

SENATE, No. 3777

STATE OF NEW JERSEY 219th LEGISLATURE

INTRODUCED MAY 13, 2021

Sponsored by:

Senator M. TERESA RUIZ

District 29 (Essex)

SYNOPSIS

Establishes the “New Jersey COVID-19 Vaccine Outreach Commission” and appropriates \$9 million.

CURRENT VERSION OF TEXT

As introduced.



1 AN ACT establishing the “New Jersey COVID-19 Vaccine Outreach
2 Commission” and making an appropriation.

3
4 **BE IT ENACTED** *by the Senate and General Assembly of the State*
5 *of New Jersey:*

6
7 1. This act shall be known and may be cited as the “New Jersey
8 COVID-19 Vaccine Outreach Commission Act.”

9
10 2. As used in this act:

11 “COVID-19” means the coronavirus disease 2019 caused by the
12 SARS-CoV-2 virus.

13 “COVID-19 vaccine” means a vaccine authorized by the federal
14 Food and Drug Administration for the prevention of COVID-19.

15 “State agencies” means any executive agency or department
16 directly responsible to the Governor.

17
18 3. a. There is created in, but not of, the Department of State,
19 the “New Jersey COVID-19 Vaccine Outreach Commission.”

20 b. The commission shall consist of 27 members as follows:

21 (1) the President of the Senate, or a designee;

22 (2) the Speaker of the General Assembly, or a designee;

23 (3) the Minority Leader of the Senate, or a designee;

24 (4) the Minority Leader of the General Assembly, or a designee;

25 (5) two members of the New Jersey Legislative Latino Caucus,
26 one of whom shall be a member of the Senate and one of whom
27 shall be a member of the General Assembly, to be appointed by the
28 President of the Senate and the Speaker of the General Assembly,
29 respectively, at the recommendation of the caucus chairperson;

30 (6) two members of the New Jersey Legislative Black Caucus,
31 one of whom shall be a member of the Senate and one of whom
32 shall be a member of the General Assembly, to be appointed by the
33 President of the Senate and the Speaker of the General Assembly,
34 respectively, at the recommendation of the caucus chairperson;

35 (7) the Governor, or a designee;

36 (8) the Secretary of State, or a designee;

37 (9) the Commissioner of the Department of Health, or a
38 designee;

39 (10) three individuals representing municipalities in this State,
40 reflecting the geographic diversity of the State, appointed by the
41 Secretary of State;

42 (11) four individuals representing counties in this State,
43 reflecting the geographic diversity of the State, appointed by the
44 Governor;

45 (12) one representative each from four different organizations
46 representing the interests of minorities in the State, appointed by the
47 Secretary of State;

1 (13) one representative each from three different organizations
2 representing the interests of business in the State, including one
3 organization representing minority business interests, appointed by
4 the Governor; and

5 (14) two individuals representing community-based,
6 philanthropic, non-profit, educational, civic, and faith-based
7 organizations, appointed by the Secretary of State.

8 c. No more than 14 of the members appointed to the
9 commission shall be of the same political party, as determined by
10 the member's political party affiliation during the one year
11 preceding the member's appointment to the commission.

12
13 4. All appointments to the commission shall be made within 30
14 days after the date of enactment of this act. Vacancies in the
15 membership of the commission shall be filled in the same manner
16 as the original appointments were made. Members of the
17 commission shall serve without compensation but shall be entitled
18 to reimbursement for their actual and necessary expenses incurred
19 in the performance of their duties, within the limits of funds
20 appropriated or otherwise made available to the commission for its
21 purposes.

22
23 5. The commission shall organize within 30 days after the
24 appointment of its members. The Secretary of State shall serve as
25 chairperson of the commission. The commission shall select a vice
26 chairperson from among its members. The commission may also
27 appoint a secretary, a director, and an assistant director, who need
28 not be a member of the commission. The director and assistant
29 director may be compensated from funds made available to the
30 commission for this purpose. The commission shall meet at the call
31 of the chairperson, or upon the request of any 14 members of the
32 commission, who shall constitute a quorum.

33
34 6. The Department of State shall provide the staff services
35 necessary to support the functions of the commission. The
36 commission shall be entitled to call to its assistance and avail itself
37 of the services of the employees of any other State department,
38 board, bureau, commission or agency, as it may require and as may
39 be available to it for its purposes.

40
41 7. It shall be the duty of the commission to develop, recommend,
42 and assist in the administration of a COVID-19 vaccine outreach
43 strategy to encourage the population of New Jersey to receive the
44 COVID-19 vaccine. The COVID-19 vaccine outreach strategy shall
45 include, but not be limited to, the following:

- 46 a. State agency initiatives to encourage vaccination;
47 b. the establishment and support of school-based outreach
48 programs;

- 1 c. partnerships with non-profit community-based organizations;
- 2 d. a multi-lingual and multi-cultural multi-media campaign with
- 3 information that may be widely disseminated through print, audio,
- 4 television, the Internet, and social media in this State among all of its
- 5 diverse populations and communities on the importance of receiving
- 6 the COVID-19 vaccination and the resources available to do so; and
- 7 e. ensuring that populations with historically low vaccination
- 8 rates are included in the outreach efforts.

9 To assist in carrying out its duties, the commission may create and
10 appoint subcommittees as it deems appropriate and shall solicit
11 participation from relevant experts and practitioners involved in mass
12 vaccination initiatives.

13

14 8. The outreach strategy of the New Jersey COVID-19 Vaccine
15 Outreach Commission shall be coordinated through the Office of
16 the Secretary of State, which shall provide administrative support to
17 the commission and coordinate with all State agencies and
18 constitutional officers, as well as units of local government, to
19 identify effective methods of outreach to New Jersey's population
20 and to provide resources to ensure the outreach program is
21 successful. All State agencies shall inform the Office of the
22 Secretary of State of their designated COVID-19 vaccine outreach
23 coordinator and cooperate with the commission and provide support
24 to the commission. Other entities of government, including other
25 constitutional officers, the offices of the legislative and judicial
26 branches, and units of local government shall cooperate and provide
27 all reasonable assistance to the commission.

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29 9. There is appropriated to the "New Jersey COVID-19
30 Vaccine Outreach Commission" from the General Fund the sum of
31 \$9,000,000 to effectuate the provisions of this act. Any unexpended
32 funds from this amount appropriated shall be transferred to the State
33 Treasury upon the expiration of this act.

34

35 10. The commission shall submit an interim report to the
36 Governor, and to the Legislature pursuant to section 2 of P.L.1991,
37 c.164 (C.52:14-19.1), within six months of its organizational
38 meeting, containing its recommended outreach strategy to
39 encourage COVID-19 vaccination. Thereafter, the commission shall
40 submit its final report to the Governor and to the Legislature no
41 later than June 30, 2021, specifying its recommended COVID-19
42 vaccine outreach strategy.

43 The commission shall expire on January 1, 2022.

44

45 11. This act shall take effect immediately and shall expire on
46 January 1, 2022.

STATEMENT

This bill, the “New Jersey COVID-19 Vaccine Outreach Commission Act,” establishes the “New Jersey COVID-19 Vaccine Outreach Commission” in, but not of, the Department of State.

The commission will consist of 27 members as follows: (1) the President of the Senate, or a designee; (2) the Speaker of the General Assembly, or a designee; (3) the Minority Leader of the Senate, or a designee; (4) the Minority Leader of the General Assembly, or a designee; (5) two members of the New Jersey Legislative Latino Caucus, one of whom will be a member of the Senate and one of whom will be a member of the General Assembly, to be appointed by the President of the Senate and the Speaker of the General Assembly, respectively, at the recommendation of the caucus chairperson; (6) two members of the New Jersey Legislative Black Caucus, one of whom will be a member of the Senate and one of whom will be a member of the General Assembly, to be appointed by the President of the Senate and the Speaker of the General Assembly, respectively, at the recommendation of the caucus chairperson; (7) the Governor, or a designee; (8) the Secretary of State, or a designee; (9) the Commissioner of the Department of Health, or a designee; (10) three individuals representing municipalities in this State, reflecting the geographic diversity of the State, appointed by the Secretary of State; (11) four individuals representing counties in this State, reflecting the geographic diversity of the State, appointed by the Governor; (12) one representative each from four different organizations representing the interests of minorities in the State, appointed by the Secretary of State; (13) one representative each from three different organizations representing the interests of business in the State, including one organization representing minority business interests, appointed by the Governor; and (14) two individuals representing community-based, philanthropic, non-profit, educational, civic, and faith-based organizations, appointed by the Secretary of State.

The duty of the commission is to develop, recommend, and assist in the administration of a COVID-19 vaccine outreach strategy to encourage the population of New Jersey to receive the COVID-19 vaccine. The COVID-19 vaccine outreach strategy will include, but not be limited to, the following: State agency initiatives to encourage vaccination; the establishment and support of school-based outreach programs; partnerships with non-profit community-based organizations; a multi-lingual and multi-cultural multi-media campaign with information that may be widely disseminated through print, audio, television, the Internet, and social media in this State among all of its diverse populations and communities on the importance of receiving the COVID-19 vaccination and the resources available to do so; and ensuring that populations with

1 historically low vaccination rates are included in the outreach
2 efforts.

3 To assist in carrying out its duties, the commission may create
4 and appoint subcommittees as it deems appropriate and will solicit
5 participation from relevant experts and practitioners involved in
6 mass vaccination initiatives.

7 The bill requires the outreach strategy to be coordinate through
8 the Office of the Secretary of State, which will provide
9 administrative support to the commission and coordinate with all
10 State agencies and constitutional officers, as well as units of local
11 government, to identify effective methods of outreach to New
12 Jersey's population and to provide resources to ensure the outreach
13 program is successful. All State agencies are required to inform the
14 Office of the Secretary of State of their designated COVID-19
15 vaccine outreach coordinator and cooperate with the commission
16 and provide support to the commission. Other entities of
17 government, including other constitutional officers, the offices of
18 the legislative and judicial branches, and units of local government
19 are required to cooperate and provide all reasonable assistance to
20 the commission.

21 The bill appropriates to the "New Jersey COVID-19 Vaccine
22 Outreach Commission" from the General Fund the sum of
23 \$9,000,000 to effectuate the provisions of this act. Any unexpended
24 funds from this amount appropriated will be transferred to the State
25 Treasury upon the expiration of this act.

26 The commission is required to submit an interim report to the
27 Governor and to the Legislature within three months of its
28 organizational meeting, containing its recommended outreach
29 strategy to encourage COVID-19 vaccination. Thereafter, the
30 commission will submit its final report to the Governor and to the
31 Legislature no later than June 30, 2021, specifying its recommended
32 COVID-19 vaccine outreach strategy.

33 The commission shall expire on January 1, 2022.