

DMC Corp. Board of Directors,  
Rochester City Council,  
Olmsted County Board of Commissioners.  
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## Pandemics:

1. Accelerate us into the future and magnify trends
2. Reveal inequities and dysfunctions in existing systems
3. Bring renewed attention to public & personal health
3. Create opportunities for those who grasp the change

**The 19<sup>th</sup> Century Cholera Pandemic** revealed the overcrowding  
and poor infrastructure of growing cities,

# **NOTICE.**

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## **PREVENTIVES OF**

# **CHOLERA!**

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### **BE TEMPERATE IN EATING & DRINKING!**

*Avoid Raw Vegetables and Unripe Fruit !.*

**Abstain from COLD WATER**, when heated, and above all from *Ardent Spirits*, and if habit have rendered them indispensable, take much less than usual.





**which led to the rise of public parks, water utilities, sanitary sewer systems, and indoor plumbing requirements.**



The 1918 Influenza Pandemic prompted a demand for social distancing, single-family housing, and private automobiles,





which led to a demand for single-use zoning, side-yard setbacks, and automobile-oriented infrastructure.





The **COVID-19 Pandemic** has reset the digital and physical worlds, revealed inequities, and elevated health as a key issue.



This has revealed digital and health inequities: Helping all access technology and healthcare is the great challenge we all face.





Rochester, as America's City for Health, has perhaps the greatest opportunity of any city in the post-pandemic era.





**Why? Innovation around** physical and mental, social and cultural health, environmental and economic **health will define this era.**





**Health is reshaping how we live:** consumers are now sources of information in helping make better places.



Health is changing how we work: co-working spaces are now curating remote and in-person collaborations.





**Health is altering how we access goods:** customers are increasingly viewed as co-creators in the development of better products.





**Health is transforming how we learn:** hybrid education increases flexibility and accommodates diverse needs and learning styles.





**Health is reframing innovation:** a healthy mix of disciplines and perspectives improves the chances of breakthroughs.





**Health is a factor in our public realm:** every public investment now needs to account for its impact on our health.



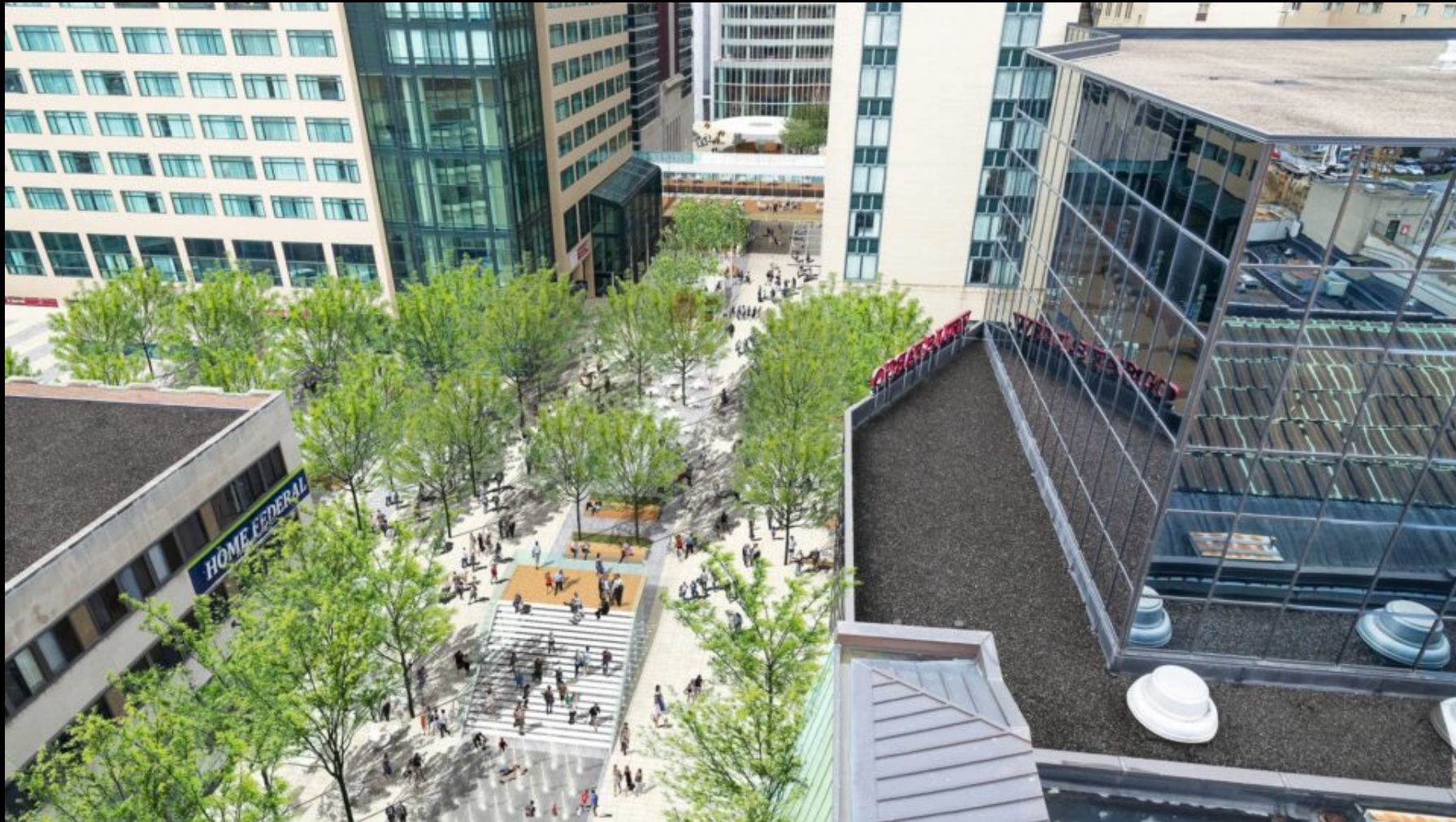


**Health is driving our transportation systems:** improving physical activity and reducing environmental impacts are now key.





Health is helping us reimagine cities: about how to lead better, healthier lives - wherever that might be.





The more Rochester can build on its brand, the more it will become not just a destination for health, but a destination city without peer.

