

Doorway Housing Portal

Joint Housing Committee
March 12, 2025



ASSOCIATION OF BAY AREA GOVERNMENTS
METROPOLITAN TRANSPORTATION COMMISSION

The screenshot shows the Doorway Housing Portal website. At the top, there are logos for the Association of Bay Area Governments and the Metropolitan Transportation Commission, along with language selection options: English, Español, 中文, Tiếng Việt, and Filipino. The main header includes the Doorway logo and navigation links: WELCOME, VIEW LISTINGS, HELP CENTER, PARTNERS, and SIGN IN. The main content area is a light blue box with the heading "Find and apply for affordable housing in the Bay Area". Below this heading are several filters: "Opportunity type" with buttons for "OPEN WAITLIST" and "AVAILABLE UNITS"; "Bedrooms" with buttons for "ANY", "STUDIO", "1", "2", and "3+"; "Max Monthly Rent" with a text input field starting with a dollar sign; "Property Name" with a text input field and a placeholder "Enter full or partial property name"; and "Counties" with a grid of checkboxes for ALAMEDA, CONTRA COSTA, MARIN, NAPA, SAN MATEO, SANTA CLARA, SOLANO, SONOMA, and SAN FRANCISCO. A note below the counties says "(For San Francisco listings, go to DAHLIA)". At the bottom of the filter section are two buttons: "VIEW LISTINGS" and "VIEW COUNTY MAP". To the right of the filters is a photograph of a man carrying a young child on his shoulders in front of a house.

What is Doorway?

- The Doorway housing portal platform is *two* websites:
 - Doorway Housing Portal (DHP), for affordable housing seekers
 - Doorway Partners Portal (DPP), for local jurisdictions, and affordable property owners and managers

The screenshot shows the Doorway Housing Portal search page. The header includes the Doorway logo and navigation links: WELCOME, VIEW LISTINGS, HELP CENTER, PARTNERS, and SIGN IN. The main heading is "Find and apply for affordable housing in the Bay Area". Below this, there are filters for Opportunity type (OPEN WAITLIST, AVAILABLE UNITS), Bedrooms (ANY, STUDIO, 1, 2, 3+), Max Monthly Rent (a text input field with a dollar sign), and Property Name (a text input field). A section for Counties includes checkboxes for Alameda, Contra Costa, Marin, Napa, San Mateo, Santa Clara, Solano, and Sonoma, with a note for San Francisco listings. At the bottom, there are buttons for "VIEW LISTINGS" and "VIEW COUNTY MAP".

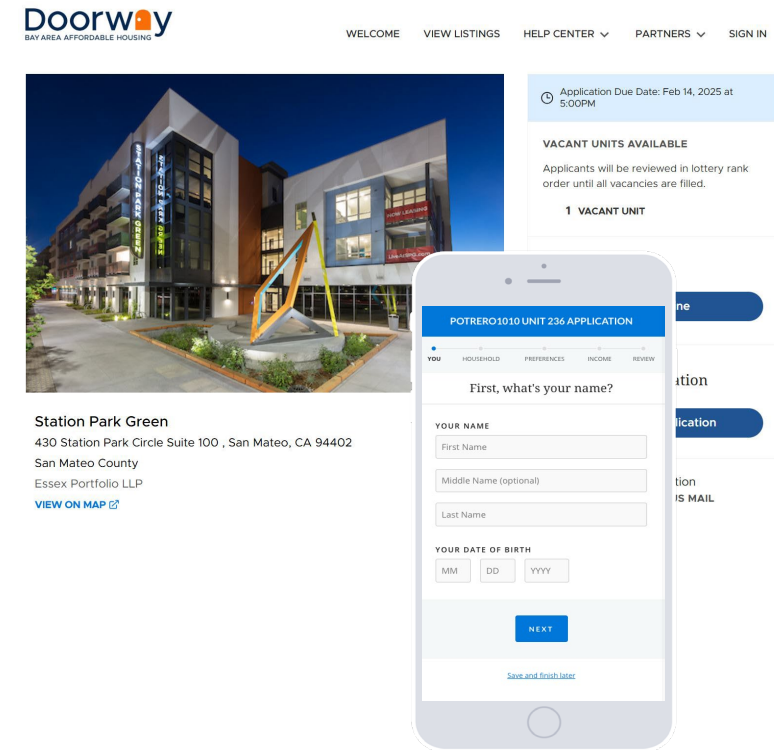


The screenshot shows the Doorway Partners Portal (DPP) Listings page. The header includes the Doorway logo and navigation links: LISTINGS, USERS, SETTINGS, and SIGN OUT. The main heading is "Listings". Below this, there is a filter input field and buttons for "Add Listing" and "Export to CSV". A table displays a list of listings with columns for Listing Name, Listing Status, Created Date, Published Date, Application Due Date, and Available Units. The table contains several rows of data, including listings like "Highwater", "The Acacia at 231 Grant", "Grand and Linden Family Apar...", "Sango Court", "Commons at Oak Grove", "TEST DRAFT", "Pacific Place", and "Senior Manor". At the bottom, there is a pagination bar showing "381 Total Listings" and buttons for "PREVIOUS", "NEXT", and "Jump to 1".

LISTING NAME	LISTING STATUS	CREATED DATE	PUBLISHED DATE	APPLICATION DUE DATE	AVAILABLE UNITS
Highwater	Open	01/16/2025	01/23/2025	02/04/2025	7
The Acacia at 231 Grant	Open	09/29/2024	01/23/2025	03/06/2025	109
Grand and Linden Family Apar...	Open	07/28/2022	01/28/2025	02/07/2025	0
Sango Court	Open	01/15/2025	01/23/2025	04/23/2025	0
Commons at Oak Grove	Draft	03/21/2024	None	None	0
TEST DRAFT	Draft	05/15/2024	None	None	1
Pacific Place	Draft	07/23/2024	None	None	0
Senior Manor	Draft	03/21/2024	None	None	0

Doorway Overview

- Central housing resource for the Bay Area
 - In multiple languages
- Consistent information, including eligibility criteria
- Standardized, short-form application
 - Can be completed in 10 minutes from a phone or computer
- More transparent processes
 - Application confirmation, lottery results email, notices for paper applicants
- Data to improve programs and policies



Doorway History

- **2016** – DAHLIA (SF Housing Portal) launched with open-source (publicly available) code
- **2018** – With Enterprise Community Partners, started a regional housing conversation with local jurisdictions; Doorway (the organization) was born
- **2019/20** – Using the open-source code, three other housing portals in the region were created: Alameda County, City of San Jose, San Mateo County
- **2022** – BAHFA added Doorway as a pilot
- **2023** – Doorway platform launched!
- **2024/25** – San Mateo and Alameda County portals folded into Doorway

Why a Regional Affordable Housing Portal?



For housing seekers

- Everything in one place (“one-stop shop”)
- More equitable (not “who you know”)
- Simplified, consistent processes (“I know how this works”)

For jurisdictions

- Lower costs, reduced effort
 - Development, maintenance, staffing

For developers/property managers

- Reduced paper entry, management
- Standardize regional processes

Partner Value Proposition

Central place for free property listings

Partners manual (extensive process guidance)

Simplified digital application

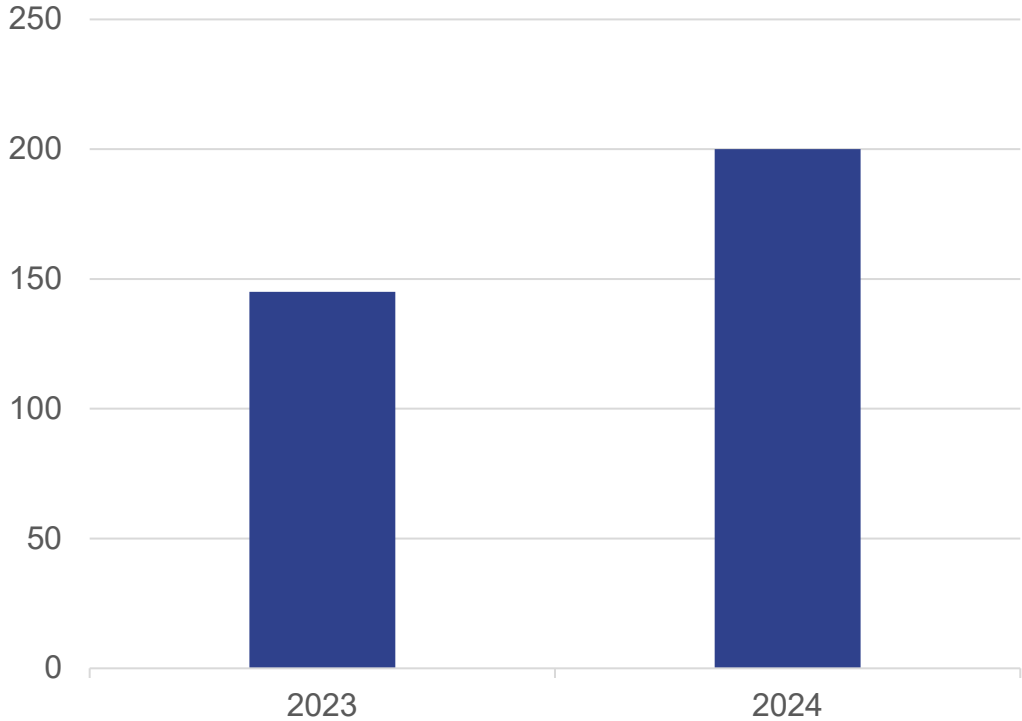
Paper application delivery and digitization

Lottery management, including deduplication

Applicant communication and partner reporting

Partner Account Volume

Doorway Partner Portal Accounts



- Partner accounts are up 40% year-over-year 2023 to 2024

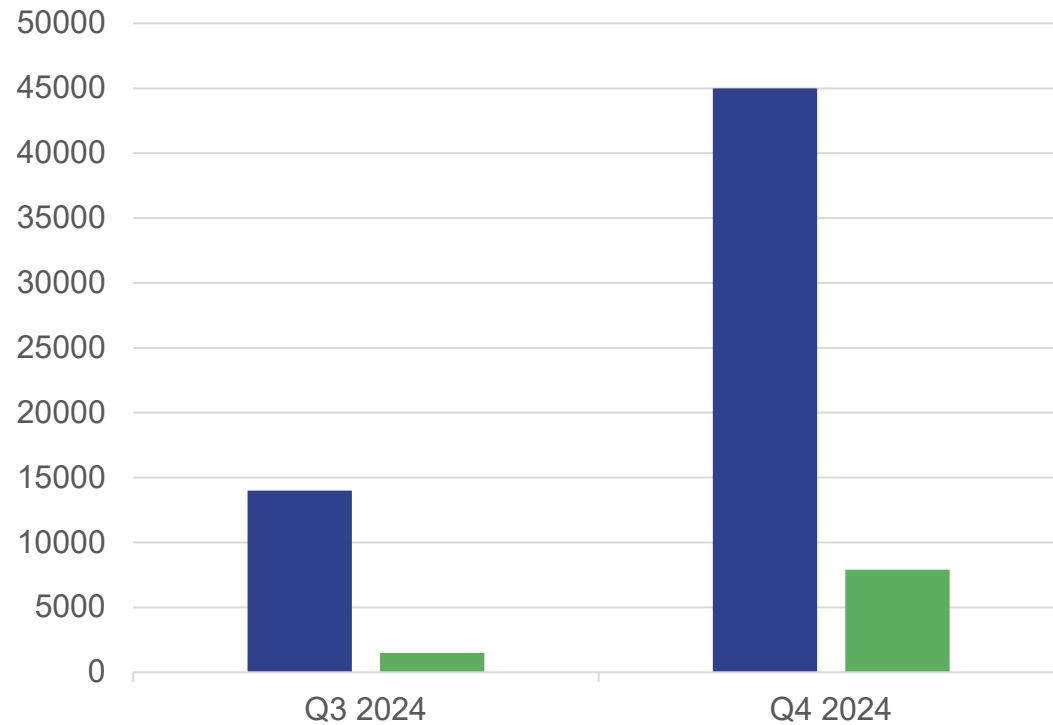
Quick Doorway Demo

- ✓ Go to the Doorway Housing Portal (DHP) home page at housingbayarea.org
 - Click “View Listings”
- ✓ Try out the map and pins
 - Click any clustered pins number and observe how map zooms in and listing cards in the right margin change
- ✓ Review listing detail page
 - Click “See Details” on any non-San Jose listing card*
- ✓ Start an application (but don’t complete it if you’re not really interested)
 - Click “Apply Online” to start the application!

* San Jose listings don’t typically use online application functionality

Increased Doorway Housing Portal Traffic

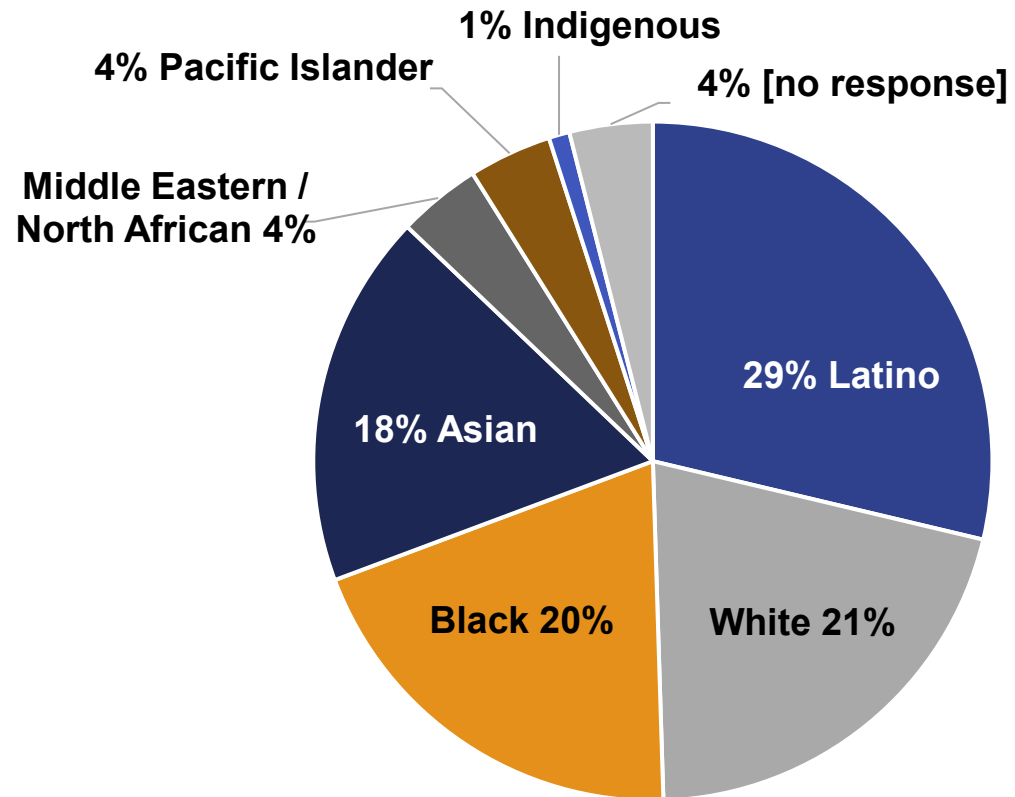
New Users and Applications



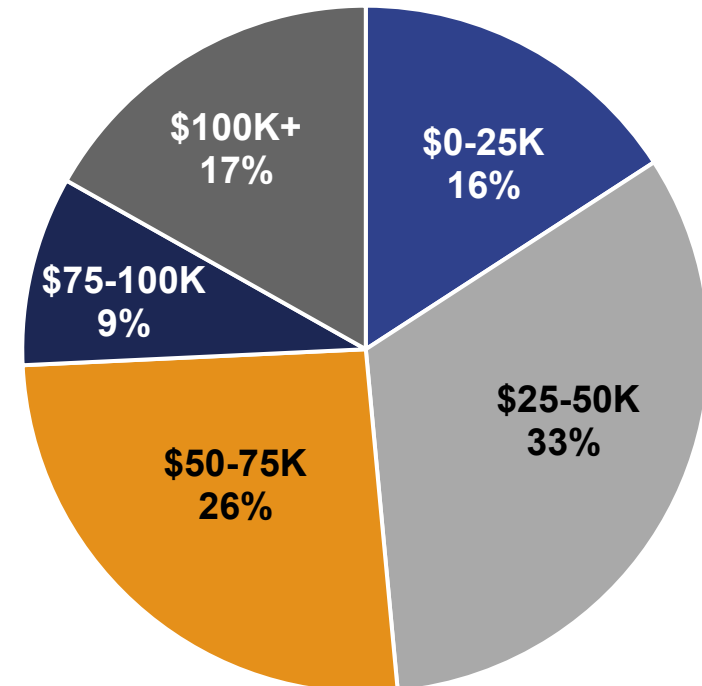
- Dramatic increase in new site visitors between the third and fourth quarters of 2024
- Comparable increase in applications
- Due largely to the absorption of the San Mateo County housing portal

Broad Spectrum of Applicants

Race/Ethnicity (primary)



Household Income



All applicants since Doorway launch

Regional Collaboration

Doorway has become a **general regional resource for affordable housing placement**. Doorway discussions with external partners to standardize and streamline regional practices have included:

- Best practice placement methods
 - Lottery, wait list, first-come first-serve use
- Housing preferences
- Application questions
- Demographics collection
- Leveraging data to support policy and investment decisions

Engagement

Doorway staff is working on the following engagements, but must titrate partner outreach given current capacity and resource constraints:

Standing Meetings (covered)

- Core Team
- Working Group
- Senior Stakeholders

Process Management (largely covered)

- Listings Development
- Partner Training
- Lottery Management

Partner Outreach (very limited capacity)

- Jurisdictions
 - Encourage or compel use
- Developers
 - Solicit use for new projects
- Property Managers
 - Encourage use for unit re-rentals

Planning for Doorway's Future

- **Transition from Pilot Phase to Ongoing Service**
 - Doorway has successfully demonstrated regional value-add for jurisdictions, property partners, and housing seekers
- **Current Strategic Considerations**
 - Must balance growth with resource constraints given postponement of regional ballot measure
 - Near-term focus on perfecting core product; enhancements have been identified but have been pushed to the future
- **Need for Additional Resources**
 - Like other BAHFA activities, new resources are needed to continue Doorway
 - Forthcoming BAHFA Strategic Planning process to include Doorway sustainability plan
 - Likely to involve combination of fundraising and targeted fees (though remain free for housing seekers)

Thanks for your support!



Sango Court, Milpitas