

5 **A RESOLUTION**
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7 Supporting Milwaukee County's Partnership with City Wise to Enhance Access to
8 Rental Housing Information and Listings
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11 WHEREAS, Milwaukee County recognizes the need to improve access to rental
12 housing listings for individuals and families seeking affordable housing, including those
13 utilizing Housing Choice Vouchers and other rent assistance programs; and
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15 WHEREAS, City Wise Software LLC has developed a proprietary technology
16 platform capable of hosting a dynamic and searchable housing website that integrates
17 directly into Milwaukee County's existing web domain; and
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19 WHEREAS, under the terms of the service agreement, City Wise will construct
20 and maintain a user-friendly, County-branded housing search tool tailored to local
21 neighborhoods and terminology; and
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23 WHEREAS, City Wise will actively market the platform to property owners
24 through targeted outreach efforts such as local advertising, direct mail, and in-person
25 engagement to expand the availability of rental listings; and
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27 WHEREAS, the initiative requires all property listers to accept tenants using
28 Housing Choice Vouchers and other forms of rental assistance, thus supporting fair
29 housing practices and broader tenant access; and
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31 WHEREAS, City Wise will provide quarterly data reports to the County and
32 ensure timely removal of rented units from the platform, improving accuracy and
33 trustworthiness of the site; and
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35 WHEREAS, this initiative is being launched at no cost to Milwaukee County, with
36 City Wise assuming responsibility for implementation, hosting, support, and ongoing
37 platform upgrades; and
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39 WHEREAS, City Wise will generate revenues primarily through fees collected
40 from property listers who use the platform to post rental listings who will benefit from

41 being branded and hosted on the County's official website, providing added legitimacy
42 and visibility; and
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44 WHEREAS, as an added contribution to Milwaukee County's housing goals, City
45 Wise will list subsidized housing units at no cost to participating landlords, thereby
46 supporting access to affordable housing options; and
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48 WHEREAS, the Committee on Health Equity, Human Needs, and Strategic
49 Planning, at its meeting of May 16, 2025, recommended adoption of File No. 25-376
50 (vote 3-0); now, therefore,
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52 BE IT RESOLVED, that the Milwaukee County Board of Supervisors hereby
53 supports the partnership between Milwaukee County's Department of Health and
54 Human Services Housing Division and City Wise Software LLC and recognizes this
55 initiative as an innovative and equitable tool to connect residents with available rental
56 housing; and
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58 BE IT FURTHER RESOLVED, that the County Board encourages the continued
59 development and promotion of this platform to improve housing accessibility, increase
60 transparency in the rental market, and support the County's broader housing stability
61 goals.
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64 05/16/25

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