



everyonecounts[®]
Universal Access Elections
YOUR CHOICE IS CLEAR

Accessible Voting Solution Overview and Demonstration

Prepared for
Orange County Accessibility Task Force

Presented April 19th 2011

Presentation Agenda Items

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Introduction of Attendees

Overview of Everyone Counts

Sharing success stories in Franklin County Washington and the iVote Accessible Electronic Voting System for the State of New South Wales Australia.

The eLect Platform from Everyone Counts

A Universally Accessible and Voter Friendly Solution for Florida's Voters

Open Discussion

eLect Voting Experience

Next Steps

A Value Added Partnership

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EXPERIENCE

Served Voters in Over 160 Countries Since 1997

ACCESSIBILITY

Universally Accessible Voting Solutions include
Internet Telephone and Kiosk

BEST PRACTICES

Continuously Working with Advocates and People
with Disabilities Throughout the World

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About Everyone Counts

Election Solutions Enabling Votes to
be Cast Privately, Securely and
Easily While Ensuring That Every
Vote is Reliably Counted

Independent, Non Partisan Company

Computer and Network Security

Election Administration

Election System Integration

Delivered by Experienced Election
Professionals



Everyone Counts is globally focused.
We are headquartered in the US
with operations in
Melbourne and London.

Our Mission

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To help election officials deliver reliable and cost effective universal access to the ballot.

Most disenfranchised voters are

Remote/external voters

Voters with disabilities.

Every eligible voter should have

Access to their ballot and

The ability to vote privately and independently.

Making Voting Accessible

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Our solution for Florida is called eLect Today™.

eLect Today meets the World Wide Web Consortium Accessibility Group standards.

Everyone Counts regularly engages individuals from disability advocacy groups for usability testing and product feature suggestions. These groups include

The American Association of People with Disabilities

The DAISY Consortium

Paralyzed Veterans of America

National Federation for the Blind

Satisfied Private Sector Customers

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Satisfied Public Sector Customers



STATE OF UTAH



STATE OF WEST VIRGINIA



STATE OF COLORADO



United Nations
Educational, Scientific and
Cultural Organization



Australian Government
Department of Finance and Deregulation



Success in Serving Remote Voters with Disabilities

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Product used was eLect Today

2009 Primary and General Elections

Voting Pool was All Franklin County Residents

Authentication used Codes Based on Jurisdictions

29 Ballot Styles and 95 Candidates

Replaced a 10,000 dollar machine used by 1 voter in 3 years

eLect is Today is Section 508 Compliant

94% of survey respondents liked eLect Today and would use it again if offered

Competitive Bid

Binding US Election

Tri-City Herald
tricityherald.com
VOICE OF THE MID-COLUMBIA

“Franklin County can vote on technology's edge”
October 29, 2009



“Online voting makes progress in Franklin County” October 9, 2009



“The idea is to remove barriers for people”,
Franklin County Auditor Zona Lenhart

iVote Electronic Voting System

In 2010 Everyone Counts was awarded the “iVote” project by Australia’s New South Wales Electoral Commission in a competitive bid.

The iVote solution included eLect Universal for online voting and eLect Access for telephone voting. Both solutions were created by Everyone Counts for the March 2011 State General Election.

Originally, iVote was intended for use by voters who are blind, vision impaired or have other disabilities however legislation was extended to remote voters. Voter use was up threefold from original estimate.

More on iVote Electronic Voting System

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The iVote system enabled voters with the ability to cast a secret and unassisted vote from home or another location of their choosing.

The iVote system made use of either their existing telephone or PC and internet connection, along with any assistive technology and devices they usually use in conjunction with these services, to access the iVote system.

Everyone Counts aligned with NSWEC and advocates for the various voting segments to ensure user experience testing was conducted at key milestones.

[http://www.votensw.info/ media/documents/forms and handbooks/voters/newsletters/brochures - ivote](http://www.votensw.info/media/documents/forms_and_handbooks/voters/newsletters/brochures-ivote)

Progress Made and Lessons Learned

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PROGRESS

Use of WAI-ARAI Landmark

Two more rounds of accessibility and usability testing

Enhanced real time audit and monitoring

LESSONS LEARNED

NSWEC pre-election estimate was 10,000 ballots cast but final election results revealed almost 47,000 actual ballots cast.

Make it universally accessible and voters will choose voting channels that are convenient and that meet their needs.

50% of visually impaired voters voted via computer as compared to telephone.

Everyone Counts Brings Experience and Expertise

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Unmatched experience and flawless elections.

Election success with positive media portrayal.

Proven confidence among voters surveyed.

Repeat customers that are referenceable.

Transparency in that our source code is completely open for audit by experts.

Usability and accessibility are designed for ease of use by voters at all levels of ability.

Our track record demonstrates our ability to deliver secure, reliable, transparent, accessible elections in real world circumstances.

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Increased Accessibility for all Voters

Designed for Usability

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Online Solutions: eLect Universal and eLect Today

Specially designed to be used with screen reading technology.

May also be used with other assistive technologies such as joysticks or sip and puff, Braille displays or other assistive devices.

Provides visual ease of use and color schemes distinguishable to color deficient or color blind users.

Meets World Wide Web Consortium Accessibility Group standards.

Designed for Usability

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Telephone Solution: eLect Access

Voting by phone offers high accessibility as most people have a telephone available to them.

Telephone voting also offers

Clear instructions at the start of your ballot and within each contest.

Volume and speed control.

Ability to make changes.

Option to hear summary of ballot choices before casting a vote.

Feedback from Voters

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“I like the simplicity; it’s plenty easy to understand.”

“It’s so simple, non computer users could use this.”

“Thank you again for working on making voting accessible for disabled persons. I found the trial ballot very simple and accessible, and am very excited to share this with others.”

“I don’t know what could be improved. I think it is outstanding.”

“I don’t see how it could be any easier.”

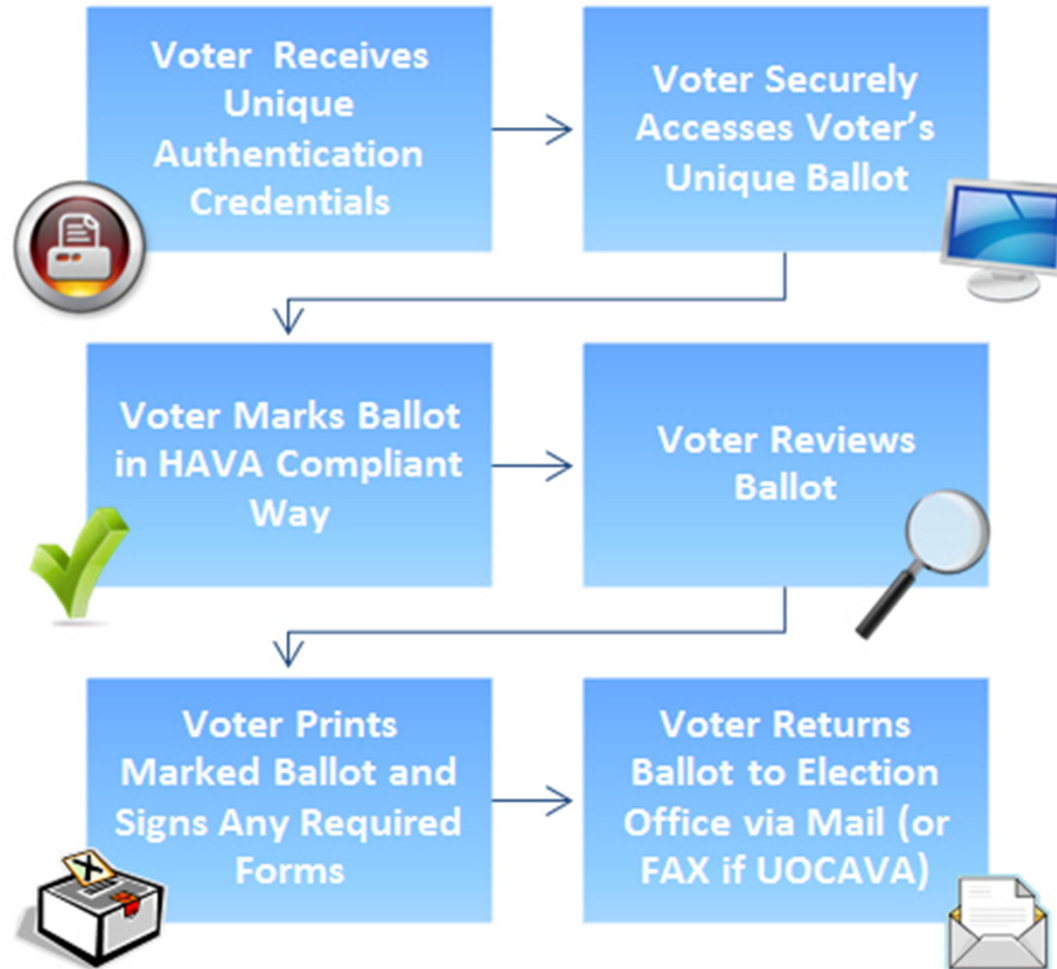
“This is just fabulous!”

“Being able to submit your vote online would be great in the future.”

The Solution for Florida Today

Deploying a universally accessible, secure, and voter-friendly solution for Florida voters.

eLect Today Voter Experience



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Security

Security: Open Code Advantage

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Everyone Counts encourages our software code to be audited by third parties to ensure that the code does exactly and only what it is intended to do.



eLect Security - Strongest in Industry

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Ballots are encrypted using military grade security, RSA 2048 bit key.

Cisco firewalls protect servers from internet risks.

Client services are hosted under VM ware ESXi as tightly controlled machines.

In order to protect against attacks, business logic formats all database requests. The database is never exposed to the internet.

eLect software runs on current version Linux operating system with current security.

2048 bit SSL technology from login through printing.

Access to privileged election authoring tools is secured by industry standard firewalls and VPN security.

All systems locked down with only ports in use open.

Everyone Counts has never had an election disputed or decertified.

Thank you for your time.

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Discussion and eLect Voting Experience

Why Everyone Counts?

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Proven Election Experience and Leadership Around the Globe.

Innovation and Feature-rich Solutions.

Universally Accessible Solutions Enfranchise All Eligible Voters.

Record of Success – Satisfied Clients.

Compliance with Regulations.

Positive Media and Public Acceptance.