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Stopping the Engardio Recall: High-Impact Voter Engagement in San Francisco



Background

In 2025, the **Stop the Engardio Recall Committee**, a progressive campaign committee in San Francisco, launched a voter outreach effort to prevent the recall of the sitting county supervisor for the Outer Sunset district. The goal was to inform voters about the recall election, build awareness, and encourage turnout ahead of the **September 16 election**.

TouchStone, LLC were engaged to manage the ground operation, with a clear mandate: **knock on 50,000 doors while maintaining the highest levels of data integrity.**

The Challenge

Supervisor Joel Engardio faced a recall effort driven by local controversy around the Great Highway closure and a divided political climate in San Francisco's Outer Sunset. The Stop the Recall campaign needed to mobilize quickly, connect with tens of thousands of voters before the September election, and build confidence among donors and supporters that every door knock and voter conversation was genuine, accountable, and compliant with election law.

While California did not pose unique legal risks for this project, the campaign required a **trustworthy system for accountability**—one that could give donors confidence in the canvassing operation and assure the candidate that real, high-quality conversations were happening at the doors.

Our Approach

TouchStone deployed its **proprietary canvassing technology** from day one of the campaign. This system provided:

- **Real-time GPS tracking** to confirm canvasser locations.
- **Photo verification** tied to canvasser activity for added accountability.
- **Advanced reporting dashboards** that gave campaign leadership clear visibility into canvassing activity and voter conversations.
- **Language translation features** that allowed scripts and voter outreach materials to be instantly displayed in **Spanish and Mandarin**, expanding outreach to key voter communities.

Canvassers were trained in person, with opportunities to test the technology and practice scripts before going into the field. Training sessions were held regularly to reinforce compliance, improve skills, and ensure canvassers were comfortable with the tools.

Execution

- The canvassing program scaled quickly, reaching **25 paid canvassers by election day.**

- Canvassers engaged voters daily across the Outer Sunset, with quality control verified through **live GPS location tracking** and **follow-up phone calls** to confirm voter interactions.
 - The program ran efficiently enough that TouchStone's team **finished its assignment early**, completing the goal ahead of schedule.
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Results

- Verified, **quality conversations with voters**, backed by location and activity data.
- **No significant technology issues**, thanks to early training and seamless implementation.
- **Quick win:** the **language translation feature** enabled canvassers to reach Spanish- and Mandarin-speaking voters effectively, strengthening engagement across diverse communities.