



911 Public Safety Newsletter

August 2026

Back-to-school means back-to-safety



August is here, and students across Roseville are preparing to head back to the classroom. As the new school year begins, traffic around schools will increase during the busy morning drop-off and afternoon pick-up hours.

Even if you don't have children in school, your daily commute may take you through school zones. That's why every driver plays an important role in keeping students safe.

The National Safety Council (NSC) offers these important reminders for drivers:

Drop-Off and Pick-Up Safety

- Avoid double parking. It blocks visibility for children and other drivers.
- Never load or unload children across the street from the school.
- Carpool whenever possible to reduce traffic congestion.
- Learn your school's drop-off and pick-up procedures and follow them consistently.

Watch for Pedestrians

Young children are especially vulnerable

near school buses and busy streets. In fact, the majority of children killed in bus-related crashes are between 4 and 7 years old, and most are struck while walking, often by a bus or by a vehicle illegally passing a stopped bus.

A few extra seconds of patience can save a life.

Keep these safety tips in mind:

- Never block a crosswalk. This can force children to walk into traffic.
- Always yield to pedestrians in crosswalks and at intersections.
- Stop whenever a crossing guard displays a stop sign.
- Slow down and stay alert in school zones, neighborhoods, parks, and playground areas.
- Never pass a vehicle stopped for pedestrians.

And remember: school zone speed limits are in place for a reason. Even if you don't see children nearby, follow the posted speed limit—many school zones require drivers to travel 25 mph or less.

As students head back to school, we all share the responsibility of keeping them safe. Stay focused, slow down, and help make sure every child gets to school—and back home—safely.

Protect your personal information with DROP



California's **DROP (Delete Request and Opt-Out Platform)** gives residents a simple way to protect their privacy by submitting one request to delete personal information from more than 500 registered data brokers.

Managed by the [California Privacy Protection Agency](#), DROP allows Californians to verify their identity, submit basic information, and have their request sent statewide. If a broker has your

information, they are required by law to delete it and stop selling or sharing it.

Key dates to know:

- **August 1, 2026:** Enforcement begins. Data brokers must check for new deletion requests at least every 45 days.
- **Late 2026:** Brokers must fully match and delete records within 90 days of receiving a request. Failure to comply can result in fines of \$200 per request, per day.
- **January 1, 2028:** Data brokers face mandatory independent privacy audits every three years to verify compliance.

In an age where personal data is constantly collected and sold, DROP gives Californians an easy way to reduce spam, limit unwanted tracking, and better protect against identity theft.

Upcoming events



Senior Resource Fair

Time: 10 a.m.-2 p.m.
Date: Thursday, September 24
Location: Maidu Community Center
1550 Maidu Drive

This fair is designed for seniors in Placer County. With over 70 community partners, attendees will learn about community resources, emergency preparedness, senior health and wellness, and elder abuse prevention.

For more info: placer.ca.gov/placerprotect



Fall Family Fest

Time: 2-5 p.m.
Date: Saturday, September 19
Location: Vernon Street Town Square & Royer Park

Celebrate the season at Fall Family Fest, where there's something for everyone! The event will include 50+ vendors, delicious food trucks, picnic games, and endless fun. For more information search "[Family Fest](#)" at roseville.ca.gov/programs_events/index.php



Fall Citizen Academy

Time: 4 p.m.—7 p.m.
Date: 10/5—10/15 (M-Th)
Location: Roseville Police Dept.
1051 Junction Blvd.

Students will listen to classroom instruction and engage in interactive presentations. **Registration for "[Citizen Academy](#)" will open soon. Class size is limited, so register early.**



Beware of utility scams: Don't let scammers turn up the pressure.

A call, text, or email claiming your utility service will be disconnected can be alarming. Scammers know this and use fear and urgency to pressure victims into making immediate payments. They often pretend to be representatives from your gas, electric, or water company and threaten to shut off your service unless you pay right away.

These scams are designed to catch you off guard before you have time to verify the information. Scammers may contact you by phone, text, email, or even show up at your door. However, legitimate utility

companies do not use threats or high-pressure tactics to collect payments.

Scammers also often demand payment through methods that are difficult to recover, including wire transfers, cryptocurrency, payment apps, or gift cards. They may instruct you to purchase gift cards and provide the numbers on the back. These are major warning signs—legitimate utility companies will not require payment through these methods.

How to Avoid Utility Scams

- **Don't panic or act immediately.**
If someone threatens to disconnect your service unless you pay immediately, stop and verify the information. Do not click links in unexpected messages, respond to suspicious texts or emails, or allow someone at your door to pressure you into making a payment.
- **Contact your utility company directly.**
If you have questions about your account, balance, or payment status, call your utility provider using the phone number on your bill or the

company's official website. Never use contact information provided by a suspicious caller or message.

- **Be cautious of unusual payment requests.**
Never pay someone who demands payment by gift card, cryptocurrency, wire transfer, or a payment app. These payment methods are frequently used by scammers because they are difficult to reverse.

Utility scams succeed because they create a sense of urgency and fear. Scammers want you to act quickly before you have time to think. By staying calm, verifying unexpected requests, and contacting your utility provider directly, you can protect yourself from becoming a victim. Remember: taking a moment to confirm the facts can save you from losing money.

If you, or someone you know, becomes a victim of a scam, report it to your local law enforcement agency and the Federal Trade Commission (FTC) at [Reportfraudftc.gov](https://www.ftc.gov/report-fraud).

Roseville residents scammed

Beat: 4
Neighborhood: Vineyard

On May 12, 2026, a victim was mowing his lawn when a woman stopped near his residence and began a conversation about a neighbor's vehicle. The woman subsequently developed a personal relationship with the victim, and the two exchanged phone numbers and spent time together over the following weeks. During the relationship, the suspect requested \$28,000 from the victim to assist with a purported project in Granite Bay. Believing the request to be legitimate, the victim provided a check for \$28,000. On June 7, 2026, the victim provided an additional \$500 while they were together at a grocery store, believing the money would be repaid. The victim later concluded he had been deceived and financially exploited and requested prosecution for fraud.

Prevention Tip: Be cautious when providing money to individuals with whom you have recently formed a relationship. Verify claims involving investments, business ventures, or financial emergencies, and consult a trusted friend, family member, or financial advisor before transferring large sums of money.

Beat: 5
Neighborhood: Stanford Crossing

A victim and his wife arrived at a retail shopping center shortly after 4:00 p.m. As they walked through the parking lot, a vehicle approached and the driver asked for directions. After receiving assistance, the driver exited the vehicle and attempted to give the victim money, which was declined. The suspect then placed a necklace around the victim's neck despite being told no. After entering the store, the victim removed the necklace and discovered that his own gold necklace, valued at approximately \$1,600, was missing.

Prevention Tip: Avoid physical contact with strangers who attempt to place jewelry, clothing, or other items on you. If approached, maintain distance and immediately check personal belongings and jewelry before leaving the area.

Beat: 7
Neighborhood: Sun City

A victim reported being contacted by unknown individuals who claimed he had won a large lottery prize, a vehicle, and \$250,000 in cash. The suspects stated that processing fees were required before the winnings could be released. Believing the claims to be legitimate, the victim purchased and provided gift cards valued at \$100 and \$275 during video and telephone conversations. The suspects continued requesting additional payments and arranged to collect more money in person. The victim eventually realized the claims were fraudulent and reported the incident.

Prevention Tip: Legitimate lotteries do not require winners to pay fees or provide gift cards to claim prizes. Never send money or gift card information to individuals claiming you have won a prize.

Roseville Police Department
1051 Junction Blvd.
(916) 774-5000
[roseville.ca.gov/police](https://www.roseville.ca.gov/police)



**Community Events
& Neighborhood Watch**
PDCommunityServices@roseville.ca.gov
(916) 774-5050



Please send comments or suggestions to: pdcommunityservices@roseville.ca.gov or call (916) 774-5050.
The "9-1-1" is published for City of Roseville's residents by the Community Relations Division of the Roseville Police Department.

