Ideas For 2020 Public Natural Gas Week October 6-10, 2020

2020 Public Natural Gas Week (PNGW) is a nationwide observance that offers the perfect opportunity for you to showcase your natural gas system and generate enthusiasm about the benefits of public natural gas.

The following activities have been used successfully in the past to celebrate PNGW and we encourage you to choose one or more that fit your community needs and budgets. Due to the COVID-19 pandemic, many communities have restrictions on in-person gatherings and these suggestions are meant to be adaptable to your community’s needs.

RESIDENTIAL CUSTOMERS
• Put an announcement about PNGW on your website using one of our graphics downloadable at www.apga.org/PNGW.
• Share videos, photos, and graphics about your utility, its employees, and their involvement with the community. Go to www.apga.org/videos to share APGA’s video on the benefits of public gas systems.
• Insert a message about the benefits of public gas as a bill stuffer in your October bills.
• Use your social networking sites to publicize the week and to promote your events. Offer national gas efficiency tips for your followers and prizes for those that interact with you online.

REACH PUBLIC OFFICIALS
• Schedule a personal visit to each board or council member to thank them via telephone or virtual meeting if you cannot meet in-person.
• Send a personal letter to each member of your board or city council explaining public natural gas and its role in your community and ask your council or board to issue a proclamation for PNGW. A sample text of a proclamation is available on the APGA website at www.apga.org/PNGW and you can tailor it to fit your system’s style.

MEDIA OUTREACH
• Send a news release, place an ad or send a public service announcement to your local newspaper, TV and radio editors. A sample text available at www.apga.org/PNGW. Tailor the release to fit your system and add any timely news you have to announce such as figures on your system’s growth, system expansion plans, the status of projects underway, new business procedures, new commercial or industrial customers, and employee recognitions.
• Suggest that your local newspaper interview your mayor or board chairperson about the benefits of a community-owned natural gas system.
• Request a meeting with the newspaper’s editorial board and local TV and radio editors to discuss utility issues in your service area, and visit with reporters who cover your gas system regularly.