(Revised) Proposal For

Amalgamated Transit Union Local 583

Attention: Harry Lew

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Onboarding Manager

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Introduction

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

Simply Voting would provide Amalgamated Transit Union Local 583 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 & Experience

Simply Voting Inc. is headquartered in Montreal, Canada. We have seventeen employees and service more than 5,000 customers in 74 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. The below solution is written from **an assumed** Fully Managed perspective.*

Part 1: Election Set-Up

Using our easy-to-use Election Manager, Simply Voting staff will create an election to your specifications. This includes setting up the ballot content, the voting rules for balloting, importing your list of eligible voters with voting credentials and segments, and setting the exact voting term.

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

With the email addresses of your eligible voters, mass emails can be sent using our Email Blast feature containing a link to the ballot as well as unique, secure authentication credentials to each eligible voter. This 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 eligible to vote in any ongoing elections.

For voters without email addresses, Simply Voting will manage a voter information postal mailing in order to provide these voters with their secure voting credentials and additional information about how to vote.

Part 2: Internet Voting

Voters arrive at your branded voting website and are authenticated. Once logged in, if the voter hasn't yet voted a tamper-proof electronic ballot will appear. Once the ballot is filled, the voter may review their ballot prior to final submission. When the voter submits a ballot, the results are encrypted and kept anonymous. The voter is issued a receipt, which allows them verify their vote was cast as desired, and is now blocked from voting for the same election again.

As voting proceeds, reminder emails can be sent out to voters and reports on mid-election turnout are also available.

Part 3: Telephone Voting (Optional)

Voters call a dedicated toll-free or local number and are prompted to authenticate their identity. The voters enter their credentials using a touch-tone dialpad and the system checks whether they has not yet voted. If that is the case, the voter is prompted to select from the options of each question, one question at a time, and finally to confirm their choices. When the voter confirms a ballot, the results are encrypted and stored anonymously.

The voter is issued a receipt (accessible only online) and is now blocked from voting for this election again. Since Simply Voting never allows a voter to vote twice, telephone voting may proceed at the same time as internet voting.

Part 4: Results

Once voting has ended, Simply Voting will send you results immediately at the end of voting or in a timely manner.

Results may also be published on Simply Voting if you wish. 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.

Advantages & Features

Top-Notch Security

Simply Voting was designed from the ground-up to minimize 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 1.3* 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 *CyberHunter* 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 *DomainKeys Identified Mail* and the *Sender Policy Framework* 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.
- Network access is protected by a Virtual Private Network (VPN) and Two-Factor Authentication (2FA).
- 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 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 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.

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. Thanks to Plum Voice's flexible technology Simply Voting can easily scale up or down the number of dedicated ports needed, and the telephone voting system can handle spikes well beyond that number.

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 Letter of Certification attesting to the validity of your results.

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 Compliance

Simply Voting is SOC 2 Type 1 compliant. 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 2 compliant. This attestation is 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 $2,000,000 and Privacy Breach for $2,000,000. 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 buttons appear, encouraging voters to promote the fact that they voted across those social networks. Voters can post a default message or choose to 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 2.1 accessibility requirements by AccessiBe, which provides a Voluntary Product Accessibility Template (VPAT) and Accessibility Conformance 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://**atu583**.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.

✅ **Telephone Voting**

This proposal includes telephone voting. Simply Voting will setup a telephone voting system that voters will be able to access to conduct their voting ballot via a touchtone telephone. Simply Voting will also professionally voice record the ballot content.

Telephone voting requires a Fully Managed Election. Telephone voting also works in-conjunction with Internet Voting, and any "Telephone only" voting events need to be discussed with Simply Voting in greater detail and pricing may be adjusted.

Telephone voting requires at least one business week to be fully setup prior to any testing or live use. See the Pricing section for more details.

✅ **Managed Voter Information Mailing**

Simply Voting will print a standard one page black & white letter containing the voter's address, your logo, and personalized voting instructions. The letter is folded and inserted inside a #10 high-security window envelope with return address and with your logo and "Important Voting Information" printed on the outside for easy identification. The mailing is then sent via Canada Post as Letter Mail.

Printing can take up to 5 business days, plus normal Canada Post delivery time for actual voter reception. 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 5000 customers, including the following organizations and institutions:

- National Breast Cancer Coalition (USA)
- National Contract Management Association (NCMA)
- National Court Reporters Association
- American Society of Trace Evidence Examiners (ASTEE)
- American Dental Assistants Association
- Association of American Geographers
- Canadian Football League Players' Association
- Canadian Society for Exercise Physiology
- Canadian AIDS Treatment Information Exchange (CATIE)
- Green Party of Canada

- British Columbia Nurses Association
- Manitoba Nurses Union
- UNIFOR Local 2002
- UNIFOR Local 7378
- CLAC Local 63
- CUPE Air Transat Component
- CUPE Local 3908
- CUPE Local 1004
- ATU Local 113
- ATU Local 846

Pricing

Simply Voting's election fees are based on the number of eligible voters (electors). This quote is an example based on the assumption that you would run one or more elections with 4200 or less electors. If there are more electors, the cost will fluctuate accordingly.

System Fees	Price	QTY	Subtotal
System Fees: Single Election	$1,222.00	1	$1,222.00
~ $0.11 per additional elector			
Additional Items			
Voter Segmentation	$300.00	1	$300.00
One-time activation fee			
Fully Managed Election	$1,000.00	1	$1,000.00
Per election rate			
Managed Mailing	$1.60	4200	$6,720.00
Telephone Voting	$703.26	1	$703.26

Notes & Assumptions

- All prices are in CAD and subject to tax (not included).
- This pricing is valid for 90 days.
- Additional Items are charged in addition to system fees.
- If your organization requires Simply Voting to participate in security audits, complete any security or technical questionnaires, or review detailed security or technical requirements, an hourly rate of $300.00 will apply, with a minimum 1-hour charge.
- Items marked "onetime" carry a onetime activation fee. Once activated, you retain access to this feature indefinitely and there are no additional fees associated with this feature.
- If opting for a Fully Managed Election, Simply Voting Project Managers are available during regular business hours (M-F, 9am - 5pm Eastern). All election materials must be provided a minimum of **15 full** business days prior to the start of voting, otherwise RUSH fees may apply or election dates must be shifted.
- Managed Mailing rates are content and volume dependant. Pricing listed is estimate and subject to change. An updated quote can be provided if requirements change.