
September 8, 2022

Agenda Item 8.a.

BAHFA Doorway Housing Portal

Subject:

Authorization to negotiate and enter into a contract with Exygy Inc. (“Consultant”), in an amount not to exceed \$1 million, for web design services for the Bay Area Housing Finance Authority’s Doorway Housing Portal Pilot (“Project”)

Background:

The Doorway Housing Portal, one of BAHFA’s five pilot programs, will create a comprehensive, user-friendly site that allows housing seekers to find and apply for housing opportunities from their phones or personal computers. Applicants can easily access up-to-date lottery, waitlist, and placement information, and Doorway makes the lease-up process significantly simpler for both applicants and building owners. Doorway will also provide critical data about who searches for what kinds of affordable housing throughout the Bay Area, enabling policy makers to better assist their constituents.

Doorway builds upon the proven success of San Francisco’s “DAHLIA” online application portal, as well as work completed in San Jose, San Mateo County, and Alameda County.

Contract Summary

On December 9, 2020, the Metropolitan Transportation Commission approved inclusion of Consultant on the 2020 Website Support Services Bench – Cycle 1 (“Bench”). The Bench will support MTC/ABAG website operations and maintenance needs and website design, development, and enhancement services. The Committee approved Consultant for provision of all requested services, and also recognized that Consultant is a certified Small Business Enterprise.

Pursuant to MTC’s procurement policies and procedures (see MTC’s Executive Director’s Management Memorandum No. 352), BAHFA staff recommends contracting with Consultant through a “direct selection” from the Bench. A direct selection, rather than a “mini-procurement,” is appropriate because the Consultant uniquely created (with San Francisco) the open-source code upon which DAHLIA operates and which the Consultant then modified for its work with the City of San Jose, San Mateo County, and Alameda County. (Note that each of those jurisdictions selected Consultant through their own competitive procurement processes). Use of this open-source framework for Doorway will facilitate the integration of existing platforms while significantly accelerating Doorway’s launch, since much of the underlying code is already written. In addition, through its work with Bay Area jurisdictions, Consultant has acquired specific knowledge of affordable housing that other technology or web design firms could not provide. In summary, a direct selection of the Consultant enables leveraging of the extensive research, design, development and troubleshooting already completed. And by continuing the use of code in place in several Bay Area jurisdictions, it will avoid conflicts with those

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jurisdictions and enable productive partnerships that will help realize the vision of Doorway: a one-stop shop for all Bay Area residents to find the affordable housing they need.

The contract value shall not exceed \$1 million. In all, three phases of work are planned, as described below:

- Phase 1: Discovery and Work Plan Creation, including regional product and system discovery, and technical discovery and integration exploration. Estimated timeframe: September through December of 2022. Phase Cost: \$226,860.
- Phase 2: Doorway Housing Portal Development, including technical architecture guidance and supplemental goals research. Estimated timeframe: January through June of 2023. Phase Cost: \$445,017.

Summary of BAHFA Doorway Housing Portal Contract with Consultant	
Phase 1: Discovery and Work Plan Creation	\$226,860
Phase 2: Doorway Housing Portal Development	\$445,017
GRAND TOTAL	\$671,877

- Phase 3: At the sole discretion of BAHFA, Consultant may engage in technical architecture refinement and integration of new jurisdictions. Estimated timeframe: approximately July through December of 2023. Estimated phase cost: up to \$328,123. If BAHFA elects to pursue Phase 3 work, the total amount of the contract shall not exceed \$1 million.

Schedule

Phase I work with Consultant will run October through December of this year, during which product, system, and technical research/discovery will be conducted. Starting in January 2023, Consultant will oversee Phase II, the development of the Portal, leading to an anticipated launch in July 2023, or later if additional development is required. BAHFA may engage the Consultant in Phase III work on or around July 2023 to refine implementation and ensure the successful integration of participating jurisdictions.

Issues:

None

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Recommended Action:

The BAHFA Oversight Committee is requested to recommend BAHFA authorization to negotiate and enter into a contract with Exygy Inc. ("Consultant"), in an amount not to exceed \$1 million, for web design services for the Bay Area Housing Finance Authority's Doorway Housing Portal Pilot ("Project").

Attachment:

- A. Summary Approval
- B. Presentation

Reviewed:



Therese W. McMillan