



Doorway Placement Program

BAHFA is charged with creating structural change in affordable housing delivery systems to improve efficiencies and impact at scale. Doorway is part of an ecosystem of facilitators and innovators pushing forward changes in affordable housing across the Bay Area. Doorway has a unique opportunity as a technology and data provider, as well as policy and governance leader.

Doorway's mission is to make it easier, more equitable, and transparent for Bay Area residents to find affordable housing by advancing related policies and products, including the Doorway technology platform, and, in close partnership with jurisdictions and property owners/managers, to make regional affordable housing placement more efficient overall.

Searching for an affordable home to rent is a formidable challenge, especially for time and resource-challenged low-income residents. Discovering a housing opportunity can all too often be about luck, and applications are often paper-based and different for every property. The Doorway Housing Portal provides standardized online search and application for affordable housing units and waitlists across the nine Bay Area counties.

The Doorway Partners Portal is a companion placement resource that allows jurisdictions and property owners/managers to list available units and waitlist opportunities, and track applications and lottery results.

By leveraging generous assistance from Google.org, BAHFA launched Doorway's search capacity in June 2023, and added full digital application, automated lottery, and housing preferences functionality in 2024. Doorway has also developed comprehensive user materials and platform training for housing partners and conducts regular stakeholder outreach through three regularly scheduled community forums.

Doorway continues to grow its user base and attract more listings and applications. To date, the Doorway platform has added over 1 million users and had over 5 million site visits to over 200 housing opportunity listings. As part of that growth, Doorway has acquired and fully integrated both the former Alameda County and San Mateo County housing portals.

Doorway Evaluation Metrics

See following pages for graphs and tables.

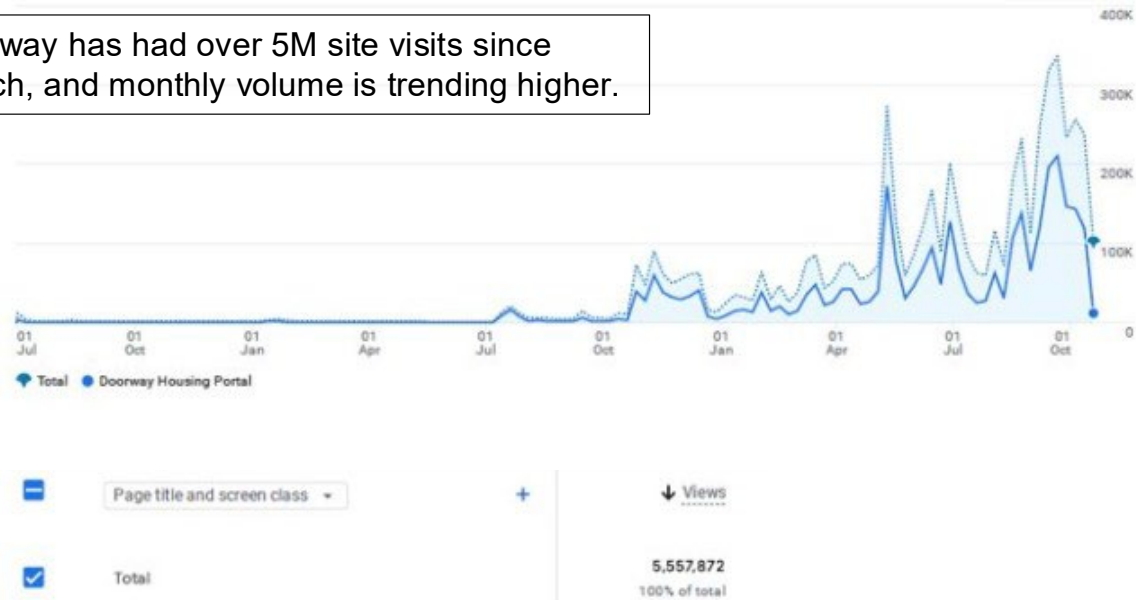
Units & Waitlists: Placed to Date

The Doorway platform has helped place 3,234 units to date across 594 listings (properties), in addition to another 208 listings for affordable housing waitlist opportunities.

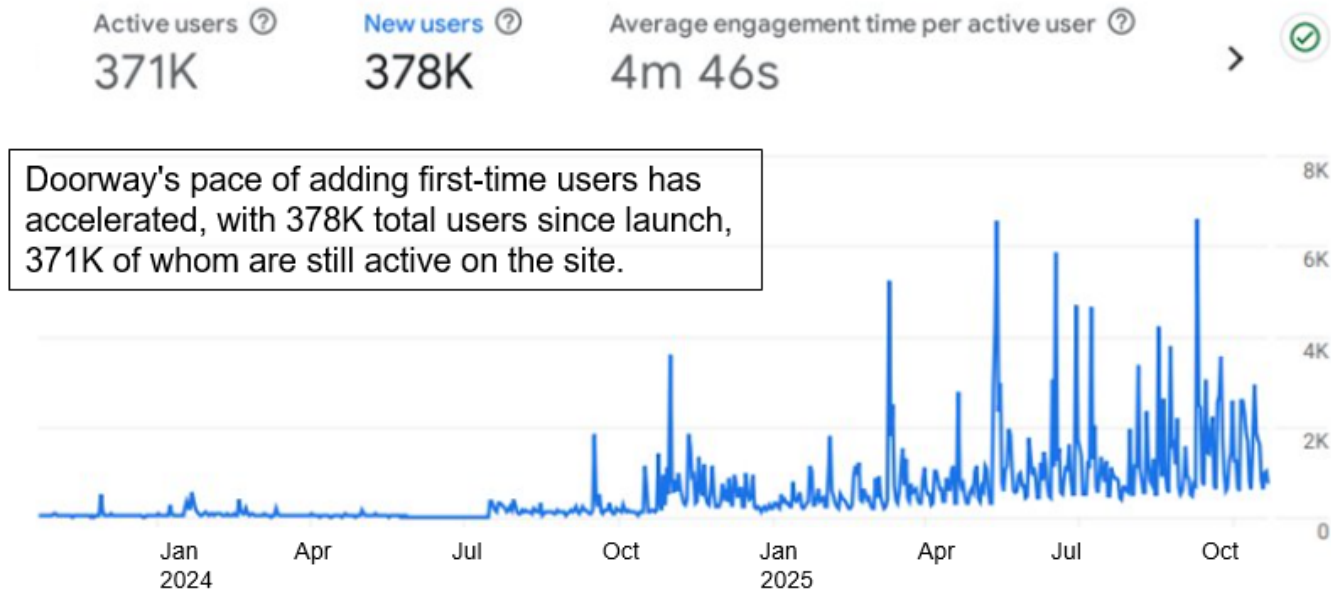


Total Site Visits

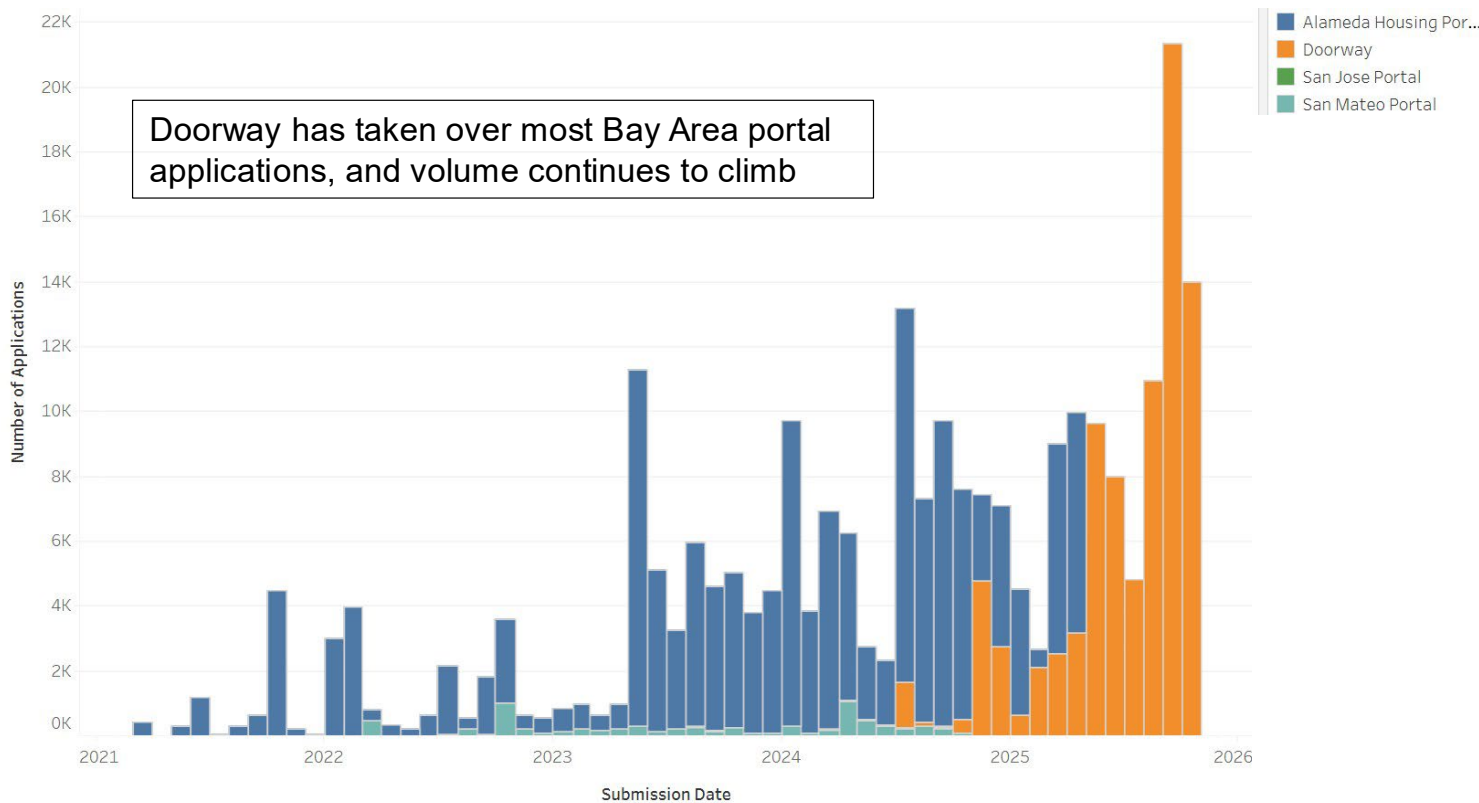
Doorway has had over 5M site visits since launch, and monthly volume is trending higher.



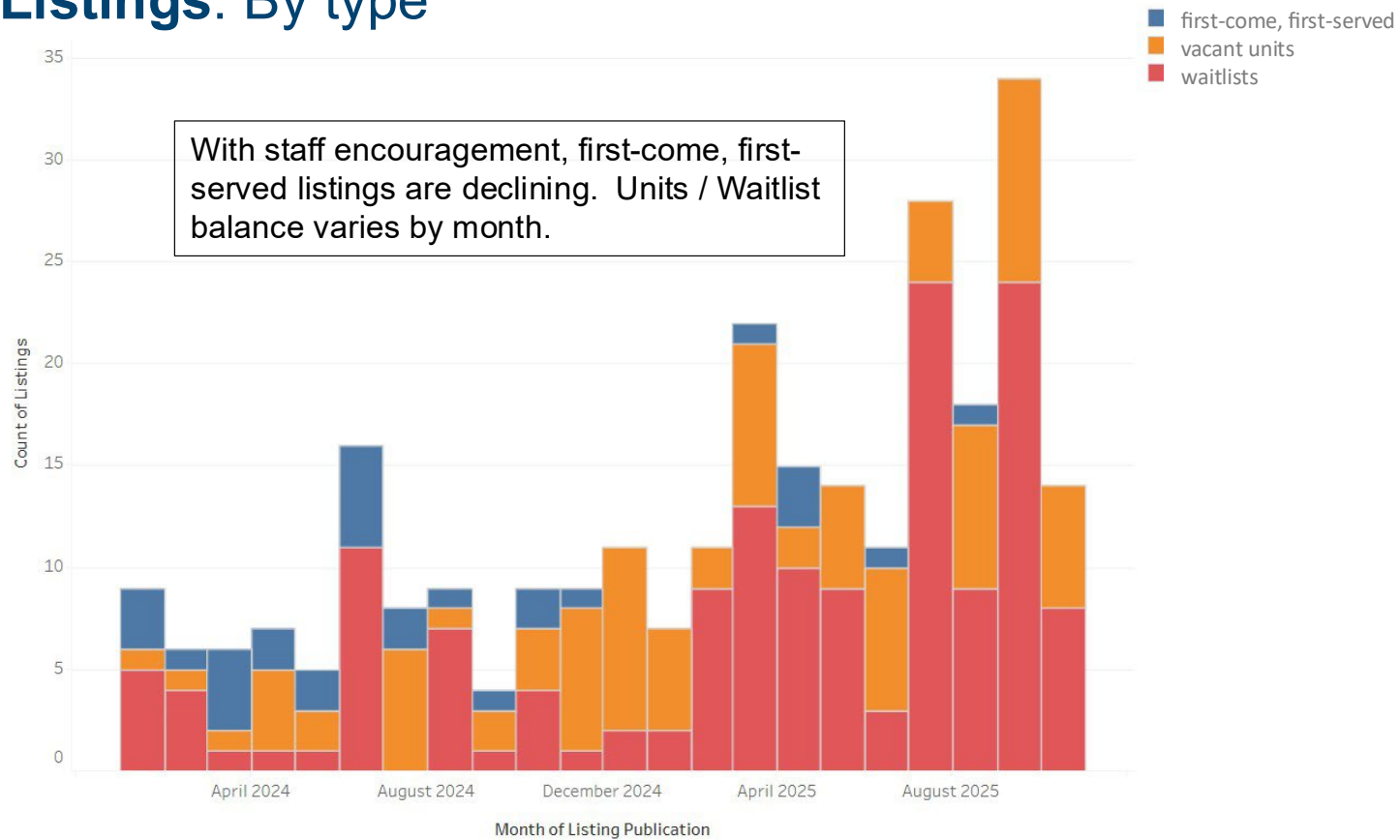
New Users, by Month



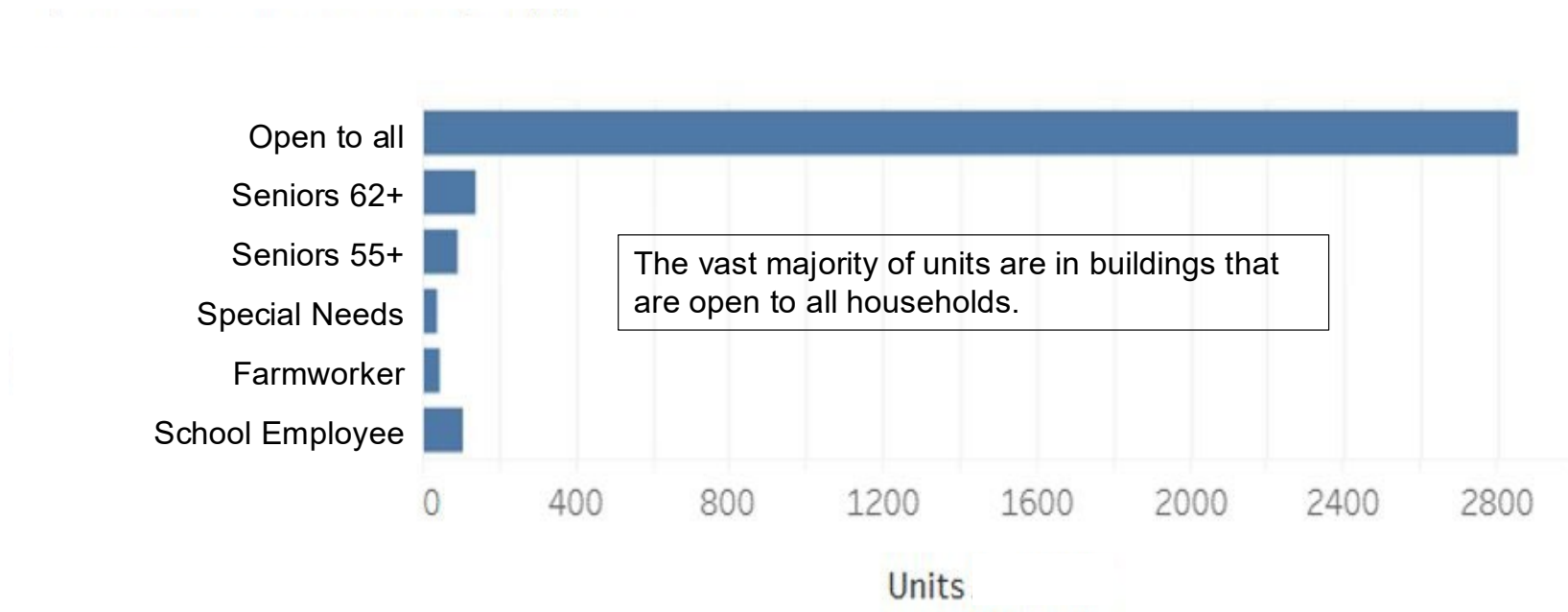
Regional Applications, per Month by Portal



Listings: By type



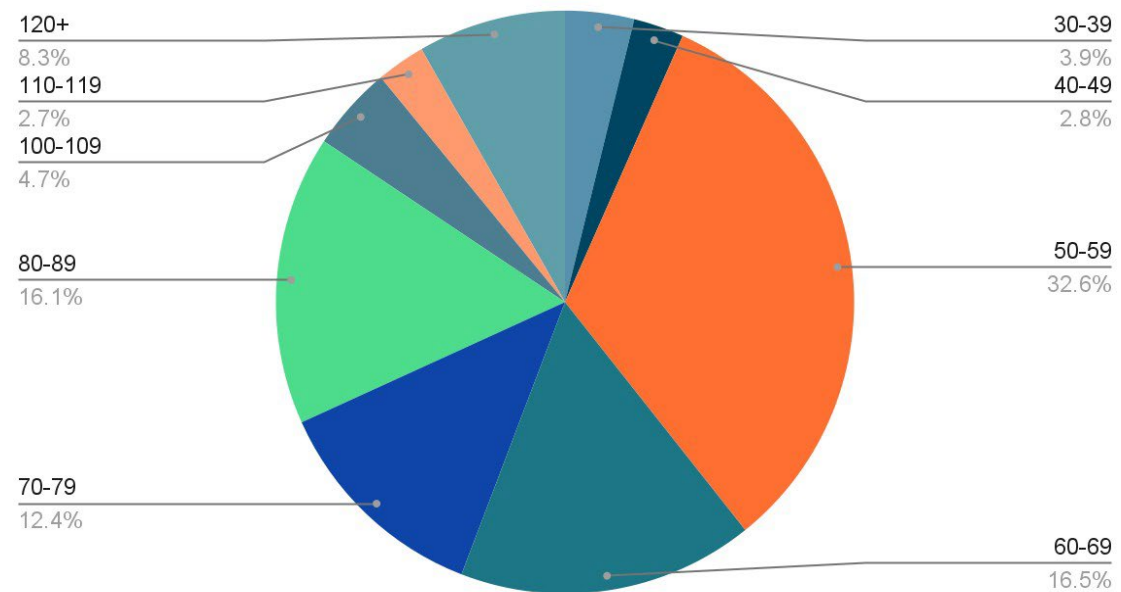
Listings: By Community Types



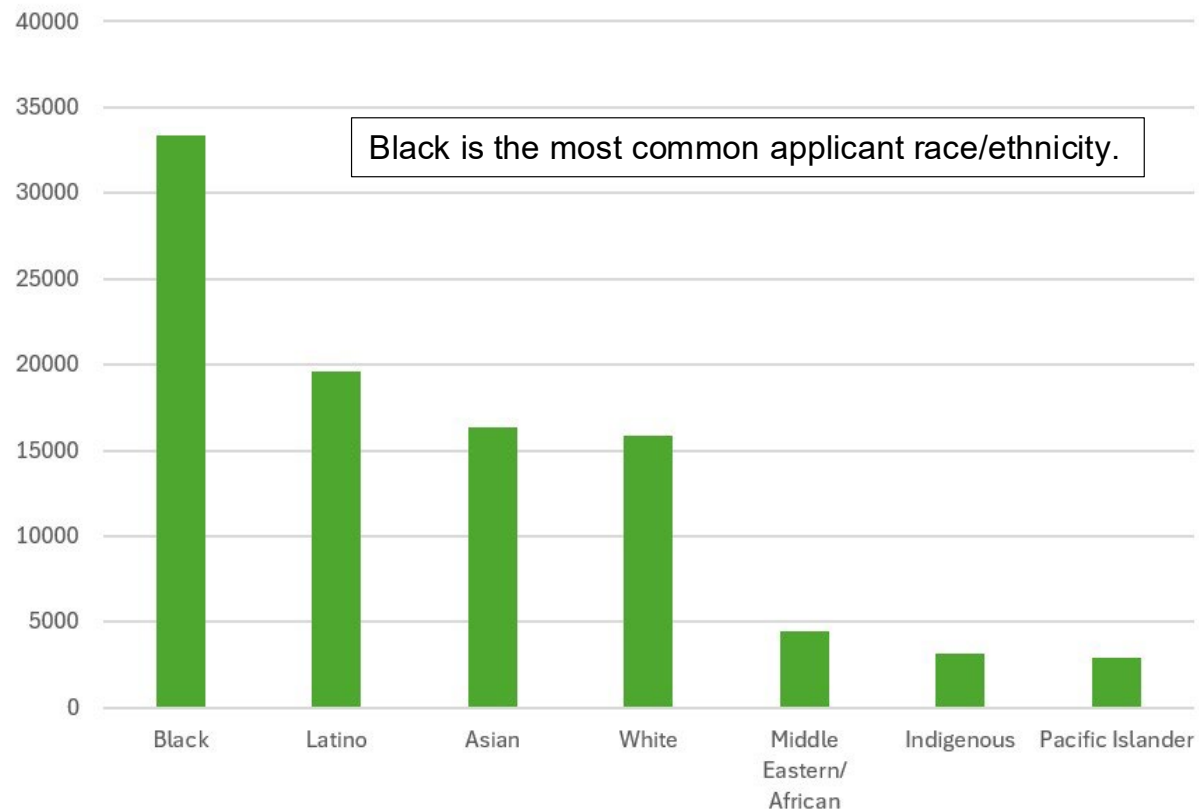
Listings: Units by AMI

Unit AMIs vary considerably, but most are in the 50-90% range. Note, however, the jump at the 120% AMI level.

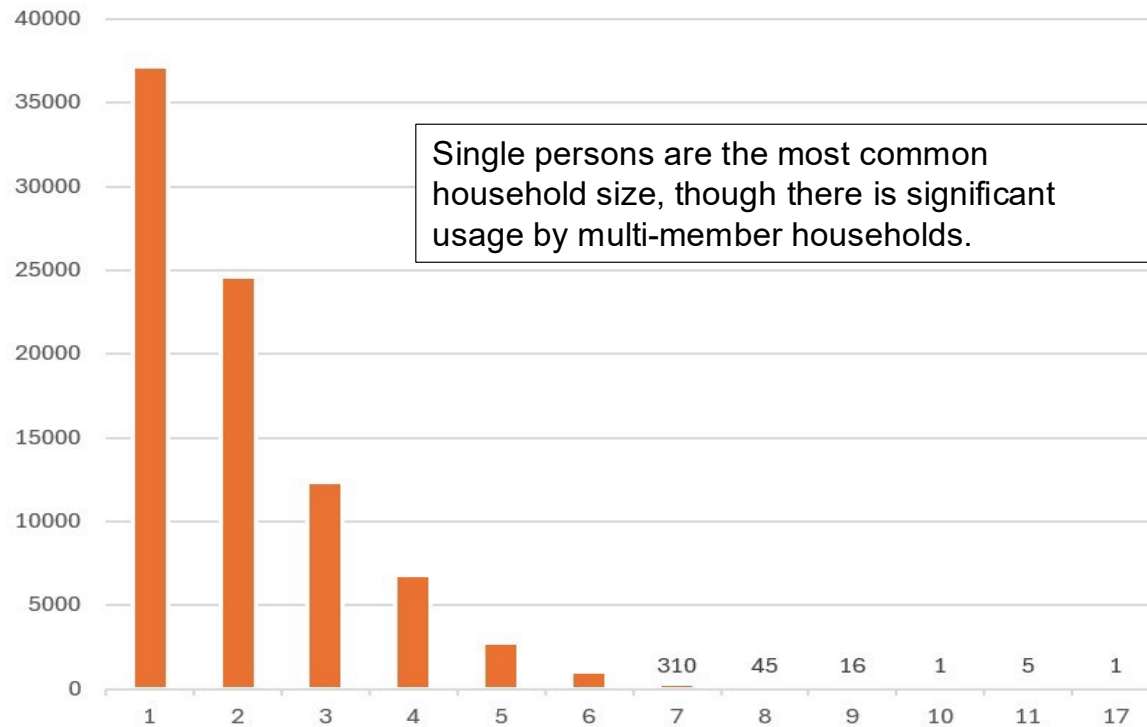
AMIs of Available Units Listed on DHP



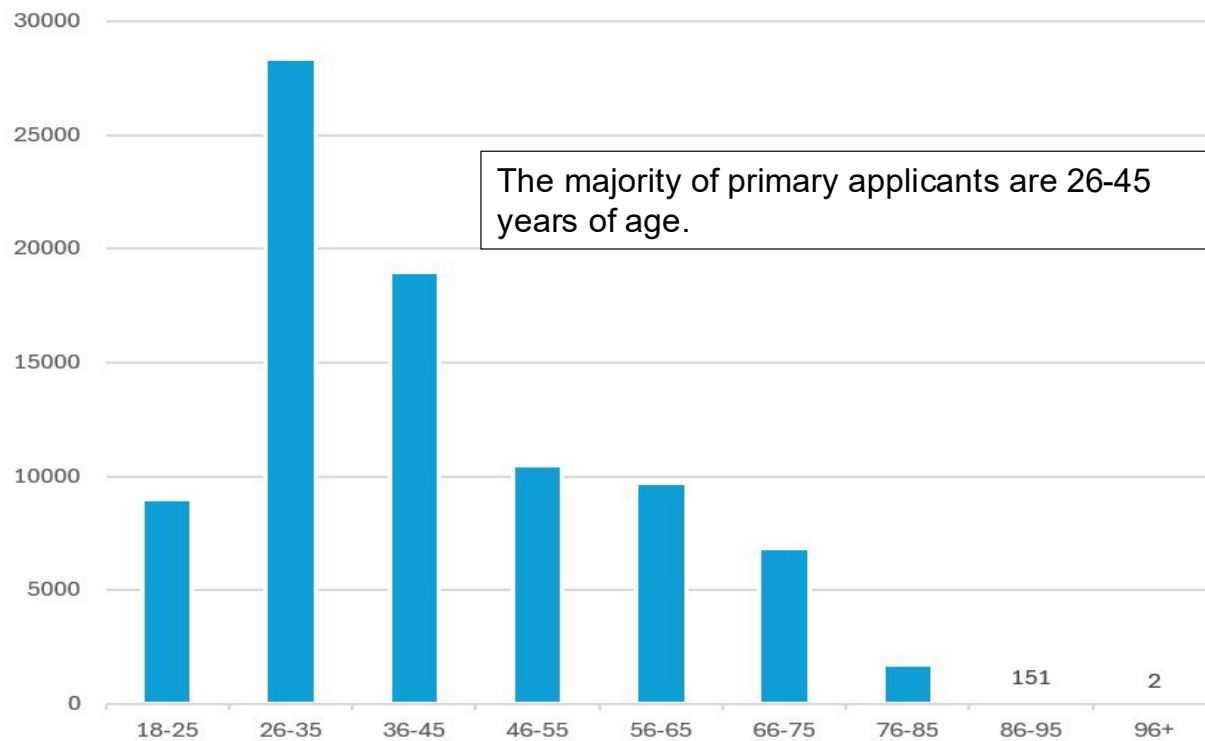
Applicant Demographics: Race/Ethnicity



Applicant Demographics: Household Size



Applicant Demographics: Age



Application Distribution

