Story, WY Community Review
May 30 & 31, 2018

PHASE 1 - LEARN

A service of the Wyoming Business Council in partnership with the University of Wyoming Extension, the University of Idaho and University of Montana.

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COMMUNITY REVIEW REPORT
Story, Wyoming
May 30 & 31, 2018

Sponsoring Agencies and Organizations
Story Community Fund
Story Women’s Club
Wyoming Business Council
University of Wyoming Extension

Acknowledgments
Thank you to the many individuals who generously shared their time, opinions, and knowledge by serving on the home team, completing a survey, participating in a listening session or other conversation with the visiting team. Special thanks to Patrick and Paula Morgan for hosting the visiting team.

Story Home Team Organizers
Patrick Morgan
Alan Weakly
Patty Hoover
Bernie Spielman

Visiting Team
Kimberly S. Chapman
West Area Community Development Educator
University of Wyoming Extension
228 9th Street
Evanston, WY 82930
307-783-0570
kichapman@uintacounty.com

Dr. Lorie Higgins
Community Development Specialist
University of Idaho Extension
875 Perimeter Dr. MS 2334
Moscow, ID 83844-2334
208-669-1480 P
higgins@uidaho.edu

Juliet M. Daniels
Southeast Area Community Development Educator
University of Wyoming Extension
1400 E. College Drive - Pathfinder Bldg. Room 406D
Cheyenne, WY 82007
307-633-4383 Ext. 4384
juliet.daniels@uwyo.edu

Kim Porter
Community Initiatives Director
Wyoming Business Council
214 W. 15th Street
Cheyenne, WY 82002
307.777.5812 | Cell: 307.287.1625
kim.porter@wyo.gov
Executive Summary

The Story Community Review team would like to thank the organizers and citizens of Story for their time and hospitality. The tour provided to the review team showed how truly beautiful the Story area is with a rich history and abundance of natural assets.

Story has the distinction of being the first community to participate in the Wyoming Business Council’s new Community Review Program. The new program is a hybrid of our long standing (20+ year) and successful Community Assessment Program, with new processes and a partnership with Montana and Idaho. During this three-state grant project, the Wyoming Business Council and University of Wyoming are collaborating with the University of Idaho, Montana State University and the Montana Economic Development Agency to develop the very best review process in each of our states. Dr. Lorie Higgins, University of Idaho Extension, is leading and guiding the project.

As part of the three-state collaboration, each state has its own design team. The Wyoming Design Team is guiding the four-phase process to help identify community needs, build community capacity and provide resource information to address community needs.

The tri-state Community Review website is now up and running at http://www.communityreview.org, where you can find a searchable database of resources for community development and other useful information. It will prove to be of immense help to communities now and far into the future.

Thank you again, for sharing your hopes and vision for Story during the Story Community Review. Working together, much will be accomplished.

Wyoming Community Review Process Overview

The Wyoming Community Review Process has four phases. Not every community will go through all the phases, but the opportunity is available to grow and achieve success through four phases of assistance. A community coach is made available to help the community prepare for success. Story has completed Phase I.

- Phase I – LEARN - Includes the application, community pre-assessment survey and exploration, community team training, the Community Review with priority setting, and initial report.
- Phase II – LEAD - Community training (if needed and in areas identified), Home Team members with the assistance of a community coach develop a workplan/action plan, set up committees to work on areas identified, and a final report outlining the activities to be undertaken.
- Phase III – LAUNCH – Determine funding sources, identify consultants or other community success stories, follow-up and technical assistance. In-depth training, if needed.
- Phase IV – EVALUATION/CELEBRATION – One-year follow-up and celebration, report out of community successes and return on investment. Celebrating successes.
Community Review Agenda

May 30
10:00
Tour Story
Story Pines

1:30 – 3:30
Open House Listening Session
Women’s Club

4:00 – 5:00
Youth Listening Session Open House
Women’s Club

7:00 – 8:00
General Listening Session
Women’s Club

May 31
9:00 – 10:00
Business Listening session
Women’s Club

10:00 – 11:00
Tourism Listening session
Women’s Club

11:30 – 1:00
Senior Listening Session
Women’s Club

1:30 – 5:00
Team Meeting
Women’s Club

7:00 – 9:00
Town Hall Meeting
Women’s Club

Tour of Story
Sally Johnson and Don Fisk, along with the Sheridan Trolley, provided a tour, which included businesses and history in Story, Ft. Phil Kearny, the Wagon Box Monument and Fetterman Monument. Story is in a beautiful setting, full of natural charm and history.

Community Listening Sessions
Community Listening Sessions are open-ended, focus group-like discussions with stakeholders in the community. We ask the same questions at each session and offer several sessions to encourage as many participants as possible. We started off with two open houses, so people could drop in and answer the questions without taking an hour out of their day; 35 people attended. The other four sessions were facilitated, more formal sessions asking the same questions and had a total 27 people attend. It culminated in a town hall meeting to report our initial findings. 41 people attended the Town Hall. Group work was completed to get ideas from the community about how to address community-identified priorities.
What DON’T you want to see happen in Story in the next five years?

Part of the conversation with the community is to identify what they don’t want to see happen in the community. We asked locals to discuss and identify what they don’t want to see happen in Story in the next five years and many items rose to the top, such as incorporation to be a town, no growth, a population explosion and overpopulation destroying habitat, increased tourism, becoming a Jackson Hole, and trails and pathways.

This word cloud visually represents the most frequently voiced responses. Larger text indicates items mentioned most often.

Incorporation, Growth, Become like Jackson
Each item identified as undesirable in Story would take a considerable effort by most citizens to make happen. Without this unified effort, there is little danger of growth, incorporation or becoming like Jackson.

Trails & Pathways
While many residents expressed the desire to have no trails or pathways, many other residents expressed the need for safety of pedestrians and children, especially on the narrow, winding roads with higher speed challenges. The Trails Plan is not understood by many residents. A public discussion around the plan, with an opportunity for residents to talk about their concerns and aspirations, would help everyone understand what is being proposed and how it will affect them.
What DO you want to see happen in Story in the next five years?

The overriding theme on what the community wants to see in Story, is for it to remain the quaint community it is and retain its natural charm. Better communication from the Story Community Fund and community communication in general was another theme. Finally, completing the firebreak and an evacuation plan are other things residents want.

This word cloud visually represents the most frequently voiced responses. Larger text indicates items mentioned most often.

Remain a quaint community/retain natural charm
Story is indeed a quaint community with natural charm. Nature provides a great landscape for the residents.

Communication of Story Community Fund
There were a lot of conversations around communication of the Story Community Fund and communication in general. During the town hall meeting a communications committee was formed. Eight people from this meeting volunteered to work on this committee. They have since held their first meeting and plan to actively look for new members and ideas before forming an action plan. As of this report, the Story Community Fund reached out to the public and hosted an informational meeting about what they do. Residents can help both efforts by being actively involved, solution-oriented, and providing feedback regarding educational efforts. Contact Sally Johnson if you would like to be involved in the Communications Committee and Bernie Spielman if you would like to be involved in the Story Community Fund.
Complete Firebreak
Completing the firebreak and evacuation plan came up in both the Story Community Assessment in 2013 and the Review in 2018. Alan Weakly and Misty Stoll signed up to work on this committee. The Story Volunteer Fire Department held an introductory meeting to start working on this.

What are the assets that can help Story get their desired future?
Story residents indicated Story has everything they need, and they love it the way it is. Service clubs and the Volunteer Fire Department are other appreciated assets, along with the beautiful location.

Story has Everything Needed
Along with having everything needed, the natural beauty and resources add to the assets in Story. Patronizing local businesses will help them remain viable.

Service Clubs & Volunteer Fire Department
Story has many services clubs, such as the Women’s Club, Lions, Garden Club, and the Story Community Fund to name a few. The residents see these clubs as assets and appreciate the work they do. Service clubs rely on volunteers to do the good work they do. Community involvement is key to the success of these clubs. The Volunteer Fire Departments is also appreciated, and they mentioned they could really use more volunteers.
Town Hall Meeting
Community Input on Improving Community Communications

In response to the concerns raised about a lack of communication within the community, the closing town hall meeting included a World Café type activity to elicit community members’ specific concerns and more importantly, their ideas for what should be done about those concerns. To ensure the best chance for everyone to participate, the individuals in attendance were asked to count off from 1 to 6 and to join others with the same number that they were assigned. This created 6 groups with approximately 7 people in each group. Most people joined their assigned group; however, some individuals chose to form larger groups and stay with the people they came with. Each group was asked to respond to three questions:

1. How would increased/improved communications benefit the Story community?
2. What are the barriers to improved/increased communication and how can they be overcome?
3. What are your ideas for getting input from those who were not here?

Each group started with one of the questions and was given between 5 and 10 minutes to discuss and record their responses to it. At the end of the designated time, they were asked to move on to the next question and add their responses to those of the group who had been there previously. Most groups provided an opportunity for everyone to participate, however, in a few cases a couple of people dominated the conversations. At one point an individual expressed frustration to the activity facilitator that their thoughts were not being recorded. They were encouraged to grab a pen and add their ideas to the flipcharts themselves. Instead of duplicating what others wrote, participants were encouraged to add a star (*) to items already written to indicate their agreement.

1. How would increased/improved communications benefit the Story community?
   - Hold meeting when more people can attend (working class) *
   - Greater participation (more volunteers) *
   - Need central location to receive input (internet, local clubs, newspaper)
   - Way to communicate to larger global community (snowbirds, outlying area, people with 2nd and 3rd homes) *
   - Less feelings of exclusion
   - Better reflection of the whole community
   - Better feeling of true community: knowing each other

   • Reduce rumors / misconceptions **
   • Increase/build trust *
   • Giving more people a voice *
   • Reduce fear *
• Increased involvement *
• Willing volunteers ****
• Foster interaction between the groups within the community
• Diverse Audience (youth, seniors, landowners, business owners, commuters)
• People need invitations to join / be involved

2. What are the barriers to improved/increased communication and how can they be overcome?

<table>
<thead>
<tr>
<th>Barriers:</th>
<th>How to Overcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>No present system</td>
<td>Advertise / educate</td>
</tr>
<tr>
<td>No knowledge of information process</td>
<td>Community dance</td>
</tr>
<tr>
<td>WEB does not reach all</td>
<td>Happy hour / coffee hour – gathering place *</td>
</tr>
<tr>
<td>Lack of participation</td>
<td>Promote during Story Days</td>
</tr>
<tr>
<td>Loss/lack of gathering places</td>
<td>Dedicate ½ of post office bulletin board (outside)</td>
</tr>
<tr>
<td></td>
<td>for community info and announcements</td>
</tr>
<tr>
<td></td>
<td>Library board</td>
</tr>
</tbody>
</table>

- Small Group making decisions
- Lack of communication with whole community
- Some do not have email
- Secret meetings
- People like to be hermits (reclusive)
- Monthly town meeting
- Idea box at the post office
- Mailings (Local newsletter)
- Don’t bother us
- Electronic board at the post office

3. What are your ideas for getting input from those who were not here?

• Another bulk mailing – newsletter
• Visit with your neighbors
• Bulletin board(s) – list of board members (output) *
• Presentations / emails with social clubs / churches/ non-profits
• Set meeting days for input – Happy hour / coffee hour *
• Suggestion Box
• Communication Agreements
• Social Media - Facebook
• Welcome back for snowbirds
• Host community events – community wide
• Information both outside the post office
• Suggestion box
• Public meeting with SCF

• Send out another survey with the Story community fund letterhead on the envelope so people don’t mistake it for junk mail. → how can story residents get the word and codes out?
• Word of mouth
• Talk to neighbors that aren’t here
• Yard sale day – table or other event **
• Put something up at the post office
- Work with pastors to get info out
- Town meeting each month with youth rep!
- Story website
- Send out email through Garden Club or Women’s Club (Community Wide)
  - if not a member (word of mouth) *
- Newsletter posted at post office * Library, store or churches, bars, or restaurants.

During the debrief session an additional idea was shared to have a representative from each of the major clubs/groups in the community serve on this Story Community Fund board.

Before concluding the activity, the participants were asked who was willing to serve on a communications committee to further explore the ideas shared and work to implement them.

**Recommendations**

1. Communication
   a. Form a communication committee
      i. Include all service groups, businesses, churches and a wide variety of people
      ii. Come up with an action plan to increase communication. Include who will do what, by when and cost if applicable.
      iii. Utilize the public input from the Town Hall Meeting.

2. Trails and Pathways
   i. Due to the controversy surrounding the topic a clear consensus was not formed to move this project forward.
   ii. If there is interest in moving this project forward community conversations should be held to identify and address the interests and concerns of community members, both those in support of the project as well as those opposed.

3. Fire evacuation plan and fire break
   a. Those who signed up for the committee should reach out to the fire department to determine what has been done, what is planned, and offer their support.
   b. Work with the communications committee to share what is learned and being done.
Survey Results

A “Community Satisfaction Survey” was conducted in Story prior to the community review team visit to conduct listening sessions and community meetings from May 30 - 31. This survey was conducted by University of Idaho and the HELPS Lab at Montana State University. The full survey is included in Appendix B of this report.

Survey results serve a number of purposes. Quantitative data can serve communities in multiple ways. Results can be used to bolster grant proposals, demonstrate support for new policies or the status quo. Citizen groups and municipalities can use this data as a guide for planning and identifying future initiatives.

In addition, Community Review delivery organizations and partnering Universities use this data to identify common interests and concerns across multiple communities, which in turn helps these organizations develop programs and resources to better assist rural communities. In order to identify commonalities and differences across communities, surveys need to be relatively standardized. Therefore, some questions in a standardized survey may be more or less relevant to particular communities. We appreciate your willingness to assist these service organizations with this important effort.

During the community visit, concerns were expressed that due to the post marks on the survey (University of Idaho and Montana State University) some had thrown out their surveys, thinking it was junk mail. At every community meeting and on the Story web page and Facebook page, information was provided about how to obtain a new survey code to replace discarded paper surveys and postcards. At most, only one or two residents took advantage of this opportunity. Still, the response rate was over 20%, which is a better than average survey response rate.

Survey Response Details

<table>
<thead>
<tr>
<th>Surveys Mailed: 529</th>
<th>Surveys Completed: 114</th>
<th>Response Rate: 21%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Surveys: 56</td>
<td>Paper Surveys: 58</td>
<td></td>
</tr>
</tbody>
</table>
Who Responded

Age of Respondents

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Number</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>87</td>
<td>62</td>
</tr>
<tr>
<td>89</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>55%</td>
<td></td>
<td>oldest:</td>
</tr>
<tr>
<td>12%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sex

- Male: 33%
- Female: 55%
- Prefer Not to Answer: 12%
A note about the “satisfaction” section of the survey results: reported percentages are of those who answered the question. In a few cases many respondents did not select any of the options. Items where more than 25% selected “don’t know” as a response include “Local K-12 school system,” “Childcare/early childhood education,” “Public transportation,” “Mental health services,” “Available jobs,” “Senior citizen support services,” and “Pay rates,” and “Responsiveness of local government.” This is probably due to a lack of awareness, knowledge or applicability of the question.
Story residents were least satisfied (more were dissatisfied than satisfied) with “Public transportation,” “Mental health services,” “Available jobs,” and “Pay rates.” For all other items in the satisfaction list, more expressed satisfaction than dissatisfaction.” Residents were most satisfied (more than 50% expressed satisfaction) with the local K-12 school system, housing, parks & playgrounds*, bicycle & pedestrian access, condition of streets and roads, appearance of downtown and neighborhoods, police protection/law enforcement, access to higher education, civic and nonprofit organizations, friendliness of residents*, and visitor attractions (* indicates greater than 75% satisfaction).

There were several opportunities for survey respondents to explain their satisfaction ratings and provide additional information and ideas. Those comments are summarized below.

2. Economy

Question: How satisfied are you with the following aspects of your community?

The following summarizes comments on economic issues in response to question two, which was “Would you like to comment or explain why you rated your satisfaction with any of these public services and community amenities in the way you did?”

Economic development is not a primary concern for a majority of survey respondents. Though a few comments expressed a desire for more services, such as gas stations and restaurants, most expressed satisfaction with existing services and businesses, noting that the proximity of Buffalo and Sheridan is such that meeting basic needs is not challenging for most residents.

The following comments shared in the survey is representative of 24 comments provided in response to question two:
I believe my comments take into consideration of what my ideals are relating to a small-town atmosphere. I cannot and will not have high expectations on several areas of concerns in this survey simply because I know I can’t have it both ways. One cannot have high expectations in a coveted rural setting with a limited population.

We don’t need development in Story. The great thing about Story is that it isn’t developed. That is what makes it such a great town.

Many said they moved to Story BECAUSE it does not have all the bells and whistles of an incorporated town and that they would very much like to keep it that way.

Question: Do any of the following factors challenge your ability to support Story’s locally owned businesses? (Select all that apply.)

"Nothing” was the most frequently provided response to this question, followed by “Availability of products, services, or both,” “Prices,” and “Other Challenges.”

Survey takers also had an opportunity to explain responses to this question. Though most did not comment several indicated that there simply aren’t many businesses in Story to support and residents are happy to spend most of their money in Sheridan and Buffalo. A few mentioned dissatisfaction with local restaurants. Issues specifically mentioned included prices, one moving from a family menu to a higher end menu, and that smokers tend to congregate around the entrance of another. Several others indicated
disappointment with disappearing eateries: “I miss having 3 good cafes and a coffee place. Having a gas station was nice.”

3. Infrastructure and Housing

Question: How satisfied are you with the following aspects of your community?

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Highly Dissatisfied</th>
<th>Highly Satisfied</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Service</td>
<td>11%</td>
<td>19%</td>
<td>22%</td>
</tr>
<tr>
<td>Public Transportation</td>
<td>22%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Condition of Streets &amp; Roads</td>
<td>8%</td>
<td>28%</td>
<td>34%</td>
</tr>
<tr>
<td>Bike and Pedestrian Access</td>
<td>15%</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>Parks &amp; Playgrounds</td>
<td>1%</td>
<td>10%</td>
<td>27%</td>
</tr>
<tr>
<td>Housing</td>
<td>7%</td>
<td>6%</td>
<td>24%</td>
</tr>
</tbody>
</table>

Of the infrastructure-related survey items, Story residents were least satisfied with public transportation and most satisfied with local parks and playgrounds. In listening sessions and conversations, we heard a desire to have public transportation for those who either do not drive or do not have a vehicle, so they might get to Sheridan or Buffalo for appointments and shopping. Though residents responding to the survey overwhelmingly prefer to keep Story as it is, some have a few items on their community services wish list. These quotes represent those sentiments:

*It’s probably not too helpful, but in our house, we’d like Story developed a little more—but not too much. Sheridan is close enough for medical care, etc. (though a little clinic would be nice). A couple of smaller mom and pop shops, maybe internet-based businesses could be attracted? Would want a gas station, for sure. Affordable housing is a problem for service workers. Some nice apartments in or around Story would not offend us.*

*This is a community with many seniors. In part this is because housing has become so expensive that younger members of long-time families can’t afford to stay and raise kids*
here. I think we need both more senior oriented programs and housing programs to keep people from traditional families and groups in Story’s population here.

It would be nice to have walking/biking paths along the main roads in Story. Much safer for pedestrians.

Comments about walking and biking paths and expanded shoulders for roads focused primarily on safety issues.

Need shoulders on highway from Story School to Story Fish Hatchery and North Piney until pavement ends as children and adults use for walking and bike riding. Speeding cars make a situation that could result in an accident, especially on summer weekends. At least on one side of the road with some shoulder or a painted walking biking area on the road.

4. Services

Question: How satisfied are you with the following aspects of your community?

<table>
<thead>
<tr>
<th>Service</th>
<th>Highly Dissatisfied</th>
<th>Highly Satisfied</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Citizen Support</td>
<td>5%</td>
<td>11%</td>
<td>20%</td>
</tr>
<tr>
<td>Mental Health</td>
<td>14%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Medical Care</td>
<td>12%</td>
<td>10%</td>
<td>22%</td>
</tr>
<tr>
<td>Police Protection</td>
<td>3%</td>
<td>4%</td>
<td>22%</td>
</tr>
</tbody>
</table>

For the most part, Story residents accept that services are necessarily limited.

Story is not suited for businesses or residents who can’t be relatively self-sufficient. The infrastructure is not designed for a large population and new roads just can’t be built. The limited access and threat of forest fires precludes over development.
However, there are concerns that a community full of senior citizens are at least 20 minutes from the closest medical care.

As a senior citizen, I worry that we don’t have an ambulance any longer, so a medical emergency will take at least 20 minutes round trip to Sheridan, and perhaps further if the condition cannot be treated there. When I first purchased my home, the volunteer fire department had an ambulance with trained EMT’s. Being at least 20 minutes from medical care is not a good situation in a community where so many of our residents are seniors.

One service not asked about on the survey, but that residents very much appreciate is the recycling program.

I love that we can recycle here in Story but worry it will stop being we don’t have the funds to pay for it. Very expensive!

It would be nice if the city of Sheridan would use our property tax to pay for recycling.

Other comments expressed appreciation for the post office and library.

5. Placemaking

Question: How satisfied are you with the following aspects of your community?
Though respondents did not have much to say about this group of questions, the most common comment was about unkempt properties.

*One of the improvements that could improve the community is to help individuals clean up their property of old junk/vehicles/ and other discarded items—all this leaves a very negative 1st impression of the downtown area, especially.*

*Privately owned property (old gas station) at the entrance to the community is run down and unkempt.*

There were only a few comments in this vein, however, with most expressing this sentiment: “Story is beautiful and unkempt.”

### 5. Leadership

**Question: How satisfied are you with the following aspects of your community?**

<table>
<thead>
<tr>
<th></th>
<th>Highly Dissatisfied</th>
<th>Highly Satisfied</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business Involvement</strong></td>
<td>5%</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Civic Groups</strong></td>
<td>2%</td>
<td>5%</td>
<td>13%</td>
</tr>
<tr>
<td><strong>Responsiveness of Local Govt.</strong></td>
<td>8%</td>
<td>13%</td>
<td>15%</td>
</tr>
</tbody>
</table>
Question: In general, how effective do you think the residents of your community are at working together to solve challenges?

A number of respondents explained their answer to this question. The most common type of comment expressed appreciation for local groups.

There is a very strong sense of community here. I feel it is uniquely strong in this community. The Women's Club, Lions Club, and community church are very active and work together often.

Women's Club, Garden Club, Lions Club and a wonderful branch library that welcomes volunteers.

There are some great volunteer groups in this town. Look at the library, Women's Club, recycling, and the community park. All maintained by volunteers. That is really cool.

This community has many great things: recycling, Women's Cub, library, community park and Lion's Club. If it weren't for these groups, many of the great things in this town would not exist.

Others offered a different take on the state of community engagement in Story. There were many comments like this one:

We tend to leave each other alone until someone has trouble, then we reach out and help one another. This is a very giving community.
Some noted a lack of opportunities to come together:

*Have only lived here two years and have not seen anything related to “community-wide” discussion about how to discuss and deal with community challenges. These discussions might be going on, but we have not learned of any as of yet.*

Quite a few respondents expressed outright (and less than civil) criticisms of local groups interested in community improvement and (presumably) the community review team:

*Story is a unique mountain community. Leave it just the way it is! We don’t want your “improvements!”*

*Progress: phooey!*

Others explained that they worry about the Community Fund’s efforts as they feel public input on their initiatives has been lacking and that some efforts reflect the interests of only a few residents.

**Question: Have you been involved in a neighborhood or community project in the last 12 months? (For example, youth development, community beautification, fund raiser, etc.)**

![Bar chart showing number of responses: 63 YES and 44 NO]
**Question:** Please tell us the type(s) of projects you have been involved in:

- Lion’s club
- Church projects youth and missions
- Youth programs @ school
- Fund raising for Story Days
- Food pantry
- Church
- Fire dept
- Judge for elections, on community fund board. Woman’s club fundraisers—several annually. New kitchen was this year’s focus. Also garden club
- Fund raiser—beautification—public service
- Women’s clubs, garden club
- Recycling
- Church activities, food pantry, vacation bible school, women’s bible study leader. The connection program, mentoring students at school, library summer program outreach to students.
- Park improvements, beautification, community connections
- Women’s club, food pantry
- Food bank, women’s club
- Coordinator for senior lunch in Story Story lions club fundraising raffle
- Food pantry, Story days activities, youth group at church
- Food bank, church fundraiser to benefit food bank
- Church/youth in comm.
- Community food bank
- Park, lions club
- Community outreach of Story school. Used to be more active but I got old.
- Our neighborhood works to keep the area clear of undergrowth and fire hazards.
- Story Lions Club does a yearly project to improve Story. Past projects are Install playground equipment at Story Park, Install Street Signs, Highway cleanup, etc.
- Road up keep and irrigation project
- Community park, trash pickup, trail maintenance.
- Library and neighborhood events
- Community gardens, Woman’s Club, Garden Club, Food Pantry, Recycling, Church activities involving the community, Story Days
We donated funds to the Story Community Fund for a survey to create pathways in Story. Still waiting for the outcome. Also, I am involved in the community services provided by the Story Women’s Club.

Raising funds to help the Women’s Club with some much-needed renovations.

I have helped raise funds for our volunteer fire department for many years. I’ve written several grants to secure funding for community wide hazardous fuels reduction projects. And most recently worked on fundraising for the Story Park and several improvement and maintenance projects at the park.

The fire district and community fund boards.

Community Building projects

Raised money through selling my art and donating proceeds to women’s club, donate coloring books I made to the school, donated a painting to the Story Fish Hatchery, donated color books to the Sheridan VA, etc.

Lions Club road clean up twice each year, Lions scholarship, assist with Story Days, help with maintenance of the Story Park, etc.

Story Food Pantry, Community Connections at the Story Library

Story School Community Connections Story Food Pantry

Helped facilitate public service announcement for local non-profit

The Story Woman's Club is always doing community projects and services. They are a very visible and very active group of woman and almost all of them are retired and continue to help even with health problems. Many of their activities help bring people into Story to enjoy our community. Our building is also a convenient meeting place when needed.

Donations of money and goods to charitable organizations.

Story Days Story Fish Fry Disc golf tournament

Woman's Club fundraisers and funeral dinners.

Story Woman’s Club bereavement dinners and fund raising for building maintenance and science kits for school children.

fire department past officer, fund raisers

fund raising for the fire department. And giving money for ditch maintenance.

Recycling

Recycling, working with WDOT, Story entrance sign, community gardens, Story community Fund, Story Public Library

Clean-ups, community garden/beautification projects.

Work with the library.

Fire mitigation, property improvement, Fire Department recruiting

Park Cleanup, construction of Welcome sign, construction of park scheler, repair and staining of old fire hall, women's club and library, street cleanup

recycling, food bank, fire mitigation, voter registration, emergency communications
Question: Please complete this sentence: “I would be involved in more community projects if...”
In response to this question, the most frequent response had to do with availability. Many are working, often in another town, and volunteer where they work. Age, health issues and living elsewhere part of the year are other issues that prevent participation. Others would like to get more information about volunteer opportunities. Several also wanted to be sure that projects would benefit the community as a whole or children and families in particular.

Question: To what extent do you support or oppose the work of the Story Community Fund?

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Number of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>STRONGLY SUPPORT</td>
<td>36</td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
<td>20</td>
</tr>
<tr>
<td>SOMEWHAT OPPOSE</td>
<td>12</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>20</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>19</td>
</tr>
</tbody>
</table>

Question: To what extent do you support or oppose development of a trail system in the Story area?

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Number of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>STRONGLY SUPPORT</td>
<td>44</td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
<td>18</td>
</tr>
<tr>
<td>SOMEWHAT OPPOSE</td>
<td>19</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>22</td>
</tr>
</tbody>
</table>

Number of Responses
POPULATION

<table>
<thead>
<tr>
<th></th>
<th>Story City</th>
<th>Sheridan County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population</td>
<td>2012-2016, average number</td>
<td>1,000</td>
</tr>
<tr>
<td></td>
<td>2007-2011, average number</td>
<td>729</td>
</tr>
<tr>
<td>Change 2007-2011 to 2012-2016, percent</td>
<td>37.2</td>
<td>4.1</td>
</tr>
<tr>
<td>Population by race, 2012-2016 average, percent of total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>100</td>
<td>94</td>
</tr>
<tr>
<td>American Indian or Alaskan Native</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Population by ethnicity, 2012-2016 average, percent of total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Hispanic</td>
<td>99</td>
<td>96</td>
</tr>
<tr>
<td>Hispanic</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Population by age group, 2012-2016 average, percent of total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under age 18</td>
<td>17</td>
<td>22</td>
</tr>
<tr>
<td>Age 18-64</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>Age 65 and older</td>
<td>23</td>
<td>18</td>
</tr>
<tr>
<td>Median age, 2012-2016 average, years</td>
<td>53</td>
<td>42</td>
</tr>
</tbody>
</table>

SOURCES: US Census Bureau, US Department of Education

SOCIAL CHARACTERISTICS

<table>
<thead>
<tr>
<th></th>
<th>Story City</th>
<th>Sheridan County</th>
<th>Wyoming State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Per capita income, 2012-2016 average, dollars</td>
<td>24,380</td>
<td>29,630</td>
<td>30,139</td>
</tr>
<tr>
<td>Median household income, 2012-2016 average, dollars</td>
<td>44,138</td>
<td>53,914</td>
<td>59,143</td>
</tr>
<tr>
<td>Poverty</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall poverty, 2012-2016 average</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number</td>
<td>104</td>
<td>2,378</td>
<td>65,762</td>
</tr>
<tr>
<td>Rate, percent</td>
<td>10.4</td>
<td>8.2</td>
<td>11.6</td>
</tr>
<tr>
<td>Children living in poverty, 2012-2016 average</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number</td>
<td>0</td>
<td>681</td>
<td>18,908</td>
</tr>
<tr>
<td>Rate, percent</td>
<td>0.0</td>
<td>10.8</td>
<td>13.9</td>
</tr>
<tr>
<td>Food insecurity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall rate, 2016, percent</td>
<td>---</td>
<td>12.3</td>
<td>16.2</td>
</tr>
<tr>
<td>Rate among children, 2016, percent</td>
<td>---</td>
<td>12.6</td>
<td>16.7</td>
</tr>
</tbody>
</table>

SOURCES: US Census Bureau, Feeding America

This project is supported by USDA’s Agriculture and Food Research Initiative (AFRI) of the National Institute of Food and Agriculture, Grant #2016-10945. It is part of the AFRI Foundational program.
## ECONOMIC CHARACTERISTICS

### Full- and part-time jobs

<table>
<thead>
<tr>
<th></th>
<th>Story City</th>
<th>Sheridan County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number, 2016</td>
<td>---</td>
<td>20,698</td>
</tr>
<tr>
<td>Total number, 2011</td>
<td>---</td>
<td>19,578</td>
</tr>
<tr>
<td>Total number, 2006</td>
<td>---</td>
<td>18,918</td>
</tr>
<tr>
<td>Change, 2011-2016, percent</td>
<td>---</td>
<td>5.7</td>
</tr>
<tr>
<td>Change, 2006-2011, percent</td>
<td>---</td>
<td>3.5</td>
</tr>
</tbody>
</table>

### Employment characteristics

- **Labor force participation rate, 2012-2016 average, percent**: 69.0 \(\rightarrow\) 62.5
- **Unemployment rate, 2012-2016 average, percent**: 0.0 \(\rightarrow\) 3.8
- **Self-employment rate, 2016, percent**: --- \(\rightarrow\) 31.0
- **Average annual pay, 2016, dollars**: --- \(\rightarrow\) 39,767

### Business establishments with paid employees, by size, 2015

<table>
<thead>
<tr>
<th>Establishment Size</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>All establishments, number</td>
<td>--- 1,168</td>
</tr>
<tr>
<td>Establishments with 1-4 paid employees, number</td>
<td>--- 675</td>
</tr>
<tr>
<td>Establishments with 5-9 paid employees, number</td>
<td>--- 222</td>
</tr>
<tr>
<td>Establishments with 10-19 paid employees, number</td>
<td>--- 162</td>
</tr>
<tr>
<td>Establishments with 20-49 paid employees, number</td>
<td>--- 73</td>
</tr>
<tr>
<td>Establishments with 50 or more paid employees, number</td>
<td>--- 36</td>
</tr>
</tbody>
</table>

### Number of workers who live in Sheridan County but work elsewhere, by county of workplace

- Big Horn, MT: 497
- Johnson, WY: 336
- Yellowstone, MT: 36
- Campbell, WY: 52
- Natrona, WY: 36
- Albany, WY: 35
- Crook, WY: 27
- Other Wyoming: 22
- Other Montana: 117
- Other US: 36
- Outside US: 36

### Percent change in number of jobs by industry in Sheridan County since the recession, 2009-2016

- Manufacturing: 6%
- Retail trade: 4%
- Accommodation and food services: 4%
- Real estate and rental and leasing: 4%
- Professional, scientific, tech services: 4%
- Finance and insurance: 4%
- Farm employment: 4%
- Mining, quarrying, oil and gas extraction: 4%
- Admin, support, waste mgmt, remediate: 4%
- Manufacturing: 4%
- Wholesale trade: 4%
- Arts, entertainment, and recreation: 4%
- Information: 4%
- Management of companies: 4%
- Government and government enterprises: 14%
- Management of companies: 14%
- Retail trade: 14%
- Construction: 14%
- OTHER: 14%

**NOTE:** “Other” industries include utilities; transportation and warehousing; educational services, health care and social assistance; and other services.

Sources: US Census Bureau, US Bureau of Economic Analysis, US Department of Labor
HOUSING CHARACTERISTICS

<table>
<thead>
<tr>
<th></th>
<th>Story City</th>
<th>Sheridan County</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total housing units, 2012-2016 average</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of housing units</td>
<td>707</td>
<td>14,344</td>
</tr>
<tr>
<td><strong>Housing tenure, 2012-2016 average, percent of housing units</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Owner-occupied units</td>
<td>68</td>
<td>68</td>
</tr>
<tr>
<td>Renter-occupied units</td>
<td>32</td>
<td>32</td>
</tr>
<tr>
<td><strong>Housing type, 2012-2016 average, percent of housing units</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 unit, attached or detached</td>
<td>92</td>
<td>76</td>
</tr>
<tr>
<td>2-4 units</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>5 or more units</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Mobile home, boat, RV, van, etc.</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td><strong>Housing affordability, 2012-2016 average</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Households spending 30% or more of income on housing costs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Owner-occupied units, percent</td>
<td>33</td>
<td>23</td>
</tr>
<tr>
<td>Renter-occupied units, percent</td>
<td>27</td>
<td>37</td>
</tr>
</tbody>
</table>

SOURCES: US Census Bureau

RESOURCES

Headwaters Economics, Economic Profile System
https://headwaterseconomics.org/tools/economic-profile-system/
- Story City – Demographics
- Sheridan County – Multiple topics
  - Demographics
  - Socioeconomic measures
  - Agriculture, timber, and mining, including oil & gas
  - Services and tourism
  - Government
  - Non-labor income
  - Public land amenities
  - Federal land payments
  - Wildland urban interface

PROJECT PARTNERS
University of Wyoming
Wyoming Business Council

CONTACT INFORMATION
Kim Porter
kim.porter@wyo.gov
www.wyomingbusiness.org
www.communityreview.org