

1 By Supervisors Eckblad, Nicholson, Gómez-Tom,  
2 Vincent, Rolland, Capriolo, Martin, Coggs-Jones, O'Connor  
3 Shea, Taylor (5), Martinez, and Johnson, Jr.

File No. 25-376

4  
5 **AN ENGROSSED RESOLUTION**

6  
7 Supporting Milwaukee County's Partnership with City Wise to Enhance Access to  
8 Rental Housing Information and Listings  
9

10 WHEREAS, Milwaukee County recognizes the need to improve access to rental  
11 housing listings for individuals and families seeking affordable housing, including those  
12 utilizing Housing Choice Vouchers and other rent assistance programs; and  
13

14 **WHEREAS, community members, particularly those impacted by housing**  
15 **insecurity, must be equitably involved in the design and evaluation of any**  
16 **technology or data platform to ensure it serves public interest without harm; and**  
17

18 WHEREAS, City Wise Software LLC has developed a proprietary technology  
19 platform capable of hosting a dynamic and searchable housing website that integrates  
20 directly into Milwaukee County's existing web domain; and  
21

22 WHEREAS, under the terms of the service agreement, City Wise will construct  
23 and maintain a user-friendly, County-branded housing search tool tailored to local  
24 neighborhoods and terminology; and  
25

26 WHEREAS, City Wise will actively market the platform to property owners  
27 through targeted outreach efforts such as local advertising, direct mail, and in-person  
28 engagement to expand the availability of rental listings; and  
29

30 WHEREAS, the initiative requires all property listers to accept tenants using  
31 Housing Choice Vouchers and other forms of rental assistance, thus supporting fair  
32 housing practices and broader tenant access; and  
33

34 WHEREAS, City Wise will provide quarterly data reports to the County and  
35 ensure timely removal of rented units from the platform, improving accuracy and  
36 trustworthiness of the site; and  
37

38 WHEREAS, this initiative is being launched at no cost to Milwaukee County, with  
39 City Wise assuming responsibility for implementation, hosting, support, and ongoing  
40 platform upgrades; and

41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60  
61  
62  
63  
64  
65  
66  
67  
68  
69  
70  
71  
72  
73  
74  
75  
76  
77  
78

WHEREAS, City Wise will generate revenues primarily through fees collected from property listers who use the platform to post rental listings who will benefit from being branded and hosted on the County’s official website, providing added legitimacy and visibility; and

WHEREAS, as an added contribution to Milwaukee County’s housing goals, City Wise will list subsidized housing units at no cost to participating landlords, thereby supporting access to affordable housing options; and

WHEREAS, the Committee on Health Equity, Human Needs, and Strategic Planning, at its meeting of May 16, 2025, recommended adoption of File No. 25-376 (vote 3-0); ~~and now, therefore,~~

**WHEREAS, the use of any software or algorithms in the development or maintenance of the rental registry must be subject to review to identify and address implicit bias, and ensure equitable treatment of all communities, especially renters from historically marginalized backgrounds; and**

**WHEREAS, personal data entered by users on the rental registry platform must be protected with strong privacy and cybersecurity protocols, including limiting data collection, anonymization where applicable, and transparency about data usage and storage policies; and**

**WHEREAS, the impact of the registry on the broader rental market—including unintended consequences such as increased rents, housing discrimination, or reduced availability of units for income-restricted renters—must be evaluated through periodic community-centered assessments; and**

**WHEREAS, user testing and vetting of the platform should be conducted with current and prospective renters, housing advocates, and other stakeholders, and participants should be compensated for their time and expertise to avoid extractive engagement practices; and**

**WHEREAS, existing initiatives such as MKEPropertyOwnership.com, which already documents property ownership, code violations, and eviction trends, should be acknowledged to uplift grassroots knowledge; and**

79           **WHEREAS, software developers working on the rental registry platform are**  
80 **encouraged to partner with Disadvantaged Business Enterprises (DBEs) to**  
81 **support equitable economic development within Milwaukee County, and to uplift**  
82 **the work of local equity-driven tech networks—such as the Milky Way Tech Hub—**  
83 **that promote diversity, inclusion, and innovation in the tech sector; now,**  
84 **therefore,**

85  
86           **BE IT RESOLVED, the Milwaukee County Board of Supervisors supports**  
87 **the development of a transparent, equitable, privacy-respecting, and community-**  
88 **informed rental registry website for Milwaukee County, and encourages**  
89 **collaboration with housing advocates, tenants, and community organizations in**  
90 **its creation and implementation; and**

91  
92           BE IT **FURTHER** RESOLVED, that the Milwaukee County Board of Supervisors  
93 hereby supports the partnership between Milwaukee County’s Department of Health  
94 and Human Services Housing Division and City Wise Software LLC and recognizes this  
95 initiative as an innovative and equitable tool to connect residents with available rental  
96 housing; and

97  
98           BE IT FURTHER RESOLVED, that the County Board encourages the continued  
99 development and promotion of this platform to improve housing accessibility, increase  
100 transparency in the rental market, and support the County’s broader housing stability  
101 goals.

102  
103  
104           05/22/25  
105           S:\County Board Files\County Board 2025\Engrossed Resolutions & Ordinances\May 22\25-376 ENGROSSED  
106           Affordable Rental Housing.docx