



**Hillsborough MPO**  
Metropolitan Planning  
for Transportation

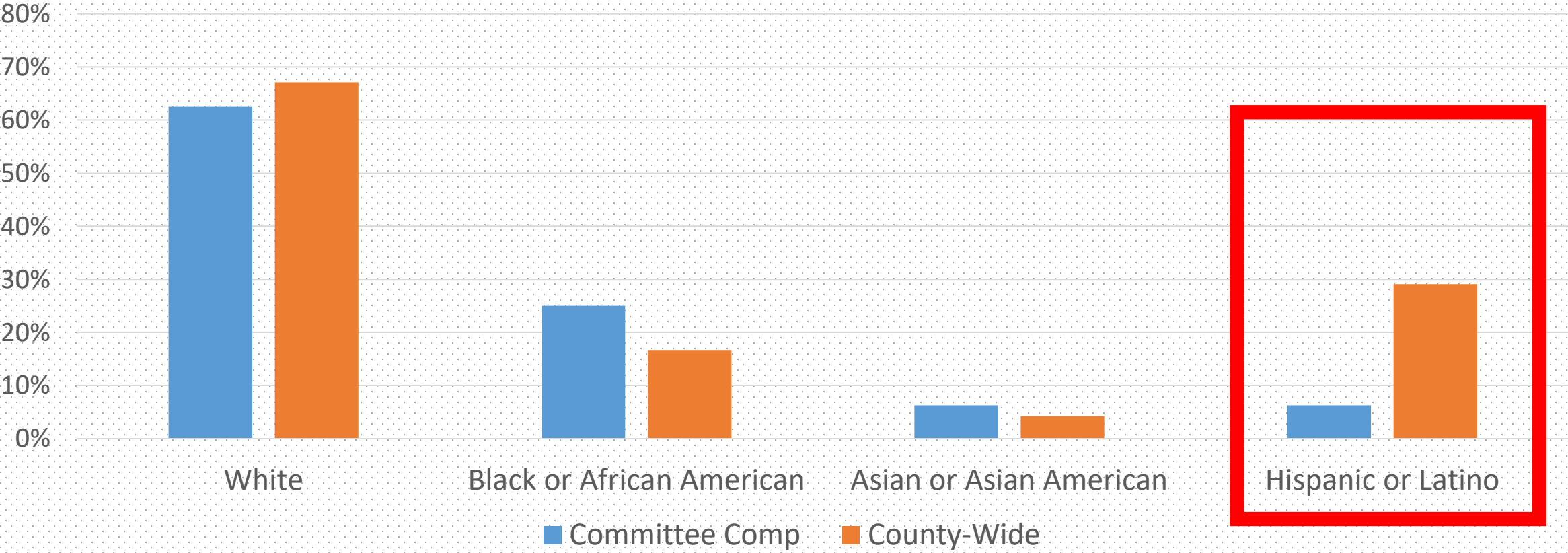
# **CAC Demographic & Geographic Representation Review**

January 2023



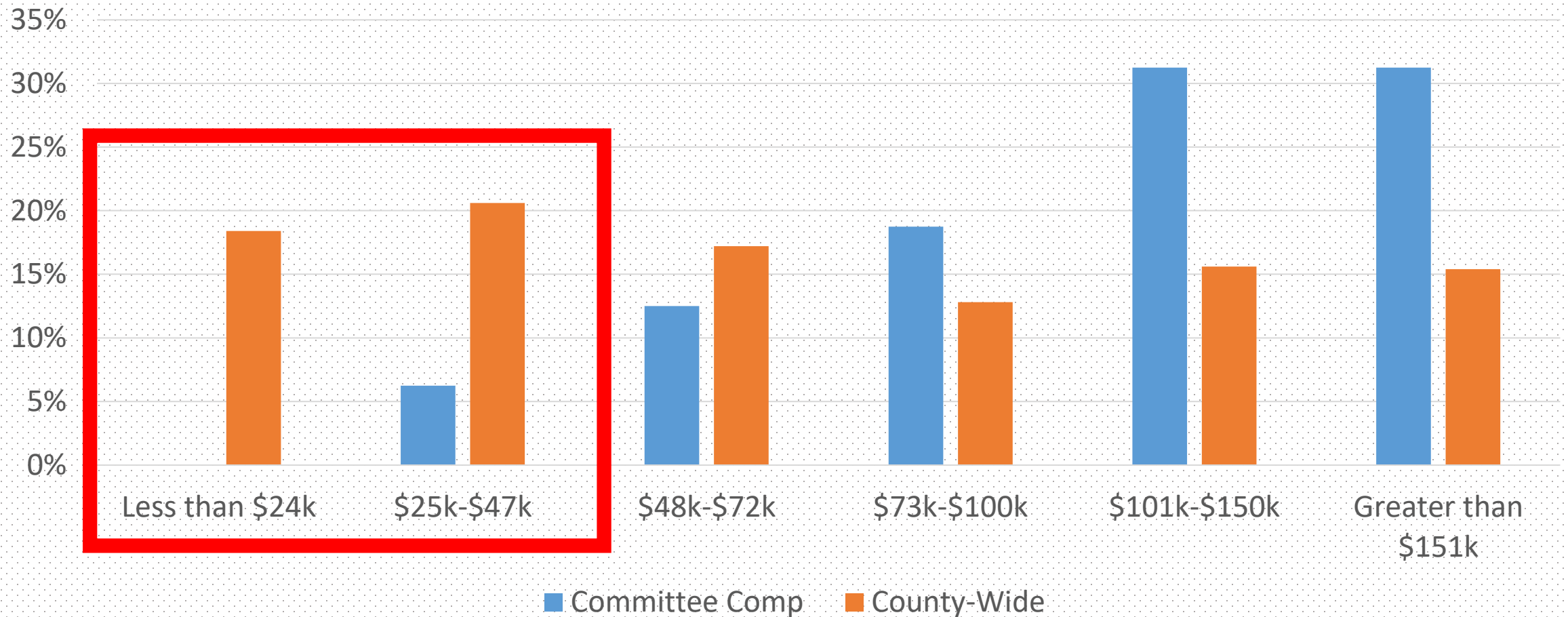
# Demographic Characteristics

Race and Ethnicity of CAC Members vs Countywide, 2022



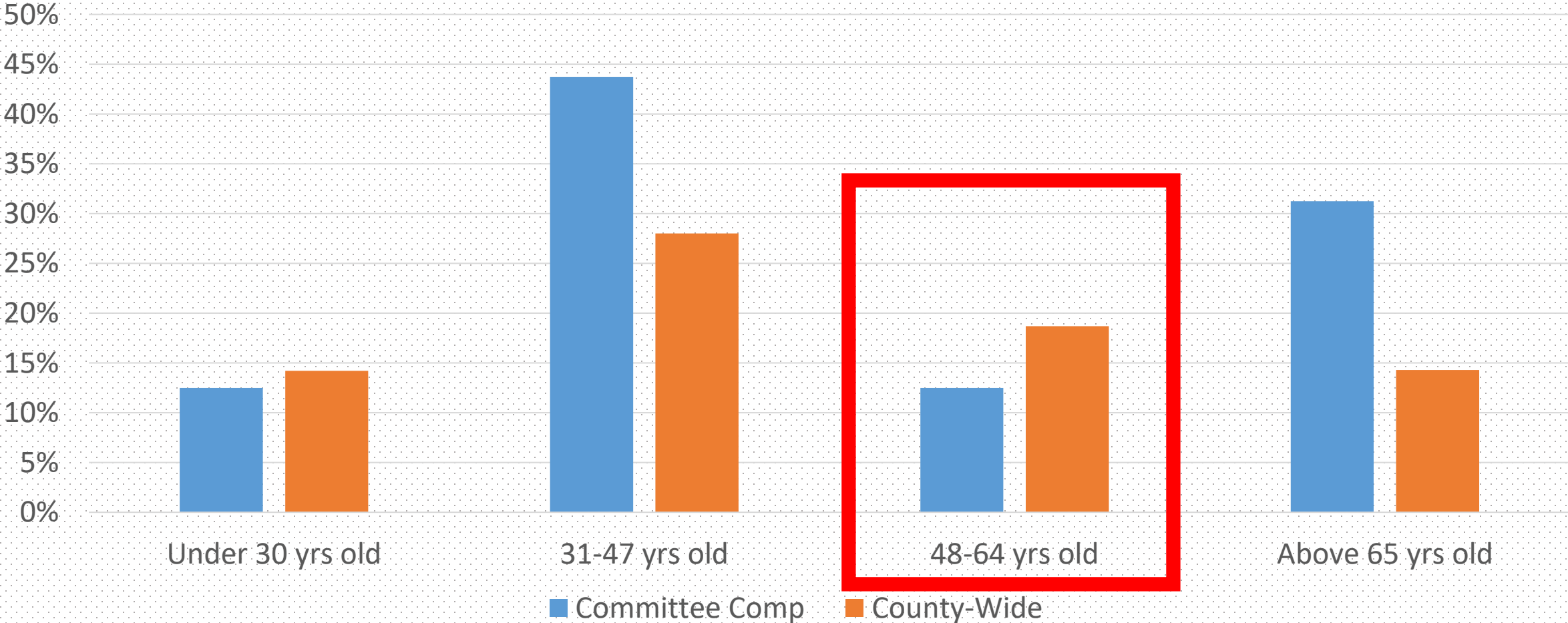
# Demographic Characteristics

Household Income of CAC Members vs Countywide, 2022



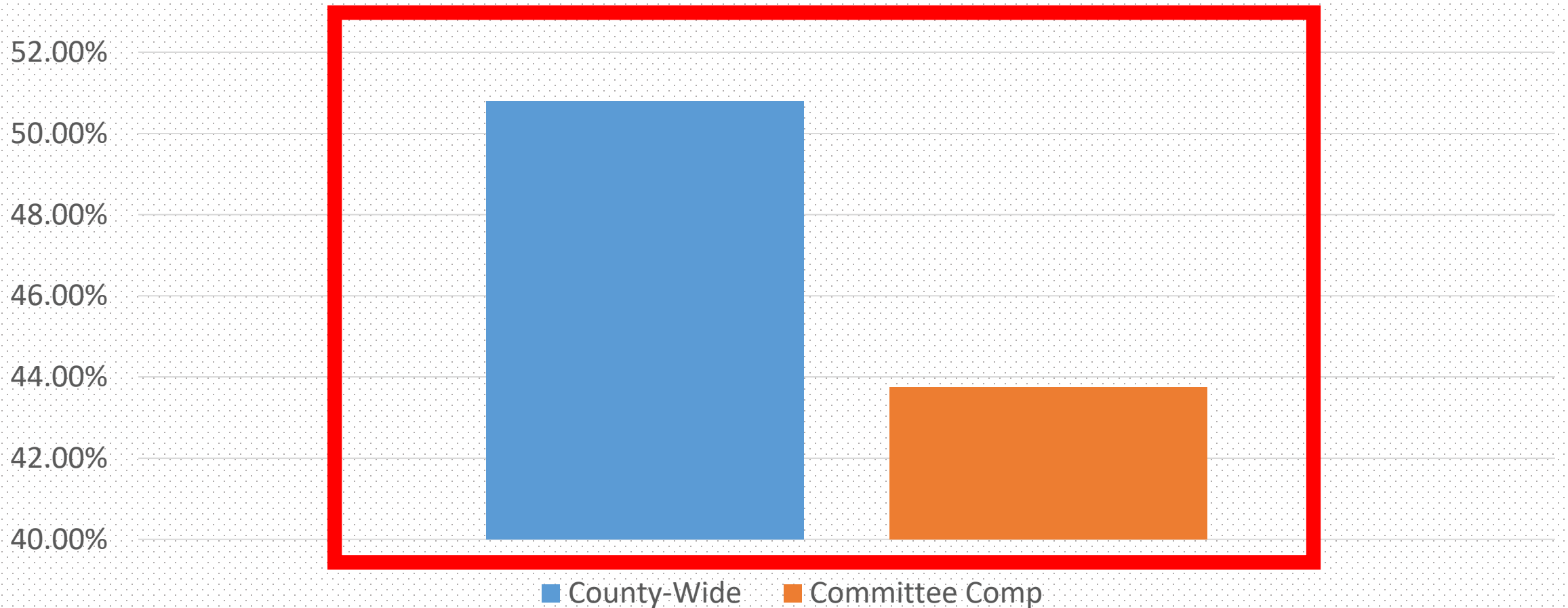
# Demographic Characteristics

Age of CAC Members vs Countywide, 2022



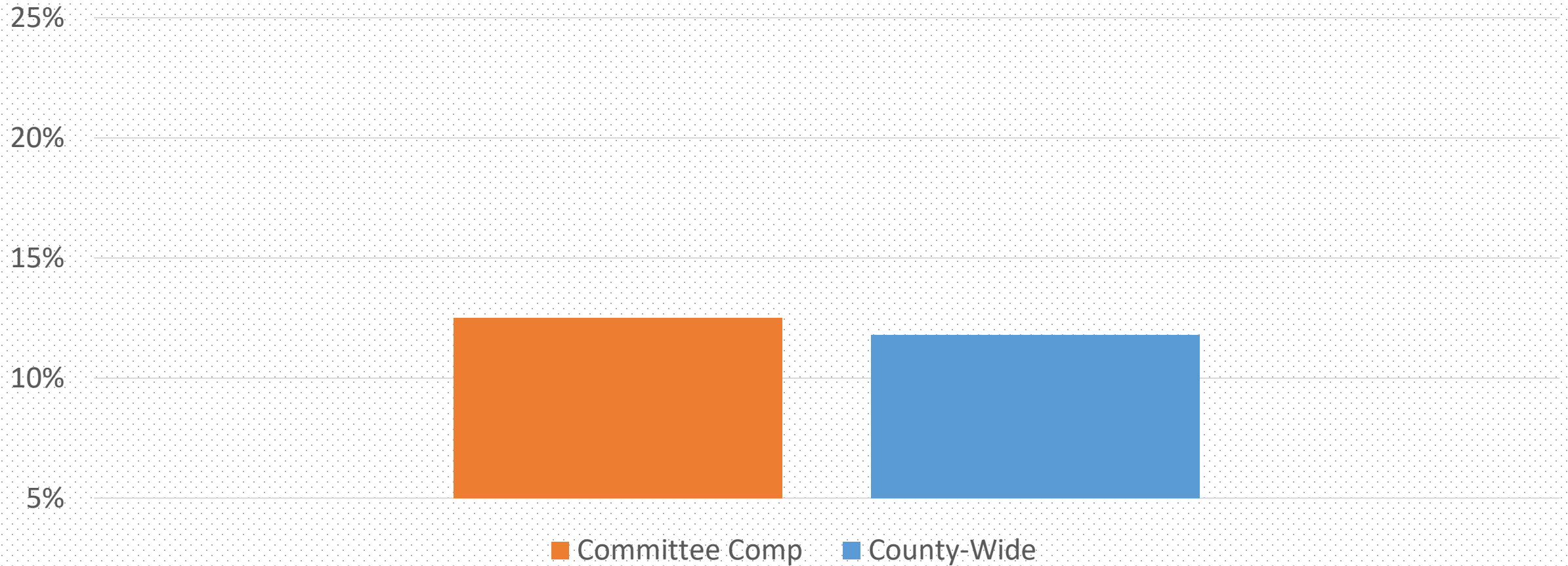
# Demographic Characteristics

Women CAC Members vs Countywide, 2022



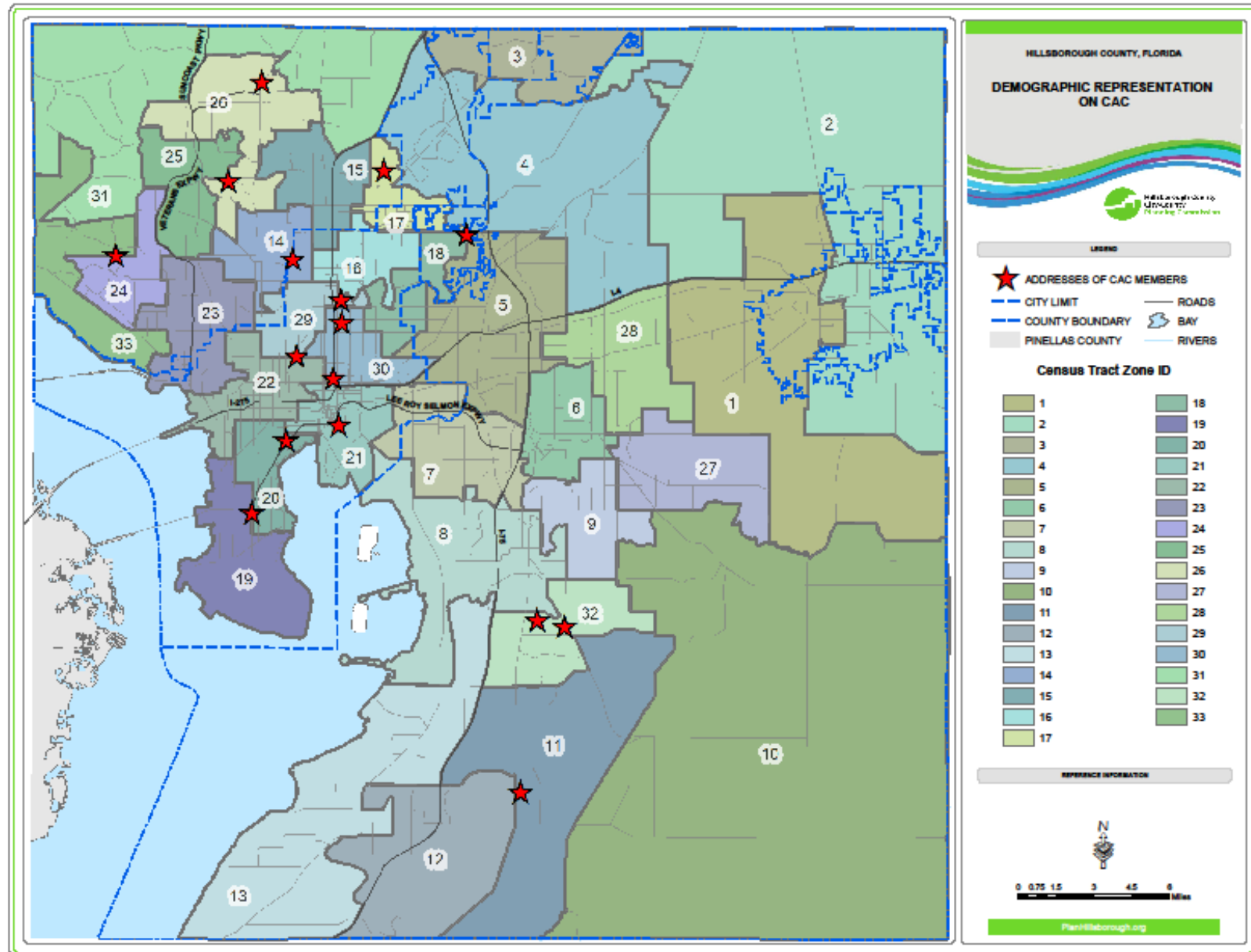
# Demographic Characteristics

Persons with Disabilities on CAC vs Countywide, 2022



# Geographic Review

- 33 approx. evenly populated districts based on Balanced Zones analysis
- Underrepresented areas currently include East Tampa, New Tampa, Town & Country, Citrus Park, Lutz/Keystone, Eastlake/Orient Park, Brandon, Palm River, Seffner/Mango/Thonotosassa, Dover, Bloomingdale, Apollo Beach, Ruskin



# 2023 Recruitment Strategy

- Targeted social media ads and networking to encourage CAC applicants
- Specifically, the aforementioned underrepresented districts and Hispanic/LatinX, women, low-income, and those between 48-64yrs old

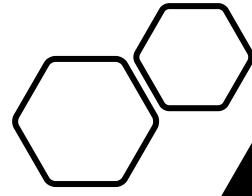




# Recommended Action

Accept the Demographic and Geographic Analysis





Section 4

Discussion &  
Questions