



HOW DID WE GET HERE?

The Perfect Storm

Chief Howard B. Hall
Roanoke County Police Dept.

Why traffic enforcement?

Return on Investment

- ✓ Specific deterrence-traffic
- ✓ General deterrence-traffic
- ✓ Specific deterrence-crime
- ✓ General deterrence-crime
- ✓ Intelligence



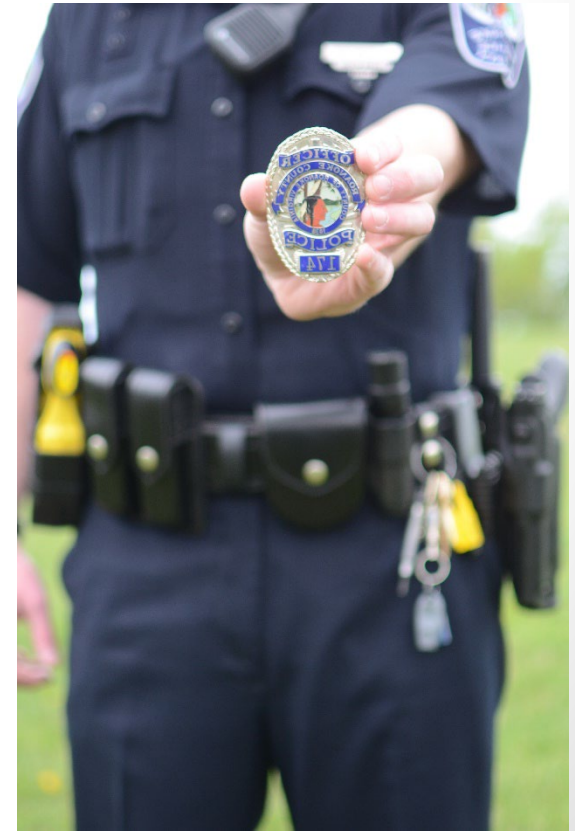
What happened to traffic enforcement?

- COVID-19
- Negativity toward law enforcement
- Bad laws
- Severe staff shortages



The Solution:

- Do not apologize for doing your job!
- Traffic enforcement is a critical law enforcement function
- It must be done the right way:
 - Professional/respectful
 - Fair/consistent
- Targeting enforcement
 - Hot spots
 - Problem areas
 - Community complaints
- Lower tolerance!





Questions?