



July 10th, 2012

State of West Virginia  
Department of Administration  
Purchasing Division  
2019 Washington Street East  
Charleston, WV 25305-0130

Re: RFQ SOS201207 ELECTRONIC BALLOT DELIVERY SYSTEM

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[www.everyonecounts.com](http://www.everyonecounts.com)

Dear Mr. Whittaker:

Included herein is the Everyone Counts response and quote to the aforementioned RFQ. Furthermore, Everyone Counts acknowledges the receipt on June 29, 2012 of Addendum 1 from the Department of Administration. The quote we have provided is inclusive of terms and requirements contained in the both the original solicitation as well as the addendum.

The West Virginia Secretary of State, local county election officials, and Everyone Counts partnered on very similar solutions in 2010. These projects are still prominently discussed in nationwide election management circles and widely lauded as both successful and groundbreaking in nature.

Choosing an Everyone Counts solution will allow West Virginia to use taxpayer-funded grant money to adopt a proven SaaS system. This solution is 100% owned, developed, supported, and hosted in the United States.

Sincerely,

Lori J. Steele  
Chief Executive Officer  
Everyone Counts, Inc.

RECEIVED

2012 JUL -6 AM 11:16

WV PURCHASING  
DIVISION

# West Virginia RFQ Response

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## **Executive Summary**

Everyone Counts is dedicated to ensuring that military and overseas absentee voters from West Virginia have secure and timely ballot access. Everyone Counts is the world leader in the implementation of electronic solutions for UOCAVA voters, having provided secure, reliable, and scalable electronic balloting solutions for thousands of absentee voters worldwide. We applaud Secretary of State Tennant's leadership in providing online ballot access for military personnel and share her passion for eliminating any barrier that might restrict military voters from exercising their fundamental right to vote.

The solution described herein will support the West Virginia election official community's mission and goals stated in the successful EASE grant application submitted by the office of Secretary of State Tennant:

- Reduce costs associated with current manual and non-automated processes
- Expedite ballot request, access, and return processes
- Provide an on-demand system to every eligible voter that has access to the internet and an internet enabled device
- Allow for a review and approval in the future of eventual extension to the voters with disabilities segment
- Guarantee every eligible West Virginia UOCAVA voter have access to their ballot, when and where they want it

Adopting eLect Today™ will allow West Virginia's military and overseas voters, regardless of where they reside, the ability to access, cast, and have counted their ballots just as easily and reliably as those individuals voting in person at the polling place.

### **About Everyone Counts**

Everyone Counts, Inc. has enabled millions of voters in over 160 countries to participate independently and privately in local, state, and national elections by means of an accessible, secret ballot, securely delivered over the Internet or by telephone.

Established in 1996, with headquarters in San Diego, USA and corporate offices in Australia and the UK, we have provided secure and accessible voting systems to governments, political parties, major corporations, and private organizations worldwide since 1997.

At Everyone Counts, we believe that every eligible voter, regardless of ability or geographic location, deserves the opportunity to exercise his or her right to vote. To ensure that our systems are accessible to all voters, including those with disabilities, we regularly engage disability advocacy groups to conduct usability testing and allow for product feature suggestions.

Through our proprietary secure technology and exceptional professional services, we conduct elections that engender the highest levels of confidence from voters and election experts alike.

### **Summary of Proposed Solution**

The proposed solution uses the Everyone Counts' eLect Platform configured to deliver eLect Today, Everyone Counts' online ballot marking solution with voter-verified paper return. Precinct-specific ballots will be made available online, and can be returned by voters to the designated jurisdiction by mail, fax, or email.

Everyone Counts' eLect Today will provide West Virginia UOCAVA voters with:

- A voter-verified paper trail
- A fully HAVA compliant ballot, increasing ballot marking accuracy and reducing the risk of a spoiled ballot
- A private method of marking their ballot without assistance
- A validated, secure interface requiring credentials, ensuring accurate ballot delivery
- Ballot delivery

Using each ballot style provided by West Virginia election officials, the eLect Platform matches a voter to their ballot style, and provides the voter with a secure and private interface to mark their choices online.

While accessing their unique ballot, the voter is provided with a 508 compliant ballot and may securely mark their choices, conforming to the requirements of HAVA, which include:

- Allowing the voter to review and change their ballot before finalizing
- Notifications of under and over-voting

When satisfied with their choices, the voter prints out his or her ballot and other required materials as specified by West Virginia election statute, and then mails, emails, or faxes the ballot to the appropriate West Virginia county clerk's office.

Our proposed product and service solution addresses West Virginia's:

- Leadership in implementing true online voting in 2010
- Hard work and dedication of the Online Pilot Voting Review Committee
- Mission to provide greater access to online tools in order to make the voting process easier for distance-challenged voters
- Preference for less vendor reliance, more autonomy, and self sufficiency
- Interest in improving access to voters with disabilities via online balloting options
- Requirement to accurately forecast and contain expenses in ongoing years

## Requirements

|   |
|---|
| <b>The system must enable the voter:</b>  |
| To access and mark their specific ballot online regardless of the location of the voter (the ability to mark the ballot online must be optional for the voter)  |
| <b>Everyone Counts' Response</b>  |
| Everyone Counts' voting solution eLect Today provides electronic ballot delivery and allows the voter to access and mark their specific ballot online regardless of their location. Each West Virginia UOCAVA voter is identified before being provided access to the ballot. After being authenticated, each voter is able to access and mark their specific ballot style. |
| The voter has the option of printing a blank ballot as an alternative to marking the ballot online.   |

|  |
|--|
| To be notified of an over vote or under vote and revise before printing  |
| <p><b>Everyone Counts' Response</b></p> <p>The Everyone Counts' eLect Platform notifies voters of under voting and prevents over voting. Each voter is instructed to review the ballot before printing.</p>  |
| To print the marked ballot or blank ballot, a privacy waiver, ballot envelope templates, voting instructions and the oath of voter for submission to the appropriate county clerk  |
| <p><b>Everyone Counts' Response</b></p> <p>The Everyone Counts' eLect Platform allows the authenticated voter to mark their selections using the web. Additionally, the voter may print an unmarked blank ballot, and print all required jurisdiction-specific documentation for return by U.S. mail, fax, or email.</p> <p><b>Blank Ballot</b></p> <p>When using this method, the voter accesses the secure website and is provided with the option to download their ballot as a blank PDF that can then be printed and marked by hand.</p> <p>After completing their ballot, the voter returns it to the Election Office by the same methods available for return as online marked ballots: postal mail, fax, or email. Ballots sent by postal mail are delivered via U.S. Mail to the Election Office and collected in a central location.</p> <p><b>Additional Printouts With Ballot</b></p> <p>Each printed ballot will be accompanied by supporting documentation. This supplementary documentation will be used to meet West Virginia's specific requirements. Examples of such documentation include, but are not limited to:</p> <ul style="list-style-type: none"> <li>● Ballot envelope templates</li> <li>● Voting Instructions</li> <li>● Oath of voter</li> </ul> <p>These supplementary documents are provided, and are identical for each voter, on a ballot-style by ballot-style basis.</p> |
| To choose their desired method of submission - U.S. Postal mail, email or fax (at a minimum)   |
| <p><b>Everyone Counts' Response</b></p> <p>Everyone Counts' eLect Today electronic voting solution allows for the voter to choose their desired method of submission and will provide instructions regarding how to successfully return the ballot using each method. Methods for ballot submission using eLect Today include:</p> <ul style="list-style-type: none"> <li>● U.S. Postal Mail</li> <li>● Email</li> <li>● Fax</li> </ul>  |

Additionally, the Everyone Counts' eLect Platform also has the ability for electronic return via internet, eLect Universal™, as demonstrated in 2010 with West Virginia. eLect Universal is not being proposed in this response but is an available upgrade at the discretion of the electoral authority.

Track the status of their ballot from the point of transmission of a blank ballot from the county clerk to the voter to the point of receipt of the voted ballot by the county clerk from the voter

**Everyone Counts' Response**

Everyone Counts' eLect Platform tracks all aspects of ballot access and delivery:

- Voter authenticated
- Ballot accessed
- Completed ballot transmitted to voter

Everyone Counts will interface with West Virginia's current absentee ballot tracking site to track delivery of the ballots. This will give UOCAVA voters the same seamless experience that absentee voters currently now enjoy. For the sake of transparency and consistency, Everyone Counts recommends sharing these details through the existing state site.

Once the ballot is received by each county, the county will update their internal voter registration systems to reflect the receipt and processing of the ballot. Once these voter registration systems are updated, they will be uploaded to Everyone Counts to consolidate all of the following data points for each voter:

- Voter authenticated
- Ballot accessed
- Completed ballot transmitted to voter
- Ballot received by county
- Ballot processed by county

Optionally, Everyone Counts can provide a special UOCAVA tracking site. This is not currently part of the solution proposed.

**The successful vendor must provide a system that:**

Provide for the development and distribution of a markable ballot, formatted according to the specifications set forth by the Secretary of State and applicable law

**Everyone Counts' Response**

Everyone Counts' electronic voting solution eLect Today, provides electronic markable ballot delivery. Each ballot style is formatted according to the specifications required by law and those set forth by West Virginia's Secretary of State.

|  |
|--|
| Allows the voter to vote for an official write-in candidate  |
| <p><b>Everyone Counts' Response</b></p> <p>The Everyone Counts' Ballot Builder™ provides a write-in candidate option to be offered on the ballot. The write-in text field supports up to 50 characters for write-in candidate names.</p>   |
| Allow the ballot be sent only through direct action of the county clerk or designee  |
| <p><b>Everyone Counts' Response</b></p> <p>Everyone Counts' eLect Admin Portal™ allows the county clerk or their designee to upload voters into the database. This action can be done at any time during the live election and will enable voters to access their ballot.</p> <p>Additionally, Everyone Counts supports the transmission of credentials to your voters via email, paper, or SMS.</p>   |
| Is able to match the voter to the correct ballot style   |
| <p><b>Everyone Counts' Response</b></p> <p>Each West Virginia UOCAVA voter is identified before being provided access to the ballot. This identification allows each voter to be presented with their specific blank ballot style and validates the identity of voter.</p> <p><b>Ballot Styles</b><br/>Ballot styles, also known as "EMS Data," include the following information:</p> <ul style="list-style-type: none"> <li>● District information</li> <li>● Contest and Party Affiliation</li> <li>● Candidate information</li> <li>● Candidate text</li> </ul> <p>This information can be imported from a variety of standard election management system (EMS) formats. This information, which is provided by the Election Office, is used to create the ballot styles for each voter.</p> |
| Support any bandwidth connectivity to the Internet with no time outs   |
| <p><b>Everyone Counts' Response</b></p> <p>Everyone Counts' eLect Today can be accessed using any standard internet connection. High-speed internet is not required. Any internet connection, regardless of speed will be able to interact with the system without any time outs.</p>  |



Utilize a Secure Socket Layer (SSL) address for access by use on any browser or equivalent. At a minimum, the system should be fully compatible with the latest three versions of Internet Explorer, Firefox, Google Chrome, and Mac Safari.

**Everyone Counts' Response**

**SSL Secured Transmission**

All information transmitted between the voter's browser and the election server is encrypted utilizing Secure Socket Layer (SSL) transmission that employs AES 256-bit encryption, with 2048-bit keys. The SSL protocol enables voters to securely communicate in a way that is designed to prevent and detect eavesdropping, tampering, and communications forgery.

SSL is the same protocol used by banks and e-commerce companies to keep your information safe and secure during transactions, and similarly keeps all voter communications absolutely private.

**Extended Validation Certificates**

Everyone Counts uses Extended Validation (EV) SSL certificates. These certificates provide voters with the additional assurances that the Everyone Counts' Platform is certified and authorized to provide ballots. EV certificates provide voters with a green validation bar in their browser that validates the identity of the server.

**Browser Support**

Everyone Counts has read and accepts the browser requirement assuming that support for a predecessor browser version is also offered by the browser developer. The eLect system is fully compatible with the following browser versions:

|                          |                     |                     |                     |
|--------------------------|---------------------|---------------------|---------------------|
| <b>Internet Explorer</b> | Internet Explorer 7 | Internet Explorer 8 | Internet Explorer 9 |
| <b>Firefox</b>           | Firefox 13          | Firefox 14          | Firefox 15          |
| <b>Chrome</b>            | 20.0.1132.43 Beta   | 20.0.1132.41 Beta   | 20.0.1132.39 Beta   |
| <b>Safari</b>            | Safari 3            | Safari 4            | Safari 5            |

Provide ADA compliance

**Everyone Counts' Response**

All of Everyone Counts' solutions are ADA compliant. These solutions are engineered using internationally recognized accessibility standards. Additionally, we regularly engage disability advocacy groups for the purpose of testing and enhancing our Platform.

West Virginia would be wise to extend online balloting to additional voter groups. This is a good idea for many reasons. Most notably, voters with disabilities often have home environments optimized and tailored in ways to help them manage their particular challenges. This includes the configuration of one's home computer or other internet access device.



Offering online solutions for this group of voters is a near term horizon trend that is sweeping across the United States' election management environment. Recent examples of eLect Today in use in binding USA elections follow:

- Oregon: <http://www.everyonecounts.com/news/in-the-news/149>
- Colorado: <http://www.everyonecounts.com/news/in-the-news/183-colorado-ipad>

Provide an intuitive and user-friendly interface

**Everyone Counts' Response**

Everyone Counts has engaged in comprehensive usability research and consulted usability experts to ensure the eLect Platform provides an industry-leading voting experience that maximizes consistency and minimizes voting errors.

Provide access only to individuals with the proper credentials, protecting the identity of the individuals

**Everyone Counts' Response**

Everyone Counts' eLect Platform is securely accessible via the internet utilizing Secure Sockets Layer protocol (SSL / HTTPS) to verify and authorize voters. The voter's anonymity is always protected.

**Voter Authentication**

All Everyone Counts' secured elections require credentials to be entered by each voter to validate their identity. The eLect Platform is versatile and can require and enforce a wide array of authentication credentials as specified by West Virginia. Commonly used login credentials include:

- Voter/Member ID Number
- Date of birth
- Social Security Number (last 4 digits)
- Drivers License Number

Alternatively, Everyone Counts can create unique credentials using a proprietary credential generating system. This system can create secure user IDs or PINs that can be combined with personal data. These Everyone Counts' generated credentials provide additional features over existing data sets, such as including a mathematical check-digit embedded within the credential. This enables a redundancy check that provides for additional error detection.

Monitor access for intrusion and reporting any such attempts

**Everyone Counts' Response**

All Everyone Counts' systems are protected by enterprise-grade firewalls and intrusion detection systems. These systems enforce strict rules associated with each election server within the data center. All unauthorized and suspicious activities are proactively blocked, logged, and reported for investigation by trained personnel.

Log all transactions (Any on-line marking is not to be associated with a particular voter when providing this functionality)

**Everyone Counts' Response**

Everyone Counts uses event logs to archive all administrative and user access within the voting system. No logged data will ever associate a voter with the preferences they have marked on any ballot, ensuring voter privacy.

The following information is logged:

| Label              | Description   |
|--------------------|---|
| Access Period      | This field refers to the period of the election and is customizable. Typically each election has three primary states: Content Review, L&A, and Live. All summary reports provided shall use data acquired during the "Live" period                               |
| Time (TimeZone)    | This field is the server Date/Time stamp indicating when an event occurred  |
| Time (System Time) | This field is the Coordinated Universal Time, UTC, represented in POSIX Time  |
| SessionID          | This field is a browser session hash and is the unique identifier for all voters accessing the system   |
| Event              | This field represents the variety of events logged during each election: <ul style="list-style-type: none"> <li>• User Login</li> <li>• User Logout</li> <li>• Ballot Accessed</li> <li>• Ballot Printed</li> <li>• Ballot Submitted (where available)</li> </ul> |
| IP Address         | This field is either the standard four-part IP address or optionally a hash of the IP Address, intended to ensure voter privacy. IP addresses can be used to identify the city from which the user is voting.   |

Provide a "help" option for the voter to resolve technical issues during the entire period of absentee voting and ballot receipt periods (voter should be directed to clerk for non-technical performance issues)

**Everyone Counts' Response**

Everyone Counts' context-specific help provides clear instructions to the voter during each stage of the voting process. All instructions are context specific, providing information according to the voter's location during the process.

**Optional Voter Help Desk**

Everyone Counts can provide technical help desk services that are available to all West Virginia voters through a toll-free telephone number and e-mail. Help desk services are available 24

|   |
|---|
| <p>hours a day, 7 days a week to assist voters. The help desk will operate 46 days prior to each election.</p>  |
| <p>Provide User Acceptance Testing of all system components prior to system deployment</p>  |
| <p><b>Everyone Counts' Response</b></p> <p>Everyone Counts will conduct User Acceptance Testing and Logic &amp; Accuracy testing with the appointed West Virginia personnel prior to deployment. Additionally, Everyone Counts conducts stringent internal QA and usability testing prior to deployment.</p>  |
| <p>Provide system "help desk" support to county clerks and Secretary of State staff especially during live elections</p>  |
| <p><b>Everyone Counts' Response</b></p> <p>Everyone Counts will be on-call during the live election for the county clerks and Secretary of State staff. Urgent issues are addressed immediately by on-call staff with the appropriate escalations available at all times. Routine and administration questions are addressed during business hours.</p>   |
| <p>Provide training to county clerks and Secretary of State staff via email, internet or in-person. The training must include the functions of the system and how to operate the system with the responsibilities of each party emphasized.</p>   |
| <p><b>Everyone Counts' Response</b></p> <p>Everyone Counts will provide group webinar training for West Virginia's county clerks, their designated staff, and the Secretary of State's office for use of the eLect Admin Portal.</p> <p>General help is always available via email with your Election Administrators.</p> <p>Optional on-site training is available for an additional cost.</p>   |
| <p><b>REPORTING REQUIREMENTS:</b></p> <p>The vendor must provide a variety of state and county reports for daily usage, weekly updates and a variety of user metrics to include but not limited to:</p> <ul style="list-style-type: none"> <li>● The number of people who accessed the system</li> <li>● The number of ballots downloaded</li> <li>● The number of ballots downloaded multiple times from the same user which includes geographic location</li> <li>● The number of ballots downloaded from a domestic IP address which includes geographic location</li> <li>● The number of ballots downloaded from a foreign IP address which includes geographic location</li> <li>● The number of times the ballot tracking system was accessed</li> <li>● The number of ballots cast</li> </ul> |

### Everyone Counts' Response

Everyone Counts' eLect Admin Portal provides Election Administrators and delegates with the ability to receive on-demand reporting for each election. Each user created by the Election Office can be delegated access rights to limit permissions to the following:

- Available reports
- Reporting on particular districts

Everyone Counts' Report module provides the following reports:

- **Voter Participation Report** - provides information about how many voters participated in an election in conjunction with how many were eligible. Voting participation information can be broken down by voting channel (web or phone) and my voting district or precinct. Voters who download ballots multiple times will be presented in this report.
- **Voting by Time** - provides information regarding when voters cast their votes by time of day. By default the time period begins with the start of the election and ends with the current time.
- **Login Activity** - shows all successful and unsuccessful login attempts to your election content.
- **Voters Report** - shows information for specific voters that have accessed your election.
- **Voter Location** - provides a view of the locations across the world from which voters have accessed their ballots.

All reports are presented in a rich graphical interface. In addition, each report is exportable as raw data in the form of a CSV file.

everyone counts
Welcome, admin [Settings](#) [Elections](#) [Users](#) [Sign Out](#)

Dashboard Reports Voter Management

### Voting - Honolulu 2011

**Dashboard**

**Reports**

**Voting**

- Voting By Time
- Login Activity
- Roll Book
- Voter Location

Voted (300)

Phone (193)

Web (107)

**ELECTION DATA EXPORT TO CSV**

| <input checked="" type="checkbox"/> district                           | Eligible Voters | Votes Cast(Ph) | Votes Cast(Web) | Votes Cast(Total) |
|--|-----------------|----------------|-----------------|-------------------|
| <input checked="" type="checkbox"/> Kaneohe Board SUBDISTRICT 13       | 17              | 17(100.0%)     | 0(0%)           | 17(100.0%)        |
| <input checked="" type="checkbox"/> Mililani/Waipio/Melemanu Board...  | 15              | 15(100.0%)     | 0(0%)           | 15(100.0%)        |
| <input checked="" type="checkbox"/> Kailua Board SUBDISTRICT 02        | 11              | 11(100.0%)     | 0(0%)           | 11(100.0%)        |
| <input checked="" type="checkbox"/> Downtown Board AT-LARGE            | 8               | 0(0%)          | 8(100.0%)       | 8(100.0%)         |
| <input checked="" type="checkbox"/> Kailua Board SUBDISTRICT 04        | 12              | 12(100.0%)     | 0(0%)           | 12(100.0%)        |
| <input checked="" type="checkbox"/> Hawaii Kai Board SUBDISTRICT 06    | 6               | 0(0%)          | 6(100.0%)       | 6(100.0%)         |
| <input checked="" type="checkbox"/> Makakilo/Kapolei/Honokai Hale B... | 4               | 4(100.0%)      | 0(0%)           | 4(100.0%)         |
| <input checked="" type="checkbox"/> Ala Moana/Kakaako Board SUBDI...   | 14              | 0(0%)          | 14(100.0%)      | 14(100.0%)        |
| <input checked="" type="checkbox"/> Palolo Board AT-LARGE              | 4               | 4(100.0%)      | 0(0%)           | 4(100.0%)         |
| <input checked="" type="checkbox"/> Kuliouou-Kalani Iki Board SUBDI... | 8               | 8(100.0%)      | 0(0%)           | 8(100.0%)         |

*Example Voter Turnout Report*

## Price Proposal

*Note: the pricing offered below is based on assumptions described later in this proposal.*

| Price Proposal             |   |                                    |
|----------------------------|---|------------------------------------|
| Pricing Breakdown          |   |                                    |
| Item                       | Description   | Price                              |
| Software License           | System configuration, hosting, ballot building process  | \$42,500                           |
| Implementation             | Deploying the application for use in WV   | \$16,500                           |
| Training                   | Train the trainer sessions for Secretary of State and County Election Officials                           | Web-based training included        |
| System support             | Help desk support during elections for election officials Online help support for voters during elections | Context based online help included |
| System Modifications       | Cost of future modifications not included in annual maintenance   | \$165/hour                         |
| Annual maintenance Year 1* | Annual maintenance and software support 2013 election cycle   | \$10,030 (see assumptions)         |
| Annual maintenance Year 2  | Annual maintenance and software support 2014 election cycle   | \$79,000                           |
| Annual maintenance Year 3* | Annual maintenance and software support 2015 election cycle   | \$10,030 (see assumptions)         |
| Annual maintenance Year 4  | Annual maintenance and software support 2016 election cycle   | \$79,000                           |

*\* If no elections in odd-numbered years are supported in West Virginia via the eLect Platform, Everyone Counts agrees to offer a credit of these annual maintenance and support fees toward extension of the term of the license, extension of the eLect balloting channel to voters with disabilities, or other needs as defined by West Virginia.*

## Assumptions

|   |
|---|
| Assumptions   |
| Personnel   |
| <ul style="list-style-type: none"> <li>• Everyone Counts will provide a named project manager and a named executive sponsor</li> <li>• West Virginia to provide a named project manager and a named executive sponsor</li> <li>• Executive sponsors function mainly as points of escalation in the event of extraordinary circumstances</li> </ul>  |
| Configuration   |
| <ul style="list-style-type: none"> <li>• Everyone Counts' eLect Today application hosting</li> <li>• eLect Today license for up to 5,000 UOCAVA voters per election (scalable for additional voters and voter segments, as negotiated)</li> <li>• An option is provided for use of eLect Transcriber™ for automated remaking</li> <li>• 55 West Virginia counties participating</li> <li>• A single customized URL where voters then access the county of registration</li> <li>• Professional Election Administration services to define and build election interfaces and ballot styles for up to 55 counties</li> <li>• All statutory ballot return documentation (Oath of Voter, Privacy Waivers, Voter Instructions, etc.)</li> <li>• Self-affirmation page, customized by voter type (e.g. domestic military, overseas military, overseas military dependent, etc.)</li> <li>• Documentation can include pre-populated fields as defined by the state</li> <li>• Voter credentials include DOB, Last Four of SSN, or Driver's License</li> <li>• Alternative credentialing methods available and subject to mutual agreement</li> <li>• Voter survey at close of voting process</li> <li>• Available customized URL may be kept by the Election Division at election close</li> </ul> |
| Training  |
| <ul style="list-style-type: none"> <li>• All eLect Today training delivered remotely via the internet and telephone</li> <li>• Participants must have internet access</li> <li>• Training material will be the eLect Today application</li> <li>• Training sessions are targeted for no more than 90 minutes per session</li> <li>• All training delivered just-in-time and within a single calendar week</li> <li>• Training delivered prior to the 2012 General Election election</li> <li>• Follow up training may incur additional fees based on the desired or required scope</li> <li>• Additional training channels and resources may become available in CY 2013</li> </ul>   |



|   |
|---|
| Data  |
| <ul style="list-style-type: none"> <li>• A single state of West Virginia point-of-contact (POC) for provision of election definition and voter registration data</li> <li>• All election definition and voter registration data supplied timely and electronically in non-proprietary formats</li> <li>• Voter database updates made periodically based on mutually agreed upon intervals</li> <li>• Licensing terms subject to change as current EMS are sunsetted and successor versions are adopted (e.g. Unity to ElectionWare; GEMS to Democracy Suite; etc.)</li> </ul> |
| General   |
| <ul style="list-style-type: none"> <li>• Number and type of elections supported reflects Addendum 1 issued June 29, 2012</li> <li>• Force Majeure terms apply</li> </ul>  |

## Everyone Counts' Additional Advantages

### Mission

Everyone Counts' mission is to help election officials ensure accessibility, participation, security, and trust in elections.

### Stability

Founded in 1996, Everyone Counts is a headquartered in San Diego, California. The company is the recognized world leader in computer security, electronic elections, and U.S. election administration. Everyone Counts is not involved in any legal disputes and does not have any pending legal matters.

### Personnel Resources

Everyone Counts has assembled an unrivaled team of election experts, whose expertise includes IT security, project implementation, change management, training, and hands-on executive management. Our eLect Platform provides the complete solution for the electronic ballot delivery system for West Virginia's UOCAVA voters.

From top to bottom, Everyone Counts' leadership and staff bring experience and measurable value. Our Executive Team includes:

- Chief Executive Officer Lori Steele, a recently named finalist for Fortune Magazine's 2011 Most Powerful Women Entrepreneurs
- Chief Election Officer: The EAC's initial chairman, the Hon. Paul DeGregorio
- Former Pennsylvania Secretary of State and NASS President Hon. Pedro Cortes
- Aaron Contorer, former technology advisor to Bill Gates at Microsoft

Everyone Counts has an experienced team to lead our work with West Virginia. In mid-2011, Sheri Charleston, deeply experienced in implementation and project management in West Virginia, joined the Everyone Counts' team. Sheri is targeted to serve as West Virginia's

Strategic Account Manager. She will be supported by other key staff members who have hands-on West Virginia UOCAVA management experience gained in the 2010 election cycle, including Election Administrators Jared O'Brien, Kevin Terhorst, and Matt Dawson.

**Flexibility**


- Everyone Counts' solution is a vendor-agnostic voting system, offering more flexibility and "vendor independence" for West Virginia.
- Everyone Counts' Common Data Format, based on IEEE's P1622, allows for ease of integration with any EMS or VR system.
- Our solution is flexible and customizable to fit your needs.

**eLect Transcriber™**

Everyone Counts' patent pending eLect Transcriber has revolutionized the painstaking process of duplicating marked UOCAVA ballots with a 2D barcode, which contains the voter's selections, geo-specific information, and scanning parameters. The barcode is printed on the ballot alongside all marked choices, eliminating the need to remake the ballots by hand. Barcodes are then scanned by a Ballot On Demand solution using COTS scanning hardware. A COTS laser printer then reproduces an scan-ready ballot that can be tabulated using existing marksense tabulators.

Third party hardware, software, and service/support of the resources necessary to interpret and generate scan-ready ballots from Transcriber is not included as part of this quotation for West Virginia.

**ORANGE COUNTY** OFFICIAL PRIMARY BALLOT REPUBLICAN PARTY  
 ORANGE COUNTY, FLORIDA  
 SAMPLE BALLOT  
 JUNE 1, 2010  
 BALLOT NUM=15



Instructions to Voters: To VOTE for the candidate of your choice, darken the oval to the LEFT of the candidate's name.

**VOTE LIKE THIS: ←**

|  |  |   |
|--|--|---|
| <b>CANDIDATES</b>  | <b>CIRCUIT JUDGE 9, GROUP 9</b><br>JUEZ DE LA CORTE DEL CIRCUITO 9 GRUPO 9<br>(VOTE FOR ONE)<br>(VOTE POR UNO)<br><input type="radio"/> <b>Mary Ann Elizer</b> | <b>COUNTY JUDGE GROUP 17</b><br>JUEZ DE LA CORTE DEL CONDADO GRUPO 17<br>(VOTE FOR ONE)<br>(VOTE POR UNO)       |
| <b>UNITED STATES SENATOR</b><br>SENADOR FEDERAL<br>(VOTE FOR ONE)<br>(VOTE POR UNO)<br><input type="radio"/> <b>Rob Coggins</b>                          | <b>CIRCUIT JUDGE 9, GROUP 42</b><br>JUEZ DE LA CORTE DEL CIRCUITO 9 GRUPO 42<br>(VOTE FOR ONE)<br>(VOTE POR UNO)<br><input type="radio"/> <b>John Park</b>     | <b>COUNTY JUDGE GROUP 18</b><br>JUEZ DE LA CORTE DEL CONDADO GRUPO 18<br>(VOTE FOR ONE)<br>(VOTE POR UNO)       |
| <b>U.S. REPRESENTATIVE DISTRICT 8</b><br>REPRESENTANTE, U.S. DISTRITO 8<br>(VOTE FOR ONE)<br>(VOTE POR UNO)<br><input type="radio"/> <b>Paul Derrico</b> | <b>CIRCUIT JUDGE 9, GROUP 43</b><br>JUEZ DE LA CORTE DEL CIRCUITO 9 GRUPO 43<br>(VOTE FOR ONE)<br>(VOTE POR UNO)<br><input type="radio"/> <b>Don LaBare</b>    | <b>SCHOOL BOARD MEMBER DISTRICT 2</b><br>MIEMBRO DE LA JUNTA DISTRITO 2<br>(VOTE FOR ONE)<br>(VOTE POR UNO)     |
| <b>GOVERNOR &amp; GOVERNOR GOBERNADOR</b><br>VICE GOBERNADOR<br>(VOTE FOR ONE)<br>(VOTE POR UNO)<br><input type="radio"/> <b>Tim Bevin</b>               | <b>COUNTY JUDGE GROUP 8</b><br>JUEZ DE LA CORTE DEL CONDADO GRUPO 8<br>(VOTE FOR ONE)<br>(VOTE POR UNO)<br><input type="radio"/> <b>Joe Johnson</b>            | <b>COUNTY MAYOR</b><br>ALCALDE DEL CONDADO<br>(VOTE FOR ONE)<br>(VOTE POR UNO)                                  |
| <b>ATTORNEY GENERAL</b><br>PROCURADOR GENERAL<br>(VOTE FOR ONE)<br>(VOTE POR UNO)<br><input type="radio"/> <b>Jeff Kottkamp</b>                          |  | <b>COUNTY COMMISSIONER DISTRICT 4</b><br>COMISIONADO DEL CONDADO DISTRITO 4<br>(VOTE FOR ONE)<br>(VOTE POR UNO) |
| <b>CHIEF FINANCIAL OFFICER</b><br>JEFE DE FINANZAS<br>(VOTE FOR ONE)<br>(VOTE POR UNO)<br><input type="radio"/> <b>M.H. Roggens</b>                      |  |   |

Sample eLect Today Ballot with 2D Transcriber Barcode

**Open Code Advantage (TM)**

- Everyone Counts believes in transparency; no third party escrow of the eLect Platform source code is required
- Open Code Policy avoids third party escrow expenses passed along to the client
- Source code can be reviewed on a "need to know" basis if situations warrant and the proper non-disclosure documentation is in place

**ELECTIONS**  
**OFFICE OF COOK COUNTY CLERK DAVID ORR**  
69 W. Washington, Suite 500, Chicago, Illinois 60602



TEL 312.603.0906 FAX 312.603.9786 WEB [cookcountyclerk.com](http://cookcountyclerk.com)

May 3, 2012

To Whom It May Concern:

In an effort to provide greater access to the ballot for our military and overseas voters, Cook County sought the services of an elections solution company. We chose Everyone Counts and we were not disappointed.

From start to finish, Everyone Counts' responsive team worked with us to ensure each of our goals were met. Ultimately, their superior services and experience helped us to execute a tremendously successful election for our military and overseas voters. As a result of Everyone Counts' easy-to-use, secure voting solution, more ballots were requested and returned than in previous similar elections. To our delight, a number of voters cast their ballot within hours of receiving it.

We are happy to be working with Everyone Counts and to offer our endorsement for their excellent services and products, the expertise of their staff, and their commitment to our goals and standards. It would be my pleasure to address any additional questions you may have.

Sincerely,

A handwritten signature in cursive script that reads "David Orr".

David Orr  
Cook County Clerk

OFFICE OF THE CLERK AND RECORDER  
ELECTIONS DIVISION

Amber F. McReynolds, Director



Debra Johnson  
Clerk and Recorder  
Public Trustee

May 7, 2012

To Whom It May Concern:

The 2011 Denver County Municipal General Election and Municipal Run-Off Election provided a very challenging task to transmit ballots to overseas voters in the thirty day window between elections. Our goal was to provide an electronic option for this voting population and the choice was clear to use Everyone Counts as our partner to succeed in this task. Using their services, our military and overseas voters were quickly able to receive, mark, and cast their ballots online, and members of our election staff were able to use the transcriber services to duplicate the ballots when they were returned.

The professional assistance and expertise of the Everyone Counts staff assisted our office with our charge to successfully deliver a convenient and secure solution to our military and overseas voters. Ensuring every voter has the ability to cast a ballot is our mission and the Everyone Counts product and team assisted in facilitating that mission.

The Everyone Counts team managed our project professionally, and exhibited a great deal of insight and skill throughout the implementation of our project. Denver looks forward to working with Everyone Counts in the future and is pleased to serve as a reference attesting to the value of their services and the expertise of their staff.

Please do not hesitate to contact myself or my office for further information.

Sincerely,

A handwritten signature in cursive script that reads 'Amber McReynolds'.

Amber McReynolds  
Director of Elections

Wayne W. Williams  
Clerk & Recorder  
(719) 520-6202  
waynewilliams@elpasoco.com



Citizens Service Center – Suite 2201  
1675 West Garden of the Gods Road  
Mailing Address: P.O. Box 2007  
Colorado Springs, CO 80901-2007  
Web Site: <http://car.elpasoco.com>

OFFICE OF THE CLERK AND RECORDER

From: Liz Olson, Election Manager  
To: Whom it may concern  
Date: May 4, 2012  
Re: Letter of Reference

In El Paso County, Colorado we have worked with Everyone Counts since 2010. The product we have used successfully through three elections is eLect Today. eLect Today provides an invaluable service to our UOCAVA voters by providing them with a voting solution by which a voter can access their ballot through a secure website. In El Paso County we have over 3,000 UOCAVA voters who have access to this tool.

In all instances in which we have worked with the company, we have been completely satisfied and impressed. Each of the Everyone Counts staff we have worked with is highly knowledgeable about the election process and the needs of this Office. All of our questions are answered promptly no matter the day of the week or time of the day.

We first worked with Everyone Counts during our 2010 August Primary Election. We were involved in each step of the process to ensure the end result was what we expected. The planning prior to the Primary was started well in advance of the election to ensure we had a product that met our needs and the needs of our voters.

During the 2010 General Election, Everyone Counts came through for us in an emergency situation. We requested their services on a Sunday afternoon and starting from scratch, they had the eLect Today system deployed to our voters by the following Saturday. This was a testament to their dedication and election skills to be able to take our General Election ballot and flawlessly produce a functional product in less than a full week's time.

The product that Everyone Counts produces is professional in appearance and particularly of value to the UOCAVA voters in El Paso County. After the 2010 General Election we evaluated the volume of turnout using the eLect Today product and have made the decision to continue to provide this invaluable service to our UOCAVA voters in each election since that time. We fully intend to continue working with Everyone Counts for both the Primary and General Elections in 2012.

If there are any questions I can answer regarding our experience working with Everyone Counts and the service we have experienced with this company, please don't hesitate to contact me directly at (719) 520-6222 or [LizOlson@elpasoco.com](mailto:LizOlson@elpasoco.com).

Respectfully,  
*Liz Olson, Election Manager*  
El Paso County Clerk & Recorder's Office

KATE BROWN  
SECRETARY OF STATE



ELECTIONS DIVISION  
STEPHEN N. TROUT  
DIRECTOR  
255 CAPITOL STREET NE, SUITE 501  
SALMON, OREGON 97310-0722  
(503) 986-1518

May 3, 2012

To Whom It May Concern:

I am proud to offer a letter of recommendation for Everyone Counts. They helped us pilot our iPad ballot marking project which was a huge success and was recognized throughout the world. Their team worked well with us to obtain the results we were looking for with the functionality we desired. They have also partnered with us to serve our military and overseas voters with the same tool which has resulted in us receiving a two for one bargain.

It was the flexibility of the technology that proved to be its biggest selling point. The Everyone Counts system will work with many different pieces of hardware which is very beneficial since many people that have special needs have their own assistive devices on their own computer systems. With the Everyone Counts solution people can mark their ballots using whatever tools they have on their own, or they can use a tablet, laptop or personal computer provided by election officials which gives us more flexibility. We have learned that there is not a one size fits all solution for voters with special needs and the Everyone Counts solution allows us to use many different pieces of hardware to serve their needs instead of relying on just one.

We have used Everyone Counts for three elections now with our accessible voting solution, and now twice with their tool for military and overseas voters. They have been able to meet very tight timelines for our special elections, and worked well with our 36 county partners for this statewide primary election. The Everyone Counts team has a breadth of knowledge and experience in both election administration and technology which is a rare combination.

I appreciate Everyone Counts' desire to be innovative in election administration to make voting easier for voters, easier to administer, more transparent and secure, and more cost effective. They have been able to take some of our ideas and make them a reality.

I strongly recommend Everyone Counts to the State of Alaska for an online ballot delivery and marking solution for your absentee voters.

Sincerely,

Stephen N. Trout  
State Election Director  
Oregon Secretary of State



STATE OF UTAH  
OFFICE OF THE LIEUTENANT GOVERNOR



GREG BELL  
LIEUTENANT GOVERNOR

May 4, 2012

Subject: Everyone Counts

To Whom It May Concern:

My name is Mark Thomas and I'm the Deputy Chief of Staff and Director of Elections for the Utah Lieutenant Governor's Office. I met Everyone Counts for the first time in 2009 and was quickly impressed by their keen understanding of the election process and the issues facing election officials.

In 2010, our office applied for and qualified to participate in the Federal Voting Assistance Program (FVAP) pilot project to assist military and overseas voters with the election process. The project required each participating state to submit a set of qualification requirements and FVAP would select the vendor who they believed would best meet all of the state's requirements.

We set forth a list of strict qualifications and set the standard very high. The rumor was some companies, with little election experience, were holding themselves out as being much more qualified than I believe they were. By setting our standards very high, Utah was fortunate to have FVAP select Everyone Counts as our vendor, the only state to do so, and I attribute this to the high standards and qualifications our office required.

FVAP was very late in selecting Utah's vendor which left a small amount of time before the website would be required to go live. I was impressed by Everyone Counts' ability to quickly develop a timeline with goals and deadlines in order to ensure the website would be live 45 days before the election.

Having just gone through a process where a vendor indicated to our office all deadlines would be met, only not to have the deadlines met, our office was particularly sensitive to making sure Everyone Counts met all deadlines. Not only did Everyone Counts meet all deadlines, they were able to have the website live 46 days before the election. With their help, Utah was the first state participating in the FVAP pilot project to meet all of the requirements and have its website live and ready for voters before the deadline. In addition, Utah had the second highest percentage of military and overseas voters use the website out of all of the participating states.

Everyone Counts was very active and engaged from beginning to end. The county clerks and our office were very pleased with their responsiveness to the issues. Their deep understanding of the election process and procedures made it easy for the county clerks to work with them. No issue was too small or too large for Everyone Counts to address.

Early on in the process, one of my biggest concerns was how much of a burden this project would be on the county clerks when they are already so busy with many other issues and projects leading up to Election Day. In the past, there have been times when our office announced a new project or initiative only to have some county clerks roll their eyes not wanting another project. Everyone Counts did a fantastic job in making this as effortless as possible for the county clerks. In fact, many of the county clerks expressed to me how impressed they were with how simple the process went.

Lieutenant Governor Greg Bell and I were so pleased with the outcome of the 2010 project that in 2012, we signed another contract with Everyone Counts to continue their great work in Utah through 2016. We are very excited to continue to build upon the success from 2010 and to look ahead at the new and exciting technology from Everyone Counts.

Should you have any questions or need more information about Utah's experience with Everyone Counts, please feel free to call or email me at (801)538-1494 or [mjthomas@utah.gov](mailto:mjthomas@utah.gov).

Sincerely,



Mark Thomas  
Deputy Chief of Staff  
Director of Elections

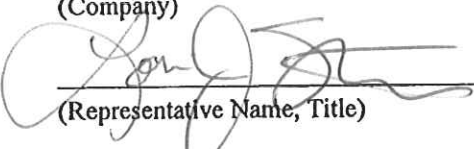
**CERTIFICATION AND SIGNATURE PAGE**

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By signing below, I certify that I have reviewed this Solicitation in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this bid or proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

Everyone Counts, Inc.

\_\_\_\_\_  
(Company)

  
\_\_\_\_\_  
(Representative Name, Title)

+1 858 427 4673 / +1 858 876 1606

\_\_\_\_\_  
(Contact Phone/Fax Number)

July 5, 2012

\_\_\_\_\_  
(Date)

**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.: SOS201207**

**Instructions:** Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

**Acknowledgment:** I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

**Addendum Numbers Received:**  
(Check the box next to each addendum received)

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6  |
| <input type="checkbox"/> Addendum No. 2            | <input type="checkbox"/> Addendum No. 7  |
| <input type="checkbox"/> Addendum No. 3            | <input type="checkbox"/> Addendum No. 8  |
| <input type="checkbox"/> Addendum No. 4            | <input type="checkbox"/> Addendum No. 9  |
| <input type="checkbox"/> Addendum No. 5            | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Everyone Counts, Inc.  
 \_\_\_\_\_  
 Company  
  
 \_\_\_\_\_  
 Authorized Signature  
 July 5, 2012  
 \_\_\_\_\_  
 Date

NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.

RFQ No. SOS201207

STATE OF WEST VIRGINIA  
Purchasing Division

**PURCHASING AFFIDAVIT**

West Virginia Code §5A-3-10a states: No contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and the debt owned is an amount greater than one thousand dollars in the aggregate

**DEFINITIONS:**

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Debtor" means any individual, corporation, partnership, association, Limited Liability Company or any other form or business association owing a debt to the state or any of its political subdivisions. "Political subdivision" means any county commission; municipality; county board of education; any instrumentality established by a county or municipality; any separate corporation or instrumentality established by one or more counties or municipalities, as permitted by law; or any public body charged by law with the performance of a government function or whose jurisdiction is coextensive with one or more counties or municipalities. "Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceed five percent of the total contract amount.

**EXCEPTION:** The prohibition of this section does not apply where a vendor has contested any tax administered pursuant to chapter eleven of this code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

Under penalty of law for false swearing (*West Virginia Code §61-5-3*), it is hereby certified that the vendor affirms and acknowledges the information in this affidavit and is in compliance with the requirements as stated.

**WITNESS THE FOLLOWING SIGNATURE**

Vendor's Name: Everyone Counts, Inc.

Authorized Signature: [Signature] Date: 7-3-12  
State of California

County of San Diego, to-wit:

Taken, subscribed, and sworn to before me this 3 day of July, 2012.

My Commission expires 3/9/14, 20  .

**AFFIX SEAL HERE**

**NOTARY PUBLIC** [Signature]



# Jurat

State of California

County of San Diego

Subscribed and sworn to (or affirmed) before me on this 3 day of July,

20 12 by Lori J. Steele,

proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.

S.C. Berkowitz  
Signature (Notary seal)



## OPTIONAL INFORMATION

### DESCRIPTION OF THE ATTACHED DOCUMENT

\_\_\_\_\_  
(Title or description of attached document)

\_\_\_\_\_  
(Title or description of attached document continued)

Number of Pages \_\_\_\_\_ Document Date \_\_\_\_\_

\_\_\_\_\_  
(Additional information)

### INSTRUCTIONS FOR COMPLETING THIS FORM

*The wording of all Jurats completed in California after January 1, 2008 must be in the form as set forth within this Jurat. There are no exceptions. If a Jurat to be completed does not follow this form, the notary must correct the verbiage by using a jurat stamp containing the correct wording or attaching a separate jurat form such as this one which does contain proper wording. In addition, the notary must require an oath or affirmation from the document signer regarding the truthfulness of the contents of the document. The document must be signed AFTER the oath or affirmation. If the document was previously signed, it must be re-signed in front of the notary public during the jurat process.*

- State and County information must be the State and County where the document signer(s) personally appeared before the notary public.
- Date of notarization must be the date that the signer(s) personally appeared which must also be the same date the jurat process is completed.
- Print the name(s) of document signer(s) who personally appear at the time of notarization.
- Signature of the notary public must match the signature on file with the office of the county clerk.
- The notary seal impression must be clear and photographically reproducible. Impression must not cover text or lines. If seal impression smudges, re-seal if a sufficient area permits, otherwise complete a different jurat form.
  - ❖ Additional information is not required but could help to ensure this jurat is not misused or attached to a different document.
  - ❖ Indicate title or type of attached document, number of pages and date.
- Securely attach this document to the signed document