

# News Release

## Pioneer Irrigation District

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### **Pioneer Irrigation Launches New Communications Service To Help Keep Patrons Better Informed On Important Issues**

For Immediate Use  
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Pioneer Irrigation District has launched a new communications service that officials say will keep its 5,800 patrons better informed on issues that can affect the District, their irrigation service and water rights, Pioneer officials said today.

The new service, called Pioneering Communications, uses email to provide Pioneer patrons who want it with timely email announcements about important Pioneer activities. Pioneer officials say they believe the new email is the most cost-effective and timely way to share important information with its patrons. It's also thought to be the first time this type of encompassing service has been offered to patrons of Idaho irrigation entities.

Pioneer announced the service to its patrons with a notice accompanying tax assessments that were mailed out last month. More than 70 Pioneer patrons have already signed up for the service and many others are expected to follow as word of the program spreads.

“Right now we are starting the service by publishing an electronic quarterly newsletter that will address issues important to our patrons and the District. The first edition is scheduled to be published in December and others will follow in March, June and September,” said Dawn Fowler, Pioneer Secretary-Treasurer.

Once the newsletter service is in place, Fowler said the Pioneering Communications program will be expanded to provide patrons with a wide range of other informational emails on such issues as:

- When Pioneer will start and stop irrigation water deliveries for the season;
- Information and updates regarding irrigation system problems or water delivery interruptions that might affect the flow of water to delivery points for more than a 24 hours. The notices will detail what is being done to cure the problem and how long patrons can expect that to take;
- Details in advance about system maintenance activities so patrons will know if District employees will be trimming trees, burning weeds or performing system repairs that might affect either delivery or perhaps even traffic flow.

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Other topics that can trigger email notifications include changes in water delivery policies; and a notice several days in advance of assessment payment deadlines in December and June as a courtesy reminder to patrons who have not paid so they don't forget their payment.

“We're not going to bombard our patrons with an overwhelming volume of email but will use the Pioneering Communications service to notify them of the really important things that have a direct bearing on the services for which they are paying. And we absolutely will not sell or rent our e-mail list. Its sole purpose is to keep our patrons informed about essential information related to the District and its irrigation service,” Fowler added.

Additionally, patrons can opt out whenever they choose.

For more information regarding the Pioneering Communications service, visit the Pioneer website at [www.pioneerirrigation.com](http://www.pioneerirrigation.com) or contact Pioneer at 459-3617.

Pioneer Irrigation District is a non-profit irrigation district based in Caldwell that has provided irrigation water to more than 34,000 acres of farm and residential lands in Canyon County and extreme western Ada County for 109 years. More information about Pioneer Irrigation District is available at its website: [www.pioneerirrigation.com](http://www.pioneerirrigation.com).

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