Doorway - Housing Portal

City of Berkeley

City Council Meeting

June 14, 2022

Doorway | www.housing@acgov.org

Background on Doorway
How it started

- In 2016, San Francisco launched a redesigned affordable housing application system with **a new web portal called DAHLIA.** 97 percent of San Francisco's affordable housing applications are now completed online

- Building on that success, Alameda Count set out to developed a **companion housing portal based on the open-source code for DAHLIA, called Doorway**

- **The Board of Supervisors has invested over $2.3M since 2018** in building a robust system that serves Alameda County residents and continues to refine and expand Doorway

- Today, Alameda County **collaborates with an internal working group** (made up of city housing staff partners) and a second group of **key Bay Area jurisdictions** (City of San Jose, San Mateo County, BAHFA) to improve the scope and quality of the platform

Background on Doorway

Why Have a Housing Portal?

Providing low-income people and property managers with one-stop shop access to apply for and manage waitlists for affordable housing.

01	**02**	**03**	**04**
Centralizes Affordable Housing Resources	Makes Applying for Housing Easy & Equitable	Improves Developer Experiences and Reduces Developer Costs	Generates Accurate Data & Informs Policy

Doorway

An applicant-focused / transparent system

Applicant-Focused:
Experience and Accessibility

- Available at **Housing.acgov.org**
- Site is available on **desktop and mobile**
- Listings are **shown clearly and concisely**
- Simple click-through interface **avoids errors and confusion**

Applicant Portal (cont.)
Increasing Access, Saving Time, Providing Transparency

- A centralized location is **more transparent and accessible**
- A common application saves **time and complexity**
- An online electronic application **minimizes errors**
- The online application **saves user information** for future applications (optional)
- Applicants can **review the status** of pending applications and lotteries

Partner Portal
Creating Value for Developers and Property Managers

- Listing creation is **streamlined and standardized**

- Important parameters like AMI charts and unit preferences are programmed and **stored in the portal for easy implementation across multiple properties**

- Applications can be seamlessly sorted, ranked, and approved, **expediting lease-up**

Inclusionary Housing

Empowering Cities to easily regulate

- The housing portal is a good **introduction to affordable housing for density bonus and Inclusionary Housing project developers** who have little to no experience with affordable housing and their requirements.
- **Alleviates concerns** about developers conducting sufficient outreach and marketing
- Gives some **reassurance to the public about the transparency** of the process and equal access to these scarce resources
- Data from applications exposed a mismatch between applicant needs and the size of units being produced and has **informed subsequent policy**

Applicant Data – Benchmark Occupancy					
Studio	1BR	2BR	3BR	4BR+	Total
5850	3502	1756	1022	622	12752
46%	27%	14%	8%	5%	100%

Unit Data					
Studio	One BR	Two BR	Three BR	4BR	Total
159	296	198	67	0	720
22%	41%	28%	9%	0%	100%

Portal Impact

Platform Usage

26

Cumulative
Listings

42,538+

Total
Applicants

883

Total
Units Listed
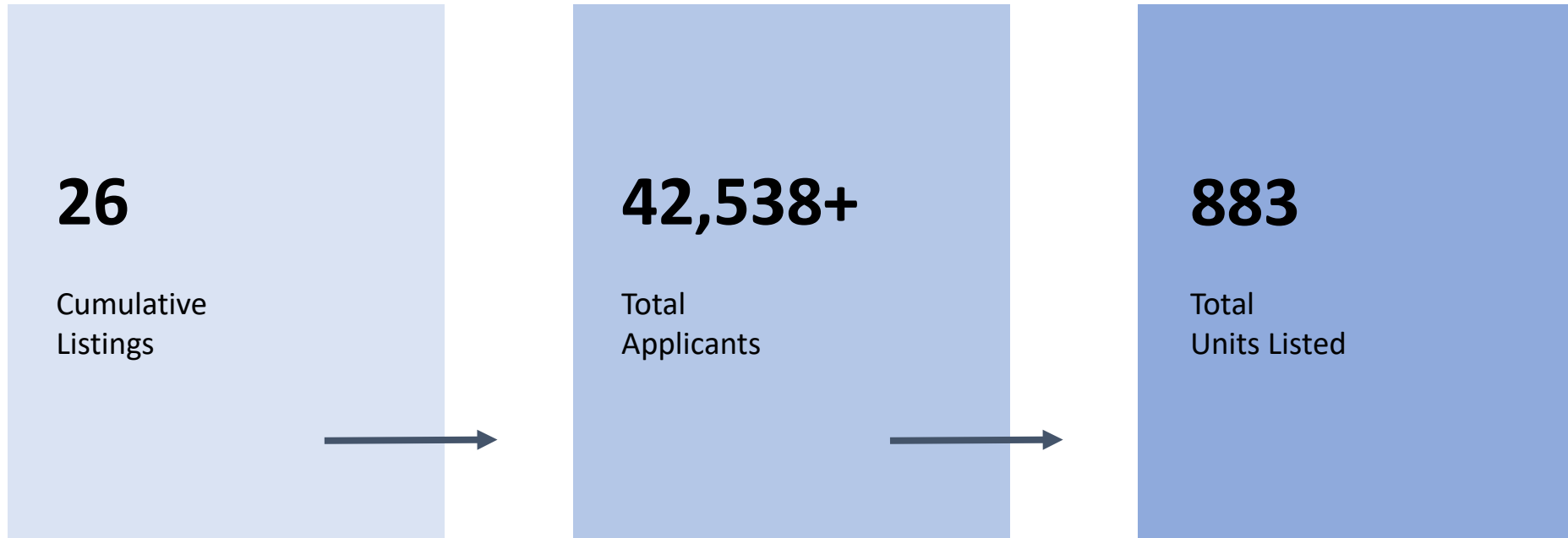
Source: Application Data

Questions?