



Prepared for

Spectrum AM

Prepared by Kuldip Gill
kgsales@electionbuddy.com

ElectionBuddy for Spectrum AM

At ElectionBuddy.com, we're passionate about creating excellent election software for HOAs, and we're even more passionate about offering amazing service to our election administrators. ElectionBuddy allows election administrators with little experience to easily run a secure, anonymous, high integrity election using a combination of our cloud-based web application along with our experienced, election-savvy staff.

ElectionBuddy enables the Spectrum Association Management (Spectrum AM), to better manage elections for your 210,000 homeowners, by allowing you to:

- Exceed the requirements for your Board Elections, Fee Approvals, and Bylaw Amendments.
- Easily implement a voter-friendly solution for everyone including 55+ members and absentee owners.
- Reach all voters through email, mail, or text message notifications - great for absentee owners.
- Significantly boost homeowner turnout and achieve quorum with automated reminders, alerts when voter notices don't reach voters, and multi-channel notice and voting.
- Allow quick, easy, and question-free voting with voter-friendly methods: iPhone voting, Android phone voting, tablet voting, computer voting, onsite kiosks, automated postal ballots, and printed ballots.
- Provide a cost-effective voting method that allows postal notice via postcard, postal ballots for those who request them while taking advantage of the cost savings of electronic voting.
- Preserve voting integrity by enabling voters to only vote once with voter choice anonymity with an observable process and verifiable results.
- Automate tabulation with immediate sharing of secure, observable, and verifiable results and winners.
- Work with a vendor focused on HOAs including Desert Mountain, Greyhawk, Boulders, Anthem Parkside and Mesquite Canyon.

ElectionBuddy will save you time and money:

- **Experience** – ElectionBuddy has run over 90,000 elections for member-based organizations like yours.
- **Reasonable cost** – we are typically 20-50% less than our competitors by using the latest technologies for our voting platform and support which allows us to pass on the cost savings to you.
- **Fast setup** – do it yourself with our intuitive process, or have us complete it for you for added integrity.
- **Meet your unique requirements** through customized forms and processes and dedicated expert help.

This proposal overviews how ElectionBuddy works for Spectrum AM, followed by details on features, security, implementation, and more. Please contact me with any questions you have!

Regards,

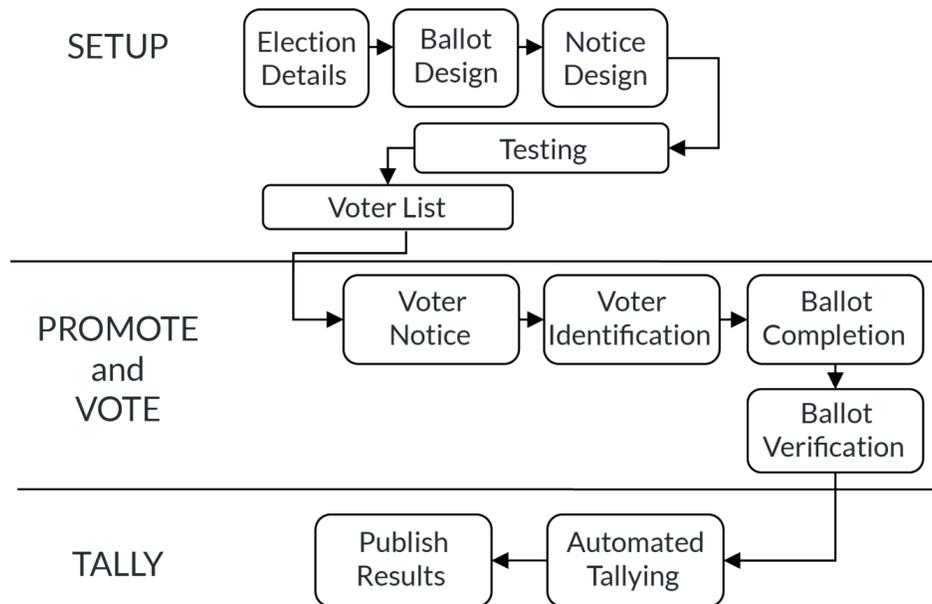


**Dave Bodarchuk, President
ElectionBuddy Inc.**

The ElectionBuddy Process

ElectionBuddy transforms the time consuming process of paper-based voting to a streamlined, easy-to-use electronic voting system.

Running an election is comprised of 3 simple steps. Results are immediately accessible and can be published to automatically voters to voters if required.



While the process is simple, ElectionBuddy is a flexible and robust platform that has been used for over 90,000 elections with eligible voters in excess of 100,000. The following video



Please explore our feature details, security and common questions and answers on the following pages.

KEY FEATURES

VOTER NOTICE AND VOTING METHODS

Notify voters by email, cellphone and mail. Or, link to your website and e-newsletter. DomainKeys and Sender Policy Framework are used so notices reach voters and are not marked as spam.

Voting methods allow voters to vote electronically using their phone, tablet, computer, or onsite at a kiosk. Or, paper ballots and return postal ballots work great too!



NOminations

Nomination forms are fully customizable and can capture pictures, biographies, statements along with questions specific to your vote. Questions can be shown or hidden depending on previous answers. And multiple languages are supported too!



MULTIPLE VOTING SYSTEMS

Collect choices and calculate winners using [plurality](#), [preferential](#), [cumulative](#), or [approval](#) voting systems, or calculate yourself. Surveying is supported with comments, questions and scored voting that facilitates a Likert scale from 1 to 5 or NA, to ensure questions are appropriate.

Candidate 1		1st
Candidate 2		2nd
Candidate 3		3rd

Candidate 1	<input type="radio"/>
Candidate 2	<input checked="" type="radio"/>
Candidate 3	<input type="radio"/>

FULLY CUSTOMIZABLE

Editable Voting Process add your logo, edit notices, ballot, ballot review and voter confirmation screen. Add multiple languages, too!

Tailorable Candidate Profiles customize a biography and candidate contact information, and upload a candidate photo to help voters decide.

Write ins allow voters to vote for a choice not on the ballot – they can add their own choice!

William White

Add a photo

Enter your profile text here

Up to 150 words is suggested. Examples: elec to a blog, website, Facebook or Twitter.

Save

Fullscreen

Remove profile

ADVANCED TALLYING

Weighted Votes some voters get more votes than others — great for homeowners’ associations, or condo boards or voting proxies.

Voting Groups a portion of voters vote on certain positions - ex. Seniors vote for class rep, everyone votes for school president.



SECURITY

Anonymous voting all votes are confidential and cannot be seen by others. We use 256-bit encryption — the same as major banks.

Authentication personal voting keys are created and can be used once. Add a second password or confirm identity by phone, or tie into your own authentication mechanisms.

Election Audit voters and ballots are logged to ensure that votes are correctly tallied and to eliminate fraud. Results are observable and verifiable.



VOTER LIST MANAGEMENT

Voter Verification receive automatic bounce notifications for invalid or changed emails and view if voters haven't voted.

Automatic Reminders schedule emails or text messages to voters who haven't voted to increase voter turnout without extra work.

Fully auditable voter lists, ballots, and keys are tracked to secure results from tampering or editing.

21 of 21 voters shown

<input type="checkbox"/>	ID	STATUS
<input type="checkbox"/>	21	Not Voted Sent Feb 15 2017 12:53pm Added on Feb 15 2017 12:51pm
<input type="checkbox"/>	01	Voted Key Surfaced Feb 15 2017 12:52pm
<input type="checkbox"/>	02	Spoiled Spoiled on Feb 15 2017 12:52pm
<input type="checkbox"/>	03	Key Surfaced Surfaced Feb 15 2017 12:54pm
<input type="checkbox"/>	04	Voted

RESULTS AND REPORTS

Share Results winners are shared with voters by email, text message, or on your website. Or, keep results private — it's up to you!

Multiple Reports results summaries and winners are provided with graphical charts, too. Additional reports include voter IP location, vote-by-vote reports, and voter audit reports. All reports, including graphs, can be downloaded.



MANAGED SETUP AND ADMINISTRATION

Election creation add election details, design your ballot, design and schedule notice methods, and add your voter list.

Test until you're ready share test ballots with your supervisor, sample voters, and key stakeholders to ensure process buy-in and election perfection.

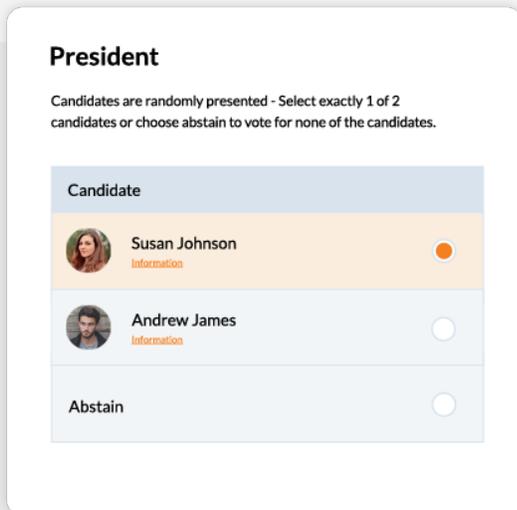
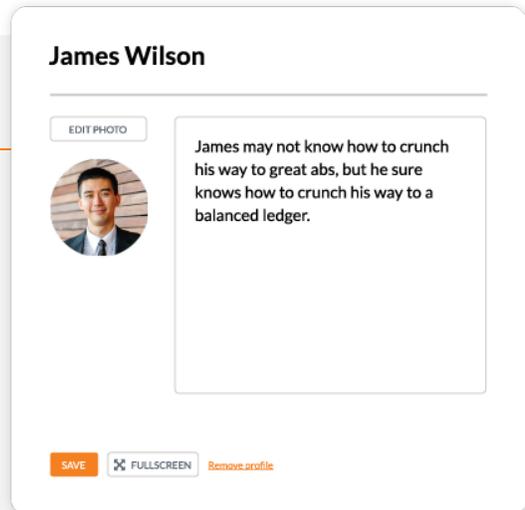
Multiple Administrators your departments, chapters or local branches can manage their own elections under your account. You can even grant election access to external stakeholders for observation and review.



Elections as Easy as 1-2-3

1. Easy Setup

In minutes, add election details and design the notice and ballot. Test, and have others test, too. Add your voter list and launch!

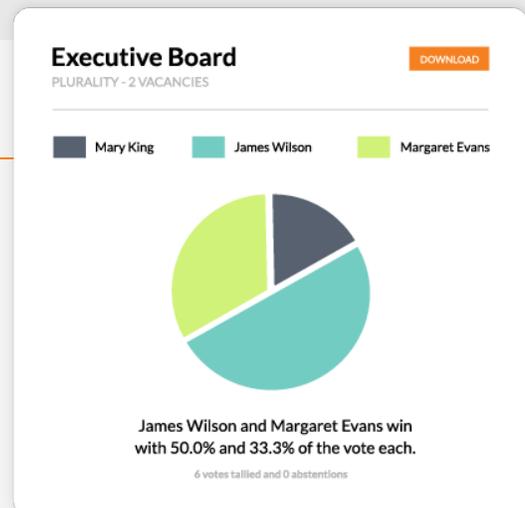


2. Easy Voting

With one click, voters cast ballots on their computer, iPhone or Android phone. Onsite kiosks and mail-in ballots are supported, too.

3. Easy Results

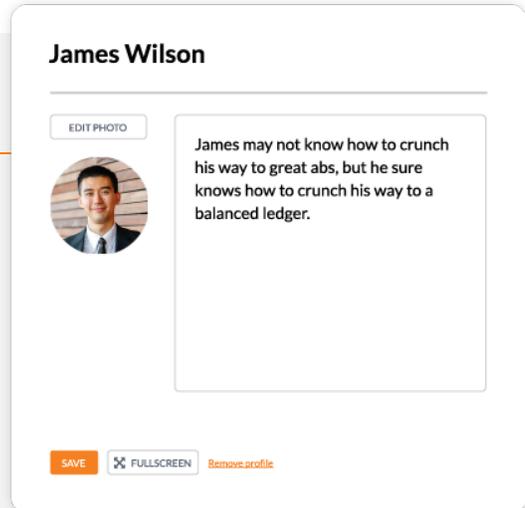
Winners and results are tallied automatically. View and export reports and graphs or share results with voters directly from ElectionBuddy.



Notify Every Voter

1. Easy Electronic

ElectionBuddy offers email notice for those users who prefer computers and text message notice for mobile voters. Or integrate voting notice with your own systems via merged voting keys or automated ballot issuance.

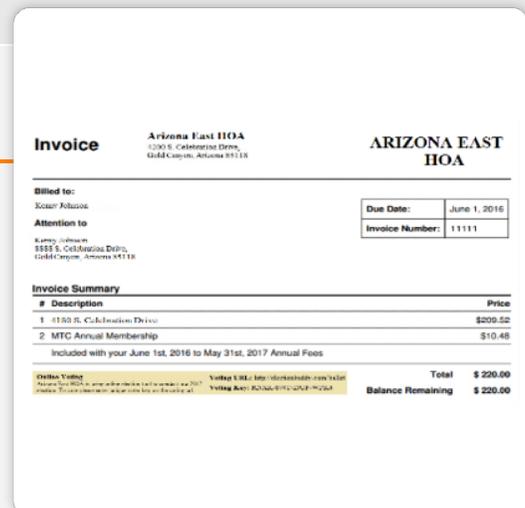


2. Magic Mailings

Postcards are a cost effective way to ensure notice for all voters, and mail them only to those who haven't voted electronically to save on postage. And paper ballots can be mailed by voter request, removing the expense of mailing every voter a first-class letter with return envelope.

3. Easy Integration

Use your own systems to notify voters, such as e-newsletters, providing voting keys on your invoices or billing statements, printed letters or any way you can think of. Even with multiple notices, ElectionBuddy ensures that each voter votes once, ensuring your election has integrity.



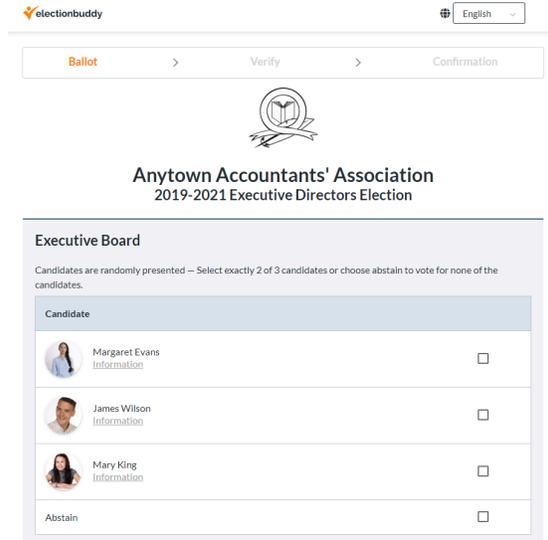
Voter Friendly for Every Voter!

ElectionBuddy supports iPhones, Android, Computer Web Browsers, Polling Station kiosk, or voting at a table during a meeting. Send notice by email, text message, postcard, letter or create your own too! Email notices are fully CANSPAM compliant, ensuring high deliverability and regulatory compliance.

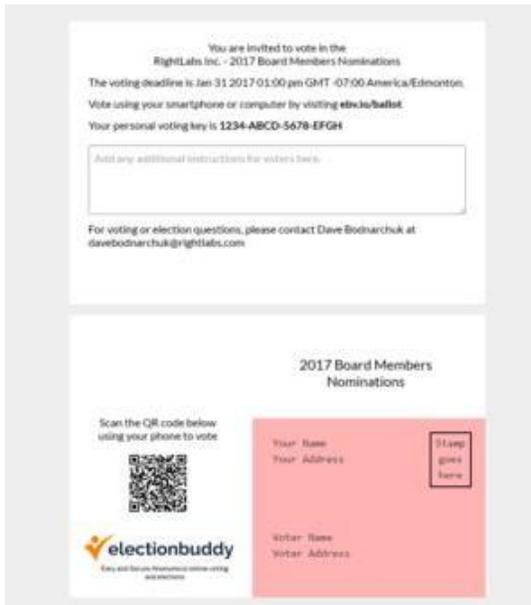
MOBILE VOTING



COMPUTER VOTING



PAPER POSTCARD NOTICE



EMAIL NOTICE

Vote now! Anytown Accountants Association - 2019-2021 Executive Directors Election

You are invited to vote in the Anytown Accountants' Association 2019-2021 Executive Directors Election.

The voting deadline is Jul 23 2019 11:15 am Mountain Time (US & Canada).

We are using an online election system to tabulate our votes. You have been assigned a unique voter key which can only be used to vote once, and your voting choices will remain anonymous. Do not forward this email. Do not reply to this email to vote, as your vote will not be registered.

If you have election questions, feedback or want to be removed from future ballot lists, please email Admin at admin@electionbuddy.com

AJK9-S3KP-8NBU-8G4K

To vote, please click on the following link:

secure.electionbuddy.com/AJK9-S3KP-8NBU-8G4K

You can also copy and paste the link into your web browser.

[Unsubscribe](#) from any further emails about this election.



This solicited, automated email was sent by electionbuddy.com — easy, secure, anonymous online voting and elections.

Fast and Reputable Results

Instantaneous Tallying

Results are immediately available when the vote ends. And for extra assurance, an ElectionBuddy Expert can extra certify and issue a certification report, ensuring that you have the attestation you need.



Effortless Sharing

Results are shared using the results link so voters can access them on their own device. Alternatively, add both text results and graphs to your own documents and share them yourself. It's up to you!

Certifiable and Auditable

Results are linked to the voter verification code while remaining anonymous. The verification code is regenerated each time results are presented, ensuring that results are true and tamper free.



Security

ElectionBuddy is designed at the core to maintain election integrity. This includes:

- **Establishing a secure link using 256KB SSL** between the voter computer and the ElectionBuddy servers. This is the same security that banks use.
- For secret ballots, **keeping the voter choices anonymous** and are not linking the choices to the voters themselves. Through obfuscation, we ensure that the voter list can't be watched and compared to summary election results, and the results can be hidden until the election is completed.
- **Allowing only eligible voters to vote** using anonymous access keys and offering 2 factor authentication even higher security, either by asking for a password or sending a code to the voter's cellphone.
- **Ensuring certifiable results** by preventing and monitoring tampering. For each vote, a hash code is created from the voter choices and voter information, shared with voters and stored in a separate log file. The hash code is recreated when the results are tallied, and the code is published to voters and compared to the log file. As long as the hash matches the one received by the voter at the time they voter, the results are valid. This also creates a voting mechanism that is verifiable and observable.

Security Protocols

ElectionBuddy has implemented strong security protocols using PCI standards as our benchmark. A PCI audit is performed annually with internal security processes performed quarterly. This ensures that our risk profile is low while our security profile is strong. We are happy to provide details of our PCI audits upon request.

Election data is managed and treated with the same level of security and sensitivity as credit card information. This ensures ballot submission is secure and encompasses all third-party requirements:

- Secure integration with your voter database, membership management system or website. Using our published API, you can authenticate voters using your own credentials, programatically create a key that allows only eligible voters to vote, and sent back voter status. This allows integration and authentication of voters using identity provider protocols and systems such as LDAP, OAUTH, or SAML from membership databases, student information systems, and single sign-on systems.
- Compliant with Standards on Accessible Information (AODA), with information access and protection of personal privacy principles and practices, and with all bylaw, legal, audit, and government requirements and standards.
- Ability to produce confirmations onscreen, via paper and email for votes and fee receipts.

security THAT meets stringent guidelines

ElectionBuddy can be set up for elections that require the highest certification. We have worked with the US Department of Labor to ensure that our voting process meets their stringent guidelines:

- 256KB encryption for the communication channel between the browser and our server (direct, secure link).
- Compliance with multi-national legislation based on PIPA, PEPEDA, GDPR and CANSPAM.
- Credentials do not include identifying mechanisms (Access key nor the password is known by voter)
- Voter credentials are not shown in the web browser URL.
- Voter choices are not shown on confirmation, which prevents secrecy violations, voter coercion from the results, and or vote buying/selling.

- Storage of a separate ID during the vote to facilitate ballot spoilage:
 - Vote-by-vote results can be set to not be surfaced during the election.
 - ElectionBuddy staff cannot link the voters to voter choices, nor access the development environment. SSH Keys are issued to developers only.
 - All access by ElectionBuddy developers is logged.
- Removal of the ID after the completion of the vote to provide summation and tallies but not allow linkage of the voter choices:
 - After the vote is completed, the voter's choice is completely obscured.
 - Each voter receives an ID of the vote, which maps to the "hash" of the vote. This hash is recreated at the time of the results, and can be compared to by the voter in the voter audit report.
 - The voter audit report can be made public for certification.
- Post-election review includes examination of key metrics to see if voter choices or unusual activity has a material impact on the election outcome. If the winning margin is greater than the total number of spoiled votes + surfaced keys + additional voters, then the vote is fully certifiable, as it is not materially impacted.

Two-factor authentication process (2FA)

To ensure that the voter is properly identified and that the correct voter is accessing the ballot, two-factor authentication can be employed in one of **two** ways:

- A voter uses a secure log-on, using an access key issued as part of the voter notice, along with a password for login credentials based on inherently-known authenticators. An example of inherently-known authenticators would be an organization membership ID.
- Alternatively, if cellphone numbers are registered, the voter can be text-messaged with an authentication code to ensure that the voter eligible to vote is the one actually voting.

Data backup and release schedule

ElectionBuddy uses state-of-the-art data centres as part of our commitment to PCI compliance, with redundancy built into our distributed delivery architecture. Data is backed up on a daily basis and can be recovered for any failovers that are outside of our hosting provider's control. We also have the ability to transfer and clone to fail-over data centres in the event of natural disaster at a primary location. It's the essence of SaaS – we use it ourselves!

Our release cycle is every 30 days for minor changes along with bi-monthly releases. Code refactors and user experience changes are reviewed to ensure that the application is infused with the latest and greatest standards. This results in a repeatable, demonstrable release cycle to give a predictable roadmap. When we release the new features, they are instantaneously available for all our customers.

Restrictions on actions performed

As a SaaS offering processing within the service is performed within the ElectionBuddy secured cloud and outside your facilities. Content captured from the use of the ElectionBuddy services — both metadata (i.e. details, ballots, notices, voter lists) and transactional information (submitted ballots with voter choices and the related reports) — are stored in the ElectionBuddy database within the secured cloud. Such data is encrypted and only accessible to the authorized administrator(s) or voter(s).

Restrictions are in place on the ability to modify the original submission, i.e. editing or annotating after a ballot is submitted) are not possible. Ballots must be spoiled and new ballots issued (if this is permitted within the election type.)

Elections and the associated elements (branding, ballots, notices, settings) are managed and modifiable only by the authorized administrators. Once an election is launched, edits cannot be performed by the election administrator to ensure election integrity and prevent the manipulation of the vote.

Destruction of records

Administrators can delete elections on demand which deletes the related data. Data is initially encrypted and re-scrambled upon deletion so as to be irretrievable.

Time-out feature for workstation inactivity

Administrators are automatically logged out of the administration area. After submitting their vote, voters cannot access their ballot again; the key is destroyed. When using ElectionBuddy in kiosk mode for onsite poll station voting, the kiosk automatically refreshes at an administrator-determined interval to ensure voter choice anonymity.

Spectrum AM Implementation Plan

Please see the details and steps below. Please note, these are tentative and subject to your agreement.

Election Implementation Overview and Timeline

Account Creation

1 week after signing

You receive an agreement, we finalize terms and create your account. We provide a sample ElectionBuddy account so you can sample and test features.

Checklist

After payment, at least 7 days prior to election

We ask for your election details and provide you with a detailed instruction sheet. We need the responses back at least 14 days prior to the election open date. **1 hour preparation.**

Election Details

Payment plus 1 day

Email us any critical election requirements. Add your election details (title and open and close date) and ballot information (positions and candidates; questions and responses) into a test election. Don't worry about perfecting it - we will review everything in our online meeting! **1 to 4 hours setup.**

Online Meeting

2 to 5 days after receipt of election details

We create your test ballot and review it with you or your administrator. You provide feedback and we edit the ballot design. We need the emails of people that you want to test the ballot (typically five members of your organization that are key stakeholders in the election process). **2 hours meeting and edits.**

Voter List

After online meeting, minimum 3 days before launch

Email us your voting list information (names, emails, mailing addresses, cell phones), and we provide guidance to assist you in pulling information from your existing systems. Include your voter reminder dates and postal ballot mailing date. **2 hours review and editing.**

Testing

Meeting + 2 to 3 days

You and your members review the ballots and settings and provide feedback. We fix issues based on your feedback. The ballot is finalized! **4 hours**

Voter List Review

Meeting + 3 to 4 days

We format and validate your voter list (emails, phone numbers or mailing addresses). You fix errors and duplicates. **2 hours review and editing.**

Finalization

Meeting + 4 to 5 days

We duplicate the test ballot, add the dates and voter list, and place the election into a "ready" state. The countdown to the election begins. **1 hour setup and review**

Election Opens

Meeting plus 5 days

Voter notices are emailed and texted to voters. Postal notices and ballots are mailed as scheduled. Reminders are created. Elections typically run 1 to 2 weeks, depending on voter list size. **1 hour launch monitoring**

Monitoring

During voting period

We oversee the election on your behalf, ensuring all voters receive notice and answer any questions. With Voter Inquiry Management, ElectionBuddy staff will receive voter questions and review any issues with your staff while ensuring voter anonymity. **2-10 hours depending on election size, voting period and level of assistance.**

Results and Certification

Election End Date
+ 1 hour to 48 hours

After voting closes, view the winners and results on electionbuddy.com or with our scrutineering service, we can email an election certification report to you. You can access reports and audit details as needed. **1-2 hours**

Post Election Challenges

Up to 30 days after results are issued

Individual voter questions and the election overall is scrutinized and monitored. Any voter concerns are addressed with the voter and you, the administrator, to ensure an impartial opinion. **If required**

Common Questions

How are photos, bios, and videos of candidates included as part of the online ballot?

ElectionBuddy offers you an option to upload information and pictures of candidates, and this information will appear beside each choice for the voter to review while voting. You can add text, links, or other details about the candidate, along with a photo. Videos can be referred to using links as well.

Do online ballot and paper ballots appear the same or similar?

Yes, the online and paper ballot would appear similar if paper ballots are used.

How is election integrity maintained?

ElectionBuddy keeps your ballot secured to ensure the election's integrity. We use the following measures for ballot security & election integrity:

- Ballots are encrypted using SSL encryption. This is the same security and encryption banks use.
- Ballots are kept anonymous. Each ballot is tied to a unique access key, rather than a voter's name or ID. This means no information about the voter is stored with the ballot and there is no way to determine which voter cast which ballot.
- Administrators can see WHO voted, but not their individual voting choices. Votes are summarized to show the winners and how many votes were received for each choice on each position or question.
- Ballots can only be cast once. The unique access key is tracked, and is marked as completed to ensure that each ballot is submitted only once.
- Voter information is tracked (IP address, voter details) to allow for voting audits.
- Voters cannot cast votes after the pre-determined deadline (election end date).

What are the postal specifications?

ElectionBuddy sends notices on 4"x6" postcards and paper ballots on 8.5"x11" white paper stock. Postage is included in the pricing for both postcard notices and paper ballots.

What is ElectionBuddy's voting capacity?

We have handled elections as large as 100,000 voters.

For election services, what is ElectionBuddy's schedule adherence?

You will set the dates of your election, including voting start date, voting end date, and reminder dates. We will meet those dates. Setup times are dependent on your ability to gather the information and test/review the setup. We would suggest that you plan for other staff and a subset of voters to review your ballot as well - this ensures a smooth election!

Can ElectionBuddy be used to stage voting periods?

ElectionBuddy gives you a considerable cost-saving opportunity by offering you the ability to start your electronic votes ahead of time to try and get electronic votes before sending a paper ballot to those that haven't yet voted. This ensures that:

- Voters do not have to opt-in to a process that they don't understand (electronic voting).
- Voters don't have to learn the system or test it prior to the vote. While you may have (and we strongly encourage you to) practiced voting, our experience has been that people don't like to test — they just expect it to work.
- Voter notices reach everyone in the manner they prefer, and they can vote in the same manner that they were reached.

How does ElectionBuddy authenticate voter identity?

We can bind the voter's data with their membership ID, which is already identified and verified. To increase security, ElectionBuddy offers two-factor authentication, which ensures voters enter a passcode that is unique to them. This can be an inherently-known credential, like a membership ID, or voters can receive a text message on their mobile phone to confirm that the right voter votes.

How does ElectionBuddy validate and protect voter ballots?

To ensure the validity of the ballot being cast, ElectionBuddy ensures that the vote is not altered during electronic transmission by encrypting the connection between the voters' web browser and the ElectionBuddy server using SSL encryption. This is the same security that banks use. Ballots can only be submitted once, and the access key is spoiled after use. The vote process is logged and compared to the results to protect against results-tampering, and to detect and audit intrusions.

Are multiple ballot formats available?

ElectionBuddy is tablet and smartphone-compliant, and is cross-browser and cross-device compatible. Your voters can vote using any type of tablet device/smartphone/computer and laptop. ElectionBuddy also supports a paper ballot process.

What occurs when an email address is shared between voters?

ElectionBuddy requires that a ballot ID be identified for each individual voter so that a unique key is created to properly track the voters.

How are write-in ballots supported?

Election setup can be configured for each position or question to allow voters to cast their own choices that are not on the pre-defined slate.

How are comments and feedback tracked?

Comments can be added to referendum questions to allow voters to add free form textual answers.

How can elections be run with both paper ballots and electronic ballots?

When a combination of paper ballots and electronic voting is used, ElectionBuddy provides an easy mechanism for entering paper ballots so that the results can be added to the electronic votes. Because each voter has a unique key, if a paper ballot is issued to a voter, and the voter votes electronically, the paper ballot will be disqualified automatically and will not be able to be submitted.

Does ElectionBuddy offer results certification?

Our brand promise is to provide an election result that has integrity, ensures anonymity, and can be verified by external parties.

Does ElectionBuddy store electronic votes for recount, inspection, and review purposes?

ElectionBuddy maintains voting records for at least 7 years, unless deleted by the election administrator.

Thanks for your time.

We hope to earn your trust as we have done with our administrators who have used us for over 90,000 elections.

See what some of our previous customers have to say at www.electionbuddy.com

