



Chapter 11: Community Services and Facilities

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11.1 INTRODUCTION

Community Services and Facilities are the resources that help make lives safer, healthier, and more enjoyable, as well as enhance skills and abilities to enable residents to lead productive lives. Based upon the growth forecasts for the City, and upon the changing demographic profile which points to Edina having a much larger proportion of residents over the age of 65 than today, the demand for these resources will not only increase in the future, but will also alter in nature.

The purpose of this chapter is to inventory and examine existing services and facilities, identify future needs, and determine the requirements to maintain and enhance these services and facilities to meet Edina's growing and changing population.

This chapter addresses the following:

- Public Safety: Police Protection
- Public Safety: Fire Protection
- Environmental Health / Public Health
- Educational Facilities: Schools and Libraries
- Information Technology
- Communications and Marketing

11.2 PUBLIC SAFETY: POLICE PROTECTION

Introduction

The mission of the Edina Police Department is to protect and serve the community with the highest quality of law enforcement services, and to improve



the quality of life through eradication of criminal activity and conditions that have a detrimental impact on public safety.

Current Conditions

The Edina Police Department consists of 67 full-time employees, part-time staff, and community service officers.

In 2004, the Police Department took a major step forward into the future with the completion of a new building for administrative and operational headquarters. After researching various options over several years, the City decided that the most cost effective and practical solution would be to build an entirely new building that would house the City Hall and Police Department, to be built on the same parcel of land as the existing building. The Police Department headquarters was increased from 5,000 square feet to 25,000 square feet. A state-of-the-art 911 communications center, utilizing an 800-megahertz radio system, was built. Before the move, Edina had been one of the last departments in the state that booked prisoners in a city jail without a secure transport garage. The new building has a full detention center with a two-car secure garage within the detention area.



Trends and Challenges

The Police Department is called upon to perform many emergency and public service tasks. In 2006, the department responded to over 26,337 calls for service which involved medical emergencies, fires, accidents, thefts, damage to property, suspicious persons and vehicles, alarm responses, as well as public service and educational activities. Approximately 30 percent of these calls require multiple officer responses, which equals over 35,000 officer responses.



In 2006 the City reported 1,064 major Part I crimes such as burglary, robbery, assault, and theft, with an additional 873 Part II or lesser crimes. This was a four percent decrease compared to 2005. The crime statistics for 2006 show an upward trend of robberies, disorderly conduct, and assaults.

Police respond to emergency calls within five minutes and to non-emergency calls within ten minutes under normal conditions. The Edina Police Department operates a 24-hour Communications Center, which handles 911 calls and dispatches the appropriate Police, Fire, and Emergency Medical Services (EMS) units.

The Police Department is also responsible for educating the public in crime prevention techniques, as well as investigating all felony crimes against persons and, where warranted, other crimes as well. The Edina Police Department has full-time officers assigned to the Southwest Hennepin County Narcotics Task Force, the Minnesota Financial Crimes Task Force, and to Southdale Center.

Over 80 percent of the Police Department budget is directly or indirectly spent on labor.

The Police Department operates 1,095 shifts, seven days a week, 24 hours per day, and maintains an average patrol strength of 5.2 officers at any given time.

The Police Department also supervises a Reserve Program comprised of the Senior Police Reserve (7 members), Explorer Post 925 (20 members), and the Edina Police Reserve (19 volunteer members). Explorer Post 925 contributes approximately 700 hours of public services to various community events and programs. This is a result of career orientation and training provided by the Police Department. The Edina Police Reserve serves the community in excess of 4,500 hours annually. It performs work during special events and provide non-emergency services work and patrol.

Tornadoes, floods, blizzards, and other natural disasters can affect the City. In addition, major disasters such as train wrecks, plane crashes, explosions, and accidental releases of hazardous materials pose a potential threat to safety in Edina. The tragedy of September 11, 2001 and the anthrax outbreaks that followed called increased attention to the critical role of local agencies in Homeland Security. More recently the threat of pandemic flu has emerged.



The City has an Emergency Operation Plan which follows an all-hazards approach to preparing for and responding to large-scale emergencies. The purpose of the plan is to ensure the effective, coordinated use of its resources to maximize the protection of life and property, ensure the continuity of government, sustain survivors and repair essential facilities and utilities.

The Civil Defense Program prepares the community for disasters or emergencies, natural or man-made. This is accomplished by compliance with Federal, State and County guidelines for emergency preparedness planning.

The City of Edina also partners with the cities of Bloomington, Eden Prairie, and the Minneapolis-St. Paul Airport Police Department to operate the South Metro Public Safety Training Facility, which provides a variety of police and fire training opportunities in a two-building campus that opened in 2003. This facility is located in Braemar Park at 7525 Braemar Blvd. in Edina.

Goals and Policies

1. Maintain or improve police service levels, in both response and prevention activities.

Projected increases in multiple occupancy housing and population, especially in the 65+ age category, are anticipated to result in an increase in calls for service and may affect the number of officers necessary to provide the highest quality law enforcement services. A senior population is associated with higher numbers of medical calls for service. All Edina patrol officers are certified as Emergency Medical Technicians and are first responders on medical emergencies. Seniors have increasingly become a target for criminal and financial exploitation. The department has assigned an officer to vulnerable adult investigations on a near full-time basis due to the increase in these types of crimes. If the trend continues additional resources may have to be devoted to this area. Policies and strategies for action include:

- Utilize new technology to analyze call patterns to plan for and allocate resources and maintain rapid response times.
- Expand crime prevention services to reach a larger resident base, with emphasis on the expanding senior population.

2. Promote traffic safety through enforcement and education.



Traffic enforcement is a top priority for the Edina Police Department. In addition to the traffic safety benefits of enforcement, it also serves as a crime prevention and interdiction tool. The majority of criminal activity is being committed by people coming into the City via our roadways. With projected population increases, three major highways running through the City and a lack of capacity on our roads, congestion and cut through traffic will continue to be problematic. Requests for increased traffic enforcement have consistently been the top request to the Police Department over the last 20+ years. A continued strong enforcement presence will be needed to keep Edina one of the safest areas in the metropolitan area. Policies and strategies include:

- Provide an unmistakable presence and visibility on the roadways
- Utilize educational tools such as the radar trailer and digital display signs to increase driver awareness.
- Take advantage of statewide partnerships, e.g. Safe & Sober Communities, to increase funding and education efforts.

3. Make cost-effective use of technology to meet public safety goals.

One of the more daunting challenges ahead is the use and attendant cost of technology. In 2007 the Edina Police Department made a significant investment in a new computer information system. It is difficult to project its expected life span due to the rate of change in computer technology. Although the previous system served for 16 years, the new system is estimated to have a ten-year life span. The Police Department will have to carefully monitor and plan for upgrades and eventual replacement. The complexity of new systems, along with the push for information sharing among all criminal justice agencies, places greater demands upon staff.

Law enforcement has greatly benefited from improving technology, but has also seen an explosion in the use of technology by the criminal element. Internet pornography and child exploitation, cyber stalking, “phishing” and identity theft are examples of crimes that have dramatically increased in the last five years. These types of crime create a need for officers who have the knowledge and state of the art equipment to properly investigate the digital crimes that are constantly evolving. Policies and strategies include:



- Monitor technological advances relating to law enforcement and evaluate applicability to our department.
 - Maintain workforce digital skills to address the rapidly changing challenges.
 - Participate in joint task forces or use consultants in areas that call for specialized or unique skills.
4. Ensure that the community is prepared to effectively mitigate and respond to disasters.

The importance of local level planning and response has been highlighted with concerns about terrorism, pandemic flu and recent disasters. Depending on the scale of the emergency, assistance from outside agencies may not be available for an extended time. Policies and strategies to prepare for a disaster include:

- Educate and involve the community in preparedness activities.
- Update the Emergency Operations Plan regularly to stay current with evolving threats or hazards.
- Build collaborative efforts with State and County agencies to maximize funding, training and information sharing opportunities.

The Edina Police Department has a strong tradition of planning for the future. The one thing we can plan on for the future is change. Our primary strategy to prepare for the future is to maintain a well trained, equipped, and highly motivated staff with the flexibility to address the challenges ahead.

11.3 PUBLIC SAFETY: FIRE PROTECTION

Introduction

The mission of the Edina Fire Department is to serve the community by protecting lives, property and the environment in a safe, efficient, and professional manner.



The Edina Fire Department is responsible for extinguishing fires, providing paramedic advanced life support medical service, fire prevention, and the maintenance of firefighting equipment and fire department facilities. In addition, the Department enforces laws and ordinances pertaining to fire safety; it also provides public safety information.

Current Conditions

The Edina Fire Department consists of 31 full-time firefighter/paramedics, one full-time administrative person, and half-time administrative person, and 10-15 (paid on-call) volunteers. The fire department operates out of two fire stations: fire station #1 is located at 6250 Tracy Avenue which is also the department headquarters; fire station #2 is located at 7335 York Avenue.



Trends and Challenges

The primary purpose of fire suppression and special operations is to provide an immediate response to protect lives, property (\$8.7 billion), and the environment from exposure to natural, industrial and environmental hazards. Response should place a fire or emergency unit on the scene within eight minutes at least 90 percent of the time. Typical actions are search, rescue, and removal of



persons in immediate danger, interior fire attack to stop the fire development, exterior fire streams to prevent fire extension, fire extinguishment and control. Also necessary are actions and measures to minimize property damage by smoke, water, weather and release of hazardous or toxic materials. Equipment consists of three pumpers, one aerial tower, one heavy rescue and various support vehicles. In 2006, 963 fire responses included fires, rescues, hazardous conditions, and public service emergency calls. Our Special Operations Team (SOT) is also a State of Minnesota Structural Collapse Rescue Team and responds State-wide to structural collapse and other unusual rescues.

The purpose of Emergency Medical Services (EMS) is to provide immediate and advanced life support actions to meet the community's emergency medical needs. Response should place an ambulance on the scene within six minutes at least 90 percent of the time. Equipment consists of three Advanced Life Support (ALS) paramedic ambulances and one ALS equipped pumper. Services provide both immediate emergency care and transportation to metro-area hospitals. Paramedics are cross-trained as firefighters, and all firefighters are cross-trained to emergency medical technician level. Emergency medical services also include public information activities to prevent and best prepare citizens for emergency medical situations. In 2006, medical calls totaled 3,470. The fire department ambulance service generated revenues in excess of \$1.4 million in 2006. Edina's City-wide average response time to all emergencies is four minutes and 20 seconds.

Goals and Policies

The goals of fire prevention activities are threefold:

1. Prevent fire ignition whenever possible.
2. When fires do occur, minimize fire impact on lives and property.
3. Perform pro-active information management, to allow the City to forecast needs in the areas of building fire protection systems, operational support and program development.

Policies and strategies for action include:

- fire detection, automatic suppression, structural compartmentalization, building access and site controls;



- prevention information to emphasize citizen survival by teaching proven fire safety techniques;
- public information programs (In 2006, the fire department visited over 100 classrooms and events to promote fire prevention and personal safety);
- smoke detector installation;
- building inspection activities (Fire inspectors typically make the specialized permit and approval inspections).

Meeting these goals and implementing these strategies will mean that the Emergency Medical Services (EMS) operations will expand. The fire department has seen a continuous upward trend in emergency medical call requests. From 1997 to 2007, there has been a 26 percent increase in the emergency call volume. Operations are expected to expand primarily out of fire station #2 which is located in the SE quadrant of the City. The SE quadrant has seen the largest increase in EMS call volume in the last 20 years; in 2006, the SE quadrant represented 59 percent of all EMS call volume.

The vision of the fire suppression operations is that the fire suppression activities should slowly be reduced due to fire prevention measures. It is projected that special rescue and operation activities will increase due to a state-wide increase in call volume and an increase in awareness that the special operations team exists.

Fire prevention and education undertakings will increase due to the cost effectiveness and the dramatic reduction in loss of life, injuries, and property which is directly related to fire prevention measures.

To accommodate expanded fire department operation, fire station #1 has been rebuilt and enlarged to accommodate the increase in equipment and staffing needed for current and future operations. Fire station #1 is centrally located in the City. In addition, fire station #2 may need future remodeling and renovation to meet the EMS operational demands of the SE quadrant (26 percent increase in the last ten years). If a third fire station were built in the future, based on current projections, it is recommended that it be built in the area of 50th Street and TH 100. That area has good access to primary routes and would improve response times in that area of the City.

Future staffing of the fire department will continue to develop and expand as EMS operations continue to grow to meet the increase in demand for services.



11.4 ENVIRONMENTAL HEALTH / PUBLIC HEALTH

Introduction

The mission of the Edina Health Department is to protect the health and promote the general well being and welfare of the City's residents, and prevent disease and illness in the community. On July 5, 2006, Edina adopted Resolution 2006-70 affirming activity-friendly communities and applied for the Governor's "Fit City" Program designation. On July 11, 2006, the application was approved.

Current Conditions

Environmental health services consist of 2.75 full-time employees, and part-time help. The Health Department contracts with the City of Bloomington for community and public health services (public health nursing, public health emergency preparedness).

The Health Department holds a delegation agreement with the Minnesota Department of Health to license and inspect food, beverage and lodging establishments, institutions such as schools and day cares, and public swimming pools. The Health Department also participates in special community events, such as the Edina Art Fair, and community walks and runs, to provide health education. Responsibilities also include the investigation of food complaints, reports of food and waterborne illnesses, and planned response to disasters such as fires and floods, and other environmental health emergencies. The Department completes food establishment plan reviews and construction inspections to assure compliance with codes. In addition, the Health Department responds to general complaints, public health nuisance complaints and housing code violations, and acts as a resource for private wells and a variety of health issues such as mold, radon, noise, asbestos and second-hand smoke (Minnesota Clean Indoor Air Act). The Department takes necessary enforcement actions to resolve code violations and health problems within the community.

In 2006, the Department conducted over 300 food establishment inspections, 45 special event food inspections, six lodging inspections, nearly 350 swimming pool inspections and 31 carbon monoxide inspections. Twenty reports of food-borne illness were investigated in addition to 17 general food complaints. Plan reviews for 21 food establishments and 12 private swimming pools were completed. In addition, hundreds of recycling inquiries and approximately 230



complaints including general nuisances, public health nuisances and housing issues were addressed.

The Department contracts for community health services such as health education and promotion, communicable disease programs, public health nursing services, and health assessments. The public health nursing contract provides maternal and child health services, women, infant, and child nutritional services, child and youth clinic services, disease prevention and control services, and health promotion services. A contract is also awarded for public health emergency preparedness and Cities Readiness Initiative in response to bioterrorism, infectious diseases, and threats to public health. Special planning and staff training is underway for community awareness and response to pandemic influenza.

Health Department staff provides support for the Edina Community Health Committee and the Energy and Environment Commission. It administers the refuse collection and recycling contracts for the City, and serves as a resource for occupational health and safety for City employees.

Private Health Services and Facilities

Fairview Southdale Hospital

Located at 6401 France Avenue South (just south of the France Avenue – TH 62 interchange), Fairview Southdale Hospital opened in 1965. Fairview Southdale Hospital serves the Edina community, as well as the communities of Bloomington, Richfield, Southwest Minneapolis, Minnetonka, Eden Prairie and more.

Fairview Southdale Hospital is a full-service, 390-bed acute care center, specializing in maternal and newborn care, cardiac care, oncology, mental health treatment, eye care, vascular, spine, neurology, neurosurgery, urology and orthopedic surgery and joint replacement.

Fairview Southdale also provides complete outpatient care with a comprehensive 24-hour emergency department, urgent care for evenings and weekends, diagnostic radiology and imaging, and a same day surgery center. Fairview Southdale also offers a wide selection of health education and wellness programs.



The hospital's emergency room serves more than 40,000 patients per year. Annually, more than 3,200 children are born in Fairview's maternity ward.

Fairview Southdale Hospital has a staff of 1,000 physicians, 2,200 health professionals, and 500 volunteers.

Trends and Challenges

There is increasing evidence that to effectively combat current health problems The City must not only focus on changing individual behavior. Broader health determinants that affect groups and the larger population must also be addressed. The City needs community health programs that focus on improving living and working conditions across the lifespan, so that healthy and active lifestyles are more attractive and more easily achieved.

Goals and Policies

1. Ensure an Effective Local Government Public Health System.

Government is responsible for certain core functions of public health. These core functions are assessment, policy development, and assurance. The following essential services define local government contributions:

- Monitor health status to identify and solve community health problems
- Diagnose and investigate health problems and health hazards in the community
- Inform, educate and empower people about health issues
- Mobilize community partnerships and action to identify and solve health problems
- Develop policies and plans that support individual and community health efforts
- Enforce laws and regulations that protect health and ensure safety
- Link people to needed personal health services and ensure the provision of health care when otherwise unavailable
- Ensure a competent public health and personal health care workforce
- Evaluate effectiveness, accessibility and quality of personal and population-based health services



- Research for new insights into health issues and for innovative solutions to health problems.
2. Reduce Behavioral Risks that are Primary Contributors to Morbidity/Mortality.

Behavioral risks that contribute to morbidity and mortality include tobacco use, alcohol and other drug use, physical activity/inactivity, nutrition, and weight management. A strategy for reducing these behavioral risk factors is:

- Health education and promotion of health lifestyles and healthy living.
3. Promote Health for All Children, Adolescents, and their Families

Behavioral and social factors influence health. Strategies for health promotion activities for children and adolescents focus on:

- Healthy growth and development;
 - The importance of parents and care givers in the healthy development of children and adolescents;
 - Early identification of health risks;
 - Early intervention to address health risks before serious health problems occur.
 - Work with the Park and Recreation Department to implement the requirements of the “Fit City” program.
4. Promote Well-Being of the Elderly, Those with Disability, Disease or Chronic Illness.

Strategies to accomplish successful promotion of healthful aging and to support the well-being of the elderly in Minnesota include:

- Fostering healthful behaviors such as good nutrition, physical exercise, medications management, obtaining flu shots, efforts to reduce isolation and promote mental health;
- Designing a continuum of long-term care options which are conducive to preserving independence and dignity;
- Preventing falls which are major contributors to injury and death among the elderly;



- Supporting active participation in one's community through meaningful activity; and
- Providing a full continuum of care to an aging population by increasing community capacity to support people as they age and promoting meaningful integration of the aging population into all aspects of community life.

5. Reduce Exposure to Environmental Health Hazards.

Environmental health hazards include biological, physical, chemical, and radiological agents and substances, both human-made and naturally occurring. Exposures to these hazards may occur in the workplace, home or natural environment or in a public facility. Environmental health services protect Minnesotans from environmental hazards by ensuring that they have clean drinking water, safe food, sanitary housing and lodging, and protection from hazardous materials and disastrous situations in their environment. These services are delivered through a variety of regulatory, consultative, informational and educational programs. Key strategies to ensure service provision include:

- Enforcing federal, state, and local standards by inspections and investigations;
- Evaluating potential health-threatening environmental conditions;
- Minimizing and controlling risks from exposure to environmental health hazards;
- Providing and promoting environmental health education.

6. Develop a Public Health Emergency Preparedness Plan

All levels of government, the private sector, and non-governmental organizations must work together to prepare for, prevent, respond to, and recover from major events including terrorist attacks, natural disasters, pandemic influenza, and other emergencies that exceed the capabilities of any single entity. Strategies for public health emergency preparedness include:

- Developing, maintaining, and exercising a public health emergency preparedness plan, including a continuity of operations plan;
- Stockpiling personal protective equipment;
- Training employees on National Incident Management System (NIMS);



- Promoting family and business emergency preparedness Plan for distribution of Strategic National Stockpile (SNS).

11.5 Educational Facilities: Schools

Edina is served primarily by Independent School District 273; portions of Edina are included in five other public school districts. There are several private schools located in Edina.

The main purpose of this section of the Community Services and Facilities chapter is to provide an overview of ISD 273, identify and comment on issues and challenges facing the District over the next 10 years, and outline goals, objectives, and strategies adopted by ISD 273 to provide it with the policy framework to accomplish its mission. This chapter also identifies the other public school districts whose jurisdiction covers small portions of Edina, mainly on its borders with other municipalities, and provides some basic statistics regarding the educational offerings of the private schools in the City.

Edina Public Schools (ISD 273)

Introduction

The mission of the Edina Public Schools, working in partnership with the family and the community, is to educate all individuals to be responsible, lifelong learners who possess the skills, knowledge, creativity, sense of self-worth, and ethical values necessary to thrive in a rapidly changing, culturally diverse, global society.

Current Conditions

In District 273 there are approximately 7,700 students, K-12, served by 1153 teachers and support staff in six elementary schools (Grades K-5), two middle schools (Grades 6-9) and one senior high school (Grades 10-12). Also, there is Special Education-Non-Public School (Grades K-8) which has five students. Community Education Services provides learning opportunities for all ages.

School Choices

Parents have three elementary (K-5) program choices:

- Neighborhood Program which serves 70 percent of students.
- Continuous Progress in which teachers work with students more than one year in multiage groups.



- French Immersion which students enter in kindergarten.

The elementary schools are:

- Concord Elementary School, 5900 Concord Avenue S. (605 students)
- Cornelia Elementary School, 7000 Cornelia Drive (517 students)
- Countryside Elementary School, 5701 Benton Avenue S. (524 students)
- Creek Valley Elementary School, 6401 Gleason Road (550 students)
- Normandale Elementary School, 5701 Normandale Road (605 students)
- Highlands Elementary School, 5505 Doncaster Way, (500 students)

There are two middle schools (6-9) serving students based on geographical boundaries:

- South View Middle School, 4725 South View Lane (1124 students)
- Valley View Middle School, 6750 Valley View Road (1175 students)

There is one high school:

- Edina Senior High School, 6754 Valley View Road (1658 students)



Enrollment

Edina Public Schools has had a steady 1% to 2% increase in enrollment over the past five years. The 2007-2008 K-12 enrollment in September 2007 was 7,660 students. This pattern of enrollment growth is projected to continue based on the demographic study completed by Hazel Reinhardt in 2002. The district will be



updating the demographic study in late 2007 and early 2008. The enrollment projections are as follows:

School Year	K-12 Growth
2007-2008 to 2008-2009	158
2008-2009 to 2009-2010	118
2009-2010 to 2010-2011	198
2011-2012 to 2011-2012	112

The school district's enrollment has benefited from open enrollment students entering the district. The district open enrollment at each level is as follows:

	2005-2006	2006-2007	2007-2008
Elementary	449	462	521
Middle School	332	332	389
High School	278	296	283
Total	1059	1090	1193

The students enter the district from over 25 school districts, with the majority coming from Minneapolis, Hopkins and Richfield. Open enrollment access is based on available classroom space and school capacity.

The school district has resident students attending other schools. Annually, approximately 1100 students attend nonpublic schools, approximately 150 students attend other public schools and approximately 15 attend charter schools.

Class Size

Edina Public Schools seeks to maintain low student-to-teacher class size ratios while providing extensive course and program options for students at all grade levels. The district has historically maintained average class sizes of:

Kindergarten: 18-21 Grades 4-5: 24-27 Grades 10-12: 29-32
 Grades 1-3: 21-24 Grades 6-9: 25-28

Graduates

Ninety-seven percent of seniors go to college. Eighty-six percent finish in five years. A recent survey conducted ten years after graduation showed that 45 percent of Edina graduates completed graduate school degrees or were pursuing graduate degrees.



Arts

A full range of art learning opportunities is offered in both courses and co-curricular activities. Theatre productions, and fine arts events and courses are offered each year. There is a rich tradition of excellence in the arts; opportunities include the high school literary magazine (*Images*), the student newspaper (*Zephyrus*), the student yearbook (*Windigo*), high school concert choir, the concert band, and a music education program that brought Edina High School recognition as a GRAMMY Foundation Signature School in 2004-05.

Special Programs

Special Education. Ten and half percent of students are served each year by Special Education in the areas of learning disabilities, mental handicaps, physical impairment, hearing and vision impairments, emotional/behavioral disorders, communication disorders, and autism spectrum disorders.

English as a Second Language. The English as a Second Language Program is growing and serves students speaking 39 languages.

Gifted Education. Gifted Education provides a comprehensive K-12 program for gifted students, offering support in classroom activities and the additional support needed to keep high achievers and extraordinary students challenged.

Values and Service

2006 marked the 17th anniversary of the district's Ethical Values Program which focuses on six values: Integrity, Courage, Commitment, Compassion, Appreciation of Diversity, and Responsibility. The values were selected by the community and are incorporated into the learning program. All schools do service projects helping people locally and globally. High school students are expected to complete at least 10 hours of community service by graduation.

Athletics and Extracurricular

Athletes. Edina athletes have won a total of 122 state championships, making Edina Schools number one among the 500 members of the Minnesota State High School League. There are 12 sports for boys and 17 for girls offered at the high school level, with 10 sports offered in the middle schools.

Extracurricular. Edina Public Schools offers 41 non-athletic, extracurricular activities in fine arts, academics and social service. Ninety percent of high school students participate in one or more extracurricular activities, winning local, state and national recognition for their work and commitment



Community Education

The goal of Edina Community Education Services is to support lifelong learning to meet the needs of the community. It has seven program areas:

- Adult Enrichment provides a wide variety of quality day, evening, and weekend classes.
- Learning Exchange offers a wide variety of customized classes for adults with disabilities.
- Youth Development/Youth Services actively engages youth and adult members of the community to work together in a variety of projects.
- Edina KIDS Club offers childcare and enrichment programs before and after school, and during the summer for K-8 students.
- “K-Plus” (All Day Kindergarten) provides a full-day experience aligned with current classroom curriculum for kindergarten.
- Edina Family Center offers Early Childhood Family Education (ECFE), parenting classes, resources, and preschool classes.
- Curricular Resources and Programs provides curriculum enrichment programs upon teacher request.
- Edina Resource Center connects people to community services and resources.
- Business/Education Partnership promotes the exchange of resources between business and education for mutual benefit.

Facilities

Edina Public Schools completed a major remodeling and renovation of the district’s facilities, supported by a \$85.8 million bond referendum. The improvements included:

- Twelve new science and technology lab classrooms
- New theaters at the high school and middle schools
- Remodeled elementary auditorium space at Normandale Elementary School
- Remodeled world language classrooms and labs
- Weight and fitness rooms at the high school
- Two extended-use athletic fields
- Upgrades to comply with current building codes
- Improvements for handicap accessibility in restrooms and throughout the buildings
- Paving repairs, additional parking, and better separation of vehicles and pedestrians from buses



A facility study will be completed in late 2007 and early 2008 to address the future needs of the district. The study will address future classroom needs as well as program growth areas in early childhood education, kindergarten and technology.

Finances

Edina Public Schools has received the Minnesota Department of Education’s School Finance Award for the past five years. The district’s bond rating is the highest in the state. The district’s 2007-2008 budget breakdown is as follows:

Area	Total
General	\$70,220,000
Capital	\$ 4,185,000
Community Services	\$ 6,540,000
Food Service	\$ 2,860,000
Debt Service	\$ 9,570,000
TOTAL	\$93,375,000

The district’s general fund revenue sources are 2.6% federal, 74.6% state and 22.8% local. The general fund expenditure breakdown is 85% salaries and benefits, 5.1% utilities/maintenance, 6.4% purchased services and 3.5% supplies/other. The school district seeks to maintain an ongoing fund balance between 6-12%.

Trends and Challenges

Demographic changes in Edina are projected to have dramatic effects on future school enrollment. While the total number of Edina residents will not change much in the next 20 years, the change in the age of Edina residents may be substantial. The 65+ age group is projected to increase by 102.5 percent, while the under-20 age group may only increase by 1.3 percent. The housing market for single-family homes and for family-centered multi-family developments may continue to work against housing affordability for families with children. Unless measures are taken to create more affordable units, school enrollment may decrease as young families are priced out of the housing market. This issue is discussed in more depth in the Housing chapter.



Goals and Policies

These strategic directions are the identified focus areas shaping the yearly improvement goals and guiding the district's educational programs, services and applied resources.

1. We will maximize the achievement of all students by developing and implementing coordinated plans for personalized learning for each student.

The district is committed to improving student achievement by providing a personalized approach to learning for all students. The district will enhance the academic, social, emotional and guidance resources for all students through program initiatives, use of educational data and staff training.

2. We will work in partnership with the community to create a safe, inspiring and welcoming learning environment.

The district places high value on ensuring that schools are safe and positive places to learn and work. The district will work with the community to implement initiatives expanding school security, easing transitions between the schools for families, and improving the learning culture within the school community.

3. We will work in partnership with the community to develop all students as responsible citizens and leaders.

The district recognizes the importance of developing student skills through service learning and leadership. The district will work with the community to increase student service learning options, student leadership training and student activities to enhance their ability to be successful citizens for today and tomorrow.

4. We will work in partnership with the community to provide learning opportunities beyond the classroom through innovation and creativity.

The district finds value in creating learning opportunities outside the regular classroom and school day. The district will expand educational program opportunities through technology, mentorship, and other innovative approaches to learning.



5. We will expand leadership expectations for all members of the school district.

The district sees the power of teamwork – community, families, staff and students – and the importance of everyone working for a common educational purpose. The district will implement policies and provide training that encourages and defines leadership expectations for everyone.

6. We will expand and maximize the district's resources of time, talent, and finances.

The district realizes that the resources of time, talent, and finances must be aligned to the mission and strategic directions of the district. The district will implement practices and procedures that seek to maximize each of these resources.

Other Public School Districts Serving Edina

Bloomington School District ISD 271
Hopkins School District ISD 270
Eden Prairie School District ISD 272
Richfield School District ISD 280
St. Louis Park School District ISD 283

Private Schools

Edina is served by seven private schools:

Calvin Christian School, 4015 Inglewood Avenue S. (Grades K-8, 555 students)
Edina Montessori School, 6133 Kellogg Avenue (Grades PK-K, 30 students)
Golden Years Montessori, 4100 West 42nd Street (Grades PK-3, 80 students)
Our Lady of Grace School, 5051 Eden Avenue (Grades K-8, 666 students)
St. Peter Lutheran School, 5421 France Avenue (Grades PK-8, 219 students)
Sobriety High School, 5250 West 73rd Street, Ste A (Grades 9-12, 38 students)
Step By Step Montessori, 6519 Barrie Road (Grades PK-K, 143 students)

11.6 Educational Facilities: Libraries

Edina is served by two libraries in the Hennepin County Library System:



Edina Library, 5280 Grandview Square, which has assistive technology, 28 computer workstations, 6 word processing workstations, a meeting room with a capacity of 75, and language collections.

Southdale Library, 7001 York Avenue South, which has assistive technology, a computer lab and 127 workstations, 38 word processing workstations, a meeting room with a capacity of 200, government documents, and language collections.



11.7 Information Technology

Introduction

The primary objective of the City of Edina's Information Technology Department is to provide the highest level of service in implementing, supporting, and maintaining the City's information technology infrastructure. This includes computer hardware, software, servers, networking equipment, phone systems, and connectivity to external agencies and organizations.

The City of Edina Information Technology Department consists of three full-time employees.

Trends and Challenges

With information technology becoming a prevalent and critical resource in all aspects of the City's operations and services, it is imperative that the information technology systems which our staff and citizens rely on experience the highest level of "system uptime", as well as the ability to embrace, adapt to, and improve with the continuous advancement of technology.



The City's I.T. department supports and maintains the technology used by city staff, public safety officials, and by our citizens and visitors in numerous enterprise facilities, which include municipal golf courses, liquor stores, and parks.

As the Information Technology industry advances, so must Edina. One of the primary focuses of the city's I.T. department is to stay informed of and proficient in the latest advancements in technology, and to assess and implement ways for the City and its citizens to benefit from such advancements. The City's information technology systems also need to stay consistent with these advancements in order to maintain efficient collaboration and communication with other external organizations.

Many cities are exploring various approaches to bringing high-speed internet service City-wide, including fiber-optic cable and wireless fidelity (wi-fi).

As data security and privacy is becoming an increasing global concern, the city's I.T. staff must remain ever vigilant in protecting such data from exploitation, while ensuring that individuals who require information have readily-available access to it.

Goals and Policies

1. Continue the expansion of Edina's fiber-optic network infrastructure, in order to increase data and voice communication speed and reliability throughout the City and its various facilities, as well as with other government organizations.
2. Monitor other cities' efforts to install City-wide internet infrastructure, and explore the creation of a citywide fiber-optic network infrastructure for Edina, or a wi-fi system, that is widely-available, fast, reliable, flexible, durable, and cost-effective. Explore possible public-private partnerships.
3. Keep Edina's information technology systems on par with technology industry standards to ensure the greatest level of compatibility and efficiency in the services provided.



11.8 Communications and Marketing

Introduction

While communications has always been an integral part of local government, the City of Edina's Communications & Marketing Department was formally established in 2006. The department consists of a full-time Communications & Marketing Director, full-time Communications Coordinator, part-time Communications Intern and eight part-time Cable Production Assistants. Anticipated in 2008 is the addition of a full-time Cable Coordinator.

It's the job of the Communications & Marketing Department to help other City departments and facilities identify what information and messages need to be conveyed to Edina's diverse audiences and make sure that this is done in the most effective manner possible. It is also the department's responsibility to find opportunities to promote what makes Edina the great community that it is and the successes of City government.

Current Conditions

In addition to media and public relations, the Communications & Marketing Department is responsible for publication of the City's internal and external newsletters and magazines, maintaining the website, administering Edina Community Channel 16 (EDINA 16), and marketing the City and its enterprise facilities through customer analysis and advertising.

Newsletters and magazines currently published include *About Town*, *City Slick*, *Council Connection* and *Park & Recreation Insider*.

The City's website, www.CityofEdina.com, supports 11 distinct sub-sites, including those for enterprise facilities and the Police and Fire departments. In addition, maintenance is provided for web pages created for the Edina Historical Society and July 4 Parade.

Programming on EDINA 16 currently includes a video bulletin board, meetings of the City Council, Park Board, Planning Commission and Transportation Commission; a monthly half-hour talk show, "In Edina," public service announcements; and coverage of special events and community forums. In addition, all programming is streamed over the internet.



Trends & Challenges

Over the past several years, the Communications & Marketing Department has witnessed a significant shift in the way residents and businesses prefer to receive their communication from the government. More and more people prefer to receive information electronically, via the website or e-mail in particular. A decade ago, the only way to learn about what happened at a City Council meeting was to attend the meeting, read about part of it in the following week's issue of the *Sun-Current* or wait until meeting minutes were approved. Now, in addition, the City Council has its own newsletter, meetings are broadcast on cable and streamed over the internet, and people who have signed up for a free "City Extra" e-mail subscription receive regular updates. As information technology advances, so must the way the City delivers information to its residents and businesses. Edina must continually examine communication tools in order to reach the broadest audience.

EDINA 16 was established in 2004, in conjunction with the construction of City Hall. Broadcasting meetings of City Council and some advisory boards and commissions has made the government process even more transparent and there is high viewership on the government-access channel. High viewership has led to increased demands for programming both of meetings and community events.

Print media is becoming less of a norm. *AboutBusiness*, a publication for Edina's business community, was discontinued in the fall of 2007. Fewer copies of the City's employee newsletter, *City Slick*, will be printed in 2008. Instead, the publication will be distributed via email with a limited number of printed copies made available for those who prefer to read it on paper.

Goals & Policies

1. Match communications initiatives to needs and desires of residents and businesses.

The Communications & Marketing Department must work to match its communications initiatives with the needs and desires of residents and businesses for both the type of information delivered and the way in which it is delivered.



2. Redesign City's website every five years.

The City's website and its sub-sites will continue to be redesigned approximately every five years. (The last redesigns were completed in 2001 and 2006.) More interactive offerings and multi-media presentations will be incorporated into the sites.

3. Develop a plan for programming on EDINA 16.

The department will work to develop a plan for increasing programming on EDINA 16. Such a plan could include the televising of community concerts at Centennial Lakes and Edinborough parks. If the school district or local athletic associations are interested, the Communications & Marketing Department could outsource its services for televising sporting events and other extra-curricular activities.

4. Expand neighborhood block captain program.

The department's neighborhood block captain program will be expanded to allow for more and improved two-way communication between the City and residents.

5. Enhance Edina's community vision.

As always, the Communications & Marketing Department will work to enhance Edina's community vision as "the premier place for living, learning, raising families and doing business."