

Shine On, **Jamaica**



JPS

Frequently
Asked
Questions

FAQ

Q1

What is the Shine On Campaign?

A: The JPS Shine On Campaign highlights our ongoing commitment to improving electricity service reliability, enhancing customer experience, and building a stronger, climate-resilient electricity grid across Jamaica. It celebrates the real stories, improvements, and people powering Jamaica forward — with a renewed commitment to purpose-driven service and community impact.

Q2

Why did JPS launch this campaign?

A: We want to re-energize our relationship with customers by being more present, more personal, and more purposeful. Shine On highlights the positive changes we've made — and continue to make — to serve Jamaica better.

Q3

Who are the ambassadors of the Shine On Campaign?

A: Our longstanding Energy Ambassador, Ding Dong, continues to represent the energy, movement, and national pride at the heart of JPS. For the Shine On campaign specifically, we have also partnered with Lila Iké, who brings soul, authenticity, and a fresh voice to the message. While Lila is not an official JPS ambassador, her involvement adds a powerful dimension to this campaign.

Q4

What are the key messages of Shine On?

A: JPS is committed to delivering reliable service

- We are investing in building a more resilient power delivery network
- We are investing in clean, renewable energy solutions
- We are creating smarter, more convenient customer experiences
- We care deeply about the communities we serve

Q5

Can I win anything through this campaign?

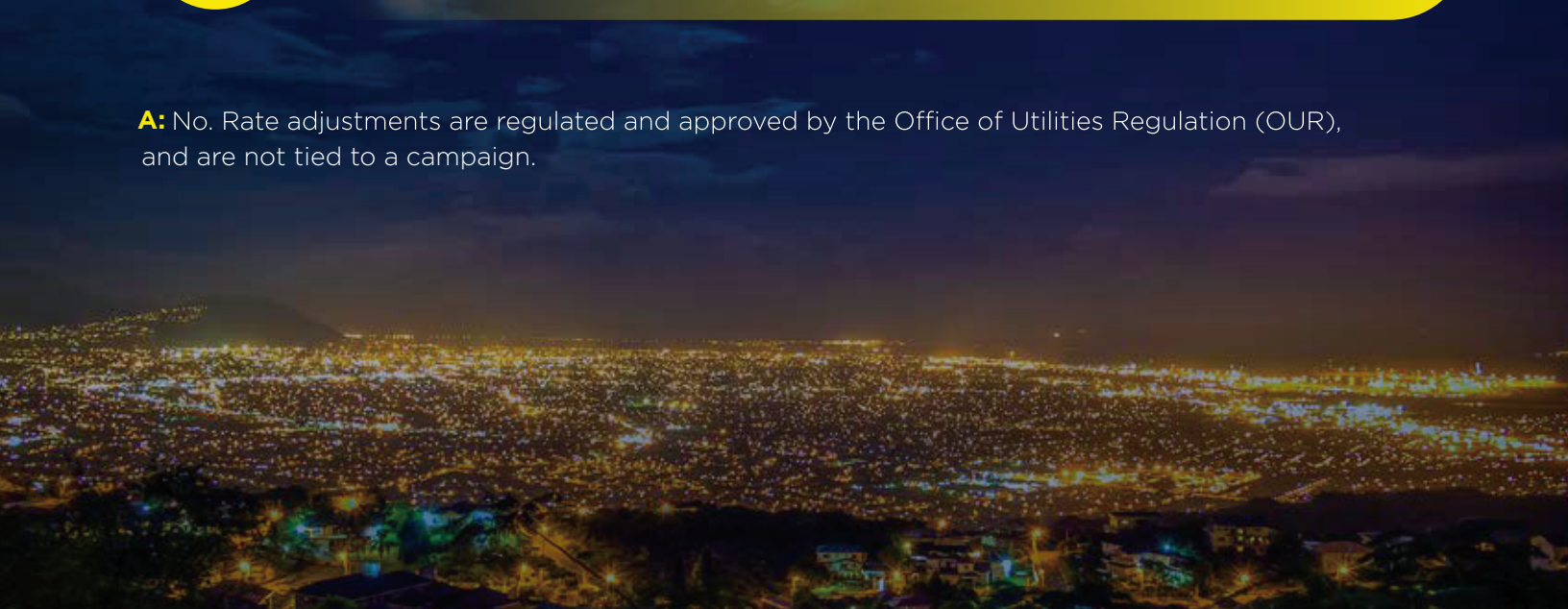
A: The real value of the Shine On campaign lies in the long-term benefits for customers — including improved reliability, a more resilient grid, better customer service, and deeper community engagement.

Customers will have the opportunity to win up to 120k by participating in the Shine On Dance Competition. The competition details can be found on our social media pages @my-jpsonline

Q6

Will my electricity bills increase because of the Shine On Campaign?

A: No. Rate adjustments are regulated and approved by the Office of Utilities Regulation (OUR), and are not tied to a campaign.



 Q7**How long will the Shine On Campaign last?**

A: While specific projects under the campaign have targeted timelines, our commitment to continuously improving service and reliability is ongoing.

 Q8**What has JPS been doing to actually improve reliability?**

A: JPS has been investing significantly in the reliability of the electricity grid. Over the past five years, we've committed US\$80-100 million annually to system upgrades. In 2025 alone, we're investing \$17 billion JMD to enhance service quality and reduce outages — all part of our goal to deliver more consistent, dependable power to customers across the island.

 Q9**What has JPS been doing to improve customer experience?**

A: We are making it easier and more convenient for customers to do business with us. This includes continuous enhancements to the MyJPS mobile app, allowing customers to access services quickly, anytime and anywhere. Customers can also contact us via our website and a range of social media platforms.

In addition, our Self-Service feature can be accessed by calling 888-225-5577 / 888-935-5577, and is available 24/7 for persons who prefer to get the information they need at their own pace and convenience. For those who prefer in-person service, we've introduced an appointment feature to help customers plan their visits and avoid long wait times. Additionally, we're opening a new Customer Engagement Hub in Portmore, designed to deliver faster, more personalized service in a modern, customer-friendly space.

 Q10**What is JPS doing to ensure a more resilient grid?**

A: Resilience is a top priority, especially as we face stronger and more frequent storms. JPS is investing \$17 billion JMD in 2025 to strengthen the power delivery network. The upgrades being done in 2025 are part of a multi-year plan to help ensure more durable infrastructure and faster recovery during natural disasters.

 Q11**What is JPS doing to support our communities?**

A: Through the JPS Foundation and our Community Renewal Teams, we are creating meaningful, lasting impact far beyond electricity. We engage directly with communities to uplift lives and support grassroots transformation.

Our work includes energy education workshops, skills development, and entrepreneurship training. Programmes like Power Up Community Action, provides residents with skills training that makes them more employable, helping to enhance their livelihoods and overall quality of life. We also work in underserved communities to provide house wiring assistance, with support from government agencies such as JSIF, to facilitate safe and legal electricity connections. These efforts help ensure safer, more reliable access to energy while supporting long-term community development.



Q12

How can staff support the Shine On campaign?

A: Be informed and ready to talk positively about the campaign.

- Be informed and ready to sell up the investments and strides being made by the company.
- Reflect the Shine On spirit in customer interactions — with empathy, energy, and excellence.

Q13

Who can I contact if I have more questions or feedback about the campaign?

A: You can reach our Customer Care team via our website (www.jpSCO.com), call centre (888-225-5577), or through our official social media platforms for any additional queries or feedback.

