

Interior Design through Advocacy



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Elevate

Issue 6 - Summer 2023

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Sponsorship supports our efforts to demystify, promote, and elevate interior design in CA.



Shooting for the moon

A new partnership with lobbying firm Full Moon Strategies.

A new partnership between IIDA's CA chapters and lobbying firm Full Moon Strategies is empowering IIDA's advocates to set ambitions high for advancing interior design practice rights in California.



When Amy Costa of Full Moon Strategies decided to leave public service in 2021 to found her own public affairs firm, she was motivated to work with good people and important public policy. She knew she could use her unique experience solving complex public policy problems to fill a strategic gap in traditional government and public affairs work. She also saw an opportunity to use her new business to uplift other women and create a positive, inclusive work culture. She didn't know she'd shortly become an expert in the nuance of commercial interior designers' professional practice issues.

In public policy circles, scope of practice work is known for its difficulty. However, the Full Moon team understood the impact of the interior design profession on Californians as there are roughly 14.7 million Californians working in commercial space and many more uncounted visiting or conducting business in such buildings on a daily basis. The team quickly felt that commercial interior designers deserve recognition for their essential work that keeps so many people healthy and safe.

When given the opportunity to work together, Full Moon shared, "On an emotional level, we knew our partnership was cosmic because our core values aligned; we could not pass up an opportunity to uplift such a diverse community of people led by passionate volunteers."

Lobbyists Ellon Madill and Amy Costa of Full Moon Strategies

Shooting for the moon (cont)

IIDA's participation in professional advocacy is as old as the association itself. Founded in 1995, IIDA unified several different associations forming around the emerging profession of interior design including the specialty of commercial interior design. As any emerging profession, commercial interior design has been inconsistently regulated state-to-state with slow, yet steady, progress toward establishing norms for regulation including education, experience, examination, and permitting privileges within a prescribed scope.

California's interior design regulation is unique and arguably more complex than any other state. The scale of California, the sheer number of professionals, agencies, and associations can make well-intentioned processes calcified and improvements to regulation difficult. Full Moon's team members have deep roots in California and their energy to pursue long term goals comes from working on issues that make California better for all communities.

On the other hand, California's policymakers are especially interested in making progress on issues involving equity and in recent years, have focused on equity across all areas of policy including environment, education, and economic development. As the public discourse around historic and systemic discrimination gains traction, policymakers are looking at both current law and proposed legislation through this lens, too. The inability of



IIDA advocates, Laura Taylor and Yana Ronin with lobbyist Ellon Madill at an event in San Francisco.

commercial designers to practice to their fullest abilities fits into this broader work as many in the commercial design community are women and/or LGBTQ+.

IIDA's Northern and Southern California chapter's jointly fund lobbying efforts as part of their foundational mission to elevate the profession. A special thank you to chapter patrons, event sponsors, and members whose financial contributions support this important work.

From the frontlines of Advocacy

State Bill 816 names Commercial Interior Designers for the first time

This Spring, IIDA's California Chapters joined together to evaluate and provide amendments to SB 816. During its initial hearing in April, Committee Chair, Senator Roth, presented the bill to his colleagues on the committee and concluded his remarks with a pledge to continue advancement in this area, noting "I look forward to continuing to work with commercial designers and others in this space to determine what additional changes may be necessary to ensure efficiency and the appropriateness of the Council's [California Council for Interior Design Certification] work."



The primary purpose of this bill is to align statute to current practice, according to committee staff. This alignment includes the codification of the Commercial Designation for Certified Interior Designers which has been issued by the Council since 2017 but was not previously recognized in statute. As the preeminent professional association for commercial interior designers, IIDA supports the bill's recognition of the commercial interior design specialty but also recommended minor clarifying language to ensure SB 816's statutory updates do not contribute to confusion in the already-complex landscape of design professions in California.

In collaborative conversations, IIDA's advocates understood that AIA California shared IIDA's concerns regarding a clarifying amendment to ensure there was no confusion in the field.

SB816 is making its way through the legislative process in Sacramento and can be amended up until it is voted on before the end of session in mid September. After the end of the legislative session, the Governor has one month to sign or veto passed bills.

Senator Richard Roth presents SB816 at an April hearing in Sacramento

Text "InteriorDesign" to 52886 for updates on SB816 and other interior design advocacy news.

In Case You Missed it:

In Fall of 2022, AIA California released an updated position on interior design.

AIA California shared in a news update, that it began "the process of reevaluating its position after AIA National (AIA) and the National Council of Architectural Registration Boards (NCARB) changed their long standing positions in opposition to the establishment of ID Practice Acts."

President-Elects of the Northern and Southern California chapters share their perspectives on the changing dynamics between architects, commercial interior designers and other design professionals.



"As a newer profession (within the last 40-50 years), we are trying to establish guidelines that set us apart from others that might not have the training and education that is required to do interior design in a commercial setting. Our advocacy will ensure that we are acknowledged in the same realm of other professional service industries such as architects, accountants and lawyers; raising the bar for our profession and allowing us to be seen for the important work that we do."

Sarah Devine, IIDA
Managing Principal | Revel Architecture & Design (LA)



"Interdisciplinary design has always been incredibly important for a holistic project. These disciplines include interior design and architecture, but also others, such as engineering, environmental graphics, and landscape architecture that are essential to the creation of space. As with any movement that seeks to equalize voices there can be struggles, but the most successful teams that I am a part of and the ones I want to continue to be on, are those that purposely work together to understand and maximize each other's capabilities. Architects can best advocate for interior designers by bringing them to table, the meeting, the project, early and often."

Melissa Pesci, AIA, IIDA, LEED AP
Principal & Vice President | HGA (SF)

WHAT DOES THIS MEAN?

- ▶ AIA California no longer categorically opposes the creation of an interior design practice act.
- ▶ This opens the door for IIDA's advocates to collaborate with AIA as we work to elevate our profession.



California Timeline

Harnessing national momentum from legislation in NC, WI, IL and IA, IIDA advocates will continue to work with peer organizations and lawmakers to push for modernization of Interior Design regulation in California.



SB153

California adopts Senate Bill 153

Title: Certified Interior Designer

Qualifying Exam: NCIDQ or several alternative exams

Regulating Body: California Council of Interior Design Certification

Permitting Privileges: no

NV

Nevada adopts registration for Interior Designers

w/ separate registration for Residential Interior Designers (includes later amendments)

Title: Registered Interior Designer

Qualifying Exam: NCIDQ & supplemental Nevada-specific Exam

Regulating Body: State Board of Architecture, Interior Design, and Residential Design

Permitting Privileges: yes

AB2482

California introduces Assembly Bill 2482

With support from IIDA and ASID, Assembly Bill 2482 is introduced but is pulled prior to a vote due to objection from various groups including AIA CA, California Architects Board, National Kitchen & Bath Association, and California Community Colleges

Title: Registered Interior Designer

Qualifying Exam: NCIDQ

Regulating Body: State Board for Registered Interior Designers within the Department of Consumer Affairs

Permitting Privileges: yes

CCIDC

Certified Interior Designers

CCIDC introduces Commercial designation for Certified Interior Designers.

Title: Certified Interior Design With Commercial Designation (not codified until 2023)

Qualifying Exam: California-specific IDEX exam plus an additional recognized exam (NCIDQ, ARE, LEED, WELL, NKBA, etc.) and 5 ICC (International Codes Council) courses

Regulating Body: California Council of Interior Design Certification

Permitting Privileges: Acceptance of Commercial CID stamp within building department is not codified in California state law

NCARB & AIA

NCARB (National Council of Architectural Registration Boards) votes to end its policy of opposition to interior design licensure

noting, "The 20-year-old resolution does not reflect the current state of interior design licensing and is not in alignment with NCARB's efforts to support multi-disciplinary Member Boards that regulate Architecture and interior design."

AIA National follows suit shortly after revising its own policy to no longer require state AIA components to oppose interior design licensure.

AIA CA

AIA California votes to end opposition.

Following moves by NCARB and AIA National, AIA California votes to end its previous policy of categorical opposition to interior design licensure.

SB816

California Codifies the Commercial Designation

IIDA supports the recognition of the specialty of Commercial Interior Design but notes that, unlike recent legislation for Interior Designers in other states, this bill does not define testing standards or establish permitting privileges.

1984-5

1990

1991-94

1995

2008

2012

2016

2018

2021

2021

2022

2022

2023

2023

SB790

California adopts Senate Bill 790 requiring that plans submitted to building departments must be drawn under the supervision of California licensed architects and engineers.

TX & FL

Texas & Florida adopt registration for Interior Designers

(includes later amendments)

Title: Registered Interior Designer, Certified Interior Designer

Qualifying Exam: NCIDQ

Regulating Body: Joint State Board of Architecture and Interior Design

Permitting Privileges: yes

SB1312

California introduces Senate Bill 1312

With support from IIDA and ASID California Senate Bill 1312 is introduced but is pulled from committee prior to vote.

Title: Registered Interior Designer

Qualifying Exam: NCIDQ

Regulating Body: Maintained California Council of Interior Design Certification

Permitting Privileges: yes

REPORT

Occupational Licensure Report

prepared by California's Independent State Oversight Agency known as the Little Hoover Commission. Report indicates that the interior design profession impacts life, safety, and welfare and therefore warrants licensure.

NC

North Carolina adopts registration for Interior Designers

with support from IIDA, ASID, and CIDQ (Council for Interior Design Qualification)

Title: Registered Interior Designer

Qualifying Exam: NCIDQ

Regulating Body: Joint State Board of Architecture and Interior Design

Permitting Privileges: yes

IL & WI

Illinois & Wisconsin adopt registration for Interior Designers

w/ support from IIDA, ASID, and CIDQ

Title: Registered Interior Designer

Qualifying Exam: NCIDQ

Regulating Body: Registered Interior Designer Board (IL), Joint Board of Architects, Engineers, Landscape Architects and Interior Designers (WI)

Permitting Privileges: yes

IA

Iowa adopts registration for Interior Designers

Title: Registered Interior Designer

Qualifying Exam: NCIDQ

Regulating Body: State Interior Design Examining Board

Permitting Privileges: yes



National News

ASID, CIDQ, And IIDA Announce Consortium For Interior Design: Advocating for Public Health, Safety and Well-Being

The American Society of Interior Designers (ASID), the Council for Interior Design Qualification (CIDQ), and the International Interior Design Association (IIDA) are committing to collaborative advocacy efforts for legal recognition and reasonable regulation of the interior design profession through the formation of the joint Consortium for Interior Design.

These organizations have been working steadily with the greater interior design community to increase awareness of the role professional interior designers have in protecting the health, safety, and well-being of the public, and assist in the

pursuit of new or modernized legislation establishing reasonable regulation and independent practice rights at the state level. This new Consortium will allow ASID, CIDQ, and IIDA to work more collaboratively and pool resources for state advocacy efforts to jointly embark on new advocacy opportunities and develop national resources for state advocates.

Advocates in IIDA's California chapters appreciate this strengthening of collaboration at the national level which influences the grassroots relationship-building in California's design communities.



“

I'm excited about working at the chapter level and finding new ways to help support the VPs of Advocacy. This is such an exciting time for interior design.

Marci Meriola
Director of Advocacy | IIDA

Wins for Interior Designers in Iowa

This April, a practice rights bill for interior designers was signed into law by Governor Kim Reynolds of Iowa following the unanimous passing of Senate File 135 (SF 135).

The legislation refines the scope of interior design practice and provides permitting privileges to allow registered interior designers to stamp and seal interior construction plans. The modernized legislation recognizes the extensive education and knowledge of interior designers concerning safety solutions in the built environment, including ADA-friendly features and safety codes.

Local IIDA members, in conjunction with ASID, CIDQ, and IIDA National held several meetings with the American Institute of Architects-AIA component to draft language for the bill.

"Advocacy by interior designers, instructors and students on this issue was an important part of why this bill was able to pass through the Iowa legislature. It was an honor to work on a bill that will help business owners in Iowa take ownership of their work and grow their businesses. I look forward to seeing how this bill will help keep interior design students in Iowa where they can do what they do best!" said bill sponsor, Iowa Senator Chris Cournoyer.



Iowa Governor Kim Reynolds with Interior Design advocates for the passing of practice rights legislation



...and New Mexico

In February, The New Mexico interior design community celebrated the passage of House Bill 384 with unanimity from both chambers of the New Mexico legislature.

This legislation counteracted a deregulatory bill that would have sunsetted and ultimately, dissolved the New Mexico Interior Design Board and removed the protected title of "Licensed Interior Designers" for those licensed professionals in New Mexico.

As other deregulatory efforts arose in states including Virginia and Wisconsin within the last year, local practitioners and advocates have worked with ASID and IIDA to defend the profession and maintain reasonable regulation of qualified practitioners.



Call to Action

7 Ways to Get Involved

1

STAY INFORMED

For the latest updates on Commercial Interior Design legislation, text "InteriorDesign" to **52886**.

2

HOST A WORKSHOP

If you are interested in holding a lunchtime or virtual introductory workshop about interior design advocacy in your office, please contact advocacy@iidanc.org.

3

KNOW WHO YOUR REPRESENTATIVES ARE

Find out who represents you in California's State Senate and State Assembly by visiting findyourrep.legislature.ca.gov and searching both your home and work addresses. Once you know who represents you, follow them on social media. Remember, they work for you!

4

BECOME NCIDQ CERTIFIED

NCIDQ Certification is the industry's nationwide recognized indicator of proficiency in interior design principles and a designer's commitment to the profession. IIDA argues that the qualifying exam for certified or registered commercial interior designers in California should be the [NCIDQ exam](#).

5

JOIN THE EFFORT TO EDUCATE LOCAL OFFICIALS

We need committed individuals from every district willing to meet with their representatives and lobby for upcoming legislation regarding how interior designers practice in the state.

[Fill out this quick form](#) to help us build our network of design advocates in California. We occasionally call upon this network to represent our membership and educate public officials about the impact we make in our communities.

6

LISTEN TO A PODCAST

Check out [The Conversation Continues](#) podcast from the IIDA Southern California chapter. The "Fireside Chat" series features advocacy topics and highlights the intersection of professional advocacy with equity, diversity and inclusion.

Listen online or wherever you get your podcasts:

[Spotify](#)

[Apple](#)

7

JOIN OUR ADVOCACY COMMITTEE

In addition to our VP of Advocacy and Assistant VP of Advocacy, each of our City Center committees has a position for Advocacy chair or Advocacy co-chairs.

APPLY NOW

Thank you to our 2023 Advocacy Sponsors

Patron contributions towards Advocacy enable Board members to advocate for the profession of interior design, participate in legislative events, and give IIDA representatives face time with decision making policymakers.

If you're interested in becoming a sponsor for IIDA's Advocacy initiatives in California, please reach out to sponsorship@iidanc.org or sponsorship@iida-socal.org

Northern California Supporting Sponsors

The logo for RAW, consisting of the letters R, A, and W in a stylized, grey, sans-serif font.The logo for Woods Bagot, featuring the letters W-B in a large, grey, sans-serif font above the words WOODS BAGOT in a smaller, grey, sans-serif font.

Interested in joining our advocacy efforts in California? Reach out to *your* local IIDA advocates!

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