



The Importance of Objective Setting

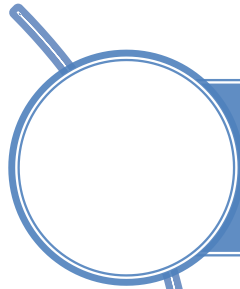
TII Conference
27th September 2019



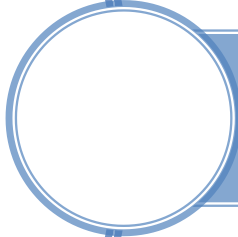
What I am presenting on

- ▶ When
 - ▶ Why
 - ▶ Who
 - ▶ How
-
- ▶ Context
 - ▶ Case Study

Key Points / Take Aways



Government policy source of good objectives

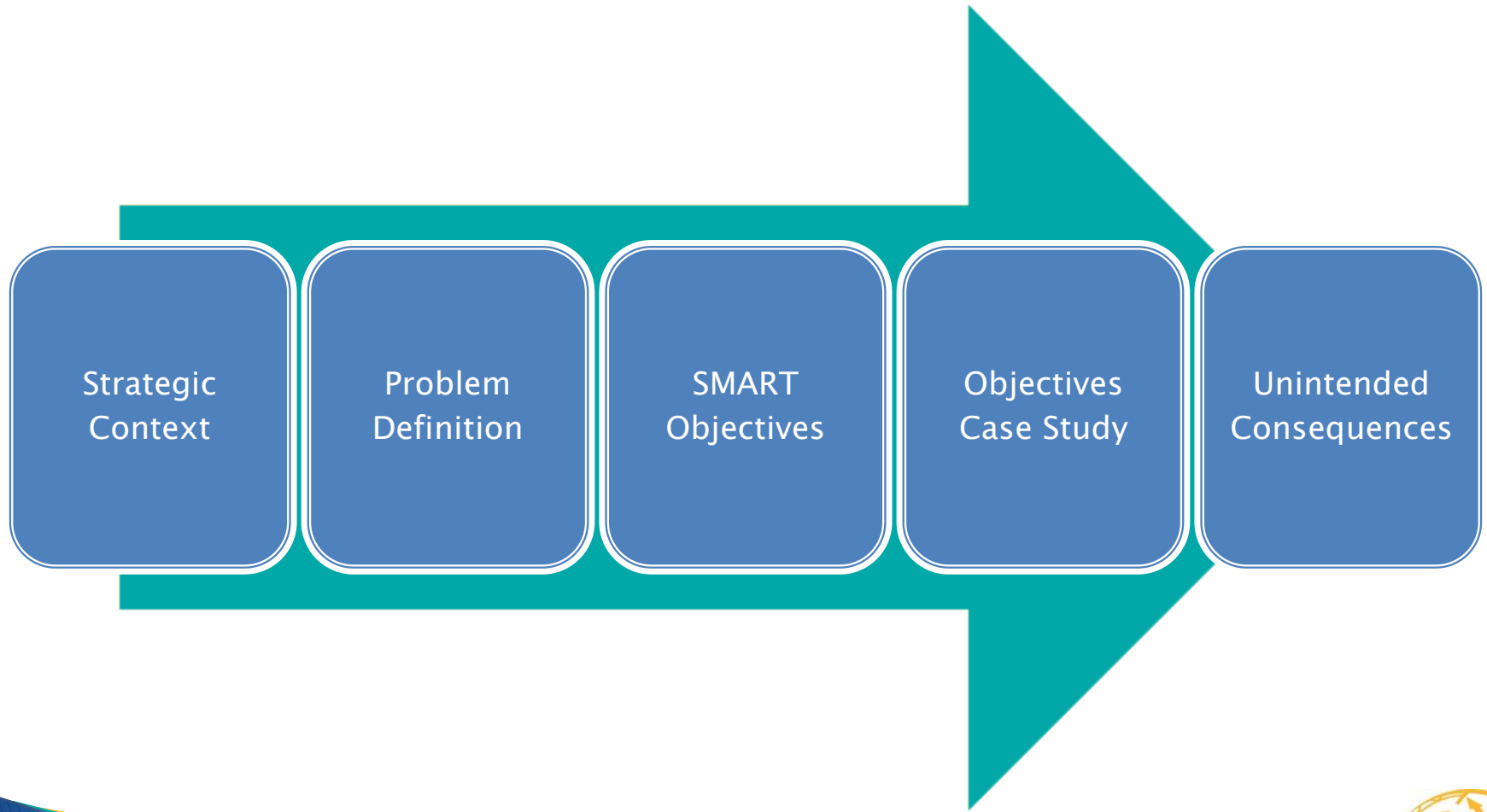


Many projects use the same objectives from scheme to scheme – Base them on problems



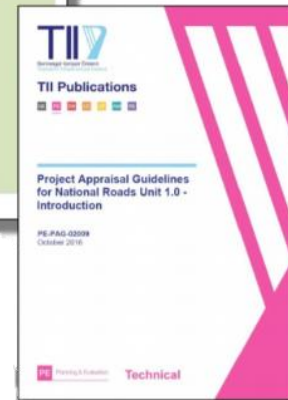
Avoid generic and non specific objectives

Presentation Structure

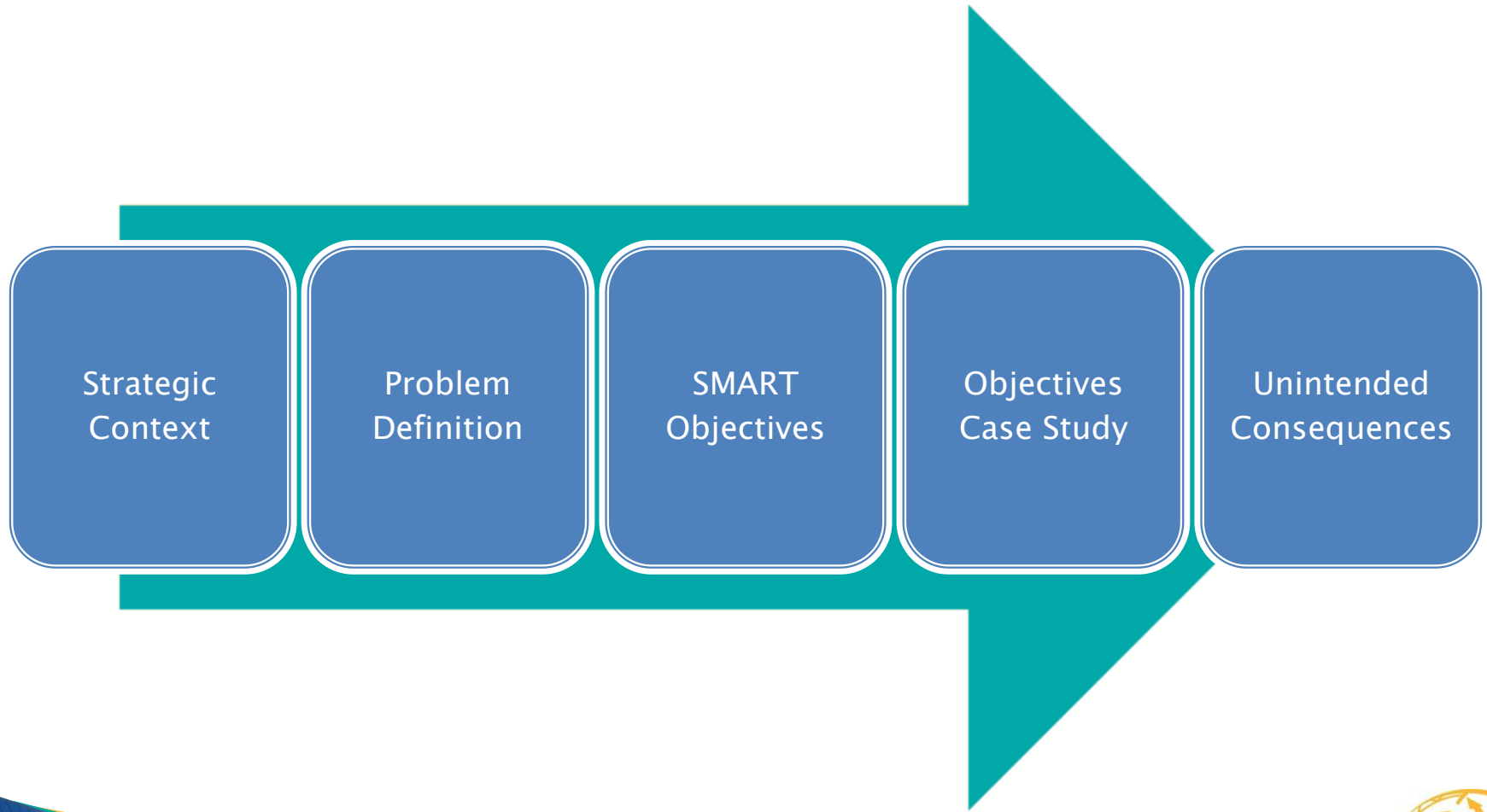


Why do we set objectives?

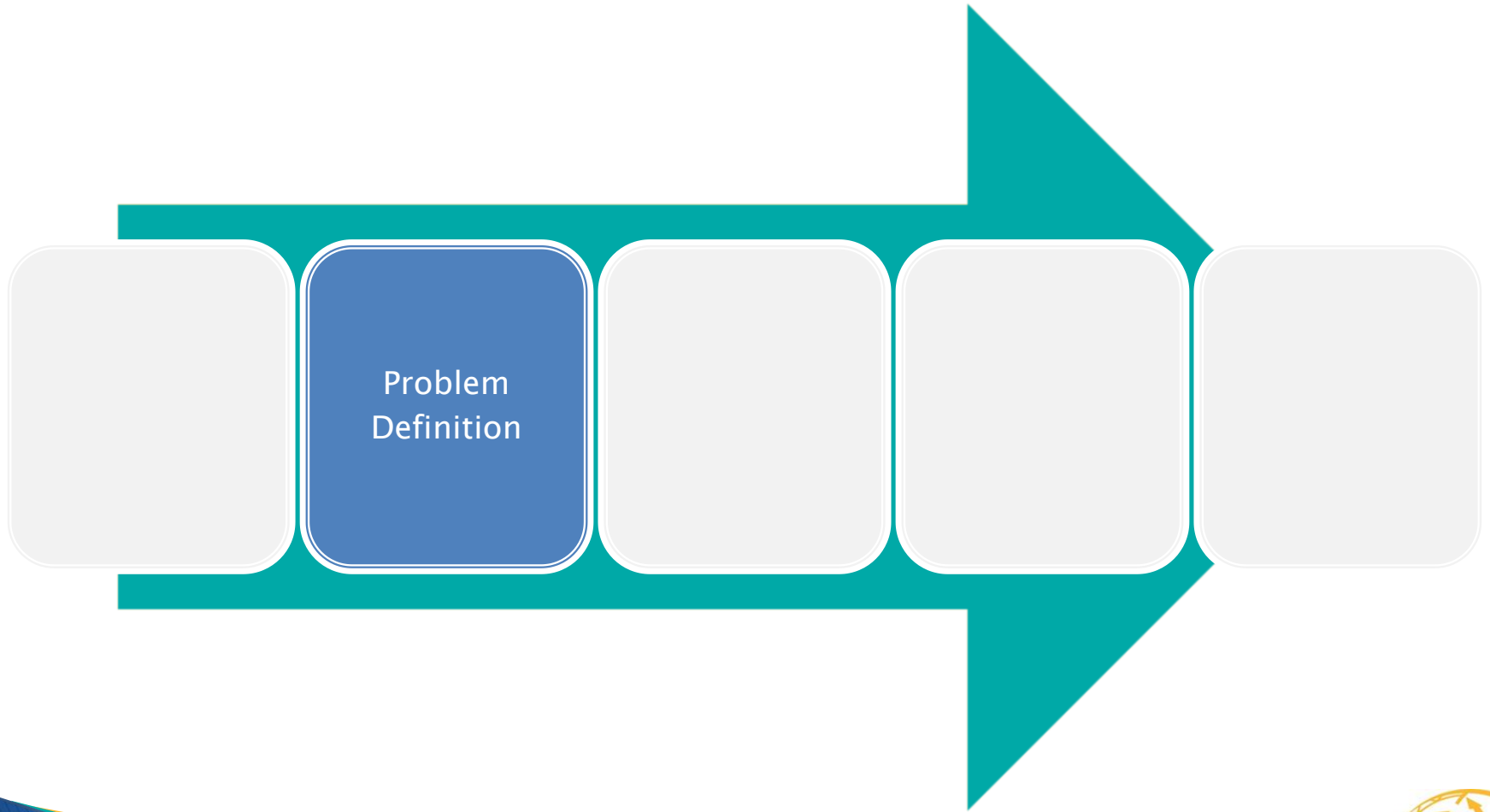
- ▶ PAG – Objectives set in the Project Appraisal Plan required at Phase 0/1
- ▶ Public Spending Code
- ▶ CWMF
- ▶ To control scope creep



Overview



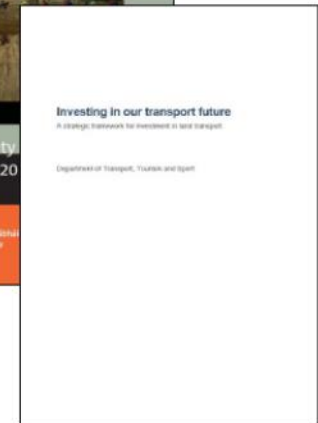
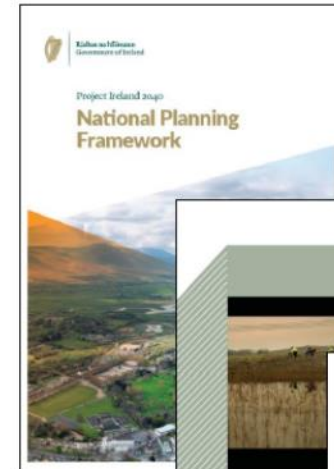
Getting Started – Define the problem



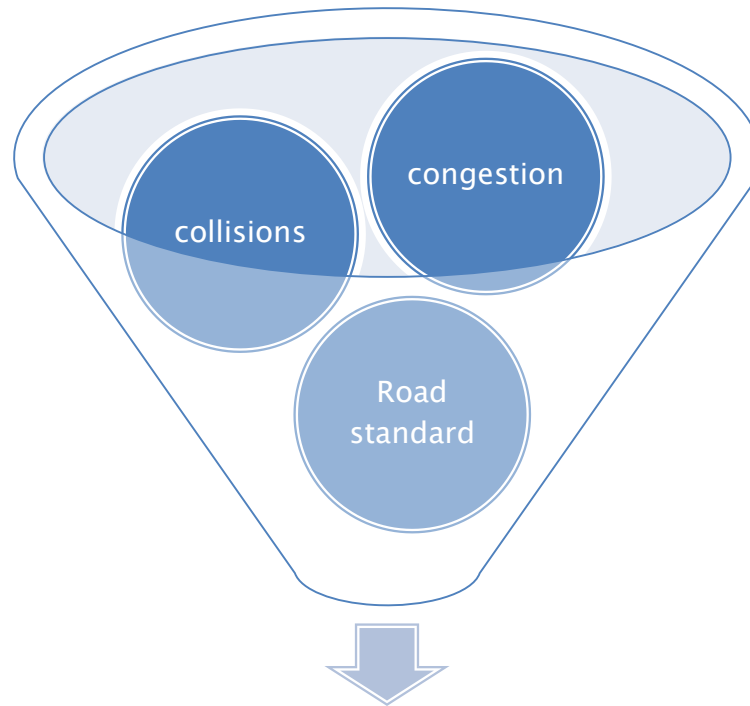
Getting Started– Problem Definition



Where to find the Problem

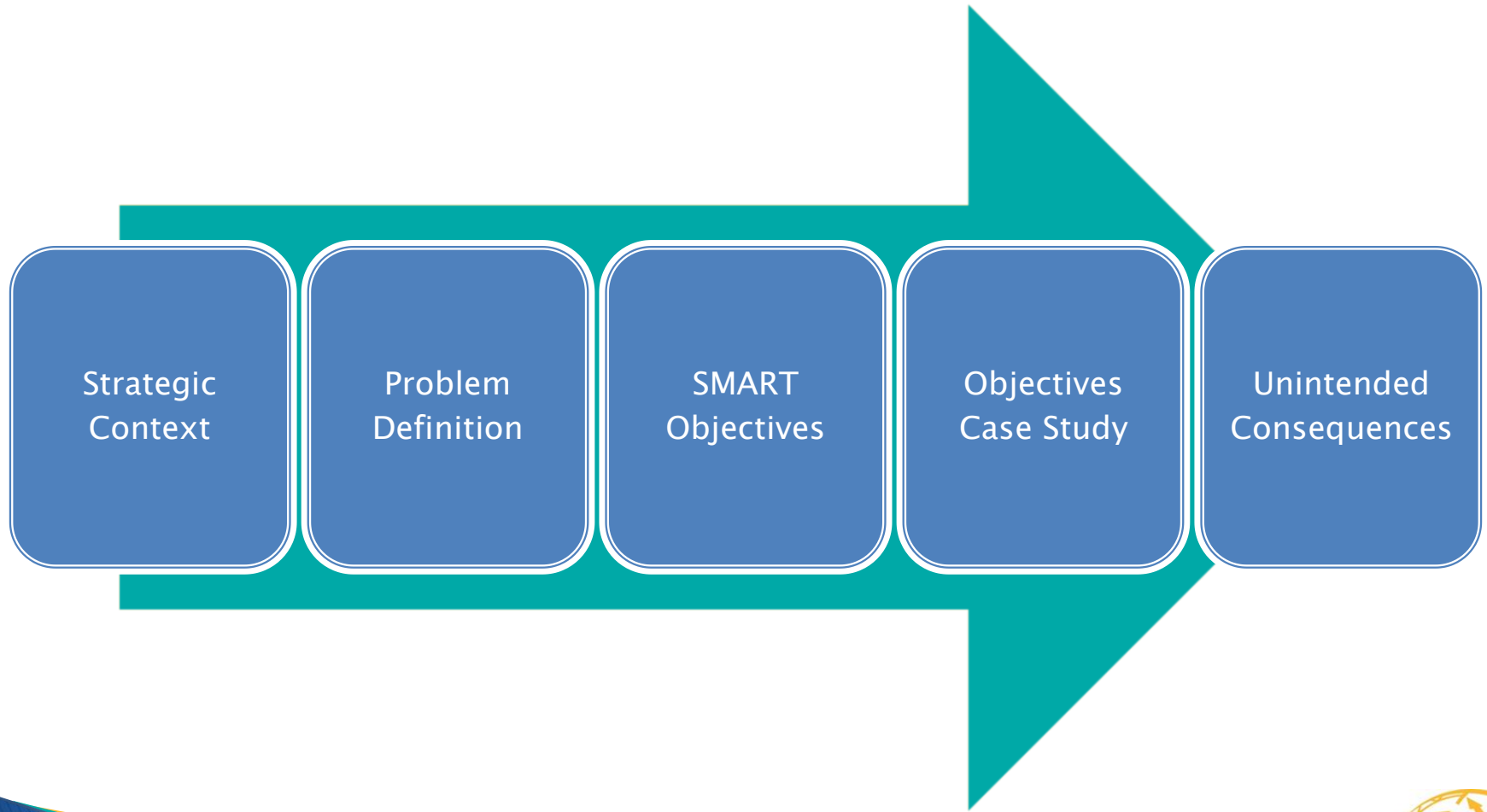


Problem Definition

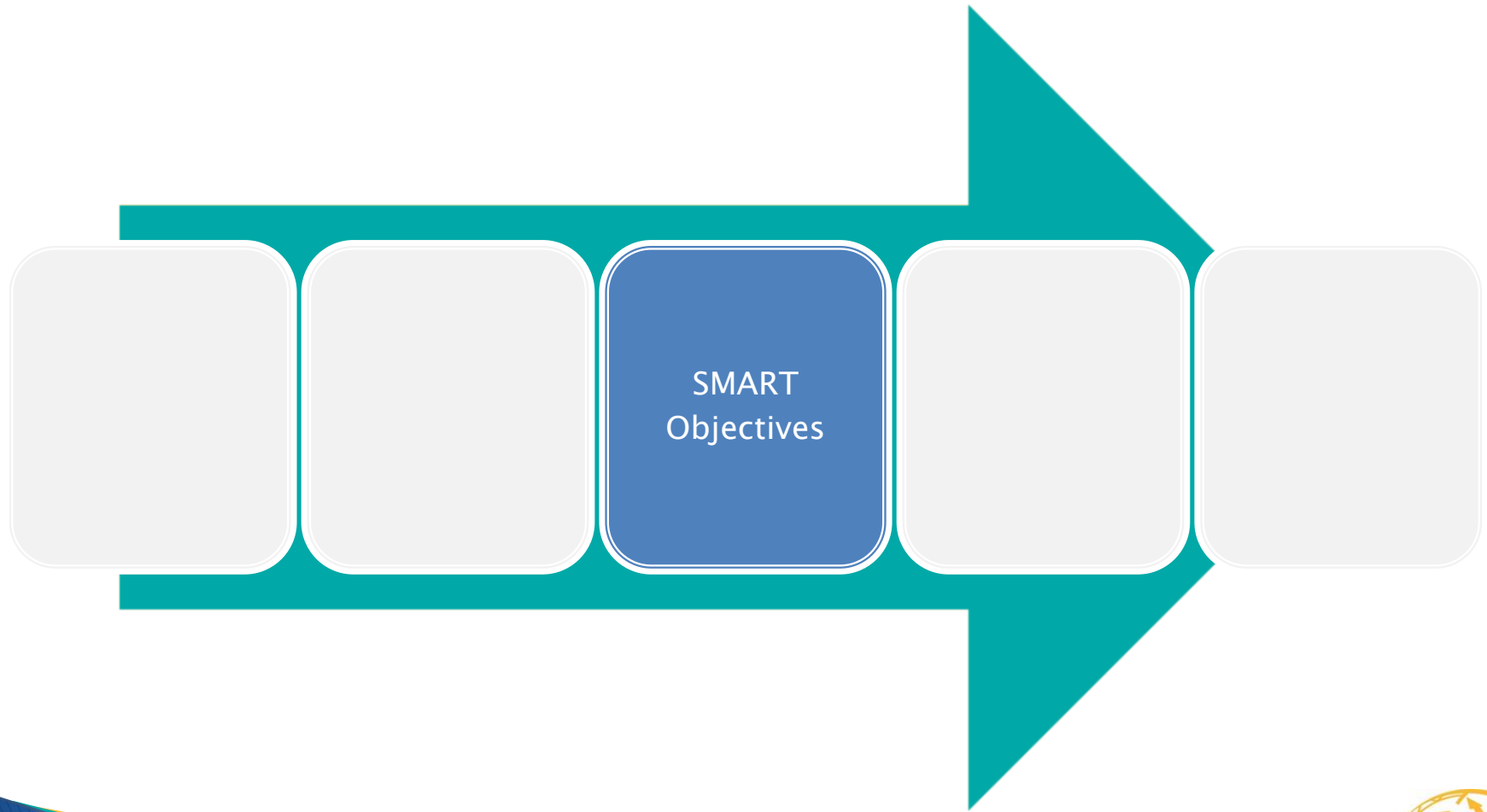


What can be solved

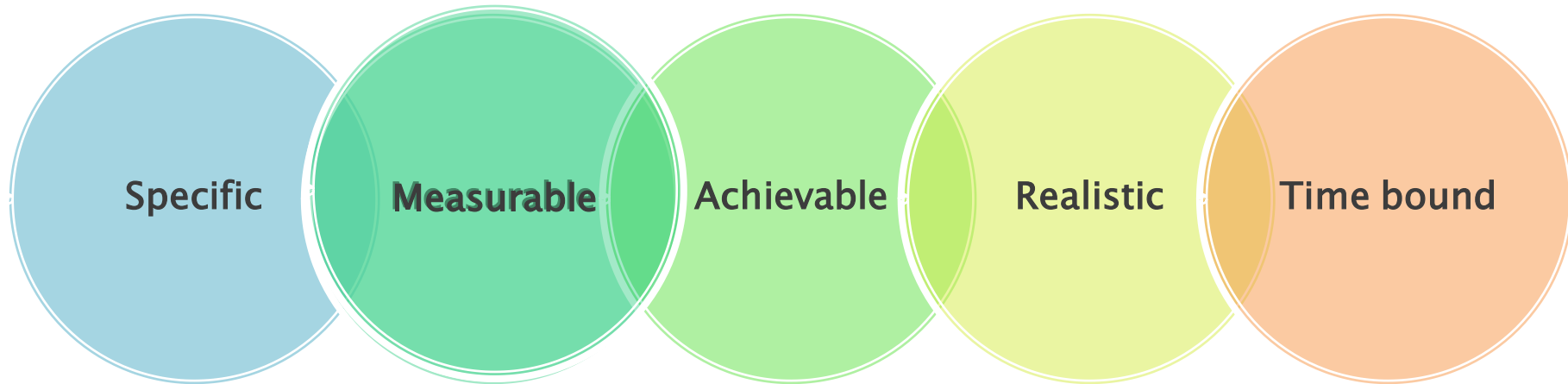
Overview



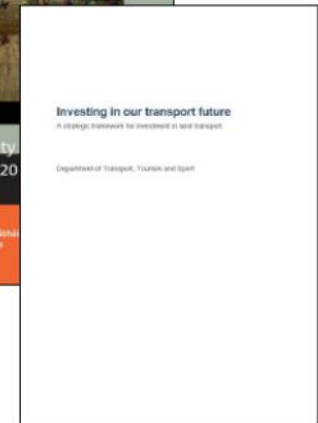
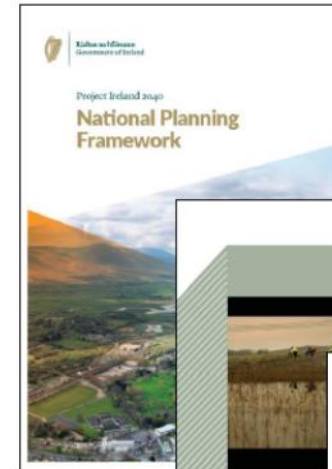
Setting objectives to address your problems



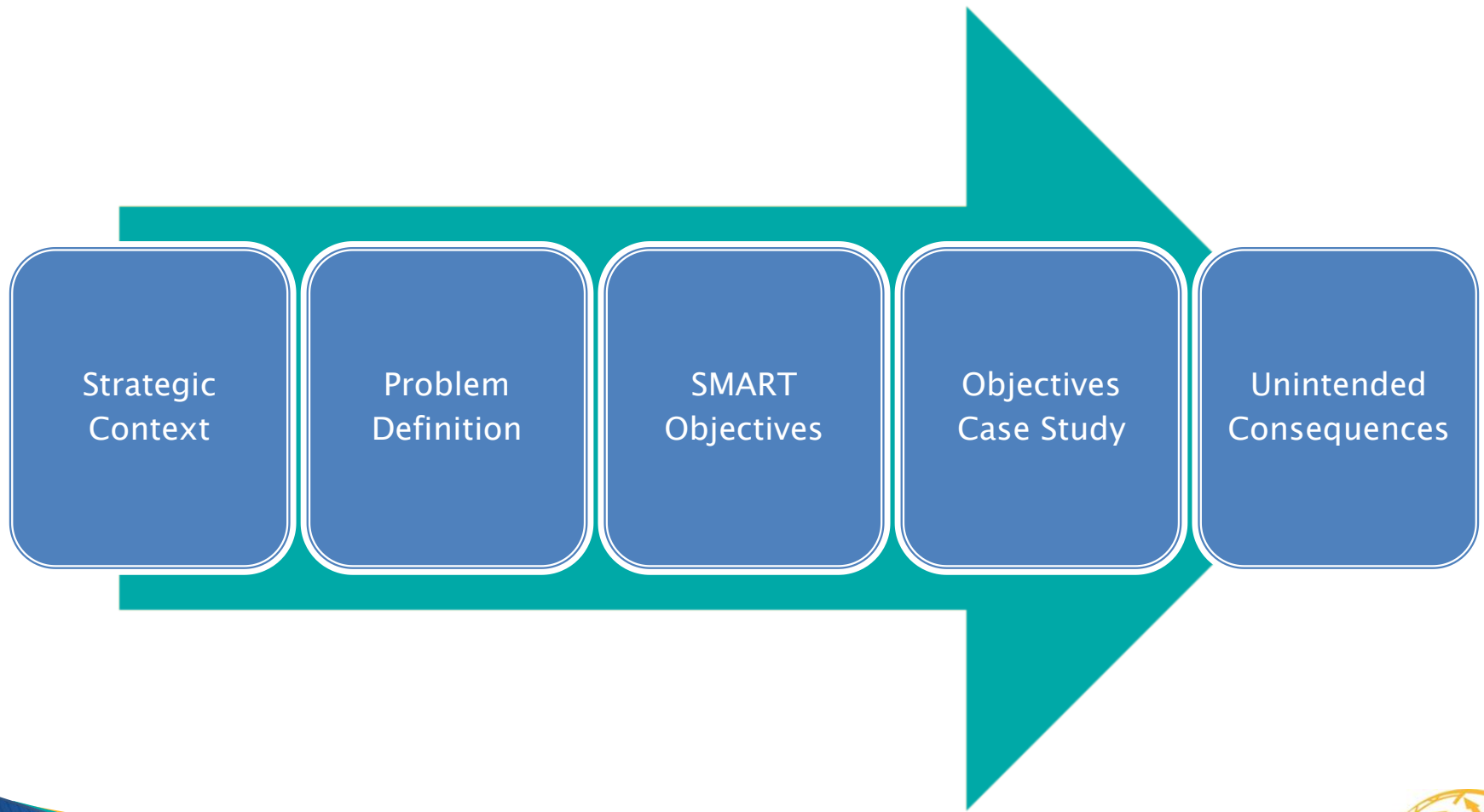
Is there a metric for your objective?



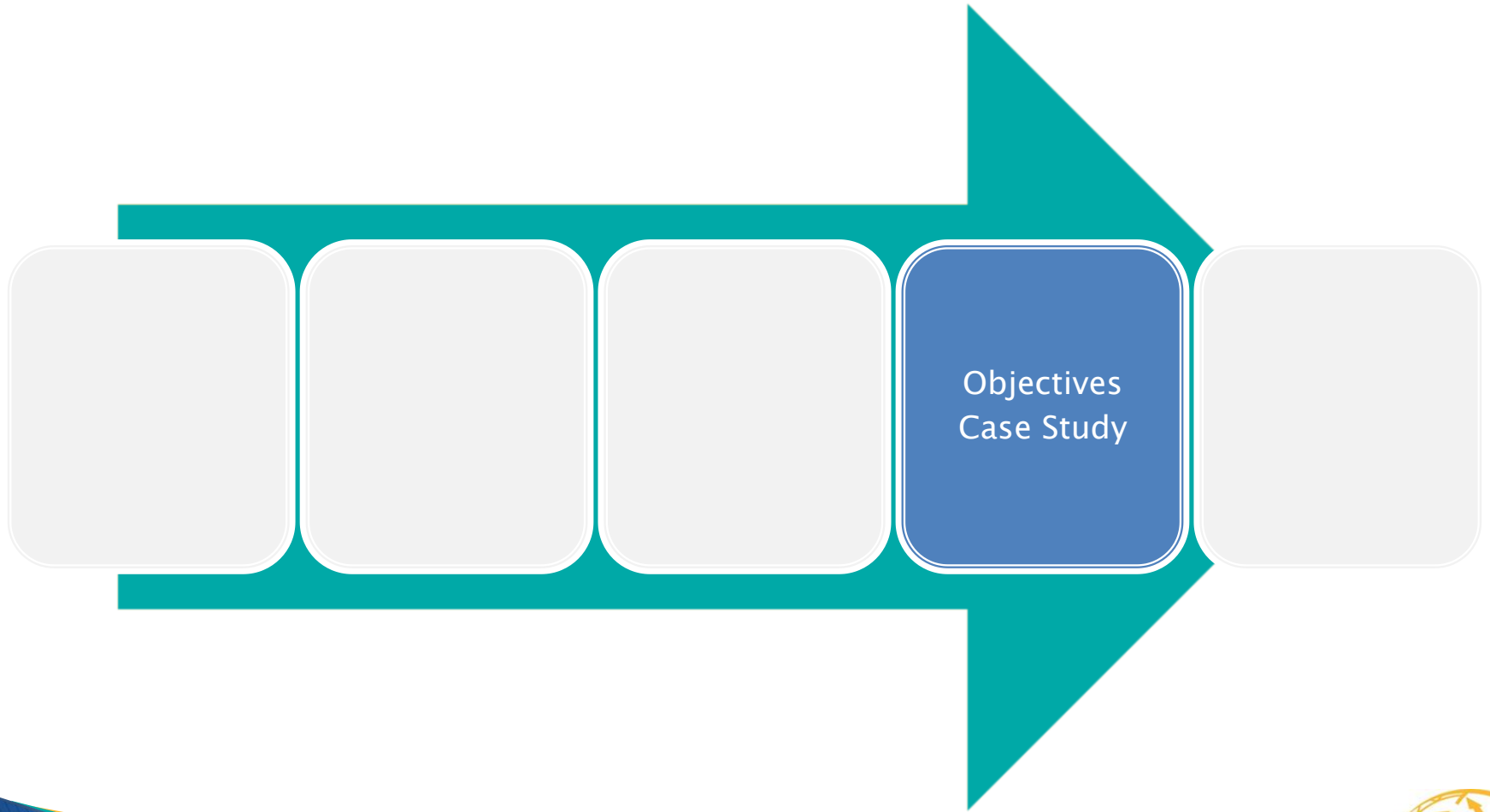
Validate the Objectives



Overview



Look at SMART objectives



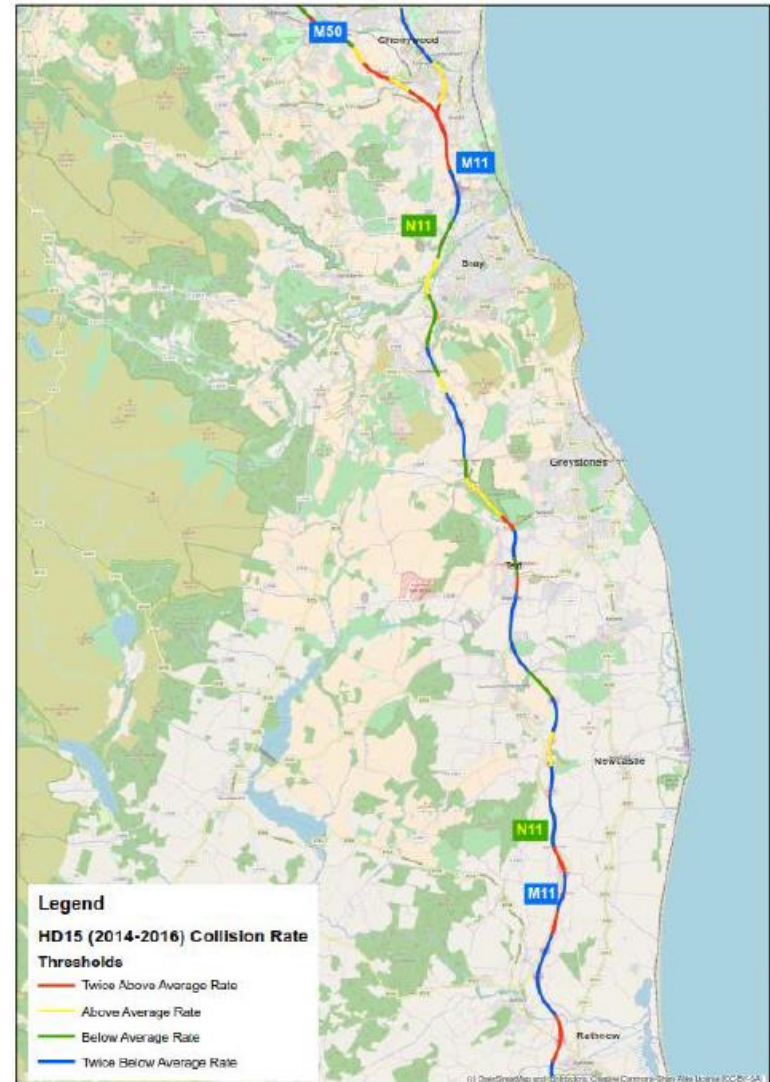
Objectives – Case Study

Criteria	Scheme Specific Objective
Economy	<ul style="list-style-type: none"> • Improve the efficiency of the N11/M11 corridor between Junction 4 and Junction 14; and • Improve efficiency, reliability and journey times within European Route 1 (E01) • Improve connectivity with the wider European market by reliability of journey time between ports and ease of movement • Improve resilience of the Irish market by improving connectivity to Rosslare Europort and the wider European market • Generate positive economic benefits to road users: <ul style="list-style-type: none"> ○ Reducing journey times; and ○ Improving journey time reliability.
Safety	<ul style="list-style-type: none"> • To reduce the frequency and severity of collisions on the M11/N11 corridor between Junction 4 and Junction 14; and • To support the Government's Road Safety Strategy.
Environment	<ul style="list-style-type: none"> • To reduce CO₂ emissions and particulate emissions through a reduction in fuel consumption; and • To manage noise impacts in populated areas. • To minimise the impact on designated Natura 2000 sites • To seek to preserve existing well established communities
Accessibility and Social Inclusion	<ul style="list-style-type: none"> • To provide a corridor that will encourage and support investment and employment in the wider area; • To improve road based public transport journey time and journey time reliability; and • To achieve the objective of national, regional and local planning policy.
Integration	<ul style="list-style-type: none"> • To improve connectivity to the national road network; • To provide continuity of road type between Junction 6 and Junction 15; • To improve connectivity to Rosslare Europort; • To be compatible with adopted land use objectives; and • To complement wider government policy.
Physical Activity	Promoting walking and cycling by providing a safer environment for non-motorised road users

Case Study – Safety

Criteria	Scheme Specific Objective
Safety	<ul style="list-style-type: none">To reduce the frequency and severity of collisions on the M11/N11 corridor between Junction 4 and Junction 14; andTo support the Government's Road Safety Strategy.


Align with the Government's Vision Zero Road Safety Strategy along the entire corridor



Case Study – Environment

Criteria	Scheme Specific Objective
Environment	<ul style="list-style-type: none">• To reduce CO₂ emissions and particulate emissions through a reduction in fuel consumption;• To reduce noise impacts in populated areas.• To minimise the impact on designated Natura 2000 sites• To seek to preserve existing well established communities



 To **reduce** noise impacts in populated areas.

 To **manage future** noise impacts in populated areas **along the corridor**.

Case Study – Accessibility and Social Inclusion

Criteria	Scheme Specific Objective
Accessibility and Social Inclusion	<ul style="list-style-type: none">• To provide a corridor that will encourage and support investment and employment in the wider area;• To improve road based public transport journey time and journey time reliability; and• To achieve the objective of national, regional and local planning policy.

To increase the availability of public transport to the commuter towns within the study area in line with the NTAs implementation strategy

National Policy Objective 49

Support the coordination and promotion of all-island tourism initiatives through continued co-operation between the relevant tourism agencies and Tourism Ireland.



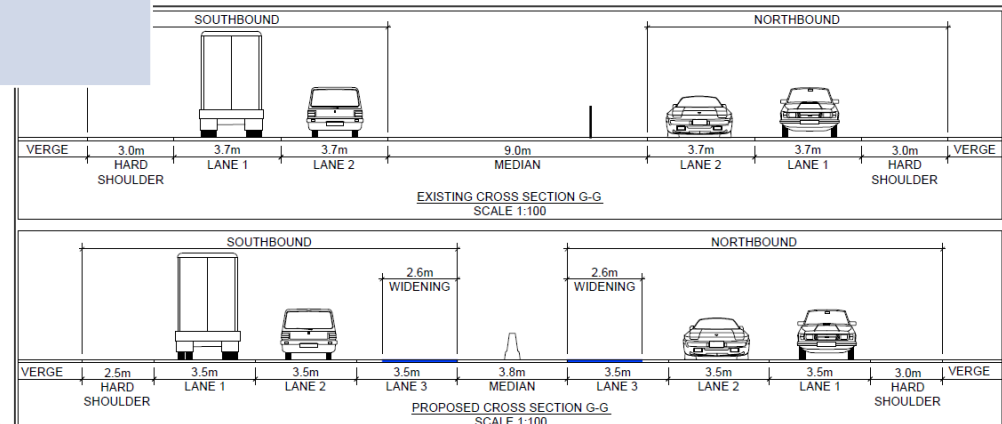
Case Study – Integration

Criteria	Scheme Specific Objective
Integration	<ul style="list-style-type: none"> To improve connectivity to the national road network; To provide continuity of road type between Junction 6 and Junction 15; To improve connectivity to Rosslare Europort; To be compatible with adopted land use objectives; and To complement wider government policy.

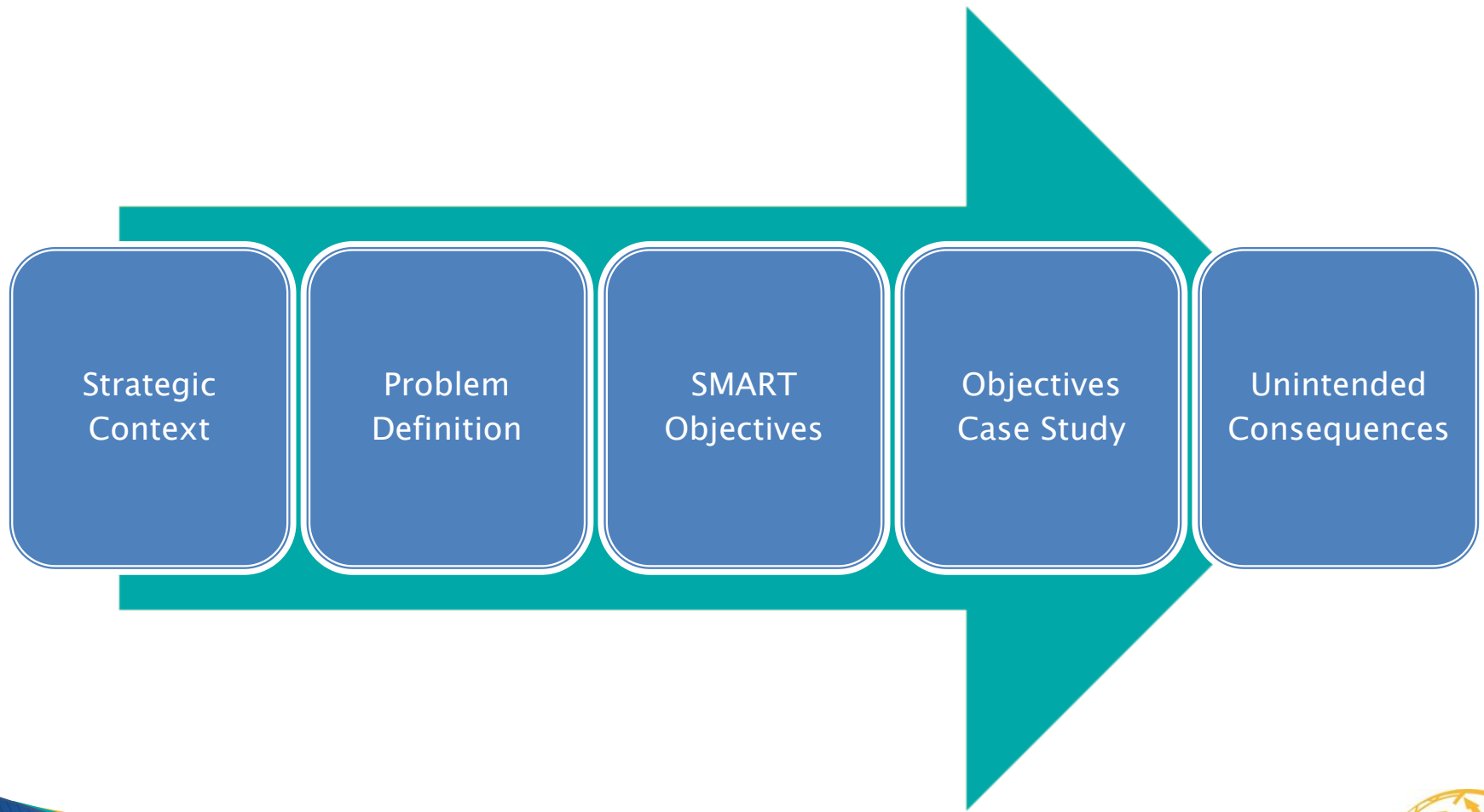
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Junctions / access along the corridor

Rationalise the number of access onto the existing N11/M11 corridor

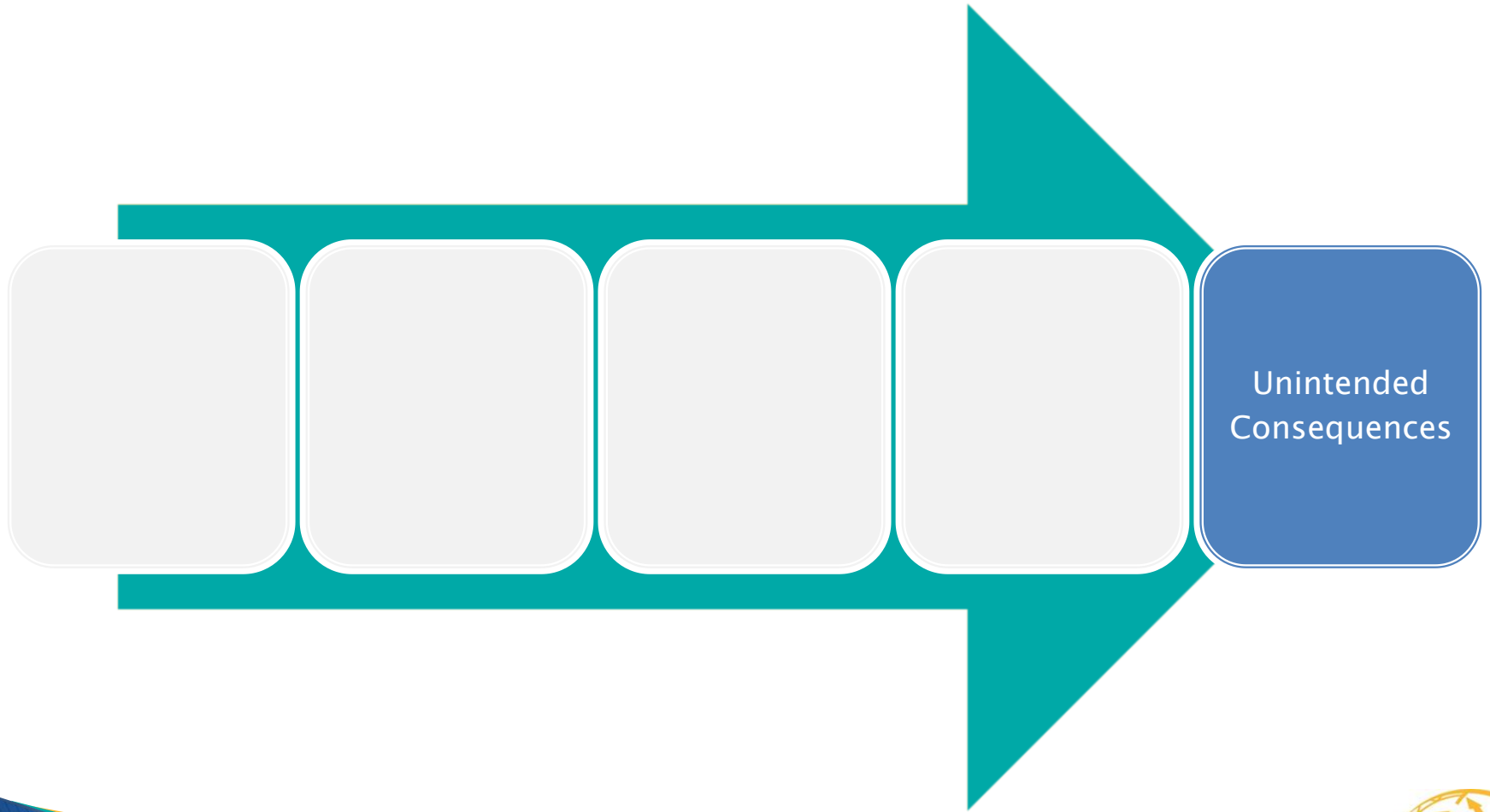
To improve connectivity to the national road network



Overview



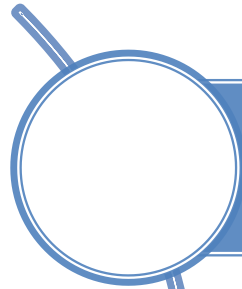
Objectives can have unintended consequences



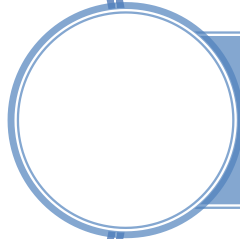
Unintended Consequences



Key Points



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Avoid generic and non specific objectives

THANK YOU FOR YOUR ATTENTION

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