The City launched a new Android and iPhone mobile app called “Edina 311” to make reporting of problems around Edina easier. The new app replaces “Edina To Go” and provides new reporting tools to community members and better communication between City staff and Edina 311 users.

“For people submitting a concern, you’ll be able to easily find if your concern has already been reported,” said Communications Coordinator Krystal Caron. “I’m also looking forward to the improved communication that our City staff will have with those people reporting their concerns. We heard from users that there often was a communication breakdown with our previous app, so that issue has been resolved.”

Edina 311 was developed by See, Click, Fix, a government mobile application developer. See, Click, Fix has also produced apps for nearby communities, including Eden Prairie, Richfield and Minneapolis. Based on previous use of Edina To Go, City staff expect about 600 issues a year to be reported through Edina 311.

“Having a tool like this really helps us address problems in the community much quicker and puts the power in our resident’s hands to send us their concerns,” said Tom Swanson, Assistant Director of Parks & Natural Resources. “A good example is when there is a few limb across a walking trail. Our staff doesn’t drive the whole trail every single day, but residents find it when they’re using the park and they can give us immediate feedback so we can solve the problem much quicker.”

“We spend a lot of time making sure that our platform is the easiest to use and the friendliest to use across a diverse population,” said See, Click, Fix Director of Customer Success Carl Tate. “The City of Edina joined the See, Click, Fix family further communicates the City’s commitment to transparency and customer service for the community.”

Users of the City’s previous app, Edina To Go, should uninstall the app. Users should delete Edina To Go from their mobile devices and search for “Edina 311” in the Google Play Store or Apple Store to install.

The new app will be specifically for reporting problems or concerns found throughout the city. Edina To Go previously provided additional information and links, but those tools were not used as frequently since the Edina website, EdinaMN.gov, is now mobile-friendly.

“We really wanted to build an app that did one thing extremely well and focus on that, rather than trying to check several boxes and not excelling in any one area. Edina 311 is an easy-to-use reporting tool — it does what it’s designed to do very well,” said Caron.

For more information, visit EdinaMN.gov/reportproblem or contact Communications Coordinator Krystal Caron at kcaron@EdinaMN.gov or 952-826-0347.

City of Edina

Fire Department Hiring Paramedics/Firefighters

Opportunities Include Ability to Serve on Structural Collapse Team.

The City of Edina is preparing to hire new Paramedics/Firefighters in the coming months. As staff retire and additional Fire Department support is needed for a growing community, Edina is looking to fill 16 upcoming openings quickly.

“*The population of the 16- to 29-year-old applicant pool has shrunk and people are not going into those positions, plus colleges have found that their enrollment is going down significantly,” said Staffing & Training Specialist Terri Wilson in the City’s Human Resources Department. “We’re a great city to work for. Edina full-time employees are offered competitive pay, a cafeteria insurance plan and, of course, retirement options through the Public Employees Retirement Association of Minnesota (PERA).”

The Edina Fire Department is unique because it serves as the Advanced-Life Support ambulance provider for the City. As a result, Firefighters are also required to have paramedic training. This often complicates matters for interested firefighters, but Assistant Chief of Operations Jeff Siems says the City is working to help bridge that gap.

“Our minimum requirement is to be a paramedic, but we will assist with firefighter training as needed. Roughly 80 percent of the role entails the EMS side of the position, so that’s our priority. We work with the Fire Academy to partner with local programs, such as the ability to serve on the statewide Structural Collapse Team. I think that really sets us apart, we’re really well-supported by our peers in both the firefighting and medical aspects.”

There are 19 Paramedics/Firefighters in the Edina Fire Department. The Department’s structure also allows staff to experience a variety of duties. According to Siems, the days are never the same.

“We’re big enough to be small and we’re small enough to be big. If you’re in a big city, you might get stuck doing this one thing for the next 15 years. We do a little bit of everything,” he said.

EMTs and firefighters in the United States are responding to fewer Fire calls, but the number of emergency calls aren’t going down. The number of calls received by the Edina Fire Department in 2017 rose by about 400 compared to 2016. Fire departments are involved in a variety of emergency calls, including car crashes, water rescues, medical calls, states of emergency or other crisis.

“I’d like that I can show up to work and get to help people no matter what. This is such a privilege; we get asked into some of life’s most intimate times, and, without knowing who we are, they trust their loved ones to us. We see everything from the birth of a child to a person’s last breath; we’re part of all of those intimacies that are associated with life,” said Siems.

Minimum qualifications for the role include a high school diploma, EMT-paramedic certification and a Class B commercial driver’s license. Well-suited candidates for this role should be highly adaptable and independent workers. Well-suited candidates for this role should be highly adaptable, independent and culturally competent.

In support of the City’s race and equity initiative, the Human Resources Department is recruiting to better reach a diverse audience. Paramedic/Firefighter applications will be accepted through the month of August, and all qualified candidates are encouraged to apply online at EdinaMN.gov.

In addition to the full-time Paramedic/Firefighter role, the City is always hiring for several other part-time roles, including Edina Liquor clerks and maintenance positions at Edinborough Park and Braemer Arena. These roles are year round, part-time and are well suited to individuals who need extra income.

The City of Edina values a culturally diverse workforce and strongly encourages applications from women and minorities. For more information, contact Wilson at 952-826-0400 or twilson@EdinaMN.gov.

With Edina 311, residents can report and track the progress of a variety of issues, including potholes, traffic concerns, animal control issues and more.

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Edina Fall Into The Arts Festival Set For Sept. 8-9

The Edina Fall Into The Arts Festival will be back at Centennial Lakes Park, 4935 France Ave. S., 10 a.m. to 6 p.m. Saturday, Sept. 8, and 10 a.m. to 5 p.m. Sunday, Sept. 9.

About 230 artists from a variety of mediums will display and sell their works along the paved paths. Artwork will include two-dimensional work, clay, fiber, fine crafts, glass, jewelry, mixed media, photography, sculpture, wearable art and wood. Festival goers can also check out various sponsor booths and enjoy eats from many food vendors.

The Festival is hosted and organized by the Edina Crime Prevention Fund with the help of the Edina Art Center and Centennial Lakes Park staff. All of the proceeds are divided amongst the nonprofit and two City facilities. Last year, the event raised nearly $13,000 each for the Art Center and Centennial Lakes Park.

“Quality of life has always been a very strong attribute of our Edina community, and one of the key components of our quality of life has been the overall safety of our neighborhoods, parks and business districts. The Edina Crime Prevention Fund plays a key role in enhancing Edina’s safety by supporting many creative Edina Police Department programs that would not have otherwise been possible through normal City budgets,” said Dennis Maetzold, Treasurer of the Edina Crime Prevention Fund. “Funding for the Crime Prevention Fund comes from various sources, but one of the key sources has been the Edina Fall into the Arts Festival, which was originally formed by former City Manager Ken Rodland to not only provide another wonderful venue for the arts in our community, but also to benefit the Crime Prevention Fund financially.”

Since the Fund began in 1970, it’s been a significant contributor to many Edina Police Department programs. Some of these programs include the K-9 unit and retirement fund, prescription drop disposal program, Edina/Eagan Fire Explorer Post 915, Junior Police motorcycle unit, Night to Unite, bicyclist and foot patrol. Citizens’ Academy, “Beyond the Badge” TV show and rewards for crime tips.

“Our officers really enjoy getting to meet and talk with residents and Crime Prevention Fund Board members at the Fall Into The Arts Festival,” said Edina Police Chief Dave Nelson. “It’s humbling to see all the support from the community.”

Stop by the Edina Crime Prevention Fund booth during the Festival for a chance to win an Edina Police vintage-inspired pedal car, visit with the Officers and even get a chance to shake paws with one of the K-9s!

For more information on the Festival, visit edinahallintothearts.com.

A variety of artists and food vendors will sell their goods along the winding paths of Centennial Lakes Park at the Edina Fall Into The Arts Festival.

Edina Parks & Recreation

Edina Parks & Recreation holds various programs and events for toddlers and seniors and every age in between! Registration for Fall and winter Parks & Recreation programs begins Monday, Aug. 20, for residents and Monday, Aug. 27, for non-residents. Registration takes place online at EdinaParks.com.

BY THE NUMBERS

<table>
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<th>Activity</th>
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<td>Youth enrolled in the summer programs this year</td>
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<td>Adult softball teams play each week at Van Valkenburg Park</td>
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Nearly 150 residents will serve as election and absentee judges during the Tuesday, Aug. 28, State Primary Election. The Edina City Council approved a resolution with the slate of judges at its meeting July 17.

City Clerk Debra Mangan plans to place five or six people in each of the City’s 23 polling locations at the Primary, plus run an Absentee Ballot Board. A party balance is maintained in each precinct and on the Absentee Board as required by State law. Alternates will be trained in case others cannot serve.

Absentee voting for the Primary has been open since June 29 and the pre-registration deadline was July 24. Polls will be open 7 a.m. to 8 p.m. Election Day. This year, there are three changes to precincts:

- Voters in Precinct 8 will vote in a different part of South View Middle School, 4935 South View Lane. This year, they will vote in the school’s gymnasium on the west side of the building instead of the City Gym.
- Voters in Precinct 15 will vote at the Church of St. Patrick Mahon Center, 6820 St. Patrick’s Lane.
- Voters in Precinct 16 should enter Cornelius Elementary School, 7000 Cornelius Drive, from the southwester corner and enter the new gymnasium.

In other businesses at its July 17 meeting, the Council:

- Directed staff to move forward with developing a plan for the curbside collection of organic waste from residential properties and add it to the next bidding process.
- Approved liquor licenses for Red River Kitchen’s new restaurant at Braemar Golf Course.
- Granted Life Time Fitness a conditional-use permit for renovating the building under construction at 250 Southdale Center, the former site of JC Penney. The rooftop restaurant, with hours limited to 7 a.m. to 10 p.m., would be used by athletic club members and guests, so no additional traffic or parking is expected to be generated from it.
- Directed City staff to begin broadcasting meetings of the Housing & Redevelopment Authority. The meetings will be broadcast live and replayed at 7 p.m. Sundays, 3 and 11 a.m. Mondays, 7 p.m. Thursdays and 3 and 11 a.m. Fridays.

The City Council will next meet Aug. 8 and 21. For more information or agendas, visit EdinaMN.gov.