

May 15, 2025

Agenda Item 6.c.

Doorway Housing Portal

Subject:

Request to recommend to the Bay Area Housing Finance Authority Board to authorize the Executive Director or his designee to negotiate and enter into a contract in an amount not to exceed \$300,000 with Housing Group LLC, doing business as Housing Inc. ("Consultant") for Doorway Housing Portal user support.

Background:

On June 29, 2023, BAHFA launched the Doorway Housing Portal, a comprehensive, user-friendly site that allows housing seekers to find and apply for housing opportunities from their phones or personal computers. The portal was launched through the Exygy contract and the support of a pro bono Google.org fellowship that provided more than a dozen full-time Google fellows January-June 2023. Through subsequent amendments, additional functionality and features have been added to both the Doorway Housing Portal and the Doorway Partners Portal.

As Doorway has added more listings and integrates other housing portal operations, housing seeker user volume has increased appreciably, exceeding staff capacity to manage. In addition to fielding housing seeker technical and general housing counseling questions, additional capacity is needed to help process paper applications and lotteries. Staff anticipate that the provision of such services should phase in, with a low amount of support needed at the beginning and ramping up over time, as user uptake increases on the Doorway Housing Portal.

Procurement Process:

On March 5, 2025, BAHFA issued a Request for Qualifications (RFQ) to hire a consultant to provide Doorway Housing Portal user support and an optional task of Doorway paper application processing for the period from June 1, 2025 through May 31, 2026, with the option to extend for up to two (2) additional years. The RFQ was posted on MTC's website and shared with interested individuals and firms via MTC's Bonfire Portal. The RFQ materials were downloaded by 50 document takers.

Staff hosted a non-mandatory pre-submittal conference on March 13, 2025, via Zoom, providing firms the opportunity to ask questions about the project and procurement process. The conference was attended by nine (9) individuals representing six (6) different firms.

On April 9, 2025, BAHFA received two (2) qualified proposals, from:

- Housing Group LLC (dba Housing Inc.)
- Summit Crest Solutions

An evaluation panel, consisting of two BAHFA staff members and one external participant, reviewed the submittals based on the following evaluation criteria:

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- Proposed Workplan and Approach (50%)
- Experience in Desired Qualifications (30%)
- Reasonableness of Rates (10%)
- References and Past Performance (5%)
- Presentation (5%)

Based on the evaluation panel's review and interview of all three teams, Housing Group LLC received the highest total score. The proposal demonstrated a highly qualified team with significant expertise, a clear understanding of the project, and effective solutions to potential challenges anticipated. Therefore, the panel unanimously recommends Housing Group LLC for this project.

Housing Group LLC did not identify any subconsultants. Housing Group LLC is not a Disadvantaged Business Enterprise (DBE) nor a Small Business Enterprise (SBE).

Issues:

None

Recommended Action:

The BAHFA Oversight Committee is requested to recommend to the Bay Area Housing Finance Authority to authorize the Executive Director or his designee to negotiate and enter into a contract in an amount not to exceed \$300,000 with Housing Inc. for one year of Doorway user support, with the option to extend the contract for up to two (2) additional years.

Attachment:

A. Summary Approval

Reviewed:

Andrew Fremier