

# News Release

## Pioneer Irrigation District

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**PID 2009-5**

### **PIONEER IRRIGATION LAUNCHES NEW BLOG TO COMMUNICATE WITH PATRONS**

For Immediate Use  
Caldwell, Idaho – June 18, 2009

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Pioneer Irrigation District patrons now have a new way to keep up on the latest District news and information via an Internet blog recently introduced by the District.

Officials with the District say they believe it marks the first time a Treasure Valley irrigation entity has turned to a blog to funnel information to and get feedback from its patrons. People can connect to the blog via the District's website – [www.pioneerirrigation.com](http://www.pioneerirrigation.com) or directly at <http://pioneerirrigation.blogspot.com>.

Pioneer's blog is monitored throughout the business day, and staff will provide ongoing updates on issues like upcoming payment due dates, maintenance schedules, assessment information, and any other updates patrons will find useful.

Patrons will be able to provide feedback by posting comments and questions to the individual blog entries. Pioneer will also be using the blog to conduct surveys, providing one more avenue for patron feedback. The blog provides a subscription feature so that patrons can be notified as new entries are posted.

“Our public information goal is to find ways to provide our patrons with information they can use via as many channels as possible,” said Dawn Fowler, PID Secretary/Treasurer, who created and manages the new blog. “We know that many of our patrons are Internet savvy and that Internet blogs have become an accepted and valuable new way to supply information to a large number of people at the same time. That, and its patron feedback potential, are a couple of the main factors that prompted us to create the blog.”

The initial entry on the blog alerts PID patrons that the second half payments for 2008 irrigation taxes are due Saturday (June 20) but, because that is a Saturday, the District payments until 5:00 p.m., on Monday, June 22.

PID officials say they are also looking for other ways to use the Internet as a conduit to their water users. These include electronic newsletters, group emails and further development of the District website.

Pioneer Irrigation District has provided irrigation and agricultural drainage services to Ada and Canyon County land owners for more than a century. The District currently maintains about 7,000 accounts, providing irrigation water to approximately 34,000 acres of residential and farmland in Canyon and Ada Counties.

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