



TOOLKIT

The **Do-It-Yourself** (DIY) *Toolkit* is a practical guide designed to help individuals, organizations, and communities **develop** creative and effective **solutions** to **challenges**. This toolkit is ideal for those looking to improve processes, enhance collaboration, and drive meaningful impact without requiring expert knowledge. It includes methods for **brainstorming**, Housing development, Transportation preferences, and **future vision planning**.

Please share this toolkit with your community organizations to help us reach more public involvement.

Completed copies may be returned to:

Becker Professional Services

PO Box 22 | 183 W Main St

Stoughton, WI 53589

Home Engagement Resources

Let's Plan Stoughton!

Thank you for joining the conversation about the future of Stoughton. By completing this DIY Kit, you can share your insights with our team. Your input helps us better understand the community's priorities and opportunities as we plan for the city's future. Once you've finished the kit, encourage your friends, family, classmates, and coworkers to participate and make their voices heard too!

Our Toolkit is Your Resource

We believe in making public engagement inclusive and impactful. This at-home workshop kit provides an easy and accessible way for people to share their thoughts, allowing us to gather diverse input from the Stoughton community in a manner that's both convenient and comfortable.

» Who

Gather a small group of individuals. Hosting an intimate conversation allows you to exchange ideas and build upon each other's experiences.

» When

Whenever it works for you! Choose a time when everyone has about an hour to take part, and keep in mind that this is open to people of all ages. Feel free to involve the entire family!

» Where

Pick a location where you feel at ease. We suggest your home or another quiet spot where everyone can hear each other clearly during the conversation.

» How

Send a scan of the responses to info@beckerproservices.com or drop them off at Becker Professional Services (183 W. Main St. Stoughton, WI) by November 20th, 2025 so we can review your feedback.

How to Lead the Discussion

» Start

Ask everyone to introduce themselves (if needed, as some of you may already be familiar with each other), sign in, and begin with an icebreaker activity. Here are some suggestions:

- What is your favorite spot in Stoughton?
- How long have you called Stoughton home?
- If Stoughton had a theme song, what would it be?
- In 20 years, I'll be...

» Guidelines

Set some common guidelines for a productive (and enjoyable) discussion.

- Engage! Be present and listen to everyone. For those who tend to speak up more, consider stepping back a bit. For quieter participants, don't hesitate to speak up.
- Respect! You're all here because you care about Stoughton's future. Listen with an open mind and a desire to learn. Disagreements are natural—get curious and ask questions to better understand each other's viewpoints. There's no need to reach a resolution, but gaining insight into different perspectives is valuable.
- Enjoy the process!

» Activities

Lead the group through the activities in this kit and take notes to help our team gain valuable insights from your conversation!

Visit the website
for more info!





Participants, please fill out this section.

Name	Address OR Stoughton Voting Ward <small>We are collecting addresses/voting wards to make sure we are reaching people across neighborhoods and neighboring communities.</small>

Facilitators, please fill out this section.

Are you part of an organization in Stoughton?
(i.e. school district, Service Club, Committee)

Who did you engage with at this event?
(i.e. neighbors, small business owners, students)

Vision Planning

Assist us in shaping a collective vision for Stoughton's future by completing this sentence or sketch your ideas below:

"In 20 years, Stoughton will be..."

Are you a visual thinker, or do you have a creative child with you? Feel free to sketch your ideas here!

I will see

in my neighborhood.

In 20 years,
Stoughton will be:

I will feel

to be from
Stoughton!

I will enjoy
visiting
the new

I will get around by:

5

PLAN Stoughton

Additional Drawing
Space:

Scoring Activity

We want to know how Stoughton is doing today so we know where to focus on improving over the next 20 years.

Score Stoughton based on how it is doing today.

Economy

The community offers well-paying job opportunities that allow residents to afford living in Stoughton.

Transportation

Residents can easily reach resources throughout Stoughton using cars, bikes, or on foot.

City Services

Stoughton offers reliable and affordable services to support residents' everyday needs, including water, waste management, and public safety.

Environment

Stoughton conserves the natural environment while providing residents with access to recreational opportunities.

Housing

A range of housing options is available to meet the diverse needs and income levels of community members throughout their lives.

Development









































Development is occurring in appropriate locations and at prices that Stoughton residents can afford.

Engagement

Stoughton is open and transparent, actively seeking input from residents and keeping the community informed about the actions and projects it undertakes.

Arts & Culture

Stoughton embraces and celebrates the diverse cultures of its residents, including a vibrant opera and theater scene.

1	2	3	4	5
We have a lot of work to do	We have some work to do	We are doing OK	We are doing well	We are doing great
				
				
				
				
				
				
				
				

Perfect Score

What would it take for Stoughton to get a perfect score in these categories?

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Support Housing Needs

The city aims to increase housing diversity by allowing mixed-use developments, multi-family housing, and smaller lot sizes. Efforts to streamline the development process and utilize financial incentives (e.g., TIF funding, grants) are being explored to reduce approval times and cost. Stoughton is home to people of diverse ages, backgrounds, incomes, and abilities that all influence their unique housing needs. This includes...



Students or young professionals getting started in their life, who may have grown up or studied here and want to stay.



Community members who are disabled but able to live on their own.



Veterans or seniors who may desire a community of support.



Those who prefer to rent or want a smaller home.



Those with limited incomes or fixed incomes.



Those who need permanent supportive housing because of a physical or intellectual development disability, or mental health concern.



Teachers, nurses, and other essential and service workers who need workforce housing.

Rank the top 3 housing types by marking the white box 1-3 that you think would best fill the gap in Stoughton.



Eldon Homes Single Family Ranch Concept



Eldon Homes 2-Story Single Family Concept



Entry Level Single Family Concept



Zero Entry (Accessible) Single Family Concept



Duplex Concept



Senior Living 55+ Concept



Multi-Family Concept



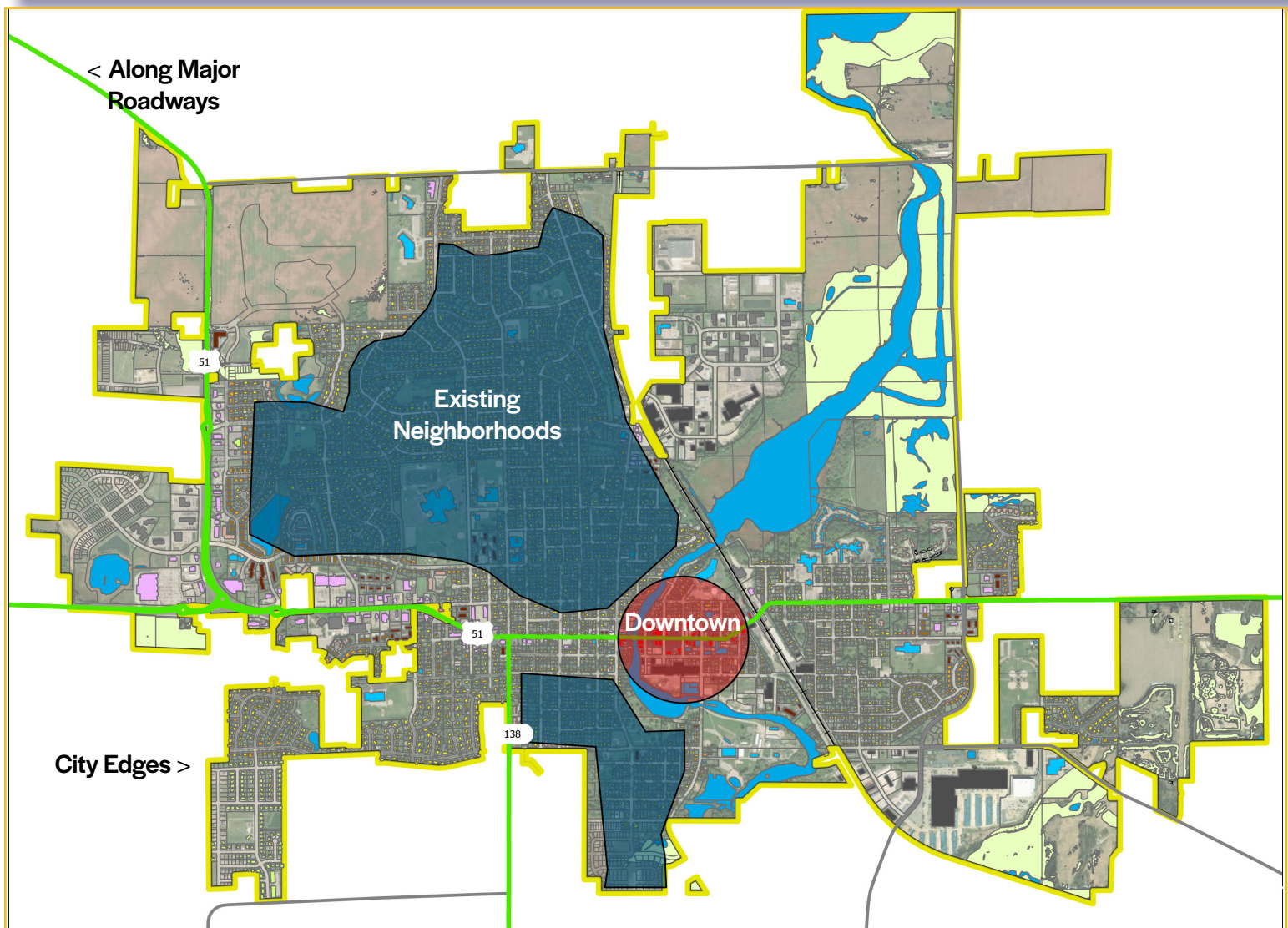
1st Floor Commercial w/Upper Residential

Support Housing Needs

We are asking you as a team to prioritize where more housing should be added throughout the City. Your team has four votes. You can distribute them across the 4 choices or concentrate them under 1 or 2 choices. Write the number of votes you are giving each choice in the box.



Please Share Why:



Speak Out on our Subareas

Plan Stoughton will look at three key subareas.

What opportunities and challenges do you see in these spaces?

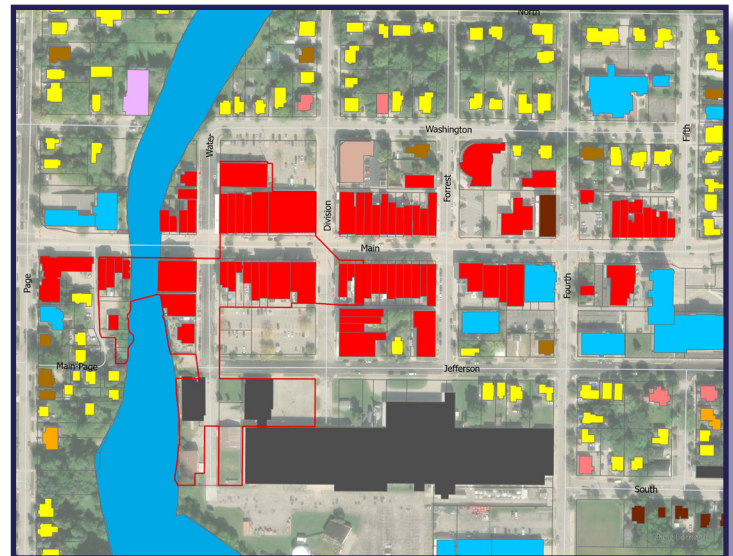
» Subarea 1

- Redevelopment Authority (RDA)/Depot Hill/Riverfront
 - includes TID 5 & 8



» Subarea 2

- TID 10 Downtown



Speak Out on our Subareas

What are the key opportunities and challenges in each area that Plan Stoughton should focus on?

» Subarea 1:

- East Main Street/
Depot Hill
- Riverfront

Opportunities

1. _____

2. _____

3. _____

Challenges

1. _____

2. _____

3. _____

» Subarea 2:

- Downtown

Opportunities

1. _____

2. _____

3. _____

Challenges

1. _____

2. _____

3. _____
