



## **DreamUp Wisconsin: Increasing Income in Dane County**

Although Dane County's median household income is relatively high (~\$65,000) and its unemployment rate is low, significant racial, ethnic, and geographic disparities abound. For example, black household median income is approximately \$30,000 and unemployment rates for people of color are often more than double rates for white people. Over 50% of Dane county renters spend more than 30% of their household income on rent, and limited access to public transportation, services, and economic opportunities challenge rural communities. The **DreamUp Wisconsin** initiative will bring together Dane County's strong community, business, government, and non-profit networks to partner with the University of Wisconsin–Madison to meet these challenges, and expand economic security and shared prosperity in the County.

### **What is DreamUp Wisconsin, and who is funding it?**

- *DreamUp Wisconsin* is the University of Wisconsin–Madison's (UW's) implementation of *The Alliance for the American Dream*, a new community-university collaboration funded by Schmidt Futures that aims to promote shared prosperity and increase American competitiveness. UW is one of four public universities chosen by Schmidt Futures to partner in this work.
- Schmidt Futures is a venture facility for public benefit that works to advance society through technology, inspire breakthroughs in scientific knowledge, and promote shared prosperity.

### **What is the goal of DreamUp, and who is leading UW's effort?**

- The first challenge of *The Alliance of the American Dream*, and, thus, for *DreamUp*, is a call for proposals—whether policy ideas or investable concepts for public benefit—to raise net income by 10% for 10,000 middle class families in Dane County. Proposals may focus on increasing income or decreasing costs of living (e.g., child care, transportation, housing, energy).
- Proposals should be interdisciplinary, grounded in modern technological tools and data science, and both draw from and benefit a diverse set of people and communities.
- The UW Institute for Research on Poverty (IRP) is excited to lead the initiative with its many campus partners, local organizations, government leaders, and community members.

### **What is the timeline for the initiative?**

- *May–July 2018*: IRP will facilitate community forums, meetings, and interviews, and engage in data analysis to help define and understand Dane County's economic challenges.
- *July–Sept. 2018*: IRP will work with the campus and community to generate potential solutions and initial proposal ideas. At least 10 ideas (which must include community-campus collaborations) will be chosen by a community-campus review committee to be supported with additional funding and resources to develop full proposals by Thanksgiving.
- *Sept–Nov. 2018*: Development teams will meet to complete at least 10 full, viable proposals.
- *Dec. 2018–Jan. 2019*: A local community-campus review committee will choose 3 of the proposals to be advanced to the broader *Alliance* (semi-final) level by December 10. Schmidt Futures has committed to further supporting at least one team from each partnering university in 2019.

### **How can community members get involved?**

- Schedule a visit to your organization's next meeting; attend a forum; submit ideas via our website.
- Start talking to people and generating ideas! Watch the news, social media, and website for more information about *DreamUp* activities and how to submit a proposal this summer.

### **Where can I learn more?**

- Schmidt Futures: <https://schmidtfutures.com/our-work/alliance-american-dream/>
- UW's *DreamUp Wisconsin* initiative: <https://www.irp.wisc.edu/dreamup/>
- Contact us: [DreamUpAlliance@wisc.edu](mailto:DreamUpAlliance@wisc.edu), (608-265-1054)