

Online Election Management Services Overview

Presented by the Committee on Information Technology

for the

Grand York Rite of New Mexico

Grand Sessions Planning Committee

Background

- The Committee on Information Technology was tasked with researching the electionbuddy online voting service for weighted ballot capability
 - Short answer is Yes
- While reviewing electionbuddy the opportunity was taken to compare it with other online voting service providers using the following criteria:
 - Weighted Ballots
 - User Interface
 - Cost (Pricing)
 - Security/Vote Integrity
 - Platform Independence
 - User Customization
 - Administration Requirements
 - Reporting
 - Customer Service/Support Reviews
 - Basic Features Comparison

Evaluation Criteria

- Weighted Voting
 - Can individual delegates (voters) be assigned weighting values
 - Can voters be presented with different ballots based on different factors
- User Interface
 - As the voting user base is diverse in technology application and utilization it is important that the voter interface is simple, clear, and concise.
- Cost (Pricing)
 - *Vendor pricing was compared at “up to” 500 voters*
- Security/Vote Integrity
 - Does the program provide voting security in the form of two factor authentication, ballot encryption, or IP tracking methods?
 - What voter data is required, where and how is it maintained?
- Platform Independence
 - Must be operating system and platform independent
 - Not tied to a specific operating system or web browser
 - Must be capable of balloting and voting via email, phones, tablets, and PCs

Evaluation Criteria (con't)

- User Customization
 - User configurable or is vendor support required (available?)
- Administration Requirements
 - Who runs the election?
 - How are results managed?
- Reporting
 - Types, available offline, formats used
- Customer Service/Support Reviews
 - Online reviews
 - Pros and Cons
- Basic/Additional Features Comparison
 - Package as purchased (typically scaled)

Criteria Priority/Sequence

1. Platform Independence
2. Security/Vote Integrity
3. User Interface
4. Weighted Voting
5. User Customization
6. Administration Requirements
7. Reporting
8. Customer Service/Support
9. Basic/Additional Features
10. Cost (Pricing)

Reviewed Service Providers

- electionBuddy
 - <https://electionbuddy.com/>
 - Email: Inquiries made via Contact form
 - Phone Support: n/a
- eBallot
 - <https://www.eballot.com/essential-online-voting-tool>
 - Email: Inquiries made via Contact form
 - Phone Support: n/a
- Simply Voting
 - Web site: <http://www.simplyvoting.com/>
 - Email: Inquiries made via Contact form
 - Phone Support: 1-800-585-9694
- AssociationVoting
 - Web site: <https://www.associationvoting.com>
 - Email: info@associationvoting.com (Contact form also enabled)
 - Phone Support: 1-877-886-8464 extension 4

Platform Independence

- All reviewed online voting service providers host web based solutions
- AssociationVoting also provides iOS and Android based client applications

Security/Vote Integrity

- electionbuddy
 - Personal voting keys (single use)
 - Two factor identification
 - Anonymous vote
 - Data encryption
- eBallot
 - User provided unique voter ID key or system generated
 - Anonymous vote
 - Data encryption
- Simply Voting
 - Multiple options for voter authentication available
 - IP tracking and timestamping per vote cast
 - Anonymous vote
 - Data encryption
- AssociationVoting
 - User provided unique voter ID key
 - IP tracking and timestamping per vote cast
 - Anonymous vote
 - Data encryption

User Interface

- Electionbuddy
 - Online, telephone, and SMS
 - Mobile device optimized
 - Wide selection of election templates
 - Subgroups (ballot filtering)
- eBallot
 - Online, telephone, and paper balloting
 - Single click authentication allows secure bypass of login procedures
 - Vote review prior to submission
 - Dial-In voting available (keypad)
- Simply Voting
 - Online, telephone, and paper balloting
 - Mobile device optimized
 - Subgroups (ballot filtering)
- AssociationVoting
 - Online and paper balloting
 - Mobile device optimized
 - Subgroups (ballot filtering)

Weighted Balloting

- All reviewed online voting service providers offer weighted balloting

User Customization

- electionbuddy
 - Ballots are “fully” customizable
- eBallot
 - Limited customization of ballot “template”
- Simply Voting
 - Large selection of question styles/types
 - Multi-language ballot option
- AssociationVoting
 - Variety of ballot templates
 - Personalized and branded ballots

Administration Requirements

Create election event, design ballot, upload voter list, execute election

- Electionbuddy
 - DIY
- eBallot
 - DIY for Essential package
- Simply Voting
 - DIY
- AssociationVoting
 - DIY

Reporting

- Electionbuddy
 - Downloadable for integration into 3rd party reporting
- eBallot
 - Vote audit report
- Simply Voting
 - Certified results report
- AssociationVoting
 - Certified results report
 - PDF copy also provided

Customer Service/Support

- Electionbuddy
 - Support -> Online, email
- eBallot
 - Support -> Business hours (phone), online, documentation, webinars
- Simply Voting
 - Support -> 24/7 live rep (online), business hours (phone), online, documentation
- AssociationVoting
 - Support -> 24/7 live rep (online), business hours (phone), online, documentation, webinars

Basic/Additional Features Comparison

	eBallot	AssociationVoting	electionbuddy	Simply Voting
Ballots Over Email	✓	✓	✓	✓
Candidate Profiles	✓	✓	✓	✓
Commenting / Notes	✓	✓	✓	✓
Election Management	✓	✓		✓
Nominations	✓	✓		✓
Online Voting	✓	✓	✓	✓
Phone Voting	✓			✓*
Printed Ballots	✓	✓		✓
Ranked Choice Voting	✓			✓
SMS Voting			✓	
Voter Authentication	✓	✓	✓	✓
Weighted Voting	✓	✓	✓	✓*
Free Trial		✓	✓	
* Service provided at additional cost				

Pricing

- electionbuddy
 - \$89 per election
 - Annual Plans available
- eBallot
 - Premium service option
 - \$359.28 for 12 mos (billed monthly @ \$29.94)
 - Advanced services available at additional cost (analytics)
- SimplyVoting
 - \$300 per election
 - Discounts available
 - Premium Services available at additional cost (telephone, weighted voting)
- AssociationVoting
 - \$299 per election (discount available for < 500 voters)
 - Customization services available at additional cost

Summary

- electionbuddy
- eBallot
- Simply Voting
- AssociationVoting