to present the following proposal for the Simply Voting service.

Simply Voting would provide the **CUPE Local 108** with a secure, cost effective, and environmentally friendly solution for voting events. We've already helped many organizations and institutions successfully conduct certified elections, by-law ratifications, and other voting events online. By running elections on our platform, your voters will feel confident that their votes are processed by a neutral 3rd party and in a transparent manner. You can also count on our support team as a virtual part of its elections staff; we are always on the spot and at your side.

Feel free to ask me any questions that you may have regarding this proposal. Thank you for considering Simply Voting for your business. I look forward to serving you in the near future.

Simply Voting Qualifications and Experience

Simply Voting Inc. is headquartered in Montreal, Canada. We have seventeen employees and service more than 4000 customers in 67 countries.

We are a full-service provider of the most secure and cost-effective, hosted online elections. Our voting system was launched in 2003 and our first customer was the Student's Society of McGill University. They continue to be one of our many happy, repeat customers. Many organizations such as municipalities, universities, unions and many not-for-profits rely on Simply Voting for safely executing their 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.

Our Mission: To achieve excellence providing secure and efficient voting solutions and to create value for the organizations we serve.

Our People: Dedicated staff who understands that transparency and perfection are a must in this industry.

Our Strengths: Timely customer service, simplicity of design, high security, and the ability to deliver custom solutions quickly.

How It Works

Simply Voting offers a Fully Managed Election experience. With a Fully Managed Election, our staff performs the setup and administration described further below. If you opt to manage your own elections self-service, your staff performs the setup and administration, with technical support from Simply Voting staff as necessary.

Part 1: Election Set-Up

Using our easy-to-use Election Manager, you create an election specifying the dates and times. Voting terms can be anywhere from minutes to months long. You then define the election: you specify descriptions and questions, upload candidate photos if applicable, and upload a list of eligible voters with voting credentials, and segments.

Voter credentials can be in-part generated by Simply Voting's system, such as unique passwords, or you can specify and upload voter credentials based on existing "Member IDs" or "Employee Numbers" you already may have in place.

With the email addresses of your eligible voters, you can use our Email Blast feature to send out a mass email containing a link to the ballot as well as unique, secure authentication credentials to each eligible voter. The email can also contain a Direct Vote link with unique authentication credentials encrypted into it, thus all the voter has to do is click on the link and they will be automatically authenticated and presented their ballot.

Part 2: Internet Voting

Voters arrive at your branded voting website and are authenticated. If the voter hasn't yet voted, a tamper-proof electronic ballot will appear. The voter fills out the ballot, and a confirmation form is displayed for review prior to final submission. When the voter submits a ballot, the results are encrypted and kept anonymous. The voter is issued a receipt and is then blocked from voting for this election again.

As voting proceeds, you can send out reminder emails and view reports on mid-election turnout.

Part 3: Results

Once voting has ended; the results are immediately tabulated. You can download and view the results in the Election Manager along with various reports on voting activity before choosing to publish the results or not (by default, results are not published). Once published, the results are made available to the public on your voting website and anyone will be able to verify the results by downloading a file containing votes and receipt numbers.

Voter Authentication

This proposal is geared towards our Standard Simply Voting authentication, using our Email Blast Feature and generated or provided voting credentials.

Our Technical Team is happy to coordinate with your IT Staff to see if any remote authentications are possible, such as integrating into any existing databases or members' only portals that you may have.

Advantages & Features

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.

- All administrator and voter activity is logged with timestamp and IP address.

- 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.

- The entire voting system database is encrypted at rest using *AES-256* encryption.

- Our servers are "hardened" and are subjected to daily *Trust Guard PCI Compliance* security scans.

- Our voting system is regularly subjected to penetration tests by *Spirent SecurityLabs* 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.

- All staff workstations are kept up-to-date and protected by access password, firewall, anti-virus, anti-spamware and disk encryption.

- We authenticate our emails with DMARC (*Domain-based Message Authentication, Reporting & Conformance*) to protect voters from phishing 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.

- Simply Voting uses an automated and always-on solution from *Radware* to protect against Denial of Service (DoS) attacks.

- We use redundant *Anycast DNS* deployments which protects against DNS-based DoS 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 offsite 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.

100% Availability Guarantee

Simply Voting endeavors to provide 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%).

Certified Results

Trust is an important advantage of having the experts power your election. 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 results. On request, we also provide a Letters of Certification attesting to the validity of your results.

Skyhigh Enterprise-Ready Rating

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

Confidentiality

Simply Voting takes secrecy of the vote very seriously. It is impossible for election organizers to determine what a particular voter has voted as the results are anonymous. All voter information is removed from our servers if you choose to have the election

deleted. 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.

SOC 2 Certification

Simply Voting is SOC 2 Type I certified. The SOC 2 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 security, availability and confidentiality. It addresses important topics such as backup and recovery, computer operations, and human resources. The data centers where Simply Voting servers are located are similarly SOC 2 Type II certified. These certifications are an independent validation of the quality, integrity and reliability of Simply Voting's infrastructure and services

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.

Simply Voting is Insured

Simply Voting is insured with the Berkley Insurance Company. Simply Voting maintains a $5,000,000 General Business insurance policy as well as a Cyber Liability insurance policy which covers Errors & Omissions for $1,000,000 and Privacy Breach for $1,000,000. This helps protect your organization and your voters.

Flexible Ballot Questions

Simply Voting supports many types of questions to meet your needs. Here's what you can do:

- Specify ballot or question introductory text
- Attach photos & descriptions to each candidate
- Allow for a single winner or multiple winners
- Allow voting for write-in candidates
- Control the minimum and maximum number of candidates that voters are allowed to select
- Control whether voters are allowed to abstain from voting

- Run preferential questions with the Single Transferable Vote (STV) / Hare-Clark / Alternative Voting / Instant Runoff Voting counting method
- Run preferential questions with the Condorcet Ranked Pairs counting method
- Run cumulative voting questions
- Add comment boxes to collect feedback from voters

Mobile Optimized Voting

Thanks to a 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.

Social Media Sharing

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

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 codes. This serves as a Voter-Verified Audit Trail (VVAT) - an independent verification system for voting systems 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.

Accessible Ballots

Simply Voting is committed to supporting electors with disabilities and making sure the ballot works with assistive technologies. The interface of our voting websites is regularly audited against Section 508 and WCAG-2 accessibility requirements by the Bureau of Internet Accessibility, which provides a comprehensive compliance and remediation report. This ensures voting websites are compatible with screen-reading technology such as JAWS.

Cross-Browser Compatible

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

Branded Voting Website

Simply Voting provides you with an exclusive website for your elections with a URL like https://**cupe108**.simplyvoting.com/. The voting website is branded with your logo & colours, is easy to use, works with all modern browsers, and looks professional. You also have the option of publishing voting results with the click of a button.

Other features include...

- Multiple Overlapping Elections
- "In Person" Kiosk Voting Support
- Email Confirmation& Voting Changing
- Multilingual Voting Website

- Telephone Voting Support
- Paper Voting Support
- Weighted Voting Support
- "Paper" Audit Trail

Premium Services & Features

Simply Voting also offers a range of Premium Services such as fully-managed elections, managed mailings, customizations to the voting technology, and Premium Features like voter segmentation or weighted voting.

❖ **Voter Segmentation**

With voter segmentation, you can categorize voters into groups, restricting access to certain ballot items and delivering a unique ballot to each group of voters, so they only see and access what is relevant to their group (e.g., their classification) in addition to what is relevant to all voters. Voter segmentation also allows for targeted email blasts to specific groups, as well as additional turnout tracking.

This Premium Feature carries with it a onetime activation fee. See the Pricing section for more details.

❖ **Fully Managed Election**

If you desire to be more hands off from the election setup and management process, Simply Voting offers a fully managed election premium service. You can expect the following with a fully managed election:

Your staff will...
- Fill out "Fully Managed Checklist," if provided to you by Simply Voting.
- Provide ballot content (such as what is being voted upon, candidate materials such as statements or photos, explanatory ballot descriptions, email blast wording, etc.) in an editable format, once you have internally finalized the content.
- Provide the elector list in a spreadsheet format, based on the guidance provided to you by Simply Voting in regards to what information is required for your event.
- Continue to have access to the Election Manager tool unless otherwise requested.

- Remain the point of contact for any voter inquiries that come in, though case by case inquiries can be escalated to Simply Voting.

Simply Voting staff will fully…
- Manage the setup of the election event to your previously defined specifications.
- Coordinate with your election organizers to provide previews and samples.
- Coordinate additionally purchased premium services.
- Manage the distribution of email blasts.
- Report on mid-election turnout and report on post-election results.
- Monitor the election as it proceeds to ensure that everything is working as intended.

The Fully Managed Election fee is based Simply Voting's understanding of your requirements and your timeline. Should your requirements change or your timeline be compressed, prices may be adjusted accordingly.

Technical 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 our support team is always on the spot and at your side.

Company and Server Location

Simply Voting Inc. is a specialized provider of secure, hosted online elections. Our headquarters are located in Montreal, Quebec in Canada, while our primary servers are located in Kelowna, British Columbia and our back-up servers are located in Mississauga, Ontario.

References

Simply Voting has already proven itself with over 4000 customers, including the following organizations and institutions:

- British Columbia Nurses Association
- Manitoba Nurses Union
- Ontario Nurses Association
- Ontario Chiropractic Association
- Ontario Paralegal Association
- Ontario Provincial Police Association
- Ontario Bar Association
- Ontario Professional Foresters Association

- Ontario Secondary School Teachers' Federation
- UNIFOR Local 2002
- UNIFOR Local 7378
- CLAC Local 63
- CUPE Air Transat Component
- CUPE Local 3908
- CUPE Local 1004
- IBEW Local 625

Pricing

Simply Voting's election fees are based on the number of eligible voters. This quote is an example based on the assumption that you would run an election or elections with 400 or less electors. If there are more electors, the cost will fluctuate accordingly.

Item	Cost	More / Less Electors
System fees: Single Election	$260.00	~$0.40 / elector
-OR-		
System fees: 1 Year Plan	$434.20 / year	~$0.67 / elector

Additional Items – *Optional:*	Cost	
Voter Segmentation	$300.00 onetime	
Fully Managed Election (Multiple elections with the option for losing candidates to "drop-down")	$750.00 / election	

Notes

- ❖ All prices are in CAD and subject to tax (not included).
- ❖ Additional items are charged on top of system fees.
- ❖ If opting for a Fully Managed Election, Simply Voting requires all finalized election materials a minimum of **5-7** business days in advance of the start of voting. If materials are late, election dates may need to shift or rush fees may apply.
- ❖ "Drop-down" refers to when a candidate does not win a race, they are given the option to run in a different race. This requires each position to be run as a separate election until no more drop-downs are possible. A minimum of 24hrs (business days) between election is required.

If you foresee the running two or more elections, the 1 Year Plan is the optimal Plan for getting your money's worth as it covers all elections (up to 10 a year) at or under the purchased election size for 1 year *(in this example, 400 or less electors).* You can always upgrade your plan for more electors if you ever need to as well.

Getting in Touch

Victor Chemtob
Onboarding Manager
Simply Voting Inc.
vchemtob@simplyvoting.com
1 (800) 585-9694 ext. 803