



Legacy Initiative

NATIONAL RAILWAY HISTORICAL SOCIETY

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Extending our Legacy

A Renewed Purpose and relevance through
Meeting a critical market opportunity by
Connecting core interests & capabilities of our
Present and future constituents.

Strategic Principles

- The Legacy Initiative relates to several principles of the NRHS Strategic Plan
 - Relevance – The Legacy Initiative will enhance NRHS existing brand and services, establishing NRHS as an entity that appeals to each tier in the market :
 - preservationists
 - historians
 - railfans
 - casual rail enthusiast—a designation that broadly includes folks such as model railroaders, live steamers, garden railroaders, virtual model railroaders, photographers, railway tourists, and the general public.
 - Leader in Core Business – The Legacy Initiative builds upon the NRHS’s legacy as “the Nation’s Railroad Enthusiast and History Organization.” It posits us as the Advocate for Railway Engagement, Heritage, and Preservation, protecting the legacy of American Railroading even as we celebrate its future.

We will, in essence, define the fields of rail preservation and railway heritage and be the definitive leader within them.

Understanding the Market Opportunity

- There is no dedicated, widely-recognized “go-to” entity serving as a portal into/clearinghouse for railway heritage
- There is no universal organization for those with an affinity for all that is “railroad,” though all those in trains share common interests.
- No organization has taken the lead in being a clearinghouse for information, archives, preservation information, funding, etc.
- No organization has taken the lead in defining standards, rights, practices, opportunities, or almost any of the ordinary characteristics that might generally define the emerging field of Railway Heritage.
- There is no effective mechanism to share services or ideas; no unified voice to advocate for funding or to advance railroad heritage and preservation generally.

Program in Detail

Twelve Point Approach with Heritage Portal

Purposes of the Legacy Initiative Website

- Coordinate a national rail preservation and heritage presence effort
- Create a “jumping off point” for folks interested in any number of railroad-related topics—a railway heritage portal for everyone from casual railfans to serious preservationists
- Build branded recognition of our leadership in the industry.
- Incorporate and enhance what we already do well within a new context (ex: Heritage Grants, RailCamp, NRHS Plaques, archives/photography)
- Reach out to younger demographics through means they understand and find relevant; create new affiliations with allied entities

Legacy Initiative Website Components

- Heritage Portal; Legacy Program description; How to get involved (ex: RailCamp)
- Railway Heritage Directory and Calendar. Clearinghouse for all train-related places and activities. Expands NRHS heritage calendar to include more events and locations tied into mobile applications.
- Preservation Emergency Databases (Watch List (user-submitted)); (Most-At-Risk List (NRHS designated))
- Preservation-Oriented Databases of Preserved Artifacts (rolling stock, locomotives, stations, other railroad, switch towers, roundhouses, car/locomotive facilities, rail lines, MOW equipment).
 - Census: User-submitted RR resources.
 - National Railway Heritage Register: RR Artifacts worthy of preservation (user nominated);
 - National Railway Landmark: RR artifacts worthy of highest designation (NRHS designated)
 - Both programs tied into NRHS plaque program.
- Preservation Awards/Recognition
- NRHS Heritage Grants Program. Re-positions this popular program within a heritage/preservation context
- Preservation Information Clearinghouse—supporting our Chapters and affiliates through
 - Grants Information
 - Information on Federal Tax Credits
 - Information on stabilizing equipment, etc.
 - Technical Publications
 - Resources for Restoration Professionals (parts, services, etc.)
- Railway Heritage Social Network: Register and Landmark resources, Calendar and Census tied into mobile aps.
- Train Cam Network; NRHS Railway Study Tours; Railroad Minute—see handout
- All components designed with Open Application Programming Interface

It's Already Working....

- 2013 NRHS Most At Risk List

Three of the listed resources saw significant advancements toward preservation in the wake of the NRHS listing.

ACL 1504
Stewartstown
Lion Gardiner

The screenshot shows a PRWeb article from Wednesday, June 26, 2013. The article is titled "National Railway Historical Society Announces Top Eight Endangered U.S. Railroad Landmarks". The sub-headline reads: "First-ever 'Most At-Risk' list from NRHS includes irreplaceable stations, rare locomotives and other railroad resources threatened with imminent demise". The article is dated Philadelphia, PA (PRWEB) April 25, 2013. The main text describes the list and mentions that it is a key element of the organization's Legacy Initiative. A photo of a steam locomotive is shown. A quote from Nathaniel Guest, NRHS preservation programs director, is included. On the right side of the article, there is a "Contact" section for Elrond Lawrence, National Railway Historical Society, and an "Attachments" section listing three items: "Union Station - Gary, IN", "East Broad Top Railroad - Orbisonia, PA", and "ACL No. 1504 - Jacksonville, FL". A fourth item, "Louisville & Nashville No. 770 - New Haven, KY", is partially visible at the bottom.

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Wednesday, June 26, 2013

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National Railway Historical Society Announces Top Eight Endangered U.S. Railroad Landmarks

First-ever "Most At-Risk" list from NRHS includes irreplaceable stations, rare locomotives and other railroad resources threatened with imminent demise

Philadelphia, PA (PRWEB) April 25, 2013

Once-majestic train stations, iconic steam and diesel locomotives, a vintage Pennsylvania farming railroad, and the nation's oldest narrow-gauge railroad are among the [top endangered U.S. railroad landmarks](#) named by the National Railway Historical Society in April 2013.

The NRHS Most At-Risk list, the first in an annual series, is a key element of the organization's Legacy Initiative, a 12-point program designed to raise public awareness of and coordinate support for threatened railroad artifacts and resources. The NRHS Legacy Initiative is designed to address these concerns by sharing ideas, boosting preservation capacity and presenting a unified voice for the [railroad preservation](#) movement.

"As a community of railway historians, preservationists, and enthusiasts, we are the beneficiaries of a profoundly rich legacy. These surviving relics are national treasures from a time of pioneers and patriots," said Nathaniel Guest, NRHS preservation programs director. "Their preservation is our responsibility to our future generations. This list is designed to engage and inspire the public to action before these treasures are lost forever."

East Broad Top Railroad

“ These surviving relics are national treasures from a time of pioneers and patriots ... This list is designed to engage and inspire the public to action. ”

Contact

Elrond Lawrence
National Railway Historical Society
831-632-2183
Email

Follow us on: [f](#) [t](#)

Attachments

- Union Station - Gary, IN
- East Broad Top Railroad - Orbisonia, PA
- ACL No. 1504 - Jacksonville, FL
- Louisville & Nashville No. 770 - New Haven, KY

The components of the initiative are not necessarily end points; they are critical components of re-establishing our identity and purpose *now*. They are flexible and will enable—rather than limit—the next phase of NRHS's existence.

Why NRHS? Why NOW?

The Legacy Initiative as Key to NRHS's Future and the
Future of Railway Heritage and Preservation

NRHS is in transition

**NRHS must find renewed
relevance to survive**

**NRHS must capitalize on the
interests and
capacities of its current
members while
appealing to a broader
audience**

world is changing.

NRHS is in an ideal position to define how “Railway Heritage” will be understood by a wide variety of audiences.

No one else can do it as well

No one else will do it

We fail to do it at our peril.

“Railway heritage” as it will
be understood by
the general public is
NRHS’s to define
No one else can
do it as well

*There is no single, national
organization with NRHS’s
credibility or as capable of
offering the broad range of
entry
and flexibility as NRHS.*

**inforce affinities with others in
“Trainworld” that may not
appreciate their place connection
to railway heritage:**

Photographers

Model railroaders, garden

RR’s, live steam

**Preservationists, historians,
researchers**

Only NRHS has the breadth to embrace all these groups.

**NRHS's future—and the future of
railway preservation—depends on
embracing this vision and running
with it.**