# Doorway Housing Portal

**BAHFA Advisory Committee**
March 27, 2025



Bay Area Housing Finance Authority

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# 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

# 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



Station Park Green
430 Station Park Circle Suite 100 , San Mateo, CA 94402
San Mateo County
Essex Portfolio LLP
VIEW ON MAP
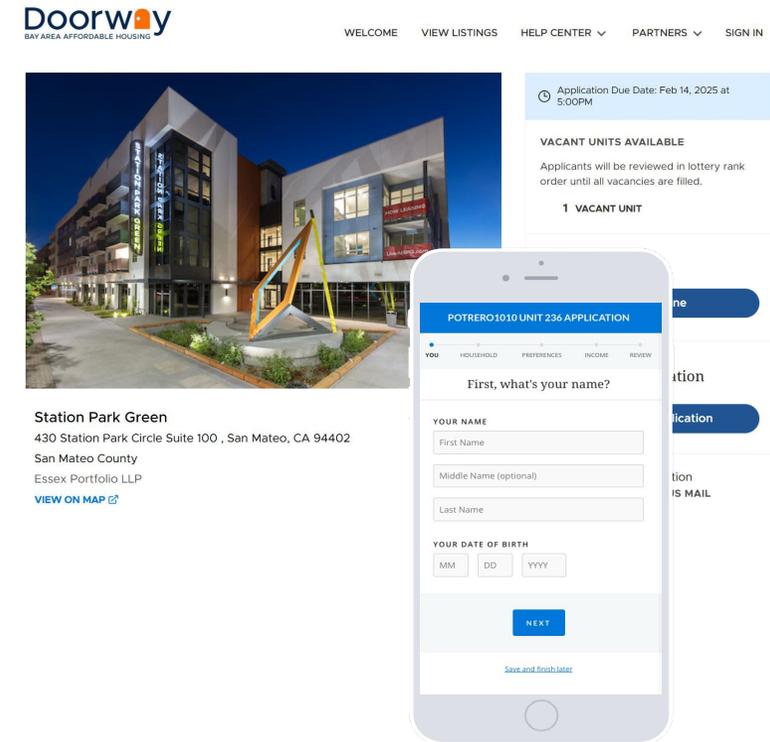
# Doorway History

- **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

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# Partner Account Volume

### Doorway Partner Portal Accounts
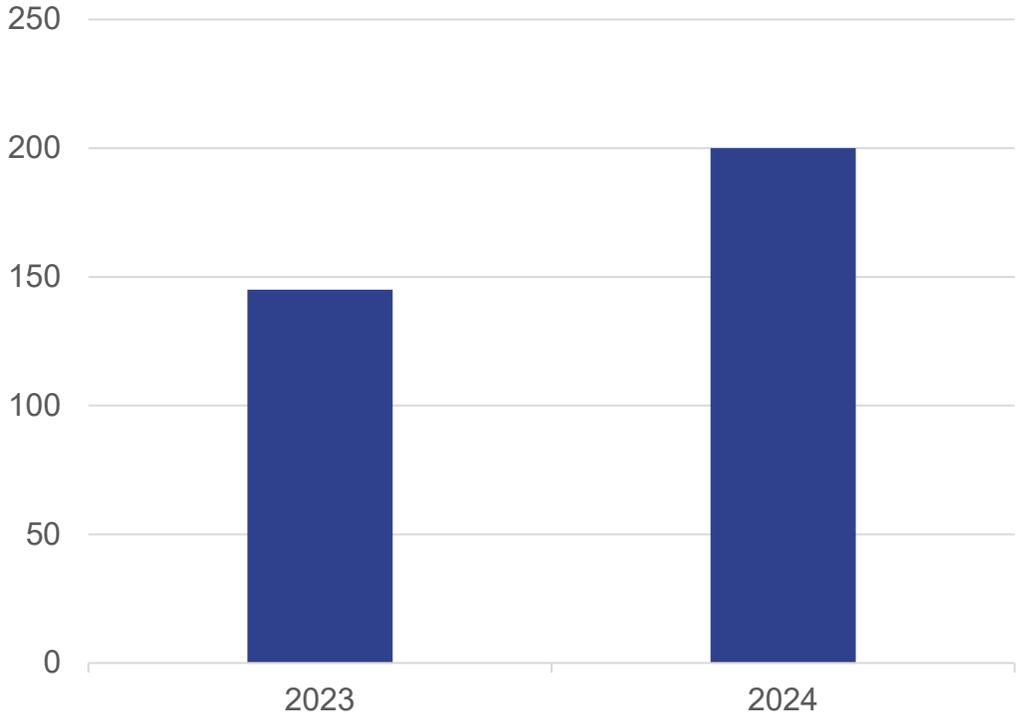


- Partner accounts are up 40% year-over-year 2023 to 2024

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# Quick Doorway Demo

✓ Go to the Doorway Housing Portal (DHP) home page at <u>housingbayarea.org</u>

- 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

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# Increased Doorway Housing Portal Traffic

**New Users** and **Applications**
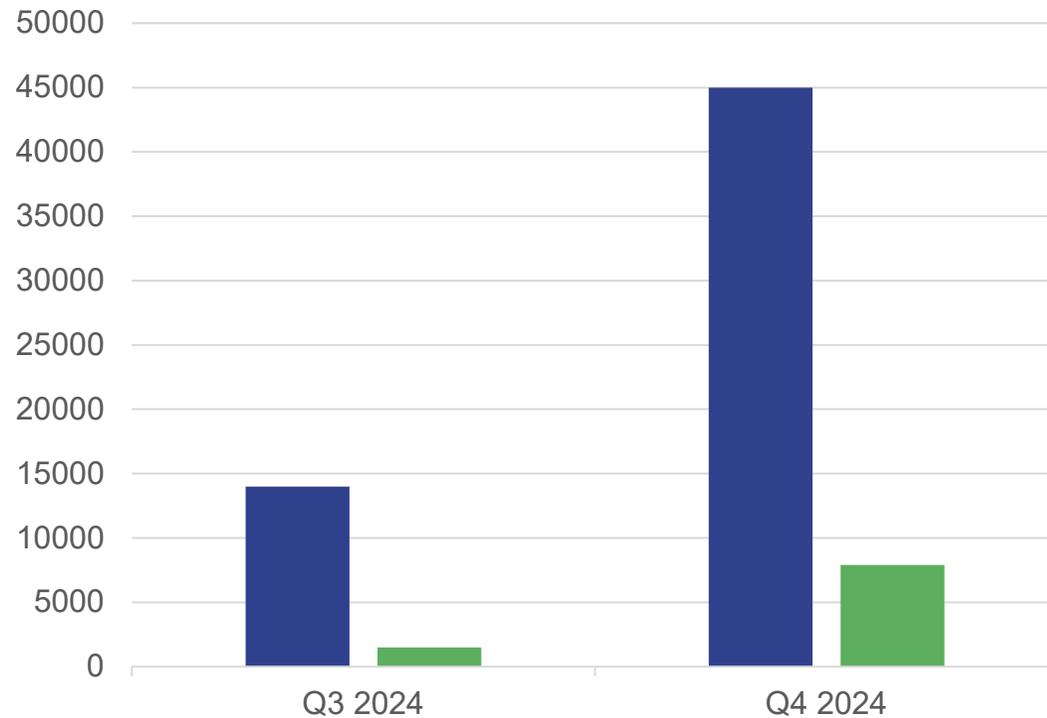


- Dramatic increase in new site visitors between the third and fourth quarters of 2024

- Comparable increase in applications

- Due largely to the absorption of the San Mateo County housing portal

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# Broad Spectrum of Applicants

## Race/Ethnicity (primary)



1% Indigenous

4% Pacific Islander

4% [no response]

Middle Eastern / North African 4%

29% Latino

18% Asian

Black 20%

White 21%

## Household Income



$100K+ 17%

$0-25K 16%

$75-100K 9%

$25-50K 33%

$50-75K 26%
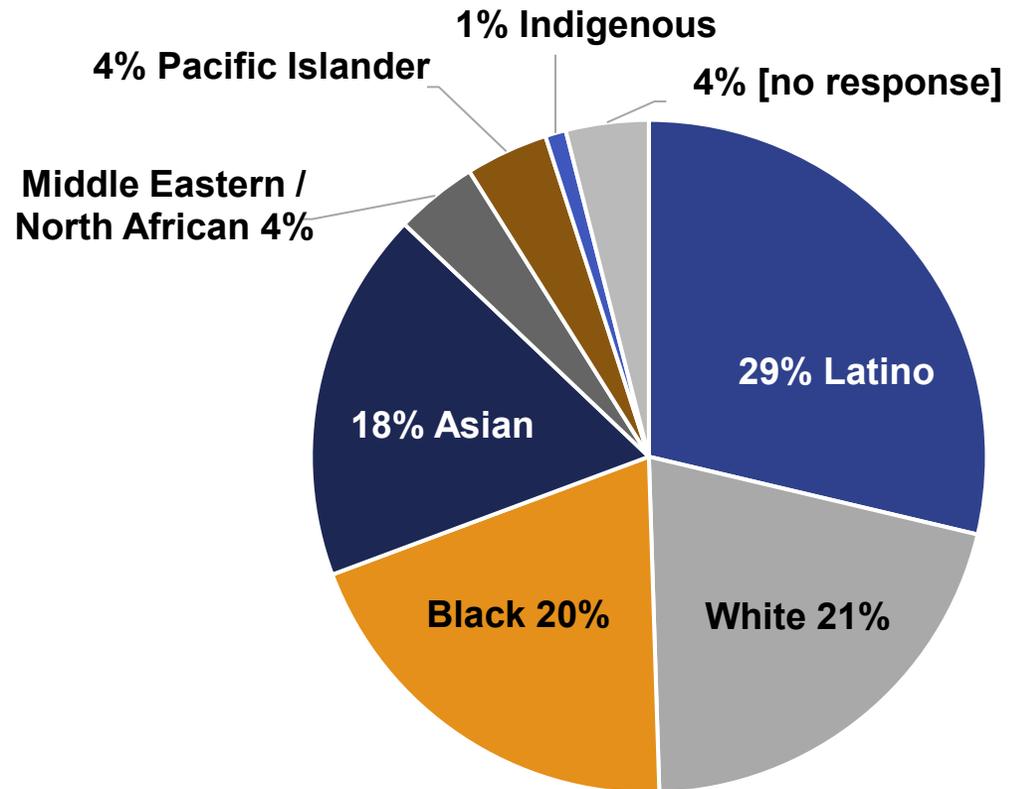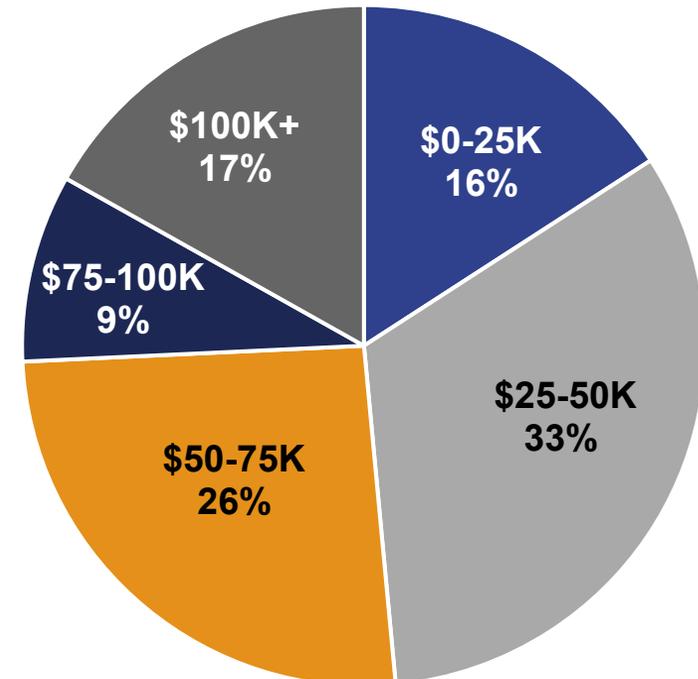
All applicants since Doorway launch

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# 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

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# 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

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# 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