

## **Overall Goal, Objectives and Benefits**

The overall goal of the C&LM Plans is to advance the efficient use of energy, reduce air pollution and negative environmental impacts, and promote economic development in Connecticut.

Specific objectives to achieve the goal include the following:

- Lower energy costs and increase aggregate productivity through cost-effective C&LM initiatives;
- Create an energy efficiency “ethic” through communication of the economic and environmental value of efficient energy use;

Increase measurable energy efficiency to position Connecticut businesses and organizations for success in the global economy;

- Provide a high quality program that meets customers’ needs and that addresses market barriers to energy efficiency, especially for special needs groups;
- Allocate C&LM resources in an equitable manner across all customer segments;
- Pursue uniform Statewide programs between CL&P and UI;
- Pursue increased use of third party planning and delivery of programs;
- Demonstrate measurable success in achieving energy efficiency goals, in terms of environmental and economic improvement; and
- Seek linkages to other funds and environmental initiatives.