

Doorway Housing Portal

Finding and applying for affordable housing



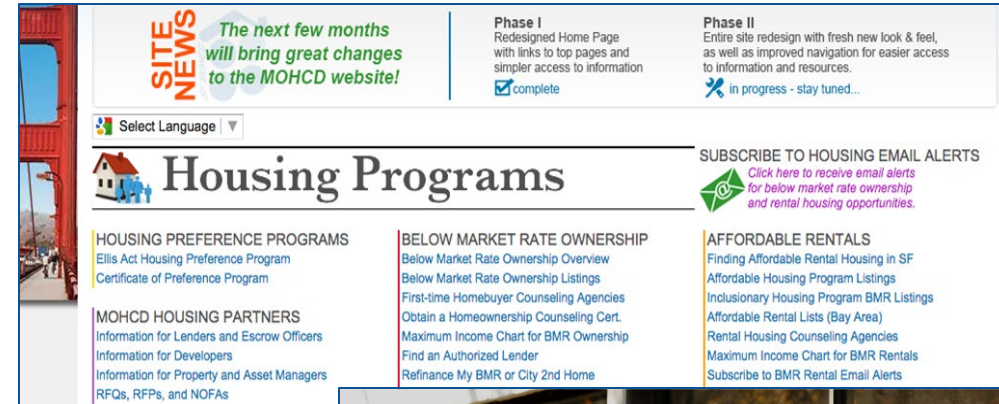
ASSOCIATION OF BAY AREA GOVERNMENTS
METROPOLITAN TRANSPORTATION COMMISSION

The Challenges

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

And then what?

- Opaque post application process




The screenshot shows the MOHCD Housing Programs website. At the top, there is a 'SITE NEWS' section with a red and orange graphic. The news text states: 'The next few months will bring great changes to the MOHCD website!'. Below this, there are two columns for 'Phase I' and 'Phase II' updates. Phase I is marked as 'complete' and describes a redesigned home page. Phase II is 'in progress' and describes a new site look and feel. A 'Select Language' dropdown menu is visible. The main heading is 'Housing Programs'. Below this, there are three columns of program categories: 'HOUSING PREFERENCE PROGRAMS' (Ellis Act, Certificate of Preference), 'BELOW MARKET RATE OWNERSHIP' (Overview, Listings, Agencies, Certificates, Income Chart, Lender, Refinance), and 'AFFORDABLE RENTALS' (Finding Rentals, Listings, Inclusionary Programs, Rental Lists, Agencies, Income Chart, Email Alerts).




Meeting the Need

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



**ALAMEDA COUNTY
HOUSING PORTAL**

[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

YOUR DATE OF BIRTH

NEXT

[Save and finish later](#)

Doorway Housing Portal is Two Websites

Applicants

Partners

HOUSING PORTAL

Applications Received

Filter

APPLICATION SUBMITTED DATE ↑	APPLICATION NUMBER	FIRST NAME	LAST NAME	HOUSING
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	

PREVIOUS

DAHLIA PARTNERS

PROPERTY LISTINGS APPLICATIONS

Lease Ups > LAP Test Listing (Do not Modify) - Yellow Acres > APP-00243703

APP-00243703: PORTIA TOOLE

SHORT FORM APPLICATION SUPPLEMENTAL INFORMATION

Update Status: **APPROVED** (dropdown) | 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
- Hearing Impairments

DAHLIA Impact (San Francisco)

1,000,000+

97%

2,500,000+

7,000,000+

Online applications (since 11/2016)

Apply online

Unique site users (since 2/2016)

Total visits to the site

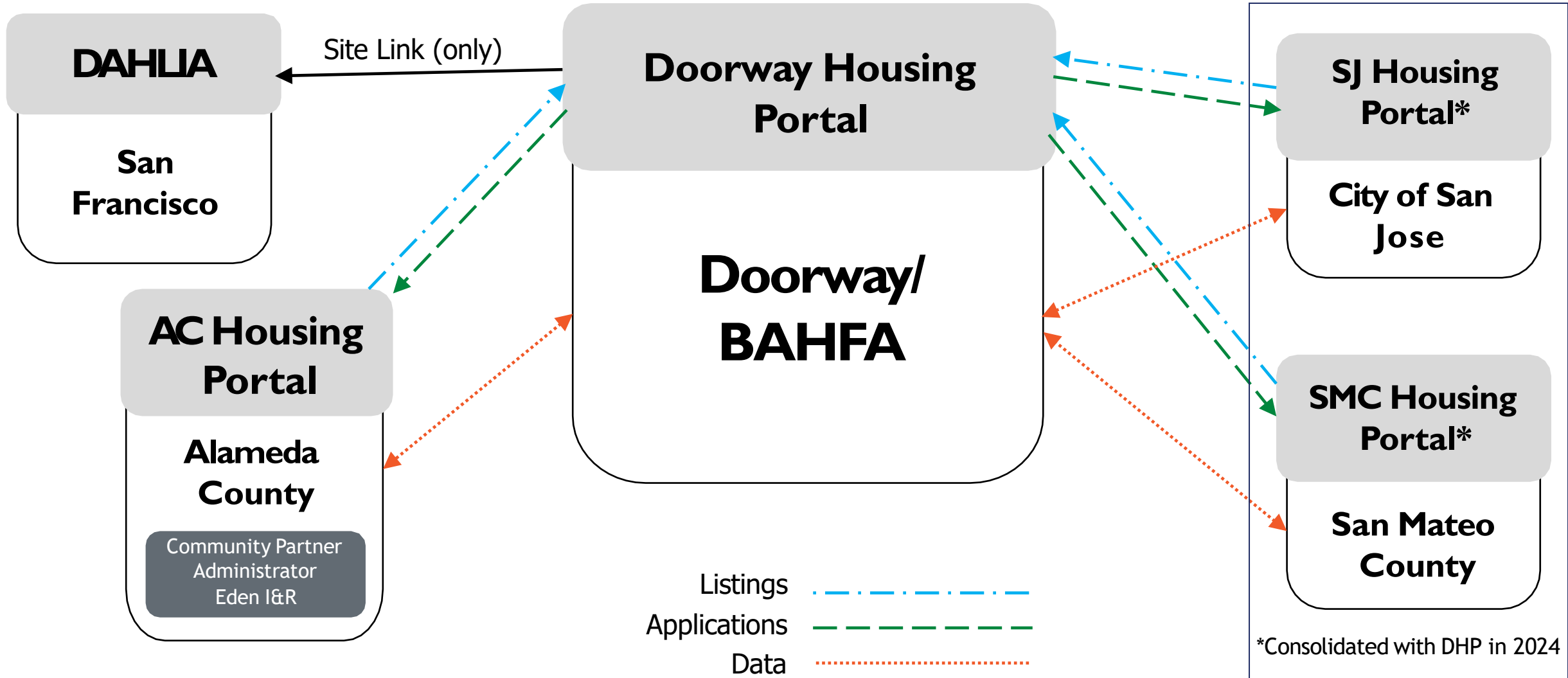
Building the Region



Doorway Housing Portal (DHP) One-stop Shop for Listings and Applications

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

DHP Regional Model



Building the State?

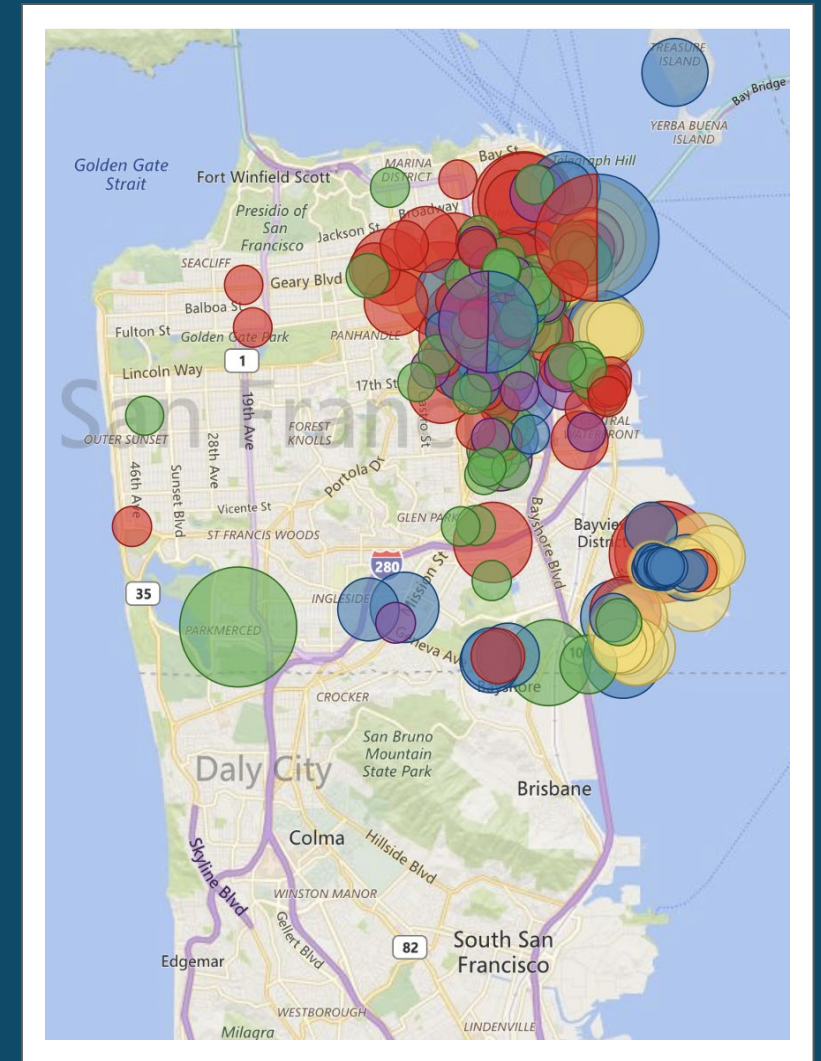
- Assembly Bill 312 (formerly AB1961) would create a statewide portal
- Shepherded by Housing California
 - Based Residents United Network (RUN) coalition's DAHLIA selection for "There Should Be a Law"
- DHP is being considered as the pilot for the state's program
 - Ideally with additional funding

Doorway Housing Portal Generates Data

Data to improve policy

Demand data focuses housing development

Data to attract housing resources



DHP Development Phases

Period	Focus
Jan-June 2023	Housing Seeker - Core site development, housing listings, general information
July-Dec 2023	Seeker - Application, lottery, automated chat enhancement Partner - Account management, improved reporting
2024	Seeker - Ownership units, housing counselor accounts, waitlist management Partner - Placement/lease up functionality
2025	Partner - Database functionality, enhanced reporting, regional housing inventory development, asset management functionality

Google.org Partnership

- Fellowship to launch DHP
 - Underway, Jan-June 2023
 - 15-person team
- Technical oversight from Exygy
 - Bay Area housing portal software developer since 2015
- In discussion to continue support into 2024
 - Funding for Doorway staff and vendor costs
 - Additional fellows

DHP Sustainability Plan

- Funding sources
 - Initial HCD BAHFA funds
 - Philanthropic support (Google.org to date)
- Doorway will generate revenue to cover DHP costs
 - Street Level Advisors developing longer term sustainability plan
 - Developer and jurisdiction participation fees
 - Significant savings over independent portal operation
 - Benefits for subscribers could include branded site, expanded database/reporting, BMR tracking and asset management for 100% affordable developments

Doorway Housing Portal Adoption

- Ensuring jurisdiction and developer DHP participation is key
 - Listings generation
 - Data sharing
- Participation incentives
 - Ballot initiative funds (20% projects only)
 - Assisting Housing Element adoption
 - Template ordinance use
 - Transit-Oriented Communities (TOC) requirements
- Working to develop more comprehensive model

Community Convenings

Multiple forums to ensure Doorway meets community needs

Name	Description	Frequency	Participants
Core Team	Principal coordination meeting	Bi-monthly, ongoing	Jurisdictions with current portals or DHP plans
Senior Stakeholder	High-level alignment on regional strategy and Doorway development overall	Bi-monthly, ongoing	Housing department heads for jurisdictions with current portals or DHP plans
Quarterly (may be suspended)	General updates to all interested jurisdictions and related agencies	Quarterly, ongoing	All interested agencies/jurisdictions
Working Group	Community meeting for DHP development	Bi-monthly (during development)	Jurisdictions, housing developers, and property manager
Developer Partner	Meeting to discuss DHP implementation and sustainability	Bi-monthly (during development)	Housing developers and property managers

Thank You



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