

SENATE BILL 581

C8

5lr2047
CF 5lr2785

By: **Senator Pugh**

Introduced and read first time: February 6, 2015

Assigned to: Finance

A BILL ENTITLED

1 AN ACT concerning

2 **Business and Economic Development – Maryland Design Excellence**
3 **Commission**

4 FOR the purpose of establishing the Maryland Design Excellence Commission for certain
5 purposes; providing for the composition, chair, and staffing of the Commission;
6 prohibiting a member of the Commission from receiving certain compensation, but
7 authorizing the reimbursement of certain expenses; requiring the Commission to
8 study, develop certain plans and programs, and establish certain events regarding
9 design excellence initiatives; requiring the Commission to report its findings,
10 recommendations, and actions taken to the General Assembly on or before a certain
11 date; authorizing the Secretary of Business and Economic Development to make a
12 certain recommendation; defining certain terms; providing for the termination of this
13 Act; and generally relating to the Maryland Design Excellence Commission.

14 BY adding to

15 Article – Economic Development

16 Section 10–468 through 10–470 to be under the new part “Part VII. Maryland Design
17 Excellence Commission”

18 Annotated Code of Maryland

19 (2008 Volume and 2014 Supplement)

20 Preamble

21 WHEREAS, Industries and State agencies involved in the design and manufacture
22 of new technologies based on sound design research and historic preservation principles
23 would be the beneficiaries of a design excellence policy; and

24 WHEREAS, Development of design excellence programs based on products designed
25 and manufactured in the State will benefit Marylanders by improving their quality of life;
26 and

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



1 WHEREAS, The implementation of design excellence policies that increase
2 accessibility will strengthen Maryland's economic development and job creation while
3 enhancing delivery of government services; and

4 WHEREAS, It is important for a commission of experts in design-related fields to
5 encourage the adoption of design excellence policies across the various design disciplines to
6 further innovation in government and industry; now, therefore,

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

9 **Article – Economic Development**

10 **10-466. RESERVED.**

11 **10-467. RESERVED.**

12 **PART VII. MARYLAND DESIGN EXCELLENCE COMMISSION.**

13 **10-468.**

14 (A) IN THIS PART THE FOLLOWING WORDS HAVE THE MEANINGS
15 INDICATED.

16 (B) "COMMISSION" MEANS THE MARYLAND DESIGN EXCELLENCE
17 COMMISSION.

18 (C) (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;

- 1 (VII) SOCIAL DESIGN;
- 2 (VIII) SERVICE DESIGN;
- 3 (IX) FASHION DESIGN;
- 4 (X) URBAN AND LANDSCAPE DESIGN; AND
- 5 (XI) COMMUNICATIONS DESIGN.

6 **10-469.**

7 (A) **THERE IS A MARYLAND DESIGN EXCELLENCE COMMISSION.**

8 (B) **THE PURPOSE OF THE COMMISSION IS TO:**

9 (1) **DEVELOP COMPREHENSIVE DESIGN POLICY FOR THE STATE THAT**
10 **ADDRESSES DESIGN IN ALL OF ITS FORMS AND PROCESSES;**

11 (2) **FOSTER INNOVATION, ACCESSIBILITY, AND SUSTAINABILITY IN**
12 **THE DESIGN AND MANUFACTURE OF NEW TECHNOLOGIES FOR THE BUILT AND**
13 **VIRTUAL ENVIRONMENTS; AND**

14 (3) **ENSURE THAT THE BUILT AND VIRTUAL ENVIRONMENTS ARE**
15 **READILY ACCESSIBLE AND USABLE BY ALL MARYLANDERS.**

16 (C) **THE COMMISSION CONSISTS OF THE FOLLOWING MEMBERS:**

17 (1) **THE MAJORITY LEADERS OF THE HOUSE OF DELEGATES AND THE**
18 **SENATE OF MARYLAND, OR THEIR DESIGNEES;**

19 (2) **THE MINORITY LEADERS OF THE HOUSE OF DELEGATES AND THE**
20 **SENATE OF MARYLAND, OR THEIR DESIGNEES;**

21 (3) **THE SECRETARY, OR THE SECRETARY'S DESIGNEE;**

22 (4) **THE SECRETARY OF AGING, OR THE SECRETARY'S DESIGNEE;**

23 (5) **THE SECRETARY OF BUDGET AND MANAGEMENT, OR THE**
24 **SECRETARY'S DESIGNEE;**

1 **(6) THE SECRETARY OF DISABILITIES, OR THE SECRETARY'S**
2 **DESIGNEE;**

3 **(7) THE SECRETARY OF HOUSING AND COMMUNITY DEVELOPMENT,**
4 **OR THE SECRETARY'S DESIGNEE;**

5 **(8) THE SECRETARY OF PLANNING, OR THE SECRETARY'S DESIGNEE;**

6 **(9) THE SECRETARY OF TRANSPORTATION, OR THE SECRETARY'S**
7 **DESIGNEE;**

8 **(10) THE STATE SUPERINTENDENT OF SCHOOLS, OR THE**
9 **SUPERINTENDENT'S DESIGNEE;**

10 **(11) THE CHAIR OF THE U.S. GREEN BUILDING COUNCIL MARYLAND**
11 **CHAPTER, OR THE CHAIR'S DESIGNEE;**

12 **(12) THE EXECUTIVE DIRECTOR OF THE MARYLAND COMMISSION ON**
13 **CIVIL RIGHTS, OR THE EXECUTIVE DIRECTOR'S DESIGNEE; AND**

14 **(13) THE FOLLOWING 21 MEMBERS, APPOINTED BY THE GOVERNOR:**

15 **(I) A REPRESENTATIVE OF THE MARYLAND HISTORIC TRUST;**

16 **(II) A REPRESENTATIVE OF THE MARYLAND PUBLIC POLICY**
17 **INSTITUTE;**

18 **(III) THREE REPRESENTATIVES WHO HEAD DESIGN DIVISIONS,**
19 **DEPARTMENTS, OR FIRMS HEADQUARTERED IN THE STATE;**

20 **(IV) SEVEN REPRESENTATIVES FROM ORGANIZATIONS IN THE**
21 **STATE REPRESENTING PROFESSIONALS FROM THE DESIGN INDUSTRY;**

22 **(V) THREE REPRESENTATIVES FROM DESIGN PROGRAMS IN**
23 **THE UNIVERSITY SYSTEM OF MARYLAND;**

24 **(VI) THREE REPRESENTATIVES FROM THE MARYLAND**
25 **ASSOCIATION OF COMMUNITY COLLEGES;**

26 **(VII) ONE REPRESENTATIVE FROM THE MARYLAND INSTITUTE**
27 **COLLEGE OF ART;**

1 (VIII) ONE REPRESENTATIVE FROM THE BALTIMORE DESIGN
2 SCHOOL; AND

3 (IX) ONE REPRESENTATIVE FROM A K-12 DESIGN EDUCATIONAL
4 PROGRAM THAT IS CONSISTENT WITH FEDERAL STEM TO STEAM POLICIES.

5 (D) THE GOVERNOR SHALL DESIGNATE THE CHAIR OF THE COMMISSION.

6 (E) THE UNIVERSITY SYSTEM OF MARYLAND AND THE MARYLAND
7 ASSOCIATION OF COMMUNITY COLLEGES SHALL PROVIDE STAFF FOR THE
8 COMMISSION.

9 (F) A MEMBER OF THE COMMISSION:

10 (1) MAY NOT RECEIVE COMPENSATION AS A MEMBER OF THE
11 COMMISSION; BUT

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

14 10-470.

15 (A) THE COMMISSION SHALL:

16 (1) STUDY RELEVANT DESIGN EXCELLENCE POLICY ISSUES AND
17 PROJECTS;

18 (2) DEVELOP A DESIGN ECONOMIC INDEX COMPATIBLE WITH THE
19 MARYLAND GENUINE PROGRESS INDICATOR INDEX THAT MEASURES THE
20 ECONOMIC IMPACT OF DESIGN INDUSTRY DEVELOPMENT ACTIVITIES;

21 (3) HEAR TESTIMONY AND CONVENE "WORLD CAFE" EVENTS FOR
22 THE PUBLIC WITH REPRESENTATIVES FROM STATE AGENCIES, THE BUSINESS
23 COMMUNITY, AND THE DESIGN COMMUNITY;

24 (4) DEVELOP MUTUALLY BENEFICIAL RELATIONSHIPS WITH
25 EXISTING COMMISSIONS AND TASK FORCES, INCLUDING THE U.S. GREEN BUILDING
26 COUNCIL MARYLAND CHAPTER, TO SHARE ADVICE ON DESIGN EXCELLENCE
27 POLICY;

28 (5) PLAN AND COORDINATE AN ANNUAL "MARYLANDBYDESIGN
29 WEEK" FOSTERING PUBLIC EDUCATION ABOUT DESIGN EXCELLENCE PRACTICES
30 AND OUTCOMES AMONG THE BUILT AND VIRTUAL ENVIRONMENTS;

1 **(6) ESTABLISH DESIGN DISTRICTS IN THE STATE TO PROVIDE**
2 **INCENTIVES FOR THE PRACTICE OF DESIGN EXCELLENCE AND PRODUCT DESIGN BY**
3 **MARYLAND-BASED DESIGNERS; AND**

4 **(7) DEVELOP A 10- AND 20-YEAR DESIGN, INNOVATION,**
5 **ACCESSIBILITY, AND SUSTAINABILITY PLAN FOR THE STATE.**

6 **(B) (1) ON OR BEFORE DECEMBER 31 OF EACH YEAR, THE COMMISSION**
7 **SHALL REPORT ON ITS FINDINGS, RECOMMENDATIONS, AND ACTIONS**
8 **IMPLEMENTED UNDER SUBSECTION (A) OF THIS SECTION TO THE GENERAL**
9 **ASSEMBLY, IN ACCORDANCE WITH § 2-1246 OF THE STATE GOVERNMENT ARTICLE.**

10 **(2) THE SECRETARY MAY RECOMMEND TO THE GENERAL ASSEMBLY**
11 **OR THE GOVERNOR THAT THE COMMISSION BE CONVERTED, AT THE EXPIRATION**
12 **OF ITS TERM, INTO A STANDING DESIGN EXCELLENCE COMMISSION FOR THE**
13 **STATE.**

14 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect
15 October 1, 2015. It shall remain effective for a period of 3 years and, at the end of
16 September 30, 2018, with no further action required by the General Assembly, this Act
17 shall be abrogated and of no further force and effect.