



Messaging Framework

Elevator Speech: Spike 150 is a yearlong series of events designed to commemorate and celebrate the 150th anniversary of the driving of the last spike of the Transcontinental Railroad at Promontory Summit in Utah. The iconic Golden Spike event changed our way of life and demonstrated that great things can happen with vision, hard work, dedication, and collaboration.

Message 1: The Transcontinental Railroad is an awe-inspiring act of human progress.

Proof Points:

- The driving of the final spike of the Transcontinental Railroad helped usher America into the Industrial Age – changing how our nation connects people and moves goods.
- Construction of the Transcontinental Railroad also spurred a revolution in communications as telegraph lines were stretched across the country concurrent with the development of the rail lines.
- The Transcontinental Railroad united our nation and revolutionized transportation as a trip that once took weeks could now be completed in days.
- The railroad made it so people could get fresh produce and goods.
- It was one of the most significant turning points in our nation's history and played a vital role in our country becoming a world power.
- The railroad cemented our future. It connected our nation. So many advancements happened because of the railroad.
- The Transcontinental Railroad was a fantastic feat of engineering and construction. It was constructed by an estimated 20,000 laborers and when was 3,500 miles long with 690 miles completed by the Central Pacific Railroad and 1,086 miles constructed by the Union Pacific Railroad. About 50 miles of rail were laid per day in the flat plains areas of the country and about 12 miles per day in the more treacherous areas.

Message 2: Utah played a significant role in celebrating the completion of the Transcontinental Railroad – an event that not only changed the Country but changed Utah as well.

Proof Points:

- Promontory, Utah, was where the final spike was driven to mark the completion of the Transcontinental Railroad and the completion ceremony that took place there is one of the most iconic events in American history.
- The event and Promontory, Utah, today offers a glimpse into the West.
- The Golden Spike ceremony put Utah on the map. It created development in nearby Ogden and helped the state become the *crossroads of the west*.
- The story of the Transcontinental Railroad, the country it unified, and the innovation it spurred is woven into the fabric of what makes us Utahns.
- Utah is a western hub and is the crossroads of the West because of the railroad.



- The railroad brought prosperity to Utah.
- The railroad spurred our nation into the Industrial Age and allowed industries to flourish. Many people have benefited from it. It enabled many of our local business leaders to become the people they are today. It is time to pay it forward and inspire a new generation of innovators so again as a nation, and as a state, we can have great achievements and prosper.

Message 3: It's time to recognize and properly honor the laborers whose efforts were crucial for constructing the railroad.

Proof Points:

- The stories of nearly 15,000 nameless and faceless Chinese Railroad Workers have been left untold for more than a century and a half.
- Construction of the railroad presented a daunting task requiring the laying of over 2,000 miles of track that stretched through some of the most forbidding landscapes on the continent. Track had to be laid along cliffs. Tunnels had to be blasted out of the mountains and rivers, and gullies and canyons bridged. Extreme weather conditions at the highest elevations meant facing avalanches and ice with strenuous shoveling and the construction of snow sheds as well as relenting heat and wind in the desert.
- The vast majority of the Central Pacific's railroad workforce was comprised of Chinese immigrants. Additionally, Irish, native-born soldiers and Mormons also contributed to the railroad construction.
- All workers faced poor working conditions, meager wages, and fierce discrimination. In fact, Mormons who also helped grade were denied pay for their efforts. However, the Chinese workers were subjected to greater degrees of this. Due to their significant numbers, the Chinese were often the ones sent to do the more back-breaking labor and hazardous work. Many perished as a result. They were pushed to the point of exhaustion as the railroad was completed seven years ahead of the government's deadline. Wages were cut by at least a third as the Chinese had to pay for their own room, boarding, food, and tools while others did not.
- The human cost for the Chinese included being the first and only race to be banned from immigration to the United States. That coupled with anti-miscegenation laws nearly drove the Chinese to extinction in the United States.
- The railroad's feat is also significant because of how many people of different cultures and backgrounds united in achieving a goal.
- How people worked together to overcome obstacles is really a tale.



Message 4: Knowing our history and reflecting on our past can make us better and inspire us to move forward to achieve the next great thing.

Proof Points:

- It was a moonshot – a ground-breaking project – that shows that great things can happen with vision, hard work, dedication, and collaboration. These are principles that still ring true today and have the ability to make the next big innovation a reality. Today we are seeing how the world is changing because of our smartphones, driverless cars, augmented reality, and robotics. It is easy to look back at the railroad and what it has done and continues to do, to be able to fathom the impact these other moonshots are having and will have.
- Reflecting on this historical event can help inspire the next generation. We know that great things can happen with vision, hard work, dedication, and collaboration.
- We can look forward at what is in store and how it might change our way of life. We need to look at how our transportation is changing today and where this will take us as a nation. We need to look at what is happening in Utah and think where this will take the state.
- It is important to look at the past so we can see the possibilities for the future.
- We want youth to learn about this event and use it as a platform to inspire.

Message 5: Spike 150 will reach across communities and **unify, educate, innovate** and **inspire**.

Proof Points:

- The Transcontinental Railroad is a story with meaning. Spike 150 makes it so it is not forgotten; people can learn from it and be inspired. It is still relevant. There were risks, there were winners and losers, but it got done and transformed America and the world.
- The Golden Spike and Spike 150 offers a juxtaposition between the West and innovation.
- Spike 150 allows people to be connected to one of the most iconic moments in history and participate in how it moves us forward.
- Just think if it didn't happen. Where would we be? Perhaps California would be its own country.
- Where will you be on May 10, 2019?