



*Housing*

# Housing Department Technologies Status Report

**November 4, 2021**

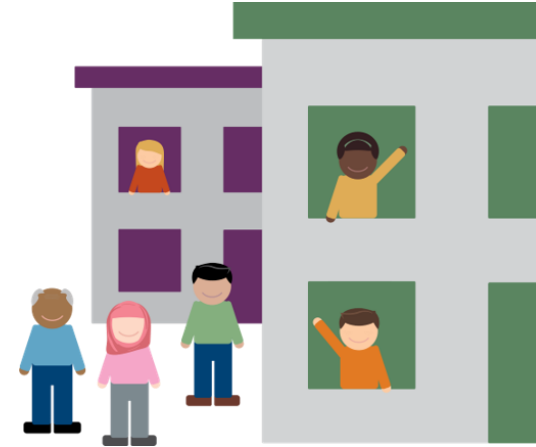
City of San José, Housing Department  
City of San José, Information Technology

**Rachel VanderVeen** | Deputy Director | Housing  
**Dhruv Hemmady** | Products-Projects Manager | IT  
**Fereshteh Zakeri** | Information Systems Analyst | Housing

# Housing Technology Mission



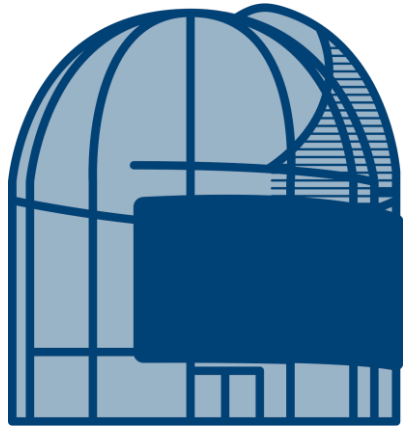
**Harness data & web platforms**



**Enable greater access to housing opportunities**



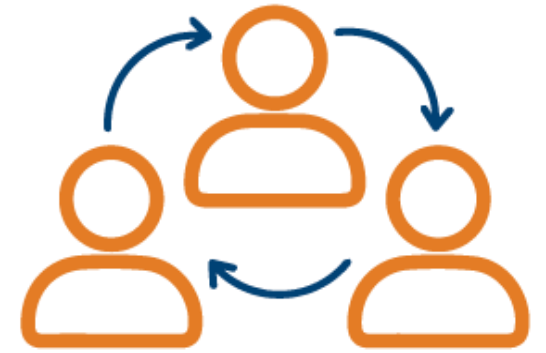
# Guiding Principles



**Harnessing  
technology to drive  
housing equity**



**Increasing data-  
driven decision  
making**



**Growing  
partnerships**



# Housing Technology Initiatives

## Rent Registry

- Improve user experience for owners & tenants of rent stabilized properties
- Make registration process clearer and quicker

## Doorway Affordable Housing Portal

- Build regional web platform listing all affordable housing vacancies in one site
- Simplify application process
- Provide automated tools for property managers to process applications

## Housing Loan Management System

- Streamline data entry process for database to provide loans to developers more efficiently
- Release version upgrade and integrated workflow



# Purpose of Rent Registry

## Allows the Rent Stabilization Program to:

- Monitor changes in tenancy
- Track allowable rent increases
- Collect data on apartment amenities



# Rent Registry New Portals Created

## San José Apartment Rent Registry

Register Your ARO Units



**OWNER PORTAL**



**TENANT PORTAL**



**NOTICE OF TERMINATION PORTAL**



# Rent Registry Owner Portal Enhancements: Added "No Changes" Button

## Owner Portal

Properties Owned: 1

122 TEST2 AVE

**122 TEST2 AVE**

Owner: TEST2 LLC

Date: 10/25/2021

Property/Building has 6 units

Excel Template

Contact Us

Print View

| Unit Address        | Current Monthly Rent | Move in Date |            |                         |          |            | Last Updated | Action    | Register as 'No Change' |
|---------------------|----------------------|--------------|------------|-------------------------|----------|------------|--------------|-----------|-------------------------|
| 122 TEST2 AVE APT 1 | \$1,950.00           | 01/01/2010   |            |                         |          |            | 10/31/2020   | Register  | No Change               |
| 122 TEST2 AVE APT 2 | \$1,925.00           | 09/01/2015   | 09/01/2019 | Storage                 | Occupied | 10/31/2020 | Register     | No Change |                         |
| 122 TEST2 AVE APT 3 | \$2,200.00           | 01/01/2020   | 01/01/2020 | Laundry Access; Storage | Occupied | 10/31/2020 | Register     | No Change |                         |
| 122 TEST2 AVE APT 4 | N/A                  | N/A          | N/A        | N/A                     | Vacant   | 10/31/2020 | Register     | No Change |                         |
| 122 TEST2 AVE APT 5 | \$2,100.00           | 05/01/2021   | 05/01/2021 | Laundry Access          | Occupied | 10/13/2021 | Register     | No Change |                         |
| 122 TEST2 AVE APT 6 | N/A                  | N/A          | N/A        | N/A                     | Vacant   | 10/22/2020 | Register     | No Change |                         |

### No Change Registration

Are you sure you want to register this unit as 'No Change'?

OK

Cancel





# Rent Registry Owner Portal Enhancements: Added "Select All" Button

### 122 TEST2 AVE - Current Tenancy information

As of : 10/25/2021

How To ...

Select All No Change

Select All Rent Increase/Decrease

Select All New Tenant

Select All Owner Occupied

Select All Vacant

|                                     |                                     | Unit Address        | Current Occupancy | Last Time Registered |
|-------------------------------------|-------------------------------------|---------------------|-------------------|----------------------|
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | 122 TEST2 AVE APT 1 | Occupied          | 2020                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | 122 TEST2 AVE APT 2 | Occupied          |                      |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> | 122 TEST2 AVE APT 3 | Occupied          |                      |
| <input type="checkbox"/>            | <input type="checkbox"/>            | 122 TEST2 AVE APT 4 | Vacant            |                      |
| <input type="checkbox"/>            | <input type="checkbox"/>            | 122 TEST2 AVE APT 5 | Occupied          |                      |
| <input type="checkbox"/>            | <input type="checkbox"/>            | 122 TEST2 AVE APT 6 | Vacant            |                      |

Cancel

Download Template

### Uploaded Rent Data - Preview before Submitting

As of : 10/26/2021

In order to complete the upload of rental information from your Excel spreadsheet to the Rent Registry all required fields must be completed. If you receive an error message, follow the steps below to troubleshoot.

How To ...

| Row # | Action Selected        | Property Address    |                              |
|-------|------------------------|---------------------|------------------------------|
| 1     | No Change              | 122 TEST2 AVE APT 1 | <div>View Data</div>         |
| 2     | New Tenant             | 122 TEST2 AVE APT 2 | <div>View Missing Data</div> |
| 3     | Rent Increase/Decrease | 122 TEST2 AVE APT 3 | <div>View Missing Data</div> |
| 4     | Owner Occupied         | 122 TEST2 AVE APT 4 | <div>View Missing Data</div> |
| 5     | New Tenant             | 122 TEST2 AVE APT 5 | <div>View Missing Data</div> |
| 6     | Vacant                 | 122 TEST2 AVE APT 6 | <div>View Data</div>         |

Cancel

Upload

Submit

RentTemplate (76) (Protected View) - Excel

File

Home

Insert

Page Layout

Formulas

Data

Review

View

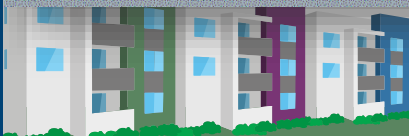
Developer

Tell me what you want to do

PROTECTED VIEW Be careful—files from the Internet can contain viruses. Unless you need to edit, it's safer to stay in Protected View. 

Enable Editing

| Row | Action Selected        | Property Address    | Unit # | Occupancy Status | Move-In Date (mm/dd/yyyy) | New Monthly Rent | Effective Date of New Increase (mm/dd/yyyy) |
|-----|------------------------|---------------------|--------|------------------|---------------------------|------------------|---|
| 1   | No Change              | 122 TEST2 AVE APT 1 | 1      | Occupied         | 01/01/2010                | \$1,950.00       | 01/01/2020                                  |
| 2   | Rent Increase/Decrease | 122 TEST2 AVE APT 2 | 2      | Occupied         | 09/01/2015                |                  |   |
| 3   | New Tenant             | 122 TEST2 AVE APT 3 | 3      | Occupied         |                           |                  |   |
| 4   | Vacant                 | 122 TEST2 AVE APT 4 | 4      | Vacant           |                           |                  |   |
| 5   | Owner Occupied         | 122 TEST2 AVE APT 5 | 5      | Owner Occupied   |                           |                  |   |
| 6   | No Change              | 122 TEST2 AVE APT 6 | 6      | Vacant           |                           |                  |   |





# Rent Registry Impact: Landlord for User Friendliness

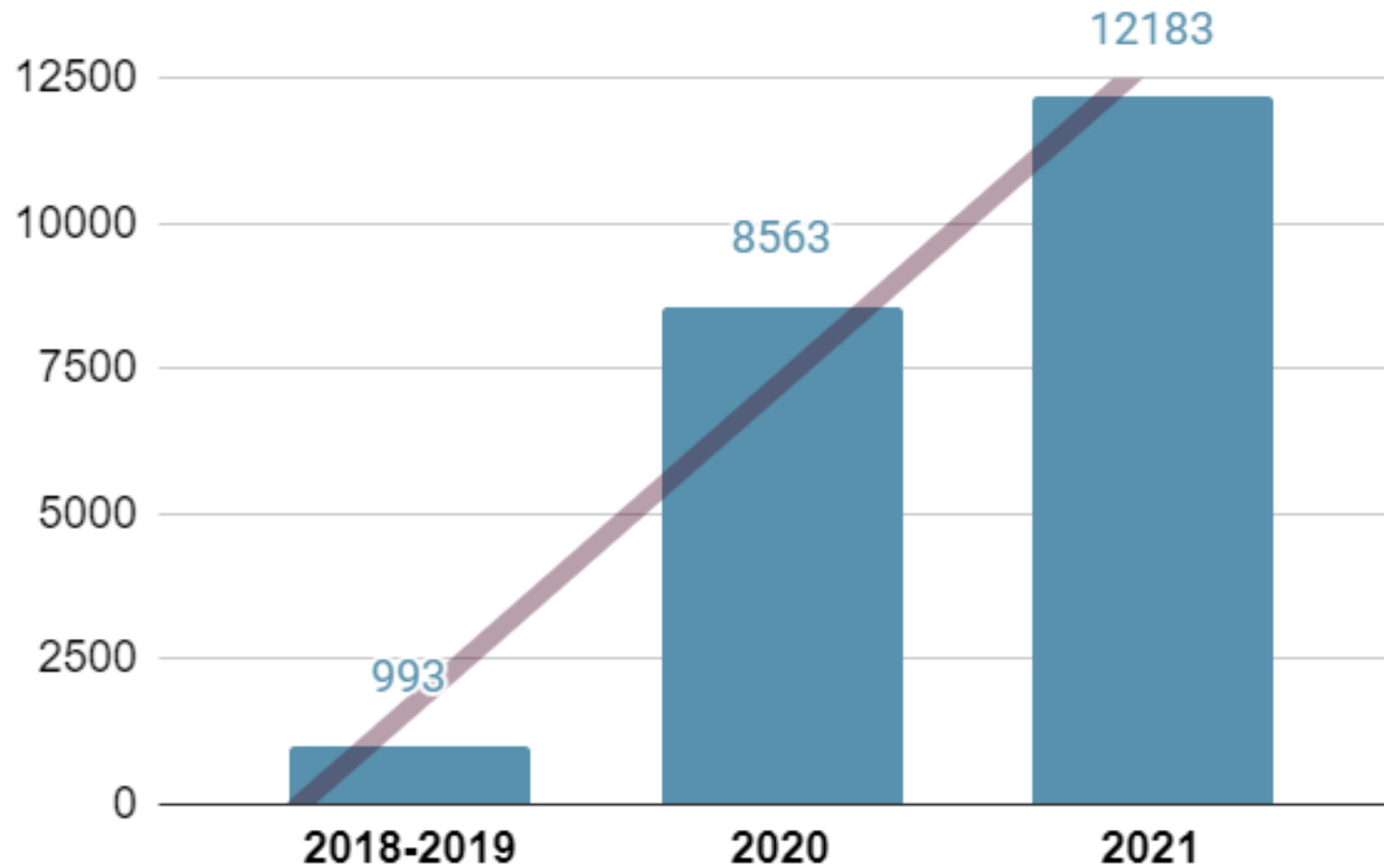
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***"...I just completed our annual update of information to the registry. It was so simple and user friendly that it was a breeze..."***

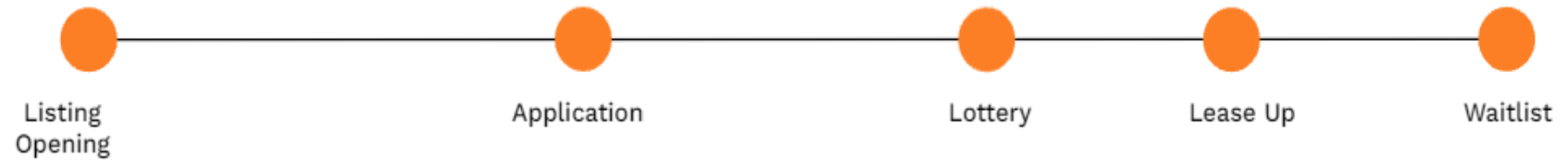
Rent Registry Landlord



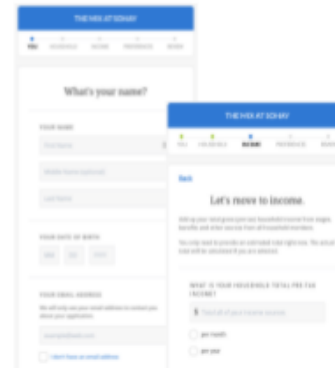
# Rent Registry Impact: First 30 Day Registrations by Year



# Doorway Affordable Housing Portal Components



**Listings**



**Common Application**

| PROPERTY NAME | PROPERTY TYPE | PROPERTY SIZE | PROPERTY ADDRESS | PROPERTY CITY | PROPERTY STATE | PROPERTY ZIP | PROPERTY STATUS |
|---------------|---------------|---------------|------------------|---------------|----------------|--------------|-----------------|
| ARGENTA       | Apartment     | 100           | 1000000          | San Jose      | CA             | 95131        | Active          |
| ARGENTA       | Apartment     | 100           | 1000000          | San Jose      | CA             | 95131        | Active          |
| ARGENTA       | Apartment     | 100           | 1000000          | San Jose      | CA             | 95131        | Active          |
| ARGENTA       | Apartment     | 100           | 1000000          | San Jose      | CA             | 95131        | Active          |
| ARGENTA       | Apartment     | 100           | 1000000          | San Jose      | CA             | 95131        | Active          |
| ARGENTA       | Apartment     | 100           | 1000000          | San Jose      | CA             | 95131        | Active          |
| ARGENTA       | Apartment     | 100           | 1000000          | San Jose      | CA             | 95131        | Active          |
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| ARGENTA       | Apartment     | 100           | 1000000          | San Jose      | CA             | 95131        | Active          |
| ARGENTA       | Apartment     | 100           | 1000000          | San Jose      | CA             | 95131        | Active          |

**Partners Portal**



Launch in December 2021



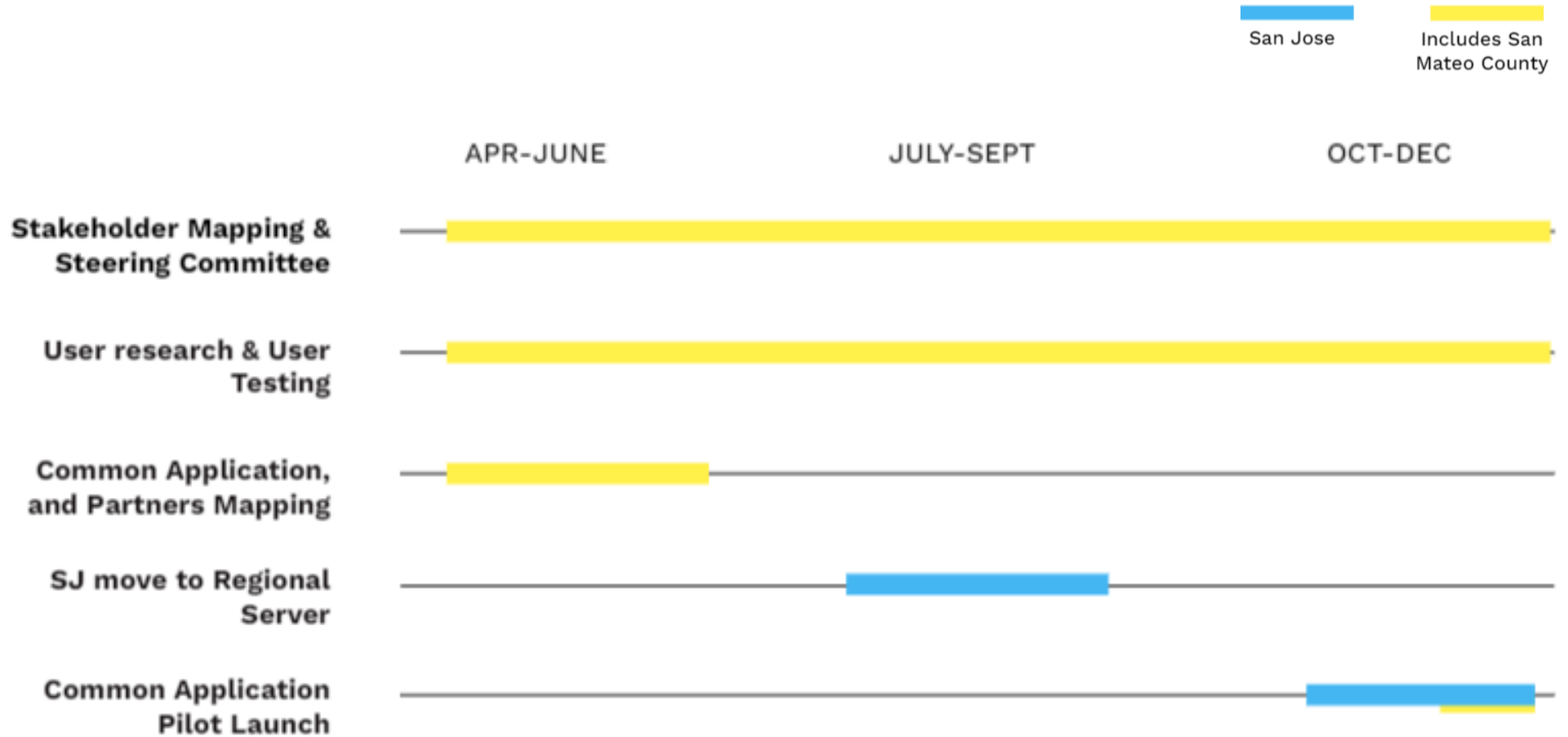
# Doorway Applicant Portal Pilot Launch in 12/2021

## Key features for applicants are:

- Submitting digital application online
- Viewing listings in multiple languages (Spanish, Vietnamese)
- Creating account to see previous applications
- Checking lottery results posted so that process is transparent




# 2021 Doorway Milestones



# Moved to Doorway Regional Server

Welcome Bienvenido Chào Mừng


This is a preview of our new website. We're just getting started. We'd love to get [your feedback](#).

  
SAN JOSE HOUSING PORTAL

BROWSE PROPERTIES GET ASSISTANCE

## Apply for affordable housing in San José

[SEE RENTALS](#)

  
San José Housing Portal is a project of the  
City of San José, Housing Department


For listing and application questions, please contact the Property Agent displayed on the listing.  
For general program inquiries, you may call the Housing Department at 408-535-3860.

For additional Bay Area opportunities, please visit:  
[San Francisco Housing Portal](#)

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English Español 中文 Tiếng Việt

We'd love to get [your feedback](#)!

  
CITY OF SAN JOSE  
HOUSING PORTAL

LISTINGS GET ASSISTANCE SIGN IN

## Apply for affordable housing in San José


All applications are currently closed, but you can view closed listings.

[SEE RENTALS](#)



See more rental and ownership housing opportunities

[VIEW ADDITIONAL HOUSING OPPORTUNITIES AND RESOURCES](#)

  
City of San José Housing Portal is a project of the  
City of San José - Housing and Community Development (HCD) Department

For listing and application questions, please contact the Property Agent displayed on each listing.  
For general program inquiries, or to access translation services for content on this website by phone, you may call City of San José HCD at 408-535-3860.

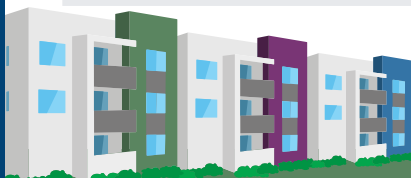
For additional Bay Area opportunities, please visit:  
[San Francisco Housing Portal](#) | [San Mateo County Housing Portal](#) | [Alameda County Housing Portal](#)





# Doorway Planned Application Metrics to Track

| Key Performance Indicator  | Measured |
|--|----------|
| <i>Searches for affordable housing openings via the web portal and smart phone (compared to number of vacancies)</i>                       | # and %  |
| <i>Applications submitted via the web portal and smart phone (versus paper or in-person)</i>   | # and %  |
| <i>Applications submitted via Spanish and Vietnamese languages online and paper application (<b>language equity</b>)</i>                   | # and %  |
| <i>Vehicle trip miles saved by applicants submitting applications on via the web portal and smart phone (<b>transportation equity</b>)</i> | Average  |



# Purpose of HoLMS

## Allows the Residential Development Division to:

- Enter & track key information about affordable housing production & preservation
- Process loans to affordable housing developers
- Provide reports on aggregate affordable housing data




# HoLMS Pain Points Prior to Upgrade

- Multiple Residential Development Division teams use the database (Production, Asset Management, etc.)
- Database built on old version of Salesforce (Classic) – likely to be removed from platform in near future




# HoLMS Classic: Prior Version




[Switch to Lightning Experience](#)
Loan Management System

[Projects](#)
[Contacts](#)
[Accounts](#)
[HoLMS Special Reports](#)
[Dashboards](#)
[Cases](#)
[Affordability Restrictions](#)
+
▼



Project  
**3100 S. Bascom (Vitalia)**

[Customize Page](#) | [Edit Layout](#) | [Printable View](#) | [Help for this Page](#)

[« Back to List: Custom Report Types](#)

[Watch Lists \[0\]](#) | [Transaction Events \[0\]](#) | [Multifamily Projects \[0\]](#) | [Project Contacts \[0\]](#) | [Fundings \[0\]](#) | [Affordability Restrictions \[0\]](#) | [Unit Breakdowns \[0\]](#)  
[Unit Compositions \[0\]](#) | [Compliance Reviews \[0\]](#) | [Budgets \[0\]](#) | [Open Activities \[0\]](#) | [Activity History \[0\]](#) | [Housing Units \[0\]](#) | [Inspections \[0\]](#) |  
[Approval History \[0\]](#) | [Notes & Attachments \[0\]](#) | [Project History \[3\]](#) | [Inclusionary Unit Credits \[0\]](#)


Project Detail

▼ Parent Project Detail


|                              |                                       |                               |                |
|------------------------------|---------------------------------------|-------------------------------|----------------|
| Parent Project               | 3090 S Bascom Ave (H20-013) (Vitalia) |                               | Has City AR  0 |
| Include in Production Report | <input checked="" type="checkbox"/>   |                               |                |
| # of ARS                     | 0                                     | Certificate of Occupancy Date |                |
| Record Type                  | MF Project <a href="#">[Change]</a>   | Special Need Subcategory      |                |
| Path Stages                  | MFA Fields                            | Special Needs Category        |                |
| Has Child Project            | <input type="checkbox"/>              |                               |                |



# HoLMS Lightning: New Version



Loan Management ...
Home
Sites
Projects


**Project**  
**3100 S. Bascom (Vitalia)**

✓

✓

✓

✓

✓

✓

✓

MFA Fields

Details

Fundings

Unit Breakdowns

Related

Transaction Events

Additional Projects

Project Contacts

Affordability Restrictions

Budgets

Parent Project Detail

Parent Project

3090 S Bascom Ave (H20-013) (Vitalia)

Has City AR

0

Include in Production Report

☒

# of ARS

0

Record Type

MF Project

Path Stages

MFA Fields

Has Child Project

☐

Certificate of Occupancy Date

Special Need Subcategory

Special Needs Category

> All of these Date fields are coming from Parent Project (New)

> Production Report Detail [All data are from Child Project]

Project General Information

Project Name

3100 S. Bascom (Vitalia)

AKA1

3090 Bascom

Marketing Name

AKA2

Fiscal Year

AKA3

3090 Bascom Ave

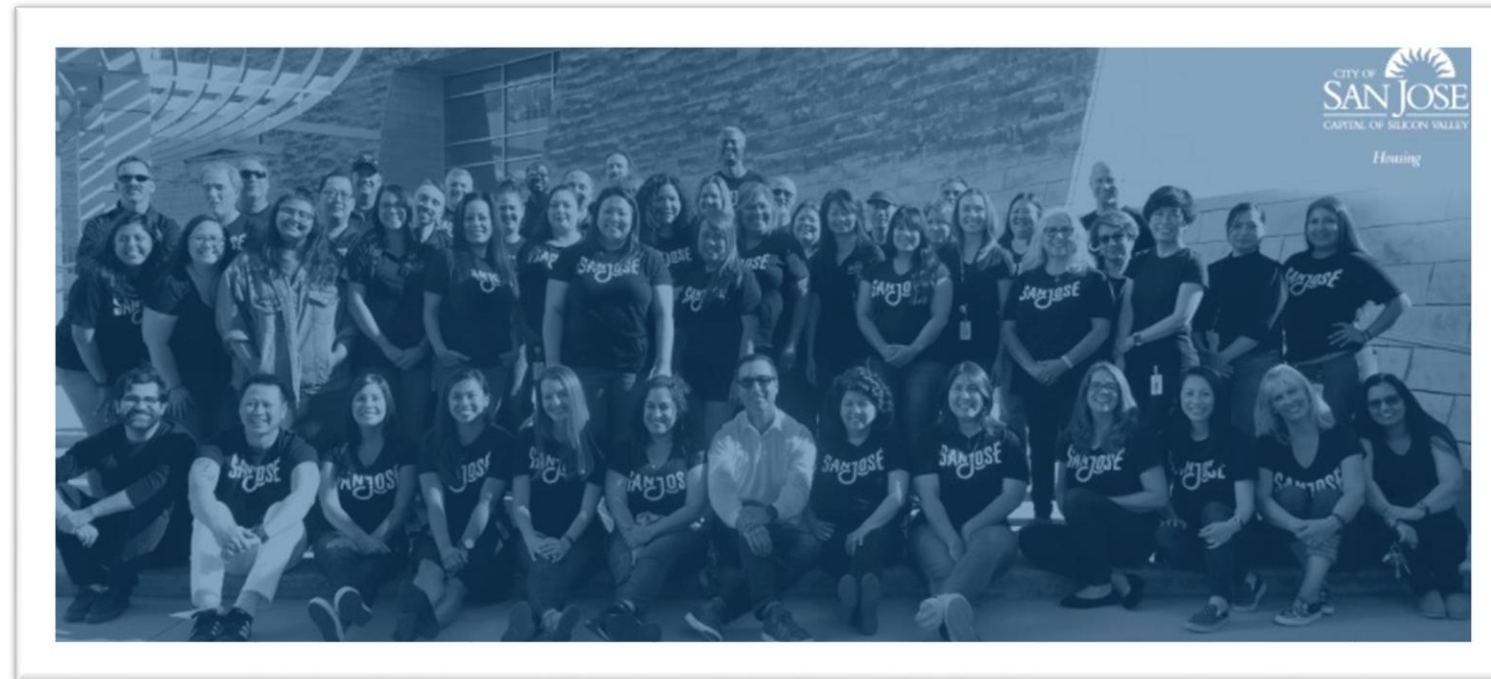
Address

3100 S. Bascom Avenue

AKA4



# Thank you for the Partnerships!



**Technology Leads:** Dhruv Hemmady, Fereshteh Zakeri

**External Vendors:** MK Partners, Exygy

**Municipal Governments:** San Mateo County

**Contract Employee:** Dave Bopf

**Rent Stabilization Team:** Rachel VanderVeen, Viviane Nguyen, Monica Velarde, Mari Padilla, Noel Padilla, Marisa Vela, Rona Abella

**Residential Development Division:**

Kemit Mawakana, Elisha St. Laurent, Darius Brown, Banu San, Stephan Jackson, Lisa Rice, Tasha Mattos, Shelsy Bass







*Housing*

# Questions & Feedback

