

HOUSE BILL 940

C8

5lr2357
CF 5lr2339

By: **The Speaker (By Request – Maryland Economic Development and Business
Climate Commission) and Delegates Beitzel, Davis, and Jones**

Introduced and read first time: February 13, 2015

Assigned to: Economic Matters

A BILL ENTITLED

1 AN ACT concerning

2 **Office of the Business Ombudsman – State Customer Service and Business**
3 **Development Efforts Training Program**

4 FOR the purpose of establishing the State Customer Service and Business Development
5 Efforts Training Program; requiring the Office of the Business Ombudsman to
6 administer and oversee the program; specifying the purpose of the program;
7 requiring certain agencies to participate in the program; requiring the Office to
8 develop certain customer service standards; requiring agencies participating in the
9 program to create a certain customer service plan, develop and conduct certain
10 customer service trainings, establish a certain employee recognition program, and
11 report certain information each year; requiring the Office to evaluate and make
12 certain recommendations regarding the program; requiring the Office to include
13 certain information in a certain annual report; and generally relating to the State
14 Customer Service and Business Development Efforts Training Program.

15 BY repealing and reenacting, with amendments,
16 Article – Economic Development
17 Section 14–203 and 14–204
18 Annotated Code of Maryland
19 (2008 Volume and 2014 Supplement)

20 BY adding to
21 Article – Economic Development
22 Section 14–204
23 Annotated Code of Maryland
24 (2008 Volume and 2014 Supplement)

25 Preamble

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



1 WHEREAS, The report of the Maryland Economic Development and Business
2 Climate Commission indicated that one of the most important changes needed to improve
3 the economic climate in the State is to fundamentally change the perceived attitude of State
4 agencies in their role and responsibility of facilitating economic development and job
5 creation; and

6 WHEREAS, The private sector needs predictability, transparency, and
7 responsiveness from State government in order to have the confidence to invest in job
8 creation activities; and

9 WHEREAS, A change in the manner in which State agencies interact with the public
10 and those seeking to grow and expand businesses in the State does not require a significant
11 financial investment but will require a major management commitment by the State; and

12 WHEREAS, Chapter 641 of the Acts of the General Assembly of 2014 established the
13 Office of the Business Ombudsman in the Office of the Governor to implement a business
14 fairness and responsiveness service with other State agencies; and

15 WHEREAS, Customer service and business development of multiple State agencies
16 should be a centralized effort; now, therefore,

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

19 **Article – Economic Development**

20 14–203.

21 The Office shall:

22 (1) establish, maintain, and update each year a list of the business
23 assistance programs and services in the State, including the names, locations, Web site
24 addresses, and telephone numbers of the entities providing the programs and services;

25 (2) implement a business fairness and responsiveness service that:

26 (i) resolves problems encountered by businesses with other State
27 agencies and regional and local economic development organizations;

28 (ii) coordinates programs and services implemented by federal,
29 State, and local agencies;

30 (iii) facilitates responsiveness of State government to business needs;
31 and

32 (iv) reports to the Governor and the General Assembly regarding any
33 breakdowns in the delivery of economic development resources and programs;

1 (3) develop and maintain a program to provide comprehensive information
2 to the public regarding permits required for business initiatives, projects, and activities;
3 [and]

4 (4) establish and implement procedures to assist permit applicants who
5 have encountered difficulties in obtaining timely and efficient permit review; AND

6 (5) ADMINISTER AND OVERSEE THE STATE CUSTOMER SERVICE AND
7 BUSINESS DEVELOPMENT EFFORTS TRAINING PROGRAM UNDER § 14-204 OF THIS
8 SUBTITLE.

9 14-204.

10 (A) THERE IS A STATE CUSTOMER SERVICE AND BUSINESS DEVELOPMENT
11 EFFORTS TRAINING PROGRAM.

12 (B) THE PURPOSE OF THE PROGRAM IS TO INCREASE THE RESPONSIVENESS
13 OF AND IMPROVE CUSTOMER SERVICE PROVIDED BY STATE AGENCIES TO
14 BUSINESSES AND CUSTOMERS IN THE STATE.

15 (C) THE FOLLOWING AGENCIES SHALL PARTICIPATE IN THE PROGRAM:

16 (1) THE DEPARTMENT;

17 (2) THE STATE DEPARTMENT OF ASSESSMENTS AND TAXATION;

18 (3) THE DEPARTMENT OF THE ENVIRONMENT;

19 (4) THE DEPARTMENT OF LABOR, LICENSING, AND REGULATION;

20 AND

21 (5) THE STATE HIGHWAY ADMINISTRATION.

22 (D) THE OFFICE SHALL DEVELOP STATE CUSTOMER SERVICE STANDARDS
23 THAT IDENTIFY BEST PRACTICES FOR PROVIDING EXCELLENT CUSTOMER SERVICE.

24 (E) EACH PARTICIPATING AGENCY SHALL:

25 (1) CREATE A CUSTOMER SERVICE IMPROVEMENT PLAN;

26 (2) REVIEW AND INCORPORATE THE OFFICE'S STATE CUSTOMER
27 SERVICE STANDARDS IN THE AGENCY'S CUSTOMER SERVICE IMPROVEMENT PLAN;

1 **(3) DEVELOP AND CONDUCT CUSTOMER SERVICE TRAINING FOR**
2 **EACH EMPLOYEE WHO INTERACTS WITH BUSINESSES AND MEMBERS OF THE PUBLIC**
3 **ON A WEEKLY BASIS;**

4 **(4) ADOPT AND DISTRIBUTE A STANDARD CUSTOMER SERVICE**
5 **SATISFACTION SURVEY FOR EACH PERSON THE AGENCY SERVES;**

6 **(5) ESTABLISH AN INCENTIVE OR RECOGNITION PROGRAM FOR**
7 **EMPLOYEES WHO PROVIDE EXCELLENT CUSTOMER SERVICE; AND**

8 **(6) REPORT EACH YEAR ON:**

9 **(I) THE TRAINING PROVIDED TO EMPLOYEES, INCLUDING:**

10 **1. THE NUMBER OF TRAININGS;**

11 **2. THE FREQUENCY OF TRAININGS; AND**

12 **3. THE SPECIFIC SUBJECT OF EACH TRAINING;**

13 **(II) THE RESPONSES RECEIVED FROM CUSTOMER SERVICE**
14 **SATISFACTION SURVEYS DISTRIBUTED UNDER ITEM (4) OF THIS SUBSECTION;**

15 **(III) THE PROGRESS OF THE AGENCY'S CUSTOMER SERVICE,**
16 **INCLUDING THE METRICS THE AGENCY USES TO ASSESS THE CUSTOMER SERVICE OF**
17 **THE AGENCY; AND**

18 **(IV) THE AGENCY'S MEASURABLE GOALS FOR CONTINUING TO**
19 **IMPROVE CUSTOMER SERVICE FOR THE UPCOMING YEAR.**

20 **(F) EACH YEAR THE OFFICE SHALL EVALUATE THE STATE CUSTOMER**
21 **SERVICE AND BUSINESS DEVELOPMENT EFFORTS TRAINING PROGRAM AND MAKE**
22 **RECOMMENDATIONS REGARDING THE PROGRAM.**

23 **[14-204.] 14-205.**

24 (a) (1) Each year, the Office shall submit a report to the Governor and, in
25 accordance with § 2-1246 of the State Government Article, the standing committees of the
26 General Assembly having jurisdiction over economic development matters.

27 (2) The report shall contain:

28 (i) information regarding the performance of the Office, including
29 data indicating the effectiveness of programs and procedures regarding permitting;

1 (ii) data specifying the number of businesses and individuals that
2 have contacted the Office or used the services of the Office; and

3 (iii) recommendations regarding improvements to existing laws
4 relating to economic development.

5 **(3) THE REPORT SHALL INCLUDE INFORMATION AND**
6 **RECOMMENDATIONS DEVELOPED FOR THE STATE CUSTOMER SERVICE AND**
7 **BUSINESS DEVELOPMENT EFFORTS TRAINING PROGRAM UNDER § 14-204 OF THIS**
8 **SUBTITLE.**

9 (b) In fiscal year 2016 and in each fiscal year thereafter, the Governor shall
10 include funds in the State budget to implement this subtitle, including funds to:

11 (1) employ a full-time ombudsman; and

12 (2) operate and maintain an office.

13 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect
14 October 1, 2015.