



State of West Virginia
 Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

Solicitation

NUMBER
 SOS201207

PAGE
 1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
 FRANK WHITTAKER
 304-558-2316

RFQ COPY
 TYPE NAME/ADDRESS HERE
 Live Ballot, Inc. dba Democracy
 Live, Inc.
 22525 SE 64th Place
 Issaquah, WA 98027

SECRETARY OF STATE
 BUILDING 1, ROOM 157K
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0770 558-6000

LINE	QUANTITY	UOP	QTY NO	ITEM NUMBER	UNIT PRICE	AMOUNT
0001				ADDENDUM 1	\$267.950	\$267.950
				ELECTRONIC BALLOT DELIVERY SYSTEM		
				REQUEST FOR QUOTATION		
				THE WEST VIRGINIA PURCHASING DIVISION, FOR THE WEST VIRGINIA SECRETARY OF STATE, IS SOLICITING BIDS FOR AN ELECTRONIC BALLOR DELIVERY SYSTEM FOR UNIFORMED AND OVERSEAS CITIZENS ABSENTEE VOTERS PER THE ATTACHED.		
				***** THIS IS THE END OF RFQ SOS201207 ***** TOTAL:		\$267,950

Signature: *RVE* Title: President
 FEIN: 45-4826119
 Tel: 206-465-5636 Date: 07/10/2012

WHEN RESPONDING TO SOLICITATION, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

PRICING INFORMATION

ITEM	DESCRIPTION	PRICE
Software Licensing	System configuration, hosting, ballot building process	\$227,000
Implementation	Deploying the application for use in WV	10,000
Training	Train the trainer sessions for Secretary of State and County Election Officials	5,950
System support	Help desk support during elections for election officials Online help support for voters during elections	10,000
System Modifications	Cost of future modifications not included in annual maintenance	
Annual Maintenance Year 1	Annual maintenance and software support 2013 election cycle	
Annual Maintenance Year 2	Annual maintenance and software support 2014 election cycle	5000
Annual Maintenance Year 3	Annual maintenance and software support 2015 election cycle	5000
Annual Maintenance Year 4	Annual maintenance and software support 2016 election cycle	5000

**Technical Response to
State of West Virginia
Office of the Secretary of State
Request for Quotation
Online Ballot Delivery and Tracking
System**



**Department of Administration, Purchasing
Division
2019 Washington St East
P. O. Box 50130
Charleston WV 23505-0130**

**RE: SOS201207
Bid Opening 07/05/12 1:30 pm**

Submitted July 5, 2012

**by Bryan Finney
President, Democracy Live, Inc.
Phone: 206.465.5636
email: bryan@democracylive.com**

Microsoft

July 5, 2012

Department of Administration, Purchasing Division
2019 Washington St East
P. O. Box 50130
Charleston WV 23505-0130
For Secretary of State Natalie E. Tennant

Reference: UOCAVA Electronic Ballot Delivery System: SOS201207

Dear Secretary Tennant:

Democracy Live is pleased to present this proposal to the West Virginia Office of the Secretary of State for a Statewide Electronic Ballot Delivery System for UOCAVA voters. Democracy Live will fully meet the requirements outlined in your Request for Quotation (RFQ), along with the requirements of UOCAVA, the Military and Overseas Voter Empowerment (MOVE) Act, and all applicable West Virginia Code. Democracy Live's technology has been used in over 200 elections in the United States, most recently in Florida's Republican Presidential Primary, statewide in the Commonwealth of Virginia, and as the only MOVE ACT system selected for use in California. UOCAVA voters in over 60 foreign countries have successfully utilized the Democracy Live system. The system is the only electronic ballot delivery system that has been used statewide in West Virginia, and therefore provides all County Clerks and state-level administrative personnel a familiar, proven product. This familiarity will aid in the timely and accurate statewide deployment of this important voter service, both factors of critical importance. Democracy Live has proven its ability to successfully deploy a statewide solution.

Democracy Live's product, called LiveBallot, is secured and hosted within the Microsoft Secure eGovernment cloud. LiveBallot can be fully implemented to meet West Virginia's electronic ballot delivery needs for the 2012 Presidential elections and throughout the grant period. We strongly believe that the combined qualifications of both Democracy Live and the Microsoft Corporation clearly show that we are the right choice to provide the eBalloting solutions you require. Democracy Live understands the needs of Uniformed and Overseas Citizen voters. We have recently been selected for an exciting new partnership with Stars and Stripes magazine to be the exclusive provider of enhanced voting information in the form of an interactive sample ballot for our military service members and their families. Using this partnership and our longstanding connections with many UOCAVA outreach organizations, we can aid in the effort to inform and educate covered citizens about their eBalloting opportunities.

The West Virginia Secretary of State's Office is known for innovative leadership and technological pioneering. Because of this, Democracy Live is excited about the prospect of building on past successes to chart a roadmap for future development of voter-friendly election initiatives in partnership with your office. Democracy Live has embarked on several projects designed to: improve voter access to election information; advance voting options for disabled citizens, including Disabled American Veterans; and utilize new technology platforms to reduce the costs of election administration, all while improving the voter experience. The partnership between Democracy Live and Microsoft Corporation brings world-class security and technology

experts to our development team to offer election officials, like you, the best products and services available.

Democracy Live has newly teamed with the Disabled American Veterans (DAV) to offer accessible absentee balloting to all disabled vets at *no charge* to states that want to deploy the technology. In addition, Stars and Stripes has recently selected Democracy Live as their voter information partner to offer voter specific sample balloting and voter guides within Stars and Stripes online editions. This partnership offers West Virginia a unique no-charge marketing platform to promote West Virginia's new UOCAVA solution through the largest military newspaper in the country.

In another recent partnership development, Google has teamed with Democracy Live to make voter and balloting information available through Google Search.

Thank you for your consideration of the attached quotation and, if chosen, we look forward to working with the Office of the Secretary of State, the Secretary's Elections Division, and county-level election administration personnel on this important project. If you have any questions regarding this business proposal, please do not hesitate to contact me by phone at (206) 465-5636 or email bryan@democracylive.com.

Sincerely,

Bryan D. Finney, President

Democracy Live, Inc.

**Democracy Live Response to
West Virginia Secretary of State – Electronic Blank Ballot Delivery**

Table of Contents

1	Project Summary	3
2	Project Detail Checklist	4
2.1	Voter Requirements	4
	The system must enable the VOTER:	4
2.2	Vendor Requirements	9
2.2.1	Provides for the development and distribution of a markable ballot, formatted according to the specifications set forth by the Secretary of State and applicable law	9
2.2.2	Allows the voter to vote for an official write-in candidate	10
2.2.3	Allows the ballot to be sent only under direct action of the county clerk or designee 10	
2.2.4	Is able to match the voter to the correct ballot style	10
2.2.5	Supports any bandwidth connectivity to the internet with no timeouts.....	11
2.2.6	Utilizes a secure socket layer (SSL) address for access by use on any browser or equivalent. At a minimum, the system should be fully compliant with the latest three versions of Internet Explorer, Firefox, Google Chrome and Mac Safari.....	11
2.2.7	Provides ADA Compliance.....	12
2.2.8	Provides an intuitive and user-friendly interface	12
2.2.9	Provides access only to those individuals with the proper credentials, protecting the identity of the individuals	12
2.2.10	Monitors access for intrusion and report any such attempts.....	15
2.2.11	Logs all transactions (any on-line marking is not to be associated with a particular voter when providing this functionality).....	16
2.2.12	Provides User Acceptance Testing of all system components prior to system deployment.....	16
2.2.13	Provides 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).....	18
2.2.14	Provides system “help desk” support to county clerks and Secretary of State staff especially during live elections	18
2.2.15	Provides training to County Clerk office staff and Secretary of State office staff via email, internet or in-person. The training must include the functions of the system and how to operate with the responsibilities of each part emphasized.....	19

**Democracy Live Response to
West Virginia Secretary of State – Electronic Blank Ballot Delivery**

2.3	Reporting Requirements	20
3	Required Statements	23
4	Summary	24

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

1 Project Summary

The West Virginia Secretary of State has requested a quotation for a statewide Electronic Ballot Delivery System to serve the needs of voters covered by the Uniformed and Overseas Citizens Absentee Voting Act of 1986 (UOCAVA) for the 2012 General Election through the 2016 November General Election for each of the fifty-five (55) counties in West Virginia. Democracy Live provides a comprehensive set of Web-delivered voter services for the complete absentee voter life-cycle -- from voter registration confirmation and ballot request through balloting and ballot tracking. The complete solution set will consist of a Web-based electronic ballot delivery system for West Virginia's UOCAVA voters, with appropriate accommodation of their special balloting needs and requirements. The voter interface is supported by a convenient, intuitive Voter Portal, fully customizable to meet the needs of West Virginia's voters today and into the future.

The Democracy Live team, with decades of successful elections experience, and Microsoft, the largest developer of software technologies in the world, form a unique partnership for delivering accurate and secure election solutions to any West Virginia jurisdiction. The Democracy Live/Microsoft Team developed and deployed a comprehensive, accessible, and hosted eBalloting system called LiveBallot previously in West Virginia, as well as Washington State, Florida and California. Counties in Texas and Arizona have recently selected Democracy Live to deploy an accessible, Web-based sample ballot and voter guide. LiveBallot has been deployed in over 200 U.S. elections and used in over 60 countries since 2008, more than any other U.S. based eBalloting technology.

LiveBallot is hosted on the Microsoft Windows Azure platform, providing superior scalability, security and reliability. Windows Azure delivers millions of transactions each month and is capable of automatically scaling up to meet any influx of voters to the system. The Democracy Live/Microsoft team offers the most-proven, most-deployed U.S.-based eBalloting system, secured and hosted in one of the world's largest and most-secure hosting environments. This experience and success evidences the reliability and proven technical and operational understanding of the proposed project.

**Democracy Live Response to
West Virginia Secretary of State – Electronic Blank Ballot Delivery**

2 Project Detail Checklist

2.1 Voter Requirements

The system must enable the VOTER:

- **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)**
- **To be notified of an overvote or under vote and revise the ballot before printing**
- **To print the marked ballot or a blank ballot, a privacy waiver, ballot envelope templates, voting instructions and the oath of voter for submission to the appropriate county clerk**
- **To choose their desired method of submission – U. S. Postal mail, email, or fax (at a minimum)**
- **To 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**

LiveBallot utilizes the cost benefits of a cloud-based solution by using Microsoft's Windows Azure platform. There are no voter software downloads (with the exception of Adobe Acrobat) or equipment to set-up. Voters are not required to manually install any specific election software or hardware on the computer for accessing the voter process. With a cloud-based solution, every computer around the world has the potential to become an West Virginia-compliant eBalloting tool.

Any eligible voter, anywhere in the world, is able to access their voter-specific online ballot and absentee ballot package immediately after the application is approved, authenticated and activated in LiveBallot. In one recent example, during the 2012 Florida Presidential Primary, a ballot was returned from Thailand back to the local elections office (via fax) within 45 minutes of the election going live. In another instance, one county in Washington State (Kitsap County, WA) experienced an over 200% increase in voter turnout for voters with disabilities after the LiveBallot system was turned on.

The voter experience interfacing with the LiveBallot system is typically as follows:

1. Once a UOCAVA voter has applied for an absentee ballot, that application has been reviewed and accepted by the County Clerk, and ballots are available for distribution, the voter is sent an email, from the

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

county clerk or other designated authority, containing a link to the LiveBallot site.

2. Voter enters the “welcome” page and selects an election. Voter is presented with information regarding balloting options and related deadlines. Options could include party ballot choice in a multiple-party primary election, as allowed by law.

3. Voter is asked to enter authentication information (e.g., First Name, Last Name, date of birth, last 4 digits of the SSN or Driver’s License Number), as determined by the state.

4. LiveBallot System authenticates the Voter’s data and confirms information using secure data matching processes with the West Virginia SVRS.

5. Once authenticated, Voter continues and is presented with the choice to Mark Ballot Online or Print and Mark the Ballot. This presents the overseas or military voter the opportunity to cast a ballot in much the same fashion as a voter “at home.” The “Mark Ballot Online” process is very similar to casting a ballot on a Direct Electronic Recording voting system, such as the ESS iVotronic used in much of West Virginia. The “Print and Mark the Ballot” option closely mirrors the process for a voter in a jurisdiction using optical scan devices or plain paper ballots. Having a familiar process may make the absentee voter more comfortable with the overall voting process and more likely to have a successfully-cast ballot.



6. If the Voter chooses to mark the ballot online, the voter reviews the ballot and selects candidates by marking the interactive oval next to the candidates’ names.

7. The Voter has the option of changing their selections either during the balloting process or at the end at the ballot review on the summary page. This process also prevents the casting of an “overvote” and identifies where the voter has “under voted.” From the control panel, an election

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

administrator can select properties and alerts for over voting or under voting. If an election is configured to warn for under voting, for example, an alert will appear. LiveBallot is set initially to a “No Over-vote” default.

The “summary page” allows the Voter to review their selections and modify their ballot before moving to the “ballot return” phase of the process.

LiveBallot
Interactive, accessible, voter information

Home | Online Ballot | Voter Guide | Ballot Tracker | Help | Contact

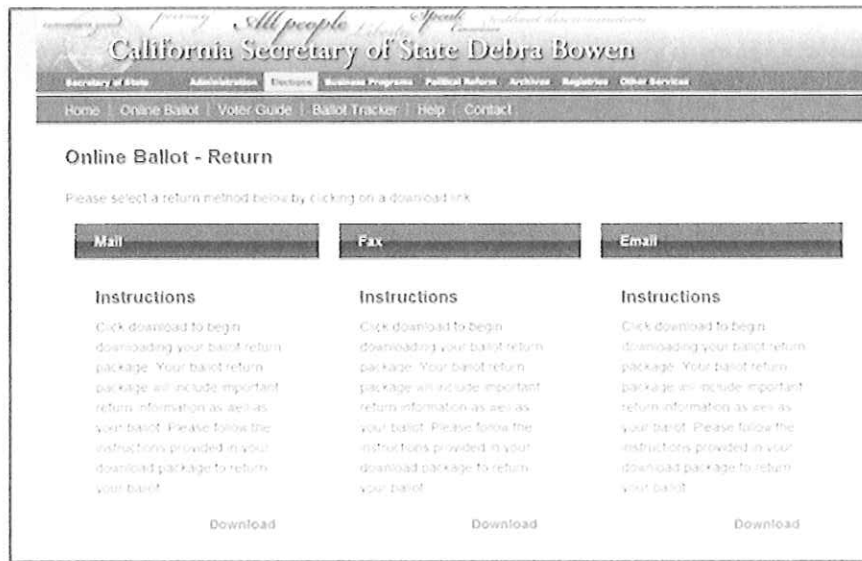
Online Ballot - Review

Review your selections below. You may click on any contest to change your selection.

Selection Review		
FEDERAL		
UNITED STATES SENATOR	Woody Harrison	Change
REPRESENTATIVE TO THE 112th UNITED STATES CONGRESS DISTRICT 4	Lady Gaga	Change
STATE		
GOVERNOR/LEUTENANT GOVERNOR	Temperance "Bones" Brennan Sealey Booth	Change
SECRETARY OF STATE	No selection	Change
STATE TREASURER	Edcent	Change
ATTORNEY GENERAL	Jack Nicholson	Change
STATE SENATE - DISTRICT 1	Robert Duval	Change

8. When the Voter has completed the candidate selection process, the Voter is presented with the choice of returning his/her ballot by one of three available options (mail, fax, or email). LiveBallot is highly customizable and can be modified to allow other return methods should the state choose to use additional methods in the future.

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Since West Virginia has already implemented the LiveBallot system in a previous statewide election, much of the customization has already been completed, saving the Secretary of State's Office time and resources in this very busy election-preparation season.

9. The Voter then downloads the appropriate Ballot Return Package and instructions as a PDF. LiveBallot generates a complete ballot package, containing all the required forms, materials, instructions, oaths and envelopes that the Voter is required to receive. The materials are printed along with the ballot choices in a fashion that recreates the look of materials the Voter would typically receive in the mail. These materials may be prepopulated with the Voter's information and the ballot return delivery address to reduce rejections due to incomplete, misdirected or illegible forms/envelopes. The return envelopes may also display a bar-code to speed data entry of returned materials.

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10. Voter then prints the Ballot Return Package PDF and proceeds to return the ballot through the Voter's selected method: mail, fax or email.

11. Voter completes the process by following the appropriate return instructions. In West Virginia, the Voter will be directed to return their balloting materials to the appropriate one of fifty-five County Clerk's offices.

12. Utilizing data gathered during the voting process and data entered into the Statewide Voter Registration System, the Voter is able to track the progress of his/her ballot application and ballot to the degree desired by the state. Options could include: absentee application received/approved/rejected, ballot transmitted date and method, ballot returned marked or unused, ballot challenged, ballot accepted/rejected, and provisional status, if any.

Note: A new feature offered by the LiveBallot system is **Automatic Ballot Duplication**. The LiveBallot system is designed and proven to accurately auto-duplicate the online absentee ballots generated from the LiveBallot system. The ballot bar coding has been designed to work with a low-cost OTS scanner/printer system. Additionally the bar code may be scanned to a memory device for importing into any election management system (EMS).

The LiveBallot auto-duplication system is able to be configured to prevent processing the same ballot twice, by assigning to each ballot marked online

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

with a unique identifier (header in barcode) that would allow the physical ballot to be checked against the electronic record that was transcribed but not compromising the voter's privacy in the event of an audit.

The automated ballot duplication system proposed by Democracy Live can reduce West Virginia's absentee ballot duplication time by over 90%. The LiveBallot system can be configured quickly to work with the state and locality current processes.

The image shows a sample ballot with the following sections and candidates:

- FEDERAL**
 - UNITED STATES SENATOR**
 - Barbra Sheppard
 - Martin Sheen
 - Charis Sheen
 - Wendy Harrison
 - Rose O'Donnell
 - Tom Cruise
 - Jane Fonda
 - Walt Disney
- GOVERNOR/LIEUTENANT GOVERNOR**
 - GOVERNOR**
 - Michael Scott
 - Dianna Schulte
 - LIEUTENANT GOVERNOR**
 - Temperance "Bonnie" Brennan
 - Simon Cowell
 - Lois Griffin
 - Cyde Barrow
 - Whitey
- STATE REPRESENTATIVE DISTRICT 53**
 - Adam Sandler
- COUNTY COMMISSIONER AT LARGE**
 - Marion Brando
- COUNTY CLERK**
 - Al Pacino
- COUNTY TREASURER**
 - Lee Marvin
- COUNTY ASSESSOR**
 - Charles Bronson
- SECRETARY OF STATE**
 - Clint Eastwood

2.2 Vendor Requirements

The successful vendor must provide a system that:

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

Proven in two statewide West Virginia elections, the LiveBallot system is built around the central concept of an interactive, markable, voter-specific ballot, designed to meet the needs and expectations of the election administrator and the voter. This translates into a fully customizable approach that allows the administrator, working in conjunction with Democracy Live project team members, to develop the "look and feel" of the ballot and the accompanying ballot materials to display information in the manner they choose.

LiveBallot has been used in a variety of election scenarios requiring a multitude of permutations and has the proven ability to meet the balloting needs of West Virginia. Our West Virginia statewide system deployment

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

places Democracy Live in the unique situation of having twice built and rendered ballots for each of West Virginia's fifty-five counties.

2.2.2 Allows the voter to vote for an official write-in candidate

From the LiveBallot control panel, election administrators are able to add write-in options for each contest or election. Write-in candidates may optionally be displayed within the LiveBallot tool and selected for auto-population into the online ballot in accordance with West Virginia election code requirements.

2.2.3 Allows the ballot to be sent only under direct action of the county clerk or designee

LiveBallot sets authentication and delivery protocols based on the requirements of the state and may be configured to require the affirmative action of the County Clerk in order to permit voter access to the LiveBallot site.

2.2.4 Is able to match the voter to the correct ballot style

Since 2008, LiveBallot has been deployed in hundreds of elections using a wide variety of voter registration and voter tabulation systems. LiveBallot was designed to handle structured data exports (.txt, .csv, .edx, and .xml) from the major election management and voter registration systems. In the LiveBallot settings, the administrator selects the election management or voter registration system used by the particular locality. The Data Import Tool then presents import steps that are specific to that location, allowing the data to be easily uploaded, imported, and integrated with other data used by the system.

For example, in the recent Florida Presidential Primary, the LiveBallot importer was used to import data quickly from both Premier (GEMS) and ESS counties. The LiveBallot GEMS importer was most used in the 2012 California and Florida Presidential Primary Elections.

The integrated data, using source-provided data elements, allows voters to be matched with ballots with the same degree of accuracy as the resident data in the statewide voter registration system and ballot creation software. LiveBallot uses existing precinct, district, election, and voter data to deliver voter specific information, ensuring the correct ballot style is electronically delivered to the correct voter. Voter Registration import fields drive the voter credentials and voter validation. Voter authentication requirements are determined by the State or County.

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

Democracy Live is a key strategic partner with the Voter Information Project (VIP) project and member of OASIS, supporting common data formats. LiveBallot has been designed to convert data from the jurisdiction’s election management or voter registration systems to a data format based on IEEE P1622 format and emerging VIP standards.

2.2.5 Supports any bandwidth connectivity to the internet with no timeouts

LiveBallot supports the entire range of bandwidth connectivity and the system will not “time out” or end a user’s session due to slower-than-usual data transmission.

2.2.6 Utilizes a secure socket layer (SSL) address for access by use on any browser or equivalent. At a minimum, the system should be fully compliant with the latest three versions of Internet Explorer, Firefox, Google Chrome and Mac Safari.

Live Ballot supports common browsers and OS, including, but not limited to:

Internet Explorer 6	XP SP2
Internet Explorer 7	XP SP2
	Vista
Internet Explorer 8	XP SP3
	Vista
	Windows 7
Internet Explorer 9	XP
	Vista
	Windows 7
Firefox 9	XP
	Vista
	Windows 7
Firefox 10	Windows 7
Firefox 7	Ubuntu Linux 11.10
Chrome 16	Windows 7
Safari 4	Vista
Safari 5	Mac OSX 10.6
Opera 10.10	Windows 7

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

LiveBallot protects voter data on the front end using secure SSL encryption and limits the information stored in the voter's session to those fields necessary to ensure the security and validity of the voter's credentials.

2.2.7 Provides ADA Compliance

The U.S. Department of Health and Human Services and the Department of Defense have reviewed and approved the LiveBallot system as a tool for voters with disabilities and eligible UOCAVA voters. The voter experience has been designed in partnership with Microsoft and the University of Washington Center on Technology and Disabilities to ensure a simple, accessible and intuitive interface. Working with members of the Council for the Blind, LiveBallot has been reviewed and approved at both WCAG 2.0 and Section 508 compliance. Further, in a 2010 survey of voters with disabilities, 51% of respondents stated they would not have voted if it had not been for the LiveBallot system.

LiveBallot works seamlessly with most COTS screen readers. In 2010, disability community voter turnout increased over 200% when LiveBallot was used as an accessible absentee ballot access tool.

Recently, the EAC selected Democracy Live in partnership with Georgia Tech University, for a grant to utilize the Democracy Live accessible balloting tool in live elections.

2.2.8 Provides an intuitive and user-friendly interface

LiveBallot provides clear, plain language instructions and warning messages. The text and font sizing is a function of the administrative tools and can be customized by the administrator for additional clarity, as required.

2.2.9 Provides access only to those individuals with the proper credentials, protecting the identity of the individuals

The LiveBallot System validates voters prior to allowing access to the system. When a voter comes into the system, they are required to provide credentials (e.g. First Name, Last Name, DOB) selected by the state or local election official for authentication.

Upon successful validation, the LiveBallot system uploads and imports Voter Registration data provided by the election official to accomplish this authentication. As Voter Registration records are updated with additions, changes, or deletions, the LiveBallot System is updated. As a result, only

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

voters considered eligible in the Voter Registration system are permitted access.

In the unlikely event a voter's credentials required to access LiveBallot had been compromised, the credentials can be revoked and a new set issued. When the ballot is received, it can be set-aside for further adjudication by the Board of Canvassers.

Democracy Live understands the importance of voter privacy and protecting the content of the voter's ballot from any unauthorized disclosure. To protect voter privacy, the LiveBallot platform applies security mechanisms at different layers of the cloud infrastructure to implement a defense-in-depth approach. These layered mechanisms include:

- Physical security of the data centers (locks, cameras, biometric devices, card readers, alarms);
- Firewalls, application gateways and IDS to protect the network;
- Access Control Lists (ACLs) applied to virtual local area networks (VLANs) and applications;
- Authentication and authorization of persons or processes that request access to data;
- Hardening of the servers and operating system instances;
- Redundant internal and external DNS infrastructure with restricted write access;
- Securing of virtual machine objects; and
- Securing of static and dynamic storage containers.

Assets are categorized as to the level of security required, based on the potential for damage. Highly sensitive assets are protected by more stringent mechanisms, such as multi-factor authentication (smart cards, biometrics, and hardware tokens). The principle of least privilege is followed, whereby persons and processes are given the lowest level of access that is required for them to do their jobs and no more.

LiveBallot is deployed within Microsoft Global Foundation Services datacenters, and thus enjoys the world-class network security and privacy benefits provided by Microsoft's robust, industry leading security protocols.

Voter selections are stored in a temporary cache on the LiveBallot system to allow the voter to move between pages and maintain their selections. Selections are stored with a reference to a unique ID relating to the browser session to provide no connection between the voters' identity and their selections. When the voter is done using the system, they click the "Clear My Session" button on the screen to clear the temporary cache.

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

The temporary cache is also cleared when the voter closes their browser window, or the balloting session ends.

A core set of certifications and attestations were selected and attained so that Democracy Live could clearly communicate how it addresses operational information security within the Cloud eBalloting Infrastructure. The core set listed below was chosen because they represent a broad set of requirements, many of which are internationally recognized, and that emphasize the need to continuously track and evaluate effectiveness of the overall LiveBallot security program.

ISO/IEC 27001:2005: Internationally recognized specification of standards for an ISMS that includes processes for examining, controlling, and managing threats to information security.

SAS 70 Type I and II: Standards used by auditors to evaluate and report on the controls (Type I) and the effectiveness of control activity over a period of time (Type II) for a service organization, including data hosting companies.

SOX: U.S. securities law that dictates specific requirements for financial reporting by public companies. The titles cover areas such as corporate responsibility, auditor independence, analyst conflicts of interest, and other subjects related to financial disclosures. The SOX program at Democracy Live is based on the Control Objectives for Information and related Technology (COBIT) 4.1 framework.

PCI DSS: Security controls for credit card transactions.

FISMA: U.S. Federal law that mandates security standards for information technology systems in the federal government. The FISMA program at Democracy Live is based on the National Institute of Standards and Technology Special Publication 800-53, Revision 3, Recommended Security Controls for Federal Information Systems and Organizations.

Democracy Live has built a robust and responsive information security program by aligning to these standards and regulations. Cloud customers are able to rely on third-party validation of the effectiveness of the OSSC ISMS and therefore make informed risk transference decisions.

There are several coordinated means that will be used so that the State of West Virginia can validate that no modifications have been made to the solution between the time it has been tested and verified prior to the election and the time the system is used during the election cycle, including:

Hashcode Comparison: A hashcode is a unique character string created by a one-way encryption of any data. The system will provide a screen for

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

compiling a hashcode of the entire solution text and executable codebase which will be stored for comparison at pre-election verification. To assure that no changes have been made to the solution, the screen will be rerun prior to use. If the hashcode generated at that time matches the one generated at verification, then no changes have been made to the system. If the hashcodes did not match, the system would need to be re-tested and re-verified.

File System Watcher: An operating system level file system watcher will be assigned to provide real time notification of any changes to the file system storing the codebase for the application.

ACL security: Appropriate Access Control List security will be enforced for the files in the file system that stores the application codebase. Limiting access to this data will help provide assurance that entries are appropriately reviewed and logged.

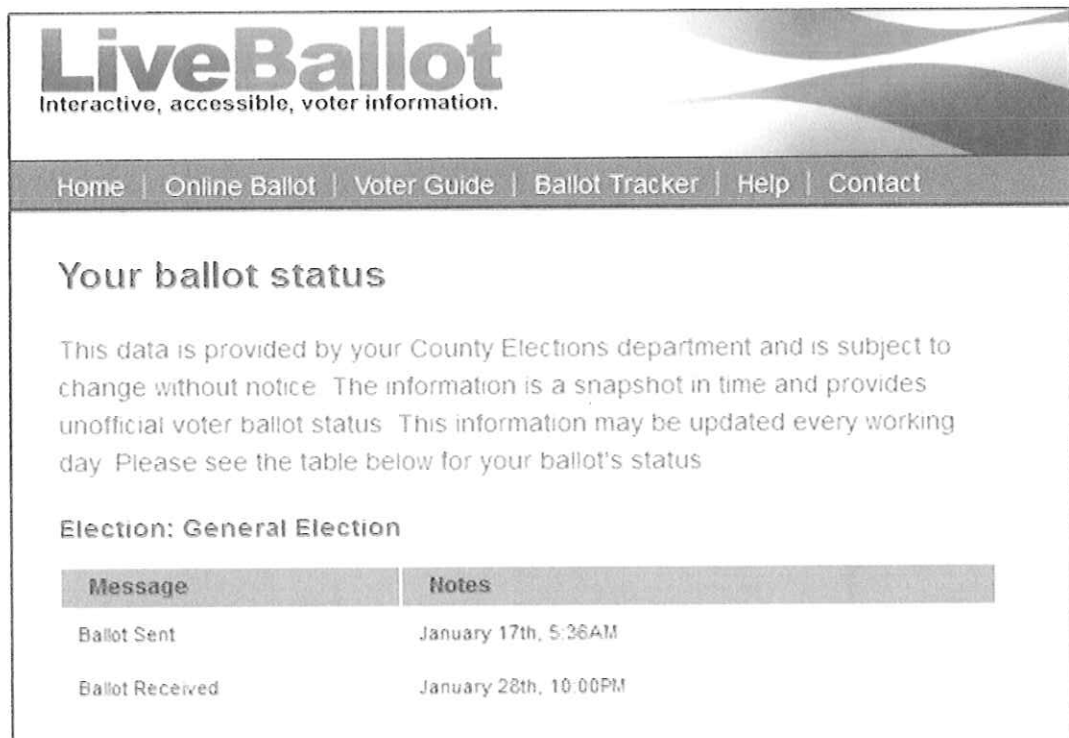
2.2.10 Monitors access for intrusion and report any such attempts

The LiveBallot audit logs of critical servers within the Microsoft cloud infrastructure, such as domain controllers, security servers, and servers containing sensitive information are collected near real-time via the Microsoft System Center Operations Manager 2007 Audit Collection Services (ACS) feature and stored in a SQL Server database. Due to the large amount of data collected for these environments, important and relevant events (referred to as “Events-of-Interest”) are extracted and forwarded to another SQL database where OSSC uses automated tools to perform detailed analysis looking for suspicious activity. The information collected from the event logs includes user logon, security policy configuration changes, and unauthorized access to system or application files. As with the records generated by perimeter and network devices, the Events-of-Interest extracted from the LiveBallot audit logs are reviewed for evidence of control failure, unauthorized modification of server configuration, and other malicious activity.

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

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

In 2005 the Democracy Live team introduced one of the first ballot tracking systems to comprehensively track voter information, including absentee ballot activity through the absentee process. The tracking system can show ballot delivery, ballot received, signature approved, pending status, submitted for tabulation and other tracking data that is available from the jurisdiction. (See example below.)



The screenshot shows the LiveBallot website interface. At the top, the logo "LiveBallot" is displayed with the tagline "Interactive, accessible, voter information." Below the logo is a navigation menu with links for Home, Online Ballot, Voter Guide, Ballot Tracker, Help, and Contact. The main content area is titled "Your ballot status" and contains a disclaimer: "This data is provided by your County Elections department and is subject to change without notice. The information is a snapshot in time and provides unofficial voter ballot status. This information may be updated every working day. Please see the table below for your ballot's status." Below this text, it specifies "Election: General Election" and presents a table of ballot status updates.

Message	Notes
Ballot Sent	January 17th, 5:36AM
Ballot Received	January 28th, 10:00PM

2.2.12 Provides User Acceptance Testing of all system components prior to system deployment

The purpose of this section is to outline the approach that will be taken by Democracy Live, in conjunction with Microsoft to test the LiveBallot System. Upon notice of selection and authorization to proceed to deliver LiveBallot, a detailed test plan will be created as part of the Quality Assurance Plan which, in turn, is part of a Detailed Project Plan that will be developed as a key aspect of the overall project.

Items to be tested will include, but are not limited to, the following:

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

- Requirements defined by the West Virginia Secretary of State’s project manager or other designated entity;
- Design specifications;
- Integration Testing with Existing Voter Registration and Election Management Systems;
- User Guides and Operation Manuals;
- Training Materials;
- Operational Alpha and Beta Testing of Systems and Procedures; and
- User Acceptance.

Testing will be conducted in compliance with the Quality Assurance Plan approved by the West Virginia project management team , as part of the Planning Phase of the project.

Test cases will be developed based on the finalized requirements and specifications, and administered by the Quality Assurance Manager.

Testing will be conducted using a combination of automated scripts and human testers (not affiliated with the development team), followed by alpha testing and beta testing with select county participants to validate systems, procedures and operational processes.

Test deliverables will include the following, subject to West Virginia’s approval of the QA Plan:

- Test Plan
- Test Design Specifications
- Test Case Specifications
- Test Procedure Specifications
- Test Summary Reports

Requirements for conducting the test plan will include:

- Test environment established on Azure to facilitate testing;
- Sample data from VR and Ballot Configuration systems to be provided by the State of West Virginia , and/or participating counties;
- Automated test tools as needed to conduct testing of issues such as:
- Browser / Operating System Compatibility
- Load Testing

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

- **Issue Tracking.**

LiveBallot has the ability to meet locality or state-specific logic and accuracy testing procedures and approval before going live. The Democracy Live/Microsoft team offers an automated method allowing local election officials save time, while maintaining the integrity of traditional L&A testing. The LiveBallot system can generate a test ballot deck for every election. The logic and accuracy testing includes the ability to load blank ballots online, mark the ballots online, print the ballots, scan the bar code, if used, and submit the ballot for tabulation. This gives the election officials the ability to correct any issues, as necessary.

The system provides for independent confirmation that the system is functioning as approved by the Secretary of State. Independent approval comes from the capability of LiveBallot to set unique passwords at varying levels and the ability for independent review and creation of online ballots, mock voter testing, and related elections requirements.

2.2.13 Provides 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)

Democracy Live offers system support to voters throughout the absentee ballot voting cycle to address any technological issue or to direct the voter to the proper source for state or jurisdiction level issues. A “Help” link on the site guides the voter through the issue reporting process and allows a team member to address and resolve the issue in a timely manner.

2.2.14 Provides system “help desk” support to county clerks and Secretary of State staff especially during live elections

Supplemented by the comprehensive training and knowledge-transfer processes included with the deployment of LiveBallot, Democracy Live will provide on-going, round-the-clock support to state and county administrators to ensure project success. Democracy Live’s Security Incident Management (SIM) team responds to issues as they occur and operates 24 hours a day, every day. SIM’s mission is to quickly and accurately assess and mitigate computer security incidents involving LiveBallot, while clearly communicating relevant information to senior management and other concerned parties within the project. Non-security issues are quickly addressed by the appropriate project team member and tracked until resolved to the satisfaction of the project requirements.

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

2.2.15 Provides training to County Clerk office staff and Secretary of State office staff via email, internet or in-person. The training must include the functions of the system and how to operate with the responsibilities of each part emphasized.

Training on LiveBallot is provided by former elections officials and experts with decades of experience in the elections industry. LiveBallot training provides complete support of the LiveBallot system every step of the way. In addition to initial set up, our support team provides powerful, proven training tools so election administrators will be able to easily manage a county account, set up an election, and create reports.

Scheduled at the convenience of West Virginia state and county officials, training is conducted through a series of in- person classroom style training, webinars and online video support accessible time and again. Each state or county designated representative will receive training materials that are customized to their needs. With the LiveBallot system, county election administrators receive access to:

- A designated training team with deep history running elections to provide initial orientation and walk through;
- One-on-one walk-through training of the LiveBallot system to ensure confident election management;
- Online video access demonstrating the LiveBallot control panel and administrative tools; and
- Tailored User Manuals for both administrators and voters.

Proven in hundreds of training environments, Democracy Live utilizes the popular tool GoToTraining well known for its agility and accessibility. Designated election administrators will be provided access to GoToTraining where they can register for courses, review training material and prepare for sessions. Attendees of scheduled training sessions can conference in via phone or computer. Online training can be accessed from a Mac or PC. Just like a classroom, you can raise your hand for questions as we are here to help. And, if any administrators miss a session, we will have them recorded so you can simply log in and watch at your convenience.

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

The LiveBallot training teams consists of personnel who have conducted literally hundreds of poll worker and elections administration training seminars and courses.

2.3 Reporting Requirements

The vendor must provide a variety of state and county reports for daily usage, weekly updates and a variety of other user metrics to include, but no limited to:

- *The number of people who accessed the system*
- *The number of ballots downloaded*
- *The number of ballots downloaded multiple times from the same user which includes geographic location*
- *The number of ballots downloaded from a domestic IP address which includes geographic location*
- *The number of ballots downloaded from a foreign IP address which includes geographic location*
- *The number of times the ballot tracking system was accessed*
- *The number of ballots cast*

LiveBallot tracks voter events to offer statistical reports for each jurisdiction. The LiveBallot dashboard allows a quick view of the number of visitors and other statistics for that jurisdiction, and provides reports including, but not limited to:

- Election data proofing reports
- Number of visitors viewing LiveBallot
- Number of ballots downloaded
- Delivery method requested/downloaded:
- Log in and Log out. Tracked by type of use, e.g., voter, system administrator, etc.
- Failed log in attempts
- Blank ballots downloaded
- Completed ballots printed
- Blank FPCA's downloaded
- Voter Process Requirements
- Ballot Tracking System visits

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

- IP Address Location (foreign and domestic)

In addition, LiveBallot can display any data captured in West Virginia’s SVRS absentee voting and provisional ballot modules for statistical analysis or display to voters, as appropriate. All data is delivered in the “LiveBallot Reports” module.

LiveBallot Reports		
Total Usage Florida Daily Report		
Message	Today	Total
Mark Online	211	247
Print and Mark	58	64
- Reviewed	158	181
- Accepted	193	245
- Mail Selected	144	186
- Email Selected	0	0
- Fax Selected	62	80
- Package Downloaded	185	281
Voter tracked ballot	0	0
280 Unique Visitors		

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

LiveBallot

[Elections](#) | [Control Panel](#) | [Contacts](#) | [Support](#) | [View Website](#) | [Accounts](#) | [LiveBallot Testing](#) | [Change Account](#)

Account > Reports > Report

Voter Usage

Select Election
All Elections

Start Date
01/23/2012
Format: 01/19/2012

End Date
01/30/2012
Format: 01/19/2012

Filter

User IP

Message

- [No Voter Found](#)
- [Mark Online](#)
- [Print and Mark](#)
- [Reviewed](#)
- [Accepted](#)
- [Mail Selected](#)
- [Email Selected](#)
- [Fax Selected](#)
- [Package Download](#)
- [Voter tracked ballot](#)

Voters

[Show Admin access](#)

[Show Sample Voters](#)

Total Usage between 01/23/12 and 01/30/12 [Show message](#)

Message	Unique Visits	Total
0 Unique Visitors		

Details

Voter	Message	IP Address	Time
No results found			

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

3 Required Statements

- Democracy Live will comply with all applicable federal, state, and local laws, regulations and ordinances. By submitting a bid, Democracy Live acknowledges that it has reviewed, understood and will comply with all applicable law.
- Democracy Live certifies that its bid was made without prior understanding, agreement, or connection with any corporation, firm or limited liability company, partnership, person or entity submitting a bid for the same material, supplies, equipment or services; that its bid is in all respects fair and without collusion or fraud; that this Contract is accepted or entered into without any prior understanding, agreement, or connection to any other entity that could be considered a violation of law; and that it has reviewed this RFQ in its entirety; understands the requirements, terms and conditions, and other information contained herein. Democracy Live affirms that neither it nor its representatives have any interest, nor shall acquire any interest, direct or indirect, which would compromise the performance of its services hereunder.
- Furthermore, Bryan Finney, by his signature, certifies that he is authorized by Democracy Live, aka Live Ballot, Inc., to execute this bid or any documents related thereto on the company's behalf; that he is authorized to bind the company on a contractual relationship; and that, to the best of his knowledge, the company has properly registered with any State agency that may require registration.
- Democracy Live, its officers or members or employees, does not presently have nor shall acquire any interest, direct or indirect, which would conflict with or compromise the performance of its obligations hereunder. The company shall periodically inquire of its officers, members and employees to ensure that a conflict of interest does not arise. Any conflict of interest discovered will be promptly presented in detail to the Agency.
- Democracy Live agrees to accept the State of West Virginia's Purchasing Card for payment of all orders under this contract.

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

4 Summary

Founded in 2008 by long-time leaders in the election technology industry, Democracy Live aka LiveBallot, Inc. has made strong traction as the leader in the emerging eBalloting space. Democracy Live has more proven U.S. implementations of electronic ballot delivery technology than any other U.S.-based firm in this space.

Recently, Democracy Live was selected by “Stars and Stripes” newspaper, as well as Digital First Media, the second largest newspaper chain in the U.S., to deliver LiveBallot Sample Balloting tools in over 200 online newspapers around the country. Through our relationship with Stars & Stripes, the largest military newspaper in the U.S. the State of West Virginia can promote their MOVE Act tool to military voters.

In 2011, Democracy Live merged to form Live Ballot, Inc. The company is well funded and capitalized and is profitable as indicated in the financials.

Our Chairman of the Board, Joe Brotherton, a CPA, Attorney and Professor of Law and Ethics at the University of Washington has been actively involved in business for over thirty years and continues to be deeply involved in the company. CEO, Bryan Finney has been deeply involved in elections technology for over a decade. Mr. Finney originated, developed and sold innovative new tools such as the first mail ballot tracking system, accessible Web-based sample and multimedia voter guide. Bryan has also worked at an executive level with some of the leading voting companies in the industry over the last decade.

Leading innovators and long term experts in the elections industry sit on our Board, including former NASS President and 4-term Secretary of State of Washington Ralph Munro. Microsoft Corporation has strongly backed Democracy Live both investing in our technology as well as providing technical and project management expertise on our numerous eBalloting projects.

Democracy Live and our partners at Microsoft are 100% committed to the successful deployment of your new Statewide Online Ballot Delivery System. With more real world experience delivering actual Web-based ballots to U.S. eligible voters than any other U.S. firm, Democracy Live and Microsoft are fully prepared to immediately begin working with the State of West Virginia to ensure a highly successful roll out of your eBalloting system.

The State of West Virginia’s Office of the Secretary of State will have the resources and strength of Microsoft Corporation and the proven subject matter expertise of Democracy Live as a long term electronic balloting partner. We very much look forward to working with you. It would be an honor to deliver this important technology to the West Virginians living and working around the globe.

Bryan Finney, President
Democracy Live

Kim Nelson, eGovernment Director
Microsoft Corporation

CERTIFICATION AND SIGNATURE PAGE

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.

Live Ballot, Inc. dba Democracy Live, Inc.

(Company)

 BRYAN FINNEY, PRESIDENT

(Representative Name, Title)

206-465-5636

(Contact Phone/Fax Number)

07/04/12

(Date)

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: _____

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.

Live Ballot, Inc. dba Democracy Live, Inc.

Company



Authorized Signature

07/09/2012

Date

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

RFQ No. 505201207

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 exceeds 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: LIVE BALLOT INC. dba DEMOCRACY LIVE, INC.

Authorized Signature: [Signature] Date: 6-28-12

State of WA

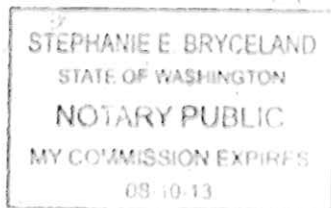
County of King, to-wit:

Taken, subscribed, and sworn to before me this 27th day of June, 2012.

My Commission expires 8-10, 2013.

AFFIX SEAL HERE

NOTARY PUBLIC Stephanie Bryceland





State of West Virginia
 Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

Solicitation

NUMBER
SOS201207

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
FRANK WHITTAKER 304-558-2316

RFQ COPY
 TYPE NAME/ADDRESS HERE

VENDOR
Live Ballot, Inc. dba Democracy Live, Inc. 22525 SE 64th Place Issaquah, WA 98027

SHIP TO

SECRETARY OF STATE
 BUILDING 1, ROOM 157K
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0770 558-6000

DATE PRINTED
06/18/2012

BID OPENING DATE: 07/05/2012 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
0001	1	LS		920-14	\$267.950	\$267.950
ELECTRONIC BALLOT DELIVERY SYSTEM						
REQUEST FOR QUOTATION						
THE WEST VIRGINIA PURCHASING DIVISION, FOR THE WEST VIRGINIA SECRETARY OF STATE, IS SOLICITING BIDS FOR AN ELECTRONIC BALLOR DELIVERY SYSTEM FOR UNIFORMED AND OVERSEAS CITIZENS ABSENTEE VOTERS PER THE ATTACHED.						
***** THIS IS THE END OF RFQ SOS201207 ***** TOTAL:						\$267,950

RECEIVED

2012 JUL -5 PM 12:48

WV PURCHASING DIVISION

Signature: *[Signature]* Tel: 206-465-5636 Date: 07/04/2012
 Title: President FEIN: 45-4826119

WHEN RESPONDING TO SOLICITATION, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

PRICING INFORMATION:

ITEM	DESCRIPTION	PRICE
Software License for 1 year	System configuration, hosting, ballot building process, initial setup	227,000 for grant period
Implementation	Internet site tested and ready for use no later than September 21, 2012	10000.00
Training	Train the trainer sessions for Secretary of State and 55 County Offices either in person, by telephone or by internet. List the cost for each type of training session if applicable.	10950.00
System support	Help desk support for election officials beginning 46 days before elections through the ballot receipt deadline during election office business hours. Online help support for voters beginning 46 days before elections through the ballot receipt deadline for each election. Must be available 24/7.	10000.00
Annual software support and maintenance Year 1	Election hosting and configuration, error corrections (bug fixes), upgrades or enhancements that may become available.	0.00
Annual software support and maintenance Year 2	Election hosting and configuration, error corrections (bug fixes), upgrades or enhancements that may become available.	5000.00
Annual software support and maintenance Year 3	Election hosting and configuration, error corrections (bug fixes), upgrades or enhancements that may become available.	5000.00

CERTIFICATION AND SIGNATURE PAGE

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.

Live Ballot, Inc. dba Democracy Live, Inc.

(Company)

 BRYAN FINNEY, PRESIDENT

(Representative Name, Title)

206-465-5636

(Contact Phone/Fax Number)

07/04/12

(Date)

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: 805 201207

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.

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 (Check the box next to each addendum received)

- | | |
|---|--|
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| <input type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
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Live Ballot, Inc. dba Democracy Live, Inc.

Company



Authorized Signature

6-28-12

Date

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

RFQ No. 505201207

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

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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: LIVE BALLOT, INC. dba DEMOCRACY LIVE, INC.

Authorized Signature: [Signature] Date: 6-28-12

State of WA

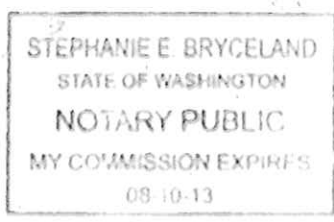
County of King, to-wit:

Taken, subscribed, and sworn to before me this 28th day of June, 2012.

My Commission expires 8-10, 2013.

AFFIX SEAL HERE

NOTARY PUBLIC Stephanie Bryceland



**Technical Response to
State of West Virginia
Office of the Secretary of State
Request for Quotation
Online Ballot Delivery and Tracking
System**



**Department of Administration, Purchasing
Division**

**2019 Washington St East
P. O. Box 50130
Charleston WV 23505-0130**

**RE: SOS201207
Bid Opening 07/05/12 1:30 pm**

Submitted July 5, 2012

by Bryan Finney

President, Democracy Live, Inc.

Phone: 206.465.5636

email: bryan@democracylive.com

Microsoft

July 5, 2012

Department of Administration, Purchasing Division
2019 Washington St East
P. O. Box 50130
Charleston WV 23505-0130
For Secretary of State Natalie E. Tennant

Reference: UOCAVA Electronic Ballot Delivery System: SOS201207

Dear Secretary Tennant:

Democracy Live is pleased to present this proposal to the West Virginia Office of the Secretary of State for a Statewide Electronic Ballot Delivery System for UOCAVA voters. Democracy Live will fully meet the requirements outlined in your Request for Quotation (RFQ), along with the requirements of UOCAVA, the Military and Overseas Voter Empowerment (MOVE) Act, and all applicable West Virginia Code. Democracy Live's technology has been used in over 200 elections in the United States, most recently in Florida's Republican Presidential Primary, statewide in the Commonwealth of Virginia, and as the only MOVE ACT system selected for use in California. UOCAVA voters in over 60 foreign countries have successfully utilized the Democracy Live system. The system is the only electronic ballot delivery system that has been used statewide in West Virginia, and therefore provides all County Clerks and state-level administrative personnel a familiar, proven product. This familiarity will aid in the timely and accurate statewide deployment of this important voter service, both factors of critical importance. Democracy Live has proven its ability to successfully deploy a statewide solution.

Democracy Live's product, called LiveBallot, is secured and hosted within the Microsoft Secure eGovernment cloud. LiveBallot can be fully implemented to meet West Virginia's electronic ballot delivery needs for the 2012 Presidential elections and throughout the grant period. We strongly believe that the combined qualifications of both Democracy Live and the Microsoft Corporation clearly show that we are the right choice to provide the eBalloting solutions you require. Democracy Live understands the needs of Uniformed and Overseas Citizen voters. We have recently been selected for an exciting new partnership with Stars and Stripes magazine to be the exclusive provider of enhanced voting information in the form of an interactive sample ballot for our military service members and their families. Using this partnership and our longstanding connections with many UOCAVA outreach organizations, we can aid in the effort to inform and educate covered citizens about their eBalloting opportunities.

The West Virginia Secretary of State's Office is known for innovative leadership and technological pioneering. Because of this, Democracy Live is excited about the prospect of building on past successes to chart a roadmap for future development of voter-friendly election initiatives in partnership with your office. Democracy Live has embarked on several projects designed to: improve voter access to election information; advance voting options for disabled citizens, including Disabled American Veterans; and utilize new technology platforms to reduce the costs of election administration, all while improving the voter experience. The partnership between Democracy Live and Microsoft Corporation brings world-class security and technology

experts to our development team to offer election officials, like you, the best products and services available.

Democracy Live has newly teamed with the Disabled American Veterans (DAV) to offer accessible absentee balloting to all disabled vets at *no charge* to states that want to deploy the technology. In addition, Stars and Stripes has recently selected Democracy Live as their voter information partner to offer voter specific sample balloting and voter guides within Stars and Stripes online editions. This partnership offers West Virginia a unique no-charge marketing platform to promote West Virginia's new UOCAVA solution through the largest military newspaper in the country.

In another recent partnership development, Google has teamed with Democracy Live to make voter and balloting information available through Google Search.

Thank you for your consideration of the attached quotation and, if chosen, we look forward to working with the Office of the Secretary of State, the Secretary's Elections Division, and county-level election administration personnel on this important project. If you have any questions regarding this business proposal, please do not hesitate to contact me by phone at (206) 465-5636 or email bryan@democracylive.com.

Sincerely,

Bryan D. Finney, President

Democracy Live, Inc.

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

Table of Contents

1	Project Summary	3
2	Project Detail Checklist	4
2.1	Voter Requirements	4
	The system must enable the VOTER:	4
2.2	Vendor Requirements	9
2.2.1	Provides for the development and distribution of a markable ballot, formatted according to the specifications set forth by the Secretary of State and applicable law	9
2.2.2	Allows the voter to vote for an official write-in candidate	10
2.2.3	Allows the ballot to be sent only under direct action of the county clerk or designee 10	
2.2.4	Is able to match the voter to the correct ballot style	10
2.2.5	Supports any bandwidth connectivity to the internet with no timeouts.....	11
2.2.6	Utilizes a secure socket layer (SSL) address for access by use on any browser or equivalent. At a minimum, the system should be fully compliant with the latest three versions of Internet Explorer, Firefox, Google Chrome and Mac Safari.....	11
2.2.7	Provides ADA Compliance.....	12
2.2.8	Provides an intuitive and user-friendly interface	12
2.2.9	Provides access only to those individuals with the proper credentials, protecting the identity of the individuals	12
2.2.10	Monitors access for intrusion and report any such attempts.....	15
2.2.11	Logs all transactions (any on-line marking is not to be associated with a particular voter when providing this functionality).....	16
2.2.12	Provides User Acceptance Testing of all system components prior to system deployment.....	16
2.2.13	Provides 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).....	18
2.2.14	Provides system “help desk” support to county clerks and Secretary of State staff especially during live elections	18
2.2.15	Provides training to County Clerk office staff and Secretary of State office staff via email, internet or in-person. The training must include the functions of the system and how to operate with the responsibilities of each part emphasized.....	19

**Democracy Live Response to
West Virginia Secretary of State – Electronic Blank Ballot Delivery**

2.3	Reporting Requirements	20
3	Required Statements	23
4	Summary	24

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

1 Project Summary

The West Virginia Secretary of State has requested a quotation for a statewide Electronic Ballot Delivery System to serve the needs of voters covered by the Uniformed and Overseas Citizens Absentee Voting Act of 1986 (UOCAVA) for the 2012 General Election through the 2016 November General Election for each of the fifty-five (55) counties in West Virginia. Democracy Live provides a comprehensive set of Web-delivered voter services for the complete absentee voter life-cycle -- from voter registration confirmation and ballot request through balloting and ballot tracking. The complete solution set will consist of a Web-based electronic ballot delivery system for West Virginia's UOCAVA voters, with appropriate accommodation of their special balloting needs and requirements. The voter interface is supported by a convenient, intuitive Voter Portal, fully customizable to meet the needs of West Virginia's voters today and into the future.

The Democracy Live team, with decades of successful elections experience, and Microsoft, the largest developer of software technologies in the world, form a unique partnership for delivering accurate and secure election solutions to any West Virginia jurisdiction. The Democracy Live/Microsoft Team developed and deployed a comprehensive, accessible, and hosted eBalloting system called LiveBallot previously in West Virginia, as well as Washington State, Florida and California. Counties in Texas and Arizona have recently selected Democracy Live to deploy an accessible, Web-based sample ballot and voter guide. LiveBallot has been deployed in over 200 U.S. elections and used in over 60 countries since 2008, more than any other U.S. based eBalloting technology.

LiveBallot is hosted on the Microsoft Windows Azure platform, providing superior scalability, security and reliability. Windows Azure delivers millions of transactions each month and is capable of automatically scaling up to meet any influx of voters to the system. The Democracy Live/Microsoft team offers the most-proven, most-deployed U.S.-based eBalloting system, secured and hosted in one of the world's largest and most-secure hosting environments. This experience and success evidences the reliability and proven technical and operational understanding of the proposed project.

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

2 Project Detail Checklist

2.1 Voter Requirements

The system must enable the VOTER:

- 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)
- To be notified of an overvote or under vote and revise the ballot before printing
- To print the marked ballot or a blank ballot, a privacy waiver, ballot envelope templates, voting instructions and the oath of voter for submission to the appropriate county clerk
- To choose their desired method of submission – U. S. Postal mail, email, or fax (at a minimum)
- To 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

LiveBallot utilizes the cost benefits of a cloud-based solution by using Microsoft's Windows Azure platform. There are no voter software downloads (with the exception of Adobe Acrobat) or equipment to set-up. Voters are not required to manually install any specific election software or hardware on the computer for accessing the voter process. With a cloud-based solution, every computer around the world has the potential to become an West Virginia-compliant eBalloting tool.

Any eligible voter, anywhere in the world, is able to access their voter-specific online ballot and absentee ballot package immediately after the application is approved, authenticated and activated in LiveBallot. In one recent example, during the 2012 Florida Presidential Primary, a ballot was returned from Thailand back to the local elections office (via fax) within 45 minutes of the election going live. In another instance, one county in Washington State (Kitsap County, WA) experienced an over 200% increase in voter turnout for voters with disabilities after the LiveBallot system was turned on.

The voter experience interfacing with the LiveBallot system is typically as follows:

1. Once a UOCAVA voter has applied for an absentee ballot, that application has been reviewed and accepted by the County Clerk, and ballots are available for distribution, the voter is sent an email, from the

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

county clerk or other designated authority, containing a link to the LiveBallot site.

2. Voter enters the “welcome” page and selects an election. Voter is presented with information regarding balloting options and related deadlines. Options could include party ballot choice in a multiple-party primary election, as allowed by law.

3. Voter is asked to enter authentication information (e.g., First Name, Last Name, date of birth, last 4 digits of the SSN or Driver’s License Number), as determined by the state.

4. LiveBallot System authenticates the Voter’s data and confirms information using secure data matching processes with the West Virginia SVRS.

5. Once authenticated, Voter continues and is presented with the choice to Mark Ballot Online or Print and Mark the Ballot. This presents the overseas or military voter the opportunity to cast a ballot in much the same fashion as a voter “at home.” The “Mark Ballot Online” process is very similar to casting a ballot on a Direct Electronic Recording voting system, such as the ESS iVotronic used in much of West Virginia. The “Print and Mark the Ballot” option closely mirrors the process for a voter in a jurisdiction using optical scan devices or plain paper ballots. Having a familiar process may make the absentee voter more comfortable with the overall voting process and more likely to have a successfully-cast ballot.



6. If the Voter chooses to mark the ballot online, the voter reviews the ballot and selects candidates by marking the interactive oval next to the candidates’ names.

7. The Voter has the option of changing their selections either during the balloting process or at the end at the ballot review on the summary page. This process also prevents the casting of an “overvote” and identifies where the voter has “under voted.” From the control panel, an election

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administrator can select properties and alerts for over voting or under voting. If an election is configured to warn for under voting, for example, an alert will appear. LiveBallot is set initially to a “No Over-vote” default.

The “summary page” allows the Voter to review their selections and modify their ballot before moving to the “ballot return” phase of the process.

LiveBallot
Interactive, accessible, voter information.

Home | Online Ballot | Voter Guide | Ballot Tracker | Help | Contact

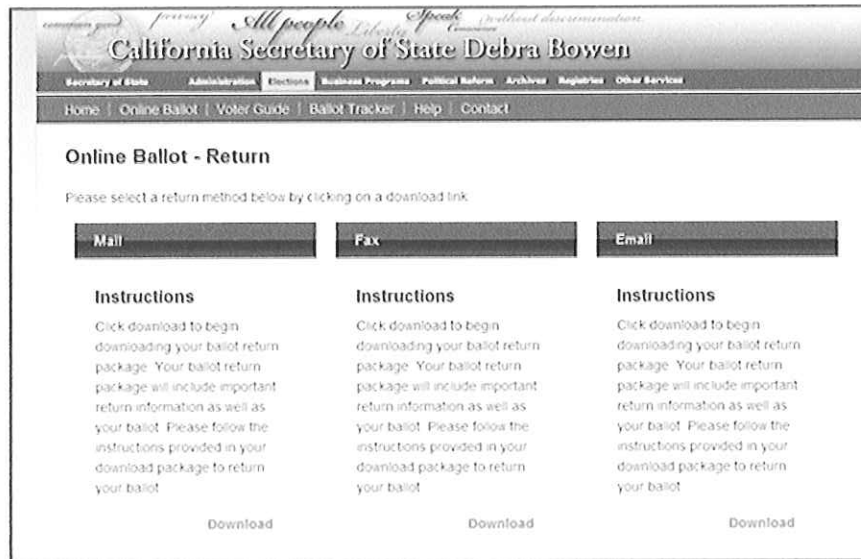
Online Ballot - Review

Review your selections below. You may click on any contest to change your selection.

Selection Review		
FEDERAL		
UNITED STATES SENATOR	Woody Harelson	Change
REPRESENTATIVE TO THE 112th UNITED STATES CONGRESS DISTRICT 4	Lady Gaga	Change
STATE		
GOVERNOR/LIEUTENANT GOVERNOR	Temperance "Bones" Brennan/ Sesley Booth	Change
SECRETARY OF STATE	No selection	Change
STATE TREASURER	50cent	Change
ATTORNEY GENERAL	Jack Nicholson	Change
STATE SENATE - DISTRICT 1	Robert Duval	Change

8. When the Voter has completed the candidate selection process, the Voter is presented with the choice of returning his/her ballot by one of three available options (mail, fax, or email). LiveBallot is highly customizable and can be modified to allow other return methods should the state choose to use additional methods in the future.

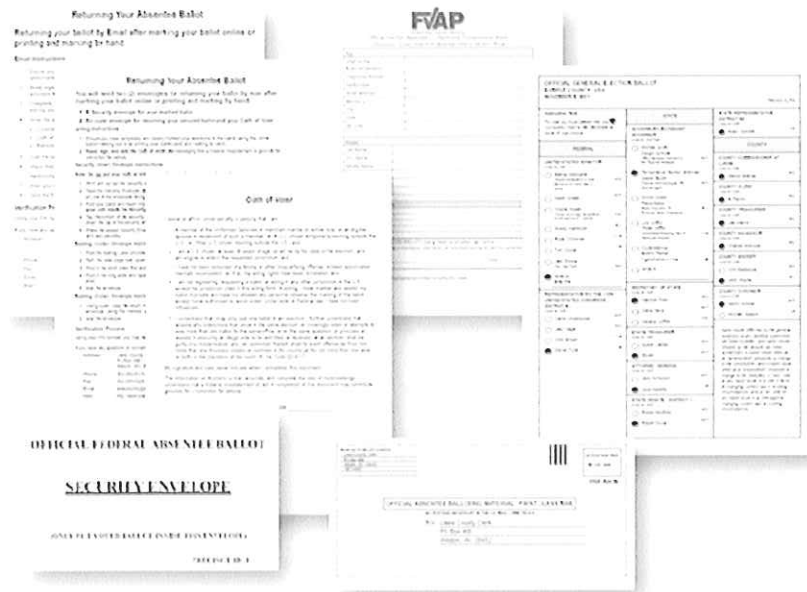
Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery



Since West Virginia has already implemented the LiveBallot system in a previous statewide election, much of the customization has already been completed, saving the Secretary of State's Office time and resources in this very busy election-preparation season.

9. The Voter then downloads the appropriate Ballot Return Package and instructions as a PDF. LiveBallot generates a complete ballot package, containing all the required forms, materials, instructions, oaths and envelopes that the Voter is required to receive. The materials are printed along with the ballot choices in a fashion that recreates the look of materials the Voter would typically receive in the mail. These materials may be prepopulated with the Voter's information and the ballot return delivery address to reduce rejections due to incomplete, misdirected or illegible forms/envelopes. The return envelopes may also display a bar-code to speed data entry of returned materials.

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery



10. Voter then prints the Ballot Return Package PDF and proceeds to return the ballot through the Voter's selected method: mail, fax or email.

11. Voter completes the process by following the appropriate return instructions. In West Virginia, the Voter will be directed to return their balloting materials to the appropriate one of fifty-five County Clerk's offices.

12. Utilizing data gathered during the voting process and data entered into the Statewide Voter Registration System, the Voter is able to track the progress of his/her ballot application and ballot to the degree desired by the state. Options could include: absentee application received/approved/rejected, ballot transmitted date and method, ballot returned marked or unused, ballot challenged, ballot accepted/rejected, and provisional status, if any.

Note: A new feature offered by the LiveBallot system is **Automatic Ballot Duplication**. The LiveBallot system is designed and proven to accurately auto-duplicate the online absentee ballots generated from the LiveBallot system. The ballot bar coding has been designed to work with a low-cost OTS scanner/printer system. Additionally the bar code may be scanned to a memory device for importing into any election management system (EMS).

The LiveBallot auto-duplication system is able to be configured to prevent processing the same ballot twice, by assigning to each ballot marked online

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

with a unique identifier (header in barcode) that would allow the physical ballot to be checked against the electronic record that was transcribed but not compromising the voter's privacy in the event of an audit.

The automated ballot duplication system proposed by Democracy Live can reduce West Virginia's absentee ballot duplication time by over 90%. The LiveBallot system can be configured quickly to work with the state and locality current processes.

OFFICIAL GENERAL ELECTION BALLOT
SAMPLE COUNTY, USA
NOVEMBER 8, 2011

Preprint S-Print
Page 1 / 2

Instruction Test:
Please fill in the completely to mark your selections.

<p>FEDERAL</p> <p>UNITED STATES SENATOR (Vote for ONE)</p> <p><input checked="" type="radio"/> Barbra Streisand (Signed Declaration to limit service to no more than 2 terms) RED</p> <p><input type="radio"/> Martin Sheen WHI</p> <p><input type="radio"/> Charlie Sheen FIA</p> <p><input type="radio"/> Woody Harrison BLU</p> <p><input type="radio"/> Rose O'Donnell YLR</p> <p><input type="radio"/> Tom Cruise LMF</p> <p><input type="radio"/> Jane Fonda Tau Kappa Phi</p> <p><input type="radio"/> Write-In</p>	<p>GOVERNOR/LIEUTENANT GOVERNOR (Vote for ONE Pair)</p> <p><input checked="" type="radio"/> Michael Scott / Dwight Schrute Office Manager, Assistant to the Regional Manager WHI</p> <p><input type="radio"/> Terrence "Dones" Brannon / Selma Booth Former Ambassador, FBI, Special Agent RED</p> <p><input type="radio"/> Simon Cowell / Paula Abdul Music Executive, TV Producer, Music Entrepreneur BLU</p> <p><input type="radio"/> Los Griffin / Peter Griffin Homemade Shipping Dept of Pawtucket Brewery YLR</p> <p><input type="radio"/> Cyde Bamber / Bonnie Parker Fugitive/Partner in Crime LMF</p> <p><input type="radio"/> Write-In</p> <p>SECRETARY OF STATE (Vote for ONE)</p>	<p>STATE REPRESENTATIVE DISTRICT 53 (Vote for ONE)</p> <p><input checked="" type="radio"/> Adam Sandler YLR</p> <p>COUNTY</p> <p>COUNTY COMMISSIONER AT LARGE (Vote for ONE)</p> <p><input checked="" type="radio"/> Markon Brando RED</p> <p>COUNTY CLERK (Vote for ONE)</p> <p><input checked="" type="radio"/> Al Pacino RED</p> <p>COUNTY TREASURER (Vote for ONE)</p> <p><input checked="" type="radio"/> Lee Marvin RED</p> <p>COUNTY ASSESSOR (Vote for ONE)</p> <p><input checked="" type="radio"/> Charles Bronson RED</p> <p>COUNTY SHERIFF (Vote for ONE)</p> <p><input checked="" type="radio"/> Clint Eastwood RED</p> <p><input type="radio"/> Write-In BLU</p>
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2.2 Vendor Requirements

The successful vendor must provide a system that:

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

Proven in two statewide West Virginia elections, the LiveBallot system is built around the central concept of an interactive, markable, voter-specific ballot, designed to meet the needs and expectations of the election administrator and the voter. This translates into a fully customizable approach that allows the administrator, working in conjunction with Democracy Live project team members, to develop the "look and feel" of the ballot and the accompanying ballot materials to display information in the manner they choose.

LiveBallot has been used in a variety of election scenarios requiring a multitude of permutations and has the proven ability to meet the balloting needs of West Virginia. Our West Virginia statewide system deployment

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

places Democracy Live in the unique situation of having twice built and rendered ballots for each of West Virginia's fifty-five counties.

2.2.2 Allows the voter to vote for an official write-in candidate

From the LiveBallot control panel, election administrators are able to add write-in options for each contest or election. Write-in candidates may optionally be displayed within the LiveBallot tool and selected for auto-population into the online ballot in accordance with West Virginia election code requirements.

2.2.3 Allows the ballot to be sent only under direct action of the county clerk or designee

LiveBallot sets authentication and delivery protocols based on the requirements of the state and may be configured to require the affirmative action of the County Clerk in order to permit voter access to the LiveBallot site.

2.2.4 Is able to match the voter to the correct ballot style

Since 2008, LiveBallot has been deployed in hundreds of elections using a wide variety of voter registration and voter tabulation systems. LiveBallot was designed to handle structured data exports (.txt, .csv, .edx, and .xml) from the major election management and voter registration systems. In the LiveBallot settings, the administrator selects the election management or voter registration system used by the particular locality. The Data Import Tool then presents import steps that are specific to that location, allowing the data to be easily uploaded, imported, and integrated with other data used by the system.

For example, in the recent Florida Presidential Primary, the LiveBallot importer was used to import data quickly from both Premier (GEMS) and ESS counties. The LiveBallot GEMS importer was most used in the 2012 California and Florida Presidential Primary Elections.

The integrated data, using source-provided data elements, allows voters to be matched with ballots with the same degree of accuracy as the resident data in the statewide voter registration system and ballot creation software. LiveBallot uses existing precinct, district, election, and voter data to deliver voter specific information, ensuring the correct ballot style is electronically delivered to the correct voter. Voter Registration import fields drive the voter credentials and voter validation. Voter authentication requirements are determined by the State or County.

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

Democracy Live is a key strategic partner with the Voter Information Project (VIP) project and member of OASIS, supporting common data formats. LiveBallot has been designed to convert data from the jurisdiction's election management or voter registration systems to a data format based on IEEE P1622 format and emerging VIP standards.

2.2.5 Supports any bandwidth connectivity to the internet with no timeouts

LiveBallot supports the entire range of bandwidth connectivity and the system will not "time out" or end a user's session due to slower-than-usual data transmission.

2.2.6 Utilizes a secure socket layer (SSL) address for access by use on any browser or equivalent. At a minimum, the system should be fully compliant with the latest three versions of Internet Explorer, Firefox, Google Chrome and Mac Safari.

Live Ballot supports common browsers and OS, including, but not limited to:

Internet Explorer 6	XP SP2
Internet Explorer 7	XP SP2
	Vista
Internet Explorer 8	XP SP3
	Vista
	Windows 7
Internet Explorer 9	XP
	Vista
	Windows 7
Firefox 9	XP
	Vista
	Windows 7
Firefox 10	Windows 7
Firefox 7	Ubuntu Linux 11.10
Chrome 16	Windows 7
Safari 4	Vista
Safari 5	Mac OSX 10.6
Opera 10.10	Windows 7

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

LiveBallot protects voter data on the front end using secure SSL encryption and limits the information stored in the voter's session to those fields necessary to ensure the security and validity of the voter's credentials.

2.2.7 Provides ADA Compliance

The U.S. Department of Health and Human Services and the Department of Defense have reviewed and approved the LiveBallot system as a tool for voters with disabilities and eligible UOCAVA voters. The voter experience has been designed in partnership with Microsoft and the University of Washington Center on Technology and Disabilities to ensure a simple, accessible and intuitive interface. Working with members of the Council for the Blind, LiveBallot has been reviewed and approved at both WCAG 2.0 and Section 508 compliance. Further, in a 2010 survey of voters with disabilities, 51% of respondents stated they would not have voted if it had not been for the LiveBallot system.

LiveBallot works seamlessly with most COTS screen readers. In 2010, disability community voter turnout increased over 200% when LiveBallot was used as an accessible absentee ballot access tool.

Recently, the EAC selected Democracy Live in partnership with Georgia Tech University, for a grant to utilize the Democracy Live accessible balloting tool in live elections.

2.2.8 Provides an intuitive and user-friendly interface

LiveBallot provides clear, plain language instructions and warning messages. The text and font sizing is a function of the administrative tools and can be customized by the administrator for additional clarity, as required.

2.2.9 Provides access only to those individuals with the proper credentials, protecting the identity of the individuals

The LiveBallot System validates voters prior to allowing access to the system. When a voter comes into the system, they are required to provide credentials (e.g. First Name, Last Name, DOB) selected by the state or local election official for authentication.

Upon successful validation, the LiveBallot system uploads and imports Voter Registration data provided by the election official to accomplish this authentication. As Voter Registration records are updated with additions, changes, or deletions, the LiveBallot System is updated. As a result, only

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

voters considered eligible in the Voter Registration system are permitted access.

In the unlikely event a voter's credentials required to access LiveBallot had been compromised, the credentials can be revoked and a new set issued. When the ballot is received, it can be set-aside for further adjudication by the Board of Canvassers.

Democracy Live understands the importance of voter privacy and protecting the content of the voter's ballot from any unauthorized disclosure. To protect voter privacy, the LiveBallot platform applies security mechanisms at different layers of the cloud infrastructure to implement a defense-in-depth approach. These layered mechanisms include:

- Physical security of the data centers (locks, cameras, biometric devices, card readers, alarms);
- Firewalls, application gateways and IDS to protect the network;
- Access Control Lists (ACLs) applied to virtual local area networks (VLANs) and applications;
- Authentication and authorization of persons or processes that request access to data;
- Hardening of the servers and operating system instances;
- Redundant internal and external DNS infrastructure with restricted write access;
- Securing of virtual machine objects; and
- Securing of static and dynamic storage containers.

Assets are categorized as to the level of security required, based on the potential for damage. Highly sensitive assets are protected by more stringent mechanisms, such as multi-factor authentication (smart cards, biometrics, and hardware tokens). The principle of least privilege is followed, whereby persons and processes are given the lowest level of access that is required for them to do their jobs and no more.

LiveBallot is deployed within Microsoft Global Foundation Services datacenters, and thus enjoys the world-class network security and privacy benefits provided by Microsoft's robust, industry leading security protocols.

Voter selections are stored in a temporary cache on the LiveBallot system to allow the voter to move between pages and maintain their selections. Selections are stored with a reference to a unique ID relating to the browser session to provide no connection between the voters' identity and their selections. When the voter is done using the system, they click the "Clear My Session" button on the screen to clear the temporary cache.

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

The temporary cache is also cleared when the voter closes their browser window, or the balloting session ends.

A core set of certifications and attestations were selected and attained so that Democracy Live could clearly communicate how it addresses operational information security within the Cloud eBalloting Infrastructure. The core set listed below was chosen because they represent a broad set of requirements, many of which are internationally recognized, and that emphasize the need to continuously track and evaluate effectiveness of the overall LiveBallot security program.

ISO/IEC 27001:2005: Internationally recognized specification of standards for an ISMS that includes processes for examining, controlling, and managing threats to information security.

SAS 70 Type I and II: Standards used by auditors to evaluate and report on the controls (Type I) and the effectiveness of control activity over a period of time (Type II) for a service organization, including data hosting companies.

SOX: U.S. securities law that dictates specific requirements for financial reporting by public companies. The titles cover areas such as corporate responsibility, auditor independence, analyst conflicts of interest, and other subjects related to financial disclosures. The SOX program at Democracy Live is based on the Control Objectives for Information and related Technology (COBIT) 4.1 framework.

PCI DSS: Security controls for credit card transactions.

FISMA: U.S. Federal law that mandates security standards for information technology systems in the federal government. The FISMA program at Democracy Live is based on the National Institute of Standards and Technology Special Publication 800-53, Revision 3, Recommended Security Controls for Federal Information Systems and Organizations.

Democracy Live has built a robust and responsive information security program by aligning to these standards and regulations. Cloud customers are able to rely on third-party validation of the effectiveness of the OSSC ISMS and therefore make informed risk transference decisions.

There are several coordinated means that will be used so that the State of West Virginia can validate that no modifications have been made to the solution between the time it has been tested and verified prior to the election and the time the system is used during the election cycle, including:

Hashcode Comparison: A hashcode is a unique character string created by a one-way encryption of any data. The system will provide a screen for

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

compiling a hashcode of the entire solution text and executable codebase which will be stored for comparison at pre-election verification. To assure that no changes have been made to the solution, the screen will be rerun prior to use. If the hashcode generated at that time matches the one generated at verification, then no changes have been made to the system. If the hashcodes did not match, the system would need to be re-tested and re-verified.

File System Watcher: An operating system level file system watcher will be assigned to provide real time notification of any changes to the file system storing the codebase for the application.

ACL security: Appropriate Access Control List security will be enforced for the files in the file system that stores the application codebase. Limiting access to this data will help provide assurance that entries are appropriately reviewed and logged.

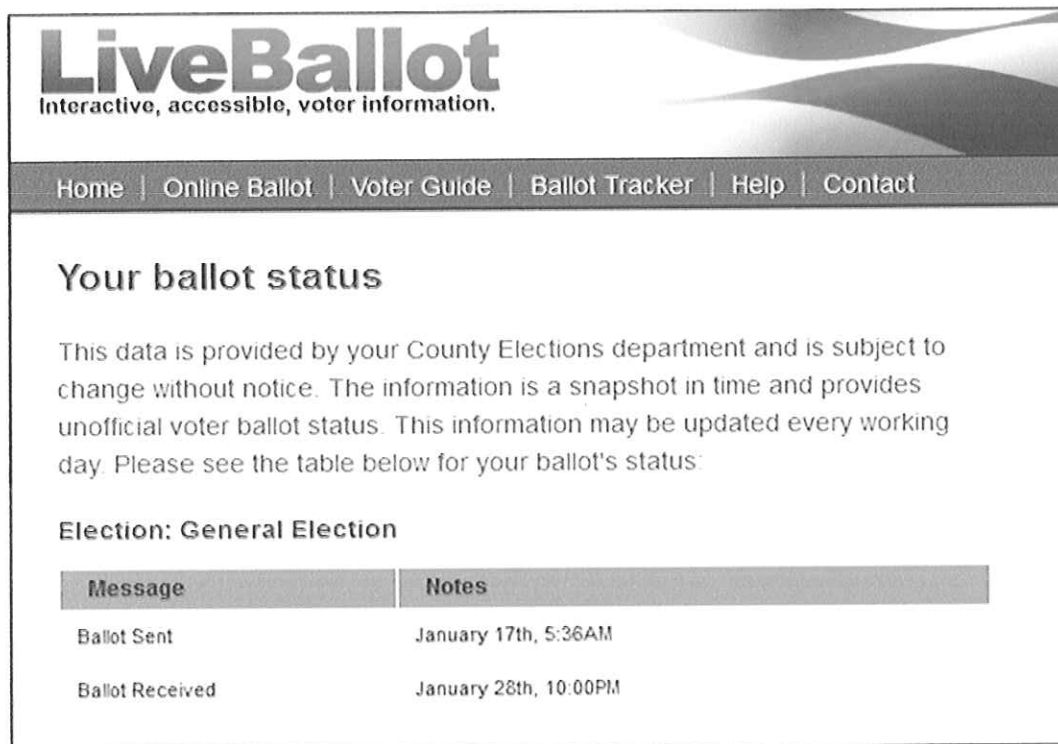
2.2.10 **Monitors access for intrusion and report any such attempts**

The LiveBallot audit logs of critical servers within the Microsoft cloud infrastructure, such as domain controllers, security servers, and servers containing sensitive information are collected near real-time via the Microsoft System Center Operations Manager 2007 Audit Collection Services (ACS) feature and stored in a SQL Server database. Due to the large amount of data collected for these environments, important and relevant events (referred to as “Events-of-Interest”) are extracted and forwarded to another SQL database where OSSC uses automated tools to perform detailed analysis looking for suspicious activity. The information collected from the event logs includes user logon, security policy configuration changes, and unauthorized access to system or application files. As with the records generated by perimeter and network devices, the Events-of-Interest extracted from the LiveBallot audit logs are reviewed for evidence of control failure, unauthorized modification of server configuration, and other malicious activity.

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

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

In 2005 the Democracy Live team introduced one of the first ballot tracking systems to comprehensively track voter information, including absentee ballot activity through the absentee process. The tracking system can show ballot delivery, ballot received, signature approved, pending status, submitted for tabulation and other tracking data that is available from the jurisdiction. (See example below.)



The screenshot shows the LiveBallot website interface. At the top, the logo reads "LiveBallot" with the tagline "Interactive, accessible, voter information." Below the logo is a navigation menu with links for Home, Online Ballot, Voter Guide, Ballot Tracker, Help, and Contact. The main content area is titled "Your ballot status" and includes a disclaimer: "This data is provided by your County Elections department and is subject to change without notice. The information is a snapshot in time and provides unofficial voter ballot status. This information may be updated every working day. Please see the table below for your ballot's status:". Below this is a section for "Election: General Election" which contains a table with two columns: "Message" and "Notes".

Message	Notes
Ballot Sent	January 17th, 5:36AM
Ballot Received	January 28th, 10:00PM

2.2.12 Provides User Acceptance Testing of all system components prior to system deployment

The purpose of this section is to outline the approach that will be taken by Democracy Live, in conjunction with Microsoft to test the LiveBallot System. Upon notice of selection and authorization to proceed to deliver LiveBallot, a detailed test plan will be created as part of the Quality Assurance Plan which, in turn, is part of a Detailed Project Plan that will be developed as a key aspect of the overall project.

Items to be tested will include, but are not limited to, the following:

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

- Requirements defined by the West Virginia Secretary of State's project manager or other designated entity;
- Design specifications;
- Integration Testing with Existing Voter Registration and Election Management Systems;
- User Guides and Operation Manuals;
- Training Materials;
- Operational Alpha and Beta Testing of Systems and Procedures; and
- User Acceptance.

Testing will be conducted in compliance with the Quality Assurance Plan approved by the West Virginia project management team , as part of the Planning Phase of the project.

Test cases will be developed based on the finalized requirements and specifications, and administered by the Quality Assurance Manager.

Testing will be conducted using a combination of automated scripts and human testers (not affiliated with the development team), followed by alpha testing and beta testing with select county participants to validate systems, procedures and operational processes.

Test deliverables will include the following, subject to West Virginia's approval of the QA Plan:

- Test Plan
- Test Design Specifications
- Test Case Specifications
- Test Procedure Specifications
- Test Summary Reports

Requirements for conducting the test plan will include:

- Test environment established on Azure to facilitate testing;
- Sample data from VR and Ballot Configuration systems to be provided by the State of West Virginia , and/or participating counties;
- Automated test tools as needed to conduct testing of issues such as:
- Browser / Operating System Compatibility
- Load Testing

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

- **Issue Tracking.**

LiveBallot has the ability to meet locality or state-specific logic and accuracy testing procedures and approval before going live. The Democracy Live/Microsoft team offers an automated method allowing local election officials save time, while maintaining the integrity of traditional L&A testing. The LiveBallot system can generate a test ballot deck for every election. The logic and accuracy testing includes the ability to load blank ballots online, mark the ballots online, print the ballots, scan the bar code, if used, and submit the ballot for tabulation. This gives the election officials the ability to correct any issues, as necessary.

The system provides for independent confirmation that the system is functioning as approved by the Secretary of State. Independent approval comes from the capability of LiveBallot to set unique passwords at varying levels and the ability for independent review and creation of online ballots, mock voter testing, and related elections requirements.

2.2.13 Provides 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)

Democracy Live offers system support to voters throughout the absentee ballot voting cycle to address any technological issue or to direct the voter to the proper source for state or jurisdiction level issues. A “Help” link on the site guides the voter through the issue reporting process and allows a team member to address and resolve the issue in a timely manner.

2.2.14 Provides system “help desk” support to county clerks and Secretary of State staff especially during live elections

Supplemented by the comprehensive training and knowledge-transfer processes included with the deployment of LiveBallot, Democracy Live will provide on-going, round-the-clock support to state and county administrators to ensure project success. Democracy Live’s Security Incident Management (SIM) team responds to issues as they occur and operates 24 hours a day, every day. SIM’s mission is to quickly and accurately assess and mitigate computer security incidents involving LiveBallot, while clearly communicating relevant information to senior management and other concerned parties within the project. Non-security issues are quickly addressed by the appropriate project team member and tracked until resolved to the satisfaction of the project requirements.

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

2.2.15 Provides training to County Clerk office staff and Secretary of State office staff via email, internet or in-person. The training must include the functions of the system and how to operate with the responsibilities of each part emphasized.

Training on LiveBallot is provided by former elections officials and experts with decades of experience in the elections industry. LiveBallot training provides complete support of the LiveBallot system every step of the way. In addition to initial set up, our support team provides powerful, proven training tools so election administrators will be able to easily manage a county account, set up an election, and create reports.

Scheduled at the convenience of West Virginia state and county officials, training is conducted through a series of in- person classroom style training, webinars and online video support accessible time and again. Each state or county designated representative will receive training materials that are customized to their needs. With the LiveBallot system, county election administrators receive access to:

- A designated training team with deep history running elections to provide initial orientation and walk through;
- One-on-one walk-through training of the LiveBallot system to ensure confident election management;
- Online video access demonstrating the LiveBallot control panel and administrative tools; and
- Tailored User Manuals for both administrators and voters.

Proven in hundreds of training environments, Democracy Live utilizes the popular tool GoToTraining well known for its agility and accessibility. Designated election administrators will be provided access to GoToTraining where they can register for courses, review training material and prepare for sessions. Attendees of scheduled training sessions can conference in via phone or computer. Online training can be accessed from a Mac or PC. Just like a classroom, you can raise your hand for questions as we are here to help. And, if any administrators miss a session, we will have them recorded so you can simply log in and watch at your convenience.

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The LiveBallot training teams consists of personnel who have conducted literally hundreds of poll worker and elections administration training seminars and courses.

2.3 Reporting Requirements

The vendor must provide a variety of state and county reports for daily usage, weekly updates and a variety of other user metrics to include, but no limited to:

- *The number of people who accessed the system*
- *The number of ballots downloaded*
- *The number of ballots downloaded multiple times from the same user which includes geographic location*
- *The number of ballots downloaded from a domestic IP address which includes geographic location*
- *The number of ballots downloaded from a foreign IP address which includes geographic location*
- *The number of times the ballot tracking system was accessed*
- *The number of ballots cast*

LiveBallot tracks voter events to offer statistical reports for each jurisdiction. The LiveBallot dashboard allows a quick view of the number of visitors and other statistics for that jurisdiction, and provides reports including, but not limited to:

- Election data proofing reports
- Number of visitors viewing LiveBallot
- Number of ballots downloaded
- Delivery method requested/downloaded:
- Log in and Log out. Tracked by type of use, e.g., voter, system administrator, etc.
- Failed log in attempts
- Blank ballots downloaded
- Completed ballots printed
- Blank FPCA's downloaded
- Voter Process Requirements
- Ballot Tracking System visits

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

- IP Address Location (foreign and domestic)

In addition, LiveBallot can display any data captured in West Virginia’s SVRS absentee voting and provisional ballot modules for statistical analysis or display to voters, as appropriate. All data is delivered in the “LiveBallot Reports” module.

LiveBallot Reports		
Total Usage Florida Daily Report		
Message	Today	Total
Mark Online	211	247
Print and Mark	58	64
- Reviewed	158	181
- Accepted	193	245
- Mail Selected	144	186
- Email Selected	0	0
- Fax Selected	62	80
- Package Downloaded	185	281
Voter tracked ballot	0	0
280 Unique Visitors		

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

LiveBallot
LiveBallot Testing [Change Account](#)

Elections
Control Panel
Contacts
Support
View Website
Accounts

Account / Reports / Report

Voter Usage

Select Election
All Elections

Start Date
01/23/2012
Format: 01/30/2012

End Date
01/30/2012
Format: 01/30/2012

Filter

User IP

30.240.145.204

Message

No Voter Found
Mark Online
Print and Mark
Received
Accepted
Mail Selected
Email Selected
Fax Selected
Package Downloa
Voter tracked ball...

Voters

Select All

Show admin access

Show sample voters

Total Usage between 01/23/12 and 01/30/12 Show all messages

Message	Unique Visits	Total
0 Unique Visitors		

Details

Voter	Message	IP Address	Time
No results found			

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

3 Required Statements

- Democracy Live will comply with all applicable federal, state, and local laws, regulations and ordinances. By submitting a bid, Democracy Live acknowledges that it has reviewed, understood and will comply with all applicable law.
- Democracy Live certifies that its bid was made without prior understanding, agreement, or connection with any corporation, firm or limited liability company, partnership, person or entity submitting a bid for the same material, supplies, equipment or services; that its bid is in all respects fair and without collusion or fraud; that this Contract is accepted or entered into without any prior understanding, agreement, or connection to any other entity that could be considered a violation of law; and that it has reviewed this RFQ in its entirety; understands the requirements, terms and conditions, and other information contained herein. Democracy Live affirms that neither it nor its representatives have any interest, nor shall acquire any interest, direct or indirect, which would compromise the performance of its services hereunder.
- Furthermore, Bryan Finney, by his signature, certifies that he is authorized by Democracy Live, aka Live Ballot, Inc., to execute this bid or any documents related thereto on the company's behalf; that he is authorized to bind the company on a contractual relationship; and that, to the best of his knowledge, the company has properly registered with any State agency that may require registration.
- Democracy Live, its officers or members or employees, does not presently have nor shall acquire any interest, direct or indirect, which would conflict with or compromise the performance of its obligations hereunder. The company shall periodically inquire of its officers, members and employees to ensure that a conflict of interest does not arise. Any conflict of interest discovered will be promptly presented in detail to the Agency.
- Democracy Live agrees to accept the State of West Virginia's Purchasing Card for payment of all orders under this contract.

Democracy Live Response to West Virginia Secretary of State – Electronic Blank Ballot Delivery

4 Summary

Founded in 2008 by long-time leaders in the election technology industry, Democracy Live aka LiveBallot, Inc. has made strong traction as the leader in the emerging eBalloting space. Democracy Live has more proven U.S. implementations of electronic ballot delivery technology than any other U.S.-based firm in this space.

Recently, Democracy Live was selected by “Stars and Stripes” newspaper, as well as Digital First Media, the second largest newspaper chain in the U.S., to deliver LiveBallot Sample Balloting tools in over 200 online newspapers around the country. Through our relationship with Stars & Stripes, the largest military newspaper in the U.S. the State of West Virginia can promote their MOVE Act tool to military voters.

In 2011, Democracy Live merged to form Live Ballot, Inc. The company is well funded and capitalized and is profitable as indicated in the financials.

Our Chairman of the Board, Joe Brotherton, a CPA, Attorney and Professor of Law and Ethics at the University of Washington has been actively involved in business for over thirty years and continues to be deeply involved in the company. CEO, Bryan Finney has been deeply involved in elections technology for over a decade. Mr. Finney originated, developed and sold innovative new tools such as the first mail ballot tracking system, accessible Web-based sample and multimedia voter guide. Bryan has also worked at an executive level with some of the leading voting companies in the industry over the last decade.

Leading innovators and long term experts in the elections industry sit on our Board, including former NASS President and 4-term Secretary of State of Washington Ralph Munro. Microsoft Corporation has strongly backed Democracy Live both investing in our technology as well as providing technical and project management expertise on our numerous eBalloting projects.

Democracy Live and our partners at Microsoft are 100% committed to the successful deployment of your new Statewide Online Ballot Delivery System. With more real world experience delivering actual Web-based ballots to U.S. eligible voters than any other U.S. firm, Democracy Live and Microsoft are fully prepared to immediately begin working with the State of West Virginia to ensure a highly successful roll out of your eBalloting system.

The State of West Virginia’s Office of the Secretary of State will have the resources and strength of Microsoft Corporation and the proven subject matter expertise of Democracy Live as a long term electronic balloting partner. We very much look forward to working with you. It would be an honor to deliver this important technology to the West Virginians living and working around the globe.

Bryan Finney, President
Democracy Live

Kim Nelson, eGovernment Director
Microsoft Corporation