

SUWANNEE RIVER WATER MANAGEMENT DISTRICT

MEMORANDUM

TO: Governing Board

FROM: Troy Roberts, Office Chief, Communications and Outreach

THRU: Katelyn Potter, Director, Outreach and Operations

DATE: November 17, 2025

RE: Outreach and Communications Activity Summary

The following information summarizes Outreach and Communications activities for the month of October 2025:

Facebook	X	Instagram
Total Posts: 15 Total Views: 65,914 Content Interactions: 1,247	Total Posts: 20 Total Impressions: 820	Total Posts: 9 Total Views: 3,519 Total Engagement: 105

Press Releases

- October 7 – [Governing Board](#)
- October 16 – [Hydro Report](#)
- October 31 – [Fall Back for Landscape Irrigation](#)

Media Inquiries / Responses

- October 13 – Troy Roberts responded to a request from WUFT regarding Resilient Florida funding.
- October 17 – Troy Roberts corresponded with reporter Terry Witt regarding final numbers for the Waccasassa Flood Risk Review.
- October 29 – Troy Roberts discussed upcoming water conservation efforts with Florida Trend Magazine.

Meetings with Vendors / Consultants / Public

- October 3 – Troy Roberts met with The Moore Agency to discuss a potential rebrand of the District website.
- October 7 – Troy Roberts and Katelyn Potter met with The Moore Agency to discuss Water First North Florida.
- October 8 – Troy Roberts and staff met with Atkins to discuss work related to the FEMA flood risk grants.
- October 9 – Troy Roberts traveled to Gainesville to attend the PIE Center Board and Council meeting.