

# HOUSE BILL 1471

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By: **Delegate M. Washington**

Introduced and read first time: February 9, 2018

Assigned to: Economic Matters

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## A BILL ENTITLED

1 AN ACT concerning

2 **Workgroup to Study Design Industry Impacts in Maryland**

3 FOR the purpose of establishing the Workgroup to Study Design Industry Impacts in  
4 Maryland for certain purposes; providing particular tasks for the Workgroup;  
5 providing for the composition, chair, staffing, and structure of the Workgroup;  
6 prohibiting a member of the Workgroup from receiving certain compensation, but  
7 authorizing the reimbursement of certain expenses; requiring the Workgroup to  
8 study and develop certain plans and frameworks; requiring the Workgroup to report  
9 its findings, recommendations, and actions taken to the Governor and the General  
10 Assembly on or before a certain date each year; authorizing the Secretary of  
11 Commerce to make a certain recommendation; stating findings of the General  
12 Assembly; defining certain terms; providing for the termination of this Act; and  
13 generally relating to the Workgroup to Study Design Industry Impacts in Maryland.

14 BY adding to

15 Article – Economic Development

16 Section 10–1001 through 10–1005 to be under the new subtitle “Subtitle 10.  
17 Workgroup to Study Design Industry Impacts in Maryland”

18 Annotated Code of Maryland

19 (2008 Volume and 2017 Supplement)

20 Preamble

21 WHEREAS, A number of states and developed countries have recognized the  
22 significant economic and environmental improvements made by recognizing and  
23 supporting the design industries sector as an important driver of innovation; and

24 WHEREAS, The United States federal government has documented positive  
25 economic, environmental, and quality of life outcomes by implementing design excellence  
26 programs and design labs within many government agencies; and

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EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



1 WHEREAS, In 2013, the European Commission published a working document  
2 entitled “Implementing an Action Plan for Design–Driven Innovation” which outlines a  
3 comprehensive design policy to generously support the design industries for growth and  
4 prosperity; and

5 WHEREAS, The State of Maryland has recognized the increasing necessity of  
6 STEAM Education (science, technology, engineering, design/arts, math) for grades K–12;  
7 and

8 WHEREAS, The demand for educational programs granting advanced degrees in  
9 design fields is increasing at a rapid rate resulting in a growing creative class of design  
10 practitioners; now, therefore,

11 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF MARYLAND,  
12 That the Laws of Maryland read as follows:

13 **Article – Economic Development**

14 **SUBTITLE 10. WORKGROUP TO STUDY DESIGN INDUSTRY IMPACTS IN MARYLAND.**

15 **10–1001.**

16 (A) IN THIS SUBTITLE THE FOLLOWING WORDS HAVE THE MEANINGS  
17 INDICATED.

18 (B) (1) “DESIGN” MEANS A SERIES OF METHODOLOGIES, TOOLS, AND  
19 TECHNIQUES THAT CAN BE USED AT DIFFERENT STAGES OF THE INNOVATION  
20 PROCESS TO BOOST THE VALUE OF NEW PRODUCTS AND SERVICES.

21 (2) “DESIGN” INCLUDES METHODOLOGIES, TOOLS, AND TECHNIQUES  
22 USED IN THE FOLLOWING DESIGN FIELDS:

23 (I) DESIGN THINKING;

24 (II) DESIGN STRATEGY;

25 (III) INDUSTRIAL DESIGN;

26 (IV) ARCHITECTURAL DESIGN AND HISTORIC PRESERVATION;

27 (V) INTERIOR DESIGN;

28 (VI) DESIGN MANAGEMENT;

29 (VII) SOCIAL DESIGN;

- 1 (VIII) SERVICE DESIGN;
- 2 (IX) FASHION DESIGN;
- 3 (X) URBAN AND LANDSCAPE DESIGN; AND
- 4 (XI) COMMUNICATION DESIGN.

5 (C) “DESIGN-DRIVEN INNOVATION” MEANS A PROCESS THROUGH WHICH  
6 DESIRABLE AND USABLE PRODUCTS AND SERVICES ARE SIGNIFICANTLY IMPROVED  
7 THROUGH THE USE OF DESIGN AS A PRIMARY PROCESS, ESPECIALLY IN RESEARCH  
8 AND DEVELOPMENT.

9 (D) “DESIGN-IN-ALL-POLICIES FRAMEWORK” MEANS A POLICY  
10 FRAMEWORK THAT HAS AS A PRIORITY THE CONSIDERATION OF RELEVANT FACTORS  
11 OF DESIGN AS CENTRAL TO ADDRESSING THE NEEDS OF USERS AND OTHER  
12 STAKEHOLDERS.

13 (E) “DESIGN THINKING” MEANS A STRUCTURED, HUMAN-CENTERED  
14 CREATIVE PROCESS THAT SYNTHESIZES MULTIDISCIPLINARY IDEAS TO RESULT IN A  
15 PRODUCT OR SERVICE FOR INDIVIDUAL USERS.

16 (F) “EVIDENCE-INFORMED POLICY” MEANS A POLICY CONTAINING  
17 DECISIONS BASED ON RIGOROUSLY ESTABLISHED, OBJECTIVE EVIDENCE.

18 (G) “WORKGROUP” MEANS THE WORKGROUP TO STUDY DESIGN INDUSTRY  
19 IMPACTS IN MARYLAND.

20 10-1002.

21 THE GENERAL ASSEMBLY FINDS AND DECLARES THAT:

22 (1) THE GOAL OF EMPLOYING DESIGN IN THE CONTEXT OF THE  
23 WORKGROUP’S ACTIVITIES IS AS A KEY DISCIPLINE AND ACTIVITY TO MAKE AND  
24 TRANSFORM IDEAS INTO USER-FRIENDLY, APPEALING, USEABLE, MARKETABLE  
25 PRODUCTS AND SERVICES; AND

26 (2) DESIGN IN THIS CONTEXT HAS A BROAD APPLICATION,  
27 INCLUDING, FOR EXAMPLE, FOR FUNCTION, FOR AESTHETIC APPEAL, FOR EASE OF  
28 MANUFACTURE, FOR SUSTAINABILITY, AND FOR RELIABILITY OR QUALITY IN  
29 BUSINESS PROCESSES AND SERVICES.

1 **10-1003.**

2 (A) **THERE IS A WORKGROUP TO STUDY DESIGN INDUSTRY IMPACTS IN**  
3 **MARYLAND.**

4 (B) **THE PURPOSES OF THE WORKGROUP ARE TO:**

5 (1) **STUDY AND MEASURE THE CURRENT ECONOMIC,**  
6 **ENVIRONMENTAL, AND SOCIAL IMPACT OF THE DESIGN INDUSTRIES IN THE STATE;**  
7 **AND**

8 (2) **DEVELOP STRATEGIES FOR IMPLEMENTING STATEWIDE POLICIES**  
9 **TO PROMOTE THE POSITIVE IMPACT OF THE DESIGN INDUSTRY ON INNOVATION AND**  
10 **TO IMPLEMENT A DESIGN-IN-ALL-POLICIES FRAMEWORK FOR THE STATE.**

11 (C) **PARTICULAR TASKS FOR THE WORKGROUP INCLUDE:**

12 (1) **STUDYING THE JOB MARKETS FOR DESIGN INDUSTRIES IN THE**  
13 **STATE;**

14 (2) **IDENTIFYING GAPS IN PUBLIC AND PRIVATE SECTOR PROGRAMS**  
15 **RELATING TO DESIGN INDUSTRIES IN THE STATE;**

16 (3) **IDENTIFYING FEDERAL FUNDING SOURCES AVAILABLE TO THE**  
17 **STATE TO SUPPORT THE DEVELOPMENT OF DESIGN INDUSTRIES IN THE STATE,**  
18 **INCLUDING INNOVATION IN MANUFACTURING AND RESEARCH AND DEVELOPMENT**  
19 **ACTIVITY LEADING TO PATENTS;**

20 (4) **COLLECTING AND COMPILING DATA ON HOW DESIGN HAS HAD AN**  
21 **IMPACT ON INNOVATION IN THE STATE, INCLUDING:**

22 (I) **THE USE OF DESIGN IN RESEARCH AND DEVELOPMENT**  
23 **RESULTING IN THE NUMBER OF PATENTS ISSUED IN VARIOUS TOP INDUSTRIES AND**  
24 **INSTITUTIONS OF HIGHER LEARNING IN THE STATE;**

25 (II) **THE USE OF DESIGN IN HUMAN-CENTERED PRODUCTS AND**  
26 **SERVICES; AND**

27 (III) **THE EXISTENCE OF DESIGN EXCELLENCE PROGRAMS IN THE**  
28 **STATE AND THE IMPACT THAT THESE PROGRAMS HAVE HAD; AND**

29 (5) **DEVELOPING RECOMMENDATIONS ON:**

1           **(I) THE ADOPTION IN THE STATE OF A DESIGN-DRIVEN**  
2 **INNOVATION POLICY THAT IS CONSISTENT WITH THE EUROPEAN COMMISSION'S**  
3 **2013 WORKING DOCUMENT, "IMPLEMENTING AN ACTION PLAN FOR**  
4 **DESIGN-DRIVEN INNOVATION"; AND**

5           **(II) THE NEED FOR A PERMANENT DESIGN COMMISSION FOR**  
6 **THE STATE, A STRUCTURE FOR SUCH A COMMISSION, AND THE BENEFITS OF SUCH A**  
7 **COMMISSION'S INTERACTIONS WITH SIMILAR DOMESTIC AND FOREIGN DESIGN**  
8 **COMMISSIONS.**

9           **(D) THE WORKGROUP CONSISTS OF THE FOLLOWING MEMBERS:**

10           **(1) ONE MEMBER OF THE HOUSE OF DELEGATES, DESIGNATED BY**  
11 **THE SPEAKER OF THE HOUSE;**

12           **(2) ONE MEMBER OF THE SENATE, DESIGNATED BY THE PRESIDENT**  
13 **OF THE SENATE;**

14           **(3) THE SECRETARY OR THE SECRETARY'S DESIGNEE;**

15           **(4) THE SECRETARY OF HIGHER EDUCATION OR THE SECRETARY'S**  
16 **DESIGNEE;**

17           **(5) FOUR MEMBERS REPRESENTING THE DESIGN LEADERSHIP**  
18 **PROGRAM, A PARTNERSHIP OF THE MARYLAND INSTITUTE COLLEGE OF ART AND**  
19 **THE JOHNS HOPKINS CAREY BUSINESS SCHOOL, JOINTLY DESIGNATED BY THE**  
20 **HEADS OF THE PROGRAM;**

21           **(6) A REPRESENTATIVE OF THE MARYLAND ASSOCIATION OF**  
22 **COUNTIES;**

23           **(7) A REPRESENTATIVE OF THE MARYLAND MUNICIPAL LEAGUE;**  
24 **AND**

25           **(8) THREE MEMBERS APPOINTED BY THE GOVERNOR WHO ARE**  
26 **REPRESENTATIVES OF PRIVATE SECTOR BUSINESS PARTNERS AND ARE IDENTIFIED**  
27 **AS LEADERS IN THE DESIGN INDUSTRIES IN THE STATE.**

28           **(E) THE GOVERNOR SHALL DESIGNATE THE CHAIR OF THE WORKGROUP.**

29           **(F) A MEMBER OF THE WORKGROUP:**

30           **(1) MAY NOT RECEIVE COMPENSATION AS A MEMBER OF THE**

1 **WORKGROUP; BUT**

2 **(2) IS ENTITLED TO REIMBURSEMENT FOR EXPENSES UNDER THE**  
3 **STANDARD STATE TRAVEL REGULATIONS, AS PROVIDED IN THE STATE BUDGET.**

4 **(G) (1) THE WORKGROUP MAY ESTABLISH SUBCOMMITTEES TO ASSIST IN**  
5 **THE TASKS OF THE WORKGROUP.**

6 **(2) A SUBCOMMITTEE MAY INCLUDE INDIVIDUALS WHO ARE NOT**  
7 **MEMBERS OF THE WORKGROUP.**

8 **(H) THE DEPARTMENT, WITH THE ASSISTANCE OF THE MORGAN STATE**  
9 **UNIVERSITY SCHOOL OF ARCHITECTURE AND PLANNING, SHALL PROVIDE STAFF**  
10 **FOR THE WORKGROUP.**

11 **10-1004.**

12 **(A) THE WORKGROUP SHALL:**

13 **(1) STUDY RELEVANT DESIGN POLICY ISSUES AND PROJECTS;**

14 **(2) DEVELOP A DESIGN-IN-ALL-POLICIES FRAMEWORK FOR**  
15 **POLICYMAKERS AND STAKEHOLDERS IN THE PUBLIC AND PRIVATE SECTORS IN THE**  
16 **STATE;**

17 **(3) EXAMINE AND MAKE RECOMMENDATIONS REGARDING HOW**  
18 **DESIGN-DRIVEN INNOVATION MAY BE INCORPORATED INTO THE DECISION-MAKING**  
19 **PROCESSES OF STATE AND LOCAL GOVERNMENTAL UNITS AND PRIVATE SECTOR**  
20 **SMALL- AND MEDIUM-SIZED ENTERPRISES THAT INTERACT WITH GOVERNMENTAL**  
21 **UNITS;**

22 **(4) FOSTER COLLABORATION AMONG UNITS OF STATE AND LOCAL**  
23 **GOVERNMENT TO DEVELOP LAWS AND POLICIES FOR USING DESIGN AS A DRIVER TO**  
24 **INNOVATE WHEN NECESSARY OR OTHERWISE IN THE PUBLIC INTEREST;**

25 **(5) DEVELOP RECOMMENDATIONS ON HOW LAWS AND POLICIES MAY**  
26 **FOSTER A CULTURE OF DESIGN-DRIVEN INNOVATION THAT MAY BE IMPLEMENTED**  
27 **IN UNITS OF STATE AND LOCAL GOVERNMENT AND IN THE PRIVATE SECTOR;**

28 **(6) SERVE AS A RESOURCE TO STATE AND LOCAL ENTITIES FOR**  
29 **REVIEWING AND PROVIDING INSIGHT ON POLICY OR PROGRAMS RELATED TO**  
30 **DESIGN-DRIVEN INNOVATION AND EXCELLENCE; AND**

1           **(7) FORMULATE ASSESSMENTS AND RECOMMENDATIONS TO**  
2 **EXAMINE HOW STATE POLICY AND PROGRAMMING EFFORTS MAY CONFORM, TO THE**  
3 **EXTENT PRACTICABLE, TO THE BEST PRACTICES IN THE DESIGN INDUSTRIES**  
4 **FIELDS.**

5           **(B) (1) THE DESIGN-IN-ALL-POLICIES FRAMEWORK DEVELOPED UNDER**  
6 **SUBSECTION (A)(2) OF THIS SECTION SHALL ASSIST PUBLIC AND PRIVATE SECTOR**  
7 **POLICYMAKERS AND STAKEHOLDERS TO EMPLOY A DESIGN THINKING AND AN**  
8 **EVIDENCE-INFORMED POLICY APPROACH FOR EXCELLENCE AND INNOVATION IN**  
9 **ORGANIZATIONS, PRODUCTS, AND SERVICES.**

10           **(2) THE DESIGN-IN-ALL-POLICIES FRAMEWORK SHALL:**

11           **(I) APPLY TO SERVICES DELIVERED, FROM BOTH PUBLIC AND**  
12 **PRIVATE SOURCES, TO THE PUBLIC BY THE STATE, INCLUDING PUBLIC BUILDINGS**  
13 **AND GOVERNMENT-FUNDED PUBLIC SERVICES;**

14           **(II) INCLUDE THE DEVELOPMENT OF ENVIRONMENTAL**  
15 **QUALITY STANDARDS FOR THE STATE; AND**

16           **(III) WHEN APPLICABLE, BE MEASURED BY INDICES CONSISTENT**  
17 **WITH THE STATE'S GENERAL PROGRESS INDEX.**

18 **10-1005.**

19           **(A) ON OR BEFORE DECEMBER 31 EACH YEAR, THE WORKGROUP SHALL**  
20 **REPORT ON ITS FINDINGS, RECOMMENDATIONS, AND ACTIONS IMPLEMENTED**  
21 **UNDER § 10-1004 OF THIS SUBTITLE TO THE GOVERNOR AND, IN ACCORDANCE WITH**  
22 **§ 2-1246 OF THE STATE GOVERNMENT ARTICLE, THE GENERAL ASSEMBLY.**

23           **(B) THE SECRETARY MAY RECOMMEND TO THE GOVERNOR OR TO THE**  
24 **GENERAL ASSEMBLY THAT, AT THE EXPIRATION OF ITS TERM, THE WORKGROUP BE**  
25 **CONTINUED AS A PERMANENT DESIGN POLICY REVIEW BOARD FOR THE STATE.**

26           SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect July  
27 1, 2018. It shall remain effective for a period of 4 years and, at the end of June 30, 2022,  
28 this Act, with no further action required by the General Assembly, shall be abrogated and  
29 of no further force and effect.