

Association of Bay Area Governments

Bay Area Housing Finance Authority

Housing Committee

Oversight Committee

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



S U M M A R Y O F B A H F A A P P R O V A L

Work Item No.:	1620
Consultant:	Exygy, Inc.
Work Project Title:	BAHFA Doorway Housing Portal
Purpose of Project:	Develop a regional online housing portal to help housing seekers find and apply for affordable housing, and housing partners (developer, leasing agents, etc.) more easily manage listings, applications, and placements.
Brief Scope of Work:	Phase 1: Discovery and Work Plan Creation, including regional product and system discovery, and technical discovery and integration exploration. Phase 2: Doorway Housing Portal Development, including technical architecture guidance and supplemental goals research. Phase 3: At the sole discretion of BAHFA, Consultant may engage in technical architecture refinement and integration of new jurisdictions.
Project Cost Not to Exceed:	\$1 Million
Funding Source:	\$20 million grant from California HCD; fund source number 2409.
Fiscal Impact:	\$226,860 is available in the FY22-23 BAHFA Budget \$445,017 is available for inclusion in the FY23-24 BAHFA Budget \$328,123, should BAHFA elect to authorize Phase 3, is available for inclusion in the FY23-24 BAHFA Budget
Motion by Committee:	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”).
<u>BAHFA Board Approval:</u>ABAG Executive Board Approval:	Alfredo Pedroza Chair, BAHFA Board
Approval Date:	September 28, 2022

Doorway Housing Portal

Finding and applying for affordable housing



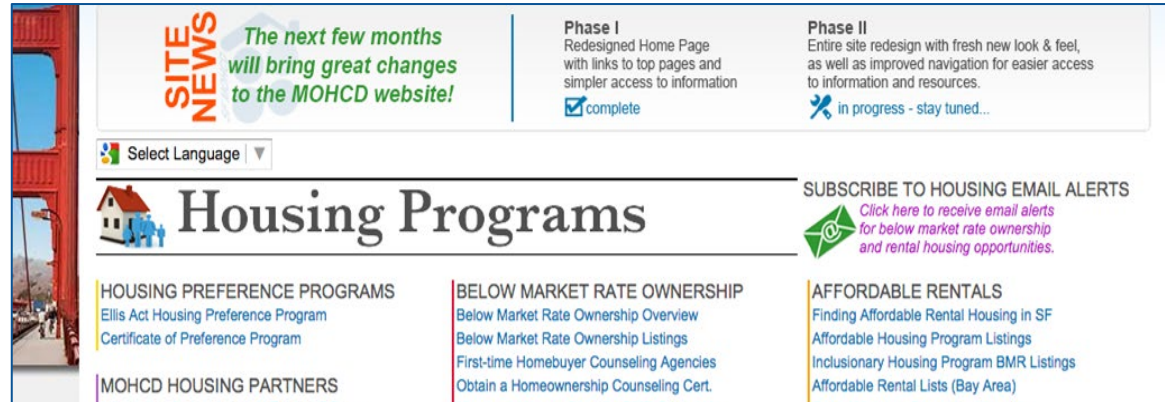
**METROPOLITAN
TRANSPORTATION
COMMISSION**

The Challenges

- No central resource
- Inconsistent information
- Limited eligibility criteria
- Long, unique paper applications
- Long lines on application due date

Then what?

- Opaque post application process



SITE NEWS
The next few months will bring great changes to the MOHCD website!

Phase I
Redesigned Home Page with links to top pages and simpler access to information
✔ complete

Phase II
Entire site redesign with fresh new look & feel, as well as improved navigation for easier access to information and resources.
✂ in progress - stay tuned...

Select Language ▼

Housing Programs

SUBSCRIBE TO HOUSING EMAIL ALERTS
Click here to receive email alerts for below market rate ownership and rental housing opportunities.

HOUSING PREFERENCE PROGRAMS
Ellis Act Housing Preference Program
Certificate of Preference Program


BELOW MARKET RATE OWNERSHIP
Below Market Rate Ownership Overview
Below Market Rate Ownership Listings
First-time Homebuyer Counseling Agencies
Obtain a Homeownership Counseling Cert.

AFFORDABLE RENTALS
Finding Affordable Rental Housing in SF
Affordable Housing Program Listings
Inclusionary Housing Program BMR Listings
Affordable Rental Lists (Bay Area)

MOHCD HOUSING PARTNERS




Meeting the Need



**ALAMEDA COUNTY
HOUSING PORTAL**

We'd love to get [your feedback!](#) Participate in a feedback session and you could receive a gift card for your time.

[BROWSE PROPERTIES](#) [GET ASSISTANCE](#)



THE MIX AT SOHAY

29362 MISSION BLVD, HAYWARD, CA 94544
SoHay Apartments, LLC
[View on Map](#)

UNIT TYPE	MINIMUM INCOME	RENT	AVAILABILITY
Studio	\$2,742 per month	\$1,371 per month	8 units
1 BR	\$3,132 per month	\$1,566 per month	4 units
2 BR	\$3,526 per month	\$1,763 per month	8 units

🕒 Application Due Date: Feb 22, 2021 at 7:00 PM

AVAILABLE UNITS AND WAITLIST

Once ranked applicants fill all available units, the remaining ranked applicants will be placed on a waitlist for those same units.

20 AVAILABLE UNITS

HOW TO APPLY

APPLY ONLINE

OR

2 Submit a Paper Application

SEND APPLICATION BY US MAIL

Greystar
N/A - Applications accepted via mail to P.O. Box or email to SoHayBMR@Greystar.com, CA
[📍 Get Directions](#)

Applications must be received by the deadline. If sending by U.S. Mail, the application must be postmarked by Feb 22, 2021 and received by mail no later than Feb 22, 2021. Applications received after Feb 22, 2021 via mail will not be accepted even if they are postmarked by Feb 22, 2021. SoHay Apartments, LLC is not responsible for lost or

POTRERO 1010 UNIT 236 APPLICATION

YOU
HOUSEHOLD
PREFERENCES
INCOME
REVIEW

First, what's your name?

YOUR NAME

First Name

Middle Name (optional)

Last Name

YOUR DATE OF BIRTH

NEXT

[Save and finish later](#)



San Francisco DAHLIA Impact

1,000,000+

Online applications (since 11/2016)

97%

Apply online

2,300,000+

Unique site users (since 2/2016)

7,000,000+

Total visits to the site

Doorway is Two Websites

Applicants

Partners

The screenshot shows the 'HOUSING PORTAL' interface. At the top, there is a navigation bar with 'HOUSING PORTAL' and a home icon. Below this, the main heading is 'Applications Received'. A 'Filter' input field is present. The main content is a table with the following columns: 'APPLICATION SUBMITTED DATE', 'APPLICATION NUMBER', 'FIRST NAME', 'LAST NAME', and 'HOUSING PORTAL'. The table contains four rows of application data. At the bottom of the table, there is a 'PREVIOUS' button.

APPLICATION SUBMITTED DATE	APPLICATION NUMBER	FIRST NAME	LAST NAME	HOUSING PORTAL
12/14/2020 at 13:38:32...	a6bc9a4d-c0f9-4ff2-	Kathy	Cheng	
12/15/2020 at 15:50:14...	09a09563-32d7-44c-	Bob	Test	
12/15/2020 at 15:54:59...	946d2e7c-f2af-4984	Heather	Cho	
12/15/2020 at 15:58:43...	a071d318-8132-462	Duke	Hamnet	

The screenshot shows the 'DAHLIA PARTNERS' interface. At the top, there is a navigation bar with 'DAHLIA PARTNERS' and a home icon. Below this, the main heading is 'APP-00243703: PORTIA TOOLE'. The page is divided into two tabs: 'SHORT FORM APPLICATION' and 'SUPPLEMENTAL INFORMATION'. The 'SUPPLEMENTAL INFORMATION' tab is active. The page contains an 'Update Status' section with a dropdown menu set to 'APPROVED' and a text input field containing 'back on track'. Below this is an 'ADD A COMMENT' button. The 'Confirmed Preferences' section includes a table with columns: 'PREFERENCE NAME', 'PERSON WHO CLAIMED', 'PREFERENCE RANK', 'TYPE OF PROOF', 'STATUS', and 'ACTIONS'. The table contains three rows of preference data. The 'Confirmed Household' section includes a 'Confirmed Reserved and Priority Units' section with radio buttons for 'Senior in Household', 'Veteran in Household', and 'Person with Developmental Disability in Household'. The 'Household ADA Priorities' section includes checkboxes for 'Mobility Impairments' and 'Vision Impairments'.

Update Status: **APPROVED** | back on track | 3/13/19 | [ADD A COMMENT](#) | [See Status History](#)

Confirmed Preferences

Please allow the applicant 24 hours to provide appropriate preference proof if not previously supplied.

PREFERENCE NAME	PERSON WHO CLAIMED	PREFERENCE RANK	TYPE OF PROOF	STATUS	ACTIONS
Certificate of Preference (COP)	Portia Toole	6	1234	Confirmed	
Rent Burdened Preference	Portia Toole	8	Money order Copy of Lease	Unconfirmed	EDIT
Live in San Francisco Preference	Sasha Toole	33	Public benefits record	Unconfirmed	EDIT

Confirmed Household

Confirmed Reserved and Priority Units

Senior in Household: Yes No
Veteran in Household: Yes No
Person with Developmental Disability in Household: Yes No

Household ADA Priorities: Mobility Impairments Vision Impairments



Building the Region



Doorway Housing Portal

One-stop Shop for Listings and Applications

City of San Jose	Existing portal integrated at launch in 2023
San Mateo County	Existing portal integrated at launch
Marin County	Included at launch
City of Oakland	Included at launch
Alameda County	Listings copied at launch, later portal integration
City and County of San Francisco	Listings copied/linked at launch
Santa Clara County	Targeted for inclusion 2024
Contra Costa County	Targeted for inclusion 2024
Napa, Solano, Sonoma counties	Later inclusion

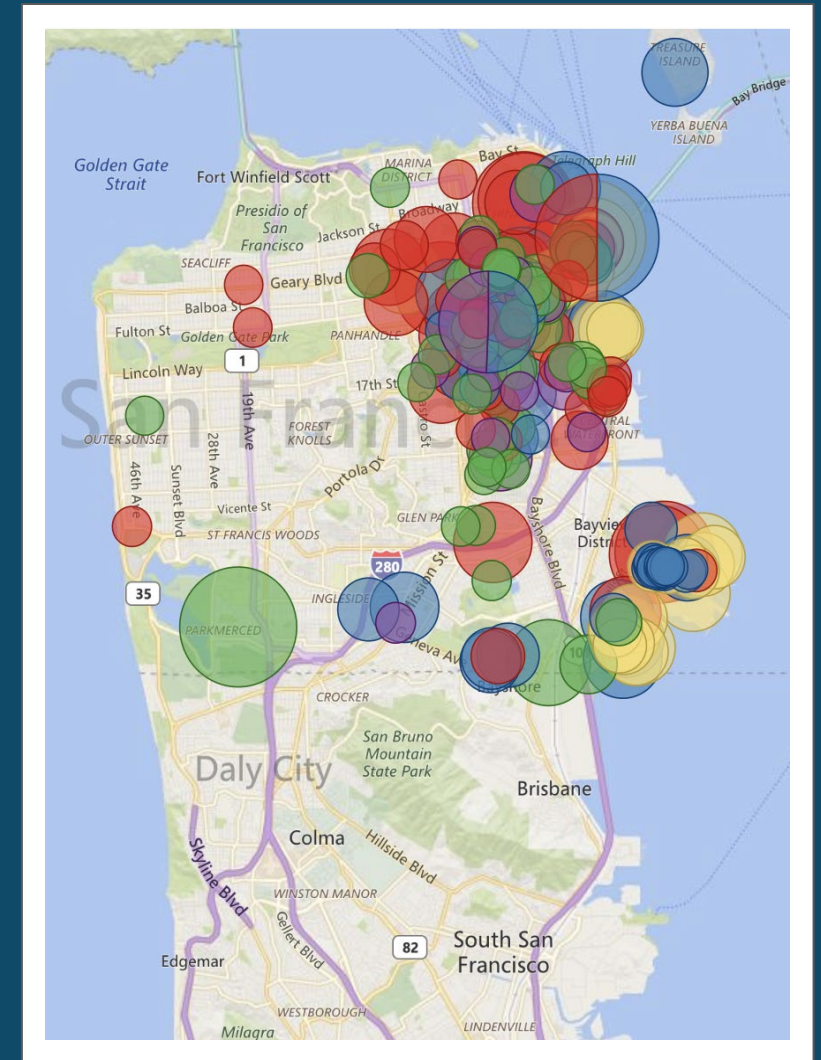
Doorway Generates Data

Data to Improve Policy

- Updates to published policies
- Demand data influences housing development

Data to Attract Resources

- Expands understanding of gaps between regional (and jurisdictional) applications and placements



Thank You



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