

BIA Academy Modules & Learning Goals

(Subject to change)

Module 1: What Is BIA (and What It Is Not)

Learning Goals

- Reframe BIA as an integrated municipal strategy (not a hobby or niche program).
- Distinguish BIA from common mental models like beautification or pilot projects.
- Articulate the role of municipal leadership in enabling—not operating—BIA.

Module 2: Urban Food Systems & Municipal Levers

Learning Goals

- Recognize food systems as municipal infrastructure (land, facilities, procurement, incentives).
- Identify where cities already influence food systems, even unintentionally.
- Describe the limits and opportunities of municipal authority related to food systems.

Module 3: Built Environment & Technical Feasibility

Learning Goals

- Identify municipal assets suitable for BIA (roofs, garages, campuses, facilities, public and/or private buildings).
- Recognize key technical, regulatory, and operational constraints.
- Develop comfort with “knowing what to ask” rather than “knowing how to build.”

Module 4: Community Context, Equity, and Public Perception

Learning Goals

- Anticipate equity implications and public concerns tied to BIA initiatives.
- Apply principles of community-centered planning to BIA decisions.
- Evaluate how historical context and place matter in implementation.

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Module 5: Economics, Incentives, and Value Creation

Learning Goals

- Frame BIA in economic and fiscal terms relevant to municipal decision-makers.
- Identify incentive structures and co-benefits (energy, stormwater, placemaking).
- Assess when and why private partners might participate.

Module 6: Policy, Planning, and Regulatory Pathways

Learning Goals

- Identify policy “homes” for BIA within existing city processes.
- Evaluate incremental versus comprehensive policy strategies.
- Understand how codes and plans shape long-term adoption.

Module 7: Partnerships & Governance Models

Learning Goals

- Identify essential partners and define appropriate roles.
- Evaluate governance models (city-led, nonprofit-led, public-private).
- Recognize Extension and other institutions as implementation partners.

Module 8: From Idea to Implementation

Learning Goals

- Translate concepts into phased, feasible implementation pathways.
- Anticipate risk, political dynamics, and operational hurdles.
- Develop realistic expectations for timelines and outcomes.

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Module 9: Leadership, Storytelling, and Long-Term Change

Learning Goals

- Communicate BIA's value through compelling, credible narratives.
- Position BIA within broader municipal priorities and civic identity.
- Demonstrate readiness to champion BIA beyond the Academy.