

Lathrop Irrigation District will begin using a new “text alert” service to inform customers of urgent power supply information. This service will allow customers to receive texts to mobile phones when LID expects a planned outage or when there is an unplanned outage that affects LID customers. This service will be used only for information related to LID power supply issues and will be brief and short. Texts will only be sent when the information is known and can be clearly communicated, such as “LID power outage affecting all customers, crews investigating” or similar notices advising that LID is aware of the problem. When applicable, a later text may be sent when the extent of the outage is known, such as “Crews indicate restoration of power to LID customers to be 1:00 pm”. When power has been restored, customers may receive a text such as “Power restored to all LID customers, please call 209-888-4799 if you are still experiencing problems”.

It is important that our customers know that the text alert system will only be used for major outages, not for individual outages at a one or a few homes (nobody wants to be awoken at 2 am because one neighbor across the lake has no power). Sometimes (if the outage is not planned) LID doesn’t know there is a problem until we hear from our customers, as we don’t have a “war room” to monitor the system 24/7. While we do have systems in place to help identify issues, the best way for us to know there is a problem is to hear directly from affected customers. Once we are aware and have determined the extent of the outage, we will send a text if the situation warrants, then follow up texts as information becomes available. Remember, the crews are doing everything possible to get your power back on, so please be patient and let them do their job-the faster they can identify the problem the faster they can fix it, and if they get interrupted not only can they not fix the problem, but they can’t relay important information back to the office so all customers can be updated in a timely manner.

We also ask that customers only sign up for one mobile device per household, as each text does cost the District money and, all costs are passed on through rates as a cost of providing the service. Remember, LID is not for profit and we try to keep the costs of providing the service down to keep your rates as low as possible.

To enroll in our new text alert service, simply text the word “**alerts**” to the number “**8332222154**”. Just like you are going to send a text to any phone number, put the number **8332222154** in the “to” field and then type **alerts** in the field where you would normally type your message.

Remember, you are enrolling in a texting service so your regular text and data rates will apply from your phone carrier. If you wish to cancel the service, there will be a message that accompanies each text which will instruct you on how to do that also: *Msg and data rates may apply. 2-4 msgs/mo. Reply STOP to 8332222154 to cancel.*

Lathrop Irrigation District is fortunate that our power delivery system is new and very reliable, but there are times when mother nature or other factors (such as mandatory PG&E outages) affect the power delivery to customers. The text service is another tool to help us communicate critical information to customers. The website will still be used to deliver more detailed information as available, but the intent is to be able to alert customers to information quickly and then allow them to follow up for more information as it is added to our website. As always, our focus is to get the power on first, so your patience is appreciated while we work together to not only keep you up to date but minimize the impacts and duration of power interruptions.