

Rodenticide Workshop Beach & Coastal Resources Advisory Committee

May 21, 2025

1. Raise awareness of the issue and alternatives available
 - 1) Social media communications (Nextdoor, Facebook, etc., City social media)
 - 2) Tom Hornstoein video (Youtube)
 - 3) Print media-articles (every 4- 6 weeks)
 - 4) Community Survey: What are they doing, attitudes
 - 5) Presentation/video to community groups (include MICA, residents beach)
 - 6) Reach out to restaurants regarding trash control.
 - 7) City Council Ordinance to discourage rodenticide/promote alternatives
 - 8) Ordinance regarding trash management-closed containers; budget for city parks & beach closed containers
 - 9) Brochure & video
 - 10) City workshop
 - 11) Communications to landscaping companies
2. Partner with local pest control providers for their existing and new residential customers
 - 1) Letter to pest control providers re: rodenticide alternatives
 - 2) Survey of pest control providers re: rodenticide alternatives'
 - 3) Pathway to future ordinance?
 - 4) Educate pest control providers on new alternatives
 - 5) Pilot promotion to covert install base from rodenticide to safer alternatives; can the city help?
 - 6) Eliminate the distribution of retail rodenticide on the island?
3. Partner with Good Bites to expand into the residential and commercial customer base on Marco Island
 - 1) Partner in 9 city properties (what is the cost), is it affordable?
 - 2) Explore a partnership/pilot with MICA for residents' beach
 - 3) Explore partnership with one or more pest control providers to offer Good Bites to their customers