



Building to Net-Zero Community of Practice

How Municipalities Can Drive
Uptake of Home Electrification



Canada's Home Electrification Toolkit

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June 25, 2026



Agenda

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The BDA

Who we are

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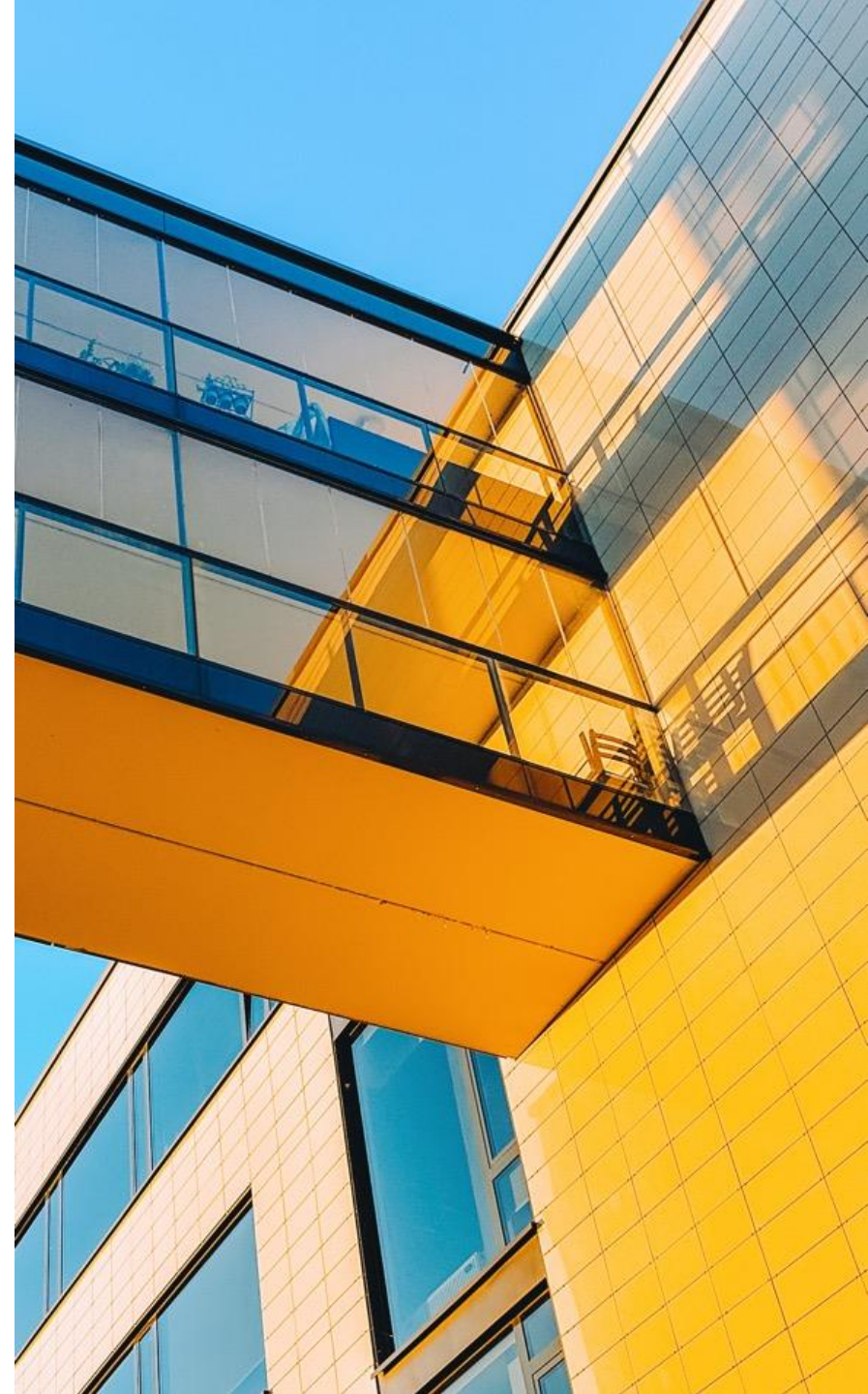
Canada's Electrification Toolkit

All the great content

3

Using the Toolkit in Your Community

Taking advantage of the white label





About the BDA

Positioning buildings as the foundation of Canada's **electrified economy**

Informing the path forward with independent, partner-grounded evidence and the strategic direction needed to unlock action

Helping drive economic competitiveness with *smart* electrification to boost energy productivity, security, and affordability

Who We Are

- An initiative of *The Transition Accelerator*: **foundation-funded**, non-partisan, independent.
- **350+ partners** across the building ecosystem, inspiring industry and government leadership
- **Pan-Canadian**, helping bridge regional and sectoral silos



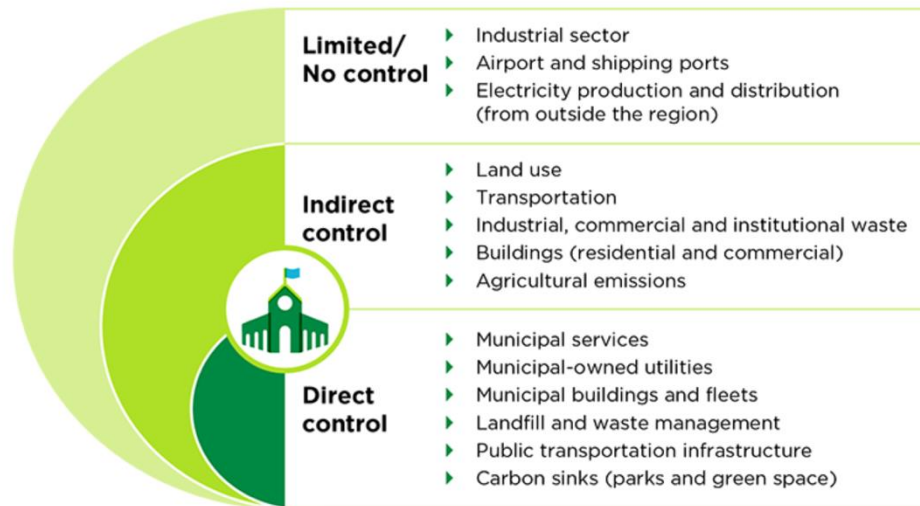
Building electrification is key to Canada's industrial strategy

Modernizing Canada's buildings into engines of prosperity for the future economy



Promoting electrified homes helps municipalities cut emissions

Municipal spheres of influence over different sources of GHG emissions



- Residential buildings are a large part of **municipal community emissions**
- **Electrification is the key** to decarbonizing buildings and making our homes better
- **Municipalities need new tools** to advance residential electrification
- **Canada's Home Electrification Toolkit** can raise awareness of the MANY benefits of going electric



Objectives:

- Empower residents to improve their home by choosing electric appliances
- Introduce electrification options - not a substitute for product specific research

Target audience

- Homeowners and renters looking to improve their homes
- Community groups and municipalities looking to develop programs to advance residential electrification

CANADA'S HOME ELECTRIFICATION TOOLKIT

Your guide to a
cleaner, smarter,
more affordable
home



ELECTRIFY YOUR:

- | | | |
|-----------------|---------------------|----------------|
| 1 SPACE HEATING | 4 DRYERS | 7 EV CHARGERS |
| 2 WATER HEATING | 5 FIREPLACES | 8 BACKUP POWER |
| 3 COOKING | 6 OUTDOOR EQUIPMENT | 9 SOLAR POWER |

**...AND
MORE!**



What equipment in and around your home uses fossil fuels? List them in the chat!



Electrification Toolkit Scope



Equipment covered

Space Heating	Dryers	EV Chargers
Water Heating	Fireplaces	Batteries
Cooking	Outdoor Equipment	Solar Panels
Electrical Panels	Energy Management	Electric Thermal Storage

- Scope:**
- **At a glance information**
 - **Options**
 - **Benefits**
 - **Challenges**
 - **Other considerations**
 - **Questions for installers (HP, WH, Solar)**

What you need to know about equipment

- **Upfront and operational costs**
- **Equipment lifespan**
- **Electrical needs**
- **Can you DIY the installation**
- **Options for renters**
- **Energy/emissions impact**
- **Benefits/challenges with electrification**
- **Other considerations**
- **Questions to ask installers**



What is in the “Electrical panel” chapter?



How to avoid an electrical panel upgrade

Ask for a historical load calculation (ON and BC)

Choose two in one appliances

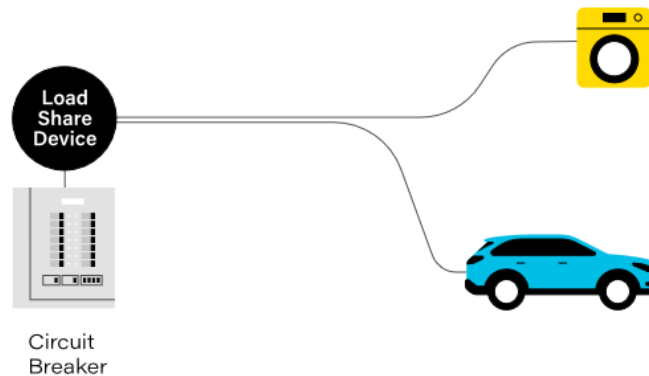
- stove/oven, washer/dryer

Opt for efficient appliances that use less power

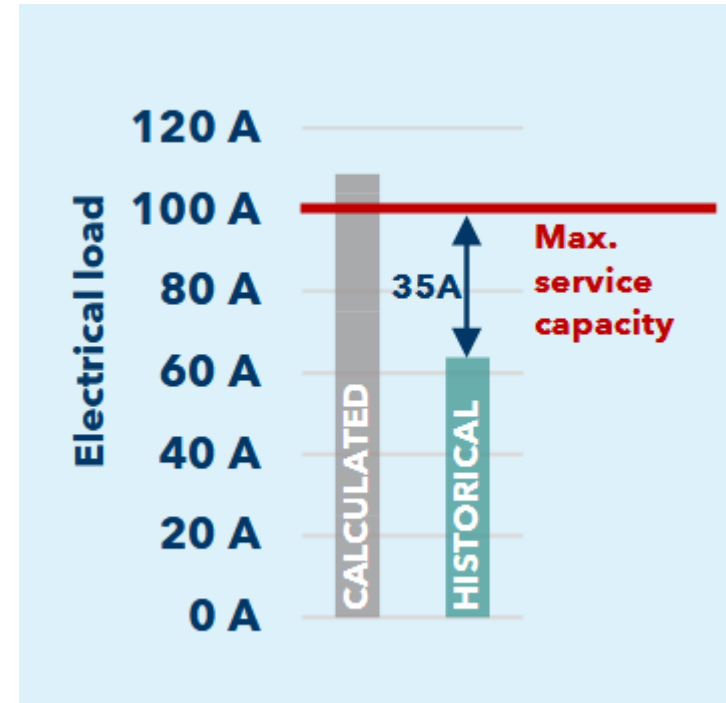
- Electric tank water heaters vs electric tankless

Right size your EV charger for your needs

Consider energy management systems



Source: [Building Decarbonization Alliance](#)



Source: [Power Efficient Design in Home Electrification](#)



Electrified homes are better

- Heat pump heat AND cool with amazing efficiency
- Electric water heaters can provide grid services
- Less indoor air pollution and better cooking with induction
- Electric dryers can be ventless
- Electric yard equipment are quieter and require less maintenance
- EVs are cheaper to operate and nicer to drive
- Save on fuel charges and gas fixed connection fees

Trivia time!



When do you think heat pumps were first invented?

Type your answer in the chat!



Trivia time!



When do you think heat pumps were first invented?

A brief history:

- 1777: Willian Cullen described artificial refrigeration
- 1834: Jacob Perkins patents design for a refrigerator (aka heat pump)
- **1856: Peter von Rittinger builds the first working heat pump**
- 1928: water source heat pump installed in Geneva city hall and reportedly still in use!
- **2020s: heat pumps just keep getting better and better**



The Toolkit is Available as a White Label Product!



CANADA'S HOME ELECTRIFICATION TOOLKIT

Your guide to a
*cleaner, smarter,
more affordable*
home



Your logo
here!

ELECTRIFY YOUR:

- | | | |
|-----------------|---------------------|----------------|
| 1 SPACE HEATING | 4 DRYERS | 7 EV CHARGERS |
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| 3 COOKING | 6 OUTDOOR EQUIPMENT | 9 SOLAR POWER |

...AND
MORE!

- Add your logo and colours to the document
- Post to your website and distribute to your communities
- Include all content or just a single chapter
- **Build your reputation as a trusted partner in the electrification journey**



Heat Pump Fact Sheets are also Available



4-Page Leave Behind Pamphlet

- Available through Plumbing & HVAC
- Businesses and municipalities can customize with their logo



**HEAT PUMPS:
YEAR-ROUND
COMFORT FOR
CANADIAN HOMES**

RELIABLE. EFFICIENT. ALL-SEASON COMFORT.
EVEN IN CANADIAN WINTERS



DID YOU KNOW?
HEAT PUMPS ARE USED IN 60% OF HOMES IN NORWAY – AND THEY WORK IN CANADIAN WINTERS TOO!

NOTE FOR HVAC PROFESSIONALS
THIS PAMPHLET IS A SAMPLE OF A CUSTOMER-FRIENDLY SALES TOOL DESIGNED TO HELP YOU BUILD CONFIDENCE IN HEAT PUMPS.

Use it to support your sales conversations, educate homeowners, and reinforce your expertise.

Want a customizable version for your business? Download a copy and share your feedback at: <http://plumbingandhvac.ca/HeatPumpSalesTool>



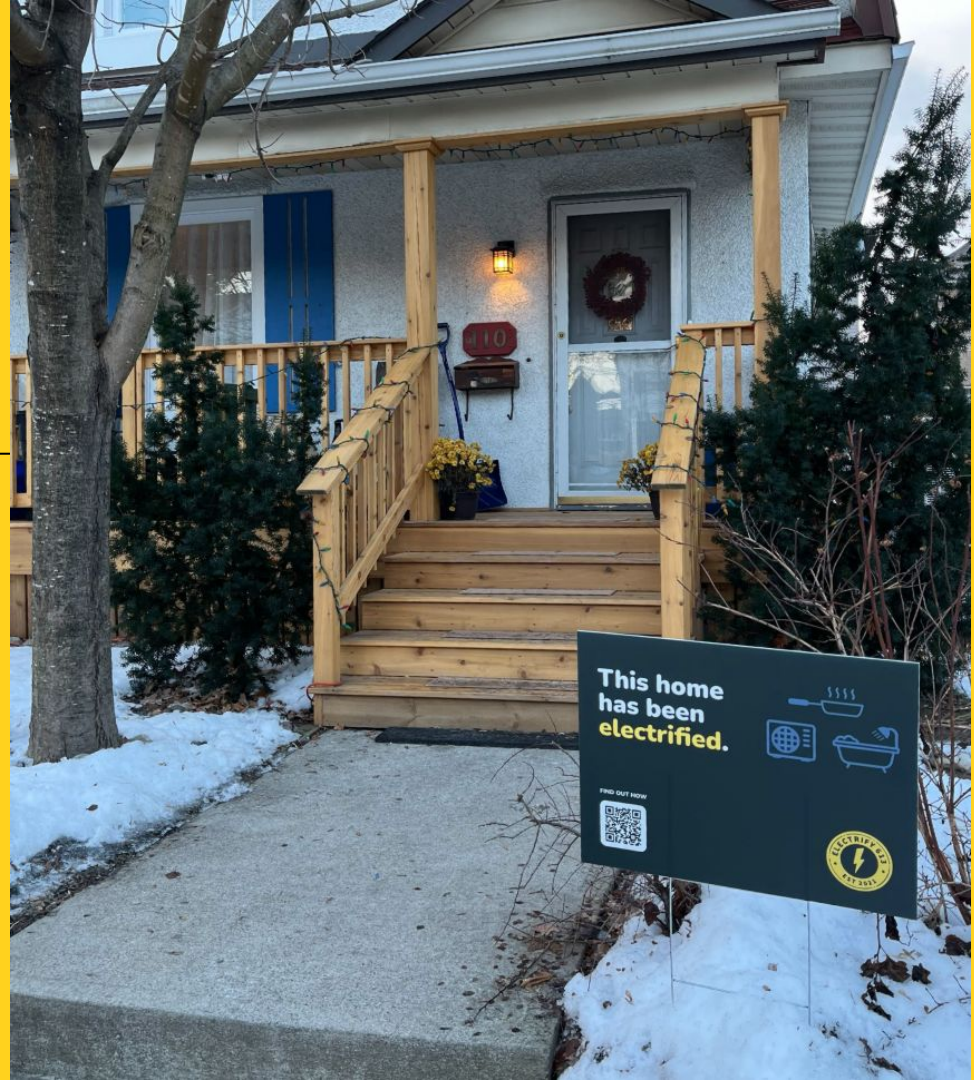
**Upgrade to the best:
get electric next!**

For more info:
Heatheratp2@gmail.com



Electrify 613

How do we scale
grassroots electrification
communities?



**Connecting
neighbours with
neighbours + experts
online and in-person.**



What is Electrify613?

- Started in 2021 as hyperlocal version of ‘Rewiring America’
- Investigating my own home electrification project. “I shouldn’t have to learn so much about building science + heat pumps to do the right thing”.
- 700+ members
- Home electrification is unfamiliar territory for most homeowners
- Heat pumps are still pitched as not adequate for winter by many contractors
- Navigating rebates and incentives can be confusing
- Homeowners need trusted, neighbour-level advice and second opinions — not just sales pitches.

"How do we make the
right thing
(building decarb), the
easy thing?"

24/7 Online Slack Community

Electric

Threads
Huddles
Drafts & sent

Directories

Starred

heatpumps

Channels

- # action
- # advice
- # air-sealing
- # airquality_iaq
- # alberta-contractors
- # challenge
- # community-challenge
- # cooking
- # data-electrification
- # education

heatpumps

Messages

3 **Saturday, February 28th** days ago

9:05 PM
I think it's the constant cold. I'm not sure if my aux even turned on.

Sunday, March 1st

6:27 AM
I'm learning lots about heat pumps as I get quotes. Like the slower heating cycles. My wife likes to turn the thermostat way down at night but I'm learning that can be a costly practice when you ask for quick morning heat! Also heat pump sizing for existing duct dimensions is very important.

2

3 replies & 1 draft Last reply 25 days ago

Message #heatpumps

Electric Platform

Electrify705

Electrifying Peterborough and the Kawartha Lakes

Manage Pages

Pages

Create and manage custom pages for your community.

[IMPORT SYNDICATED CONTENT](#)[NEW PAGE](#)

Space Heating

[Syndicated](#)

[Published](#)

Edit

Unpublish



/space-heating Updated Feb 11, 2026

Water Heaters

[Syndicated](#)

[Published](#)

Edit

Unpublish



/water-heaters Updated Feb 12, 2026

Dryers

[Syndicated](#)

[Published](#)

Edit

Unpublish



/dryers Updated Feb 11, 2026

Cooking

[Syndicated](#)

[Published](#)

Edit

Unpublish



/cooking Updated Feb 11, 2026

Fireplaces

[Syndicated](#)

[Published](#)

Edit

Unpublish



/fireplaces Updated Feb 11, 2026

Integrated BDA Electrification Toolkit Content



Water Heaters

Heating water for showers, laundry and other uses is the second largest use of energy in your home, and can also be the second largest source of emissions. For homes that use fossil fuels to heat water, switching to electric water heaters may be the simplest and most affordable way to make a significant reduction in your energy use and GHG emissions.

Even homes that already have electric water heaters can make improvements by adopting a heat pump water heater or solar water heater.

As a bonus, electric tank and heat pump water heaters are ideal thermal batteries, using energy during off-peak hours to heat water for later use during peak hours.

"Taking a shower is awesome, it makes you feel nice and clean, makes you sound like a great singer, and helps you make all of life's decisions."

— author unknown

Water Heaters

at a glance

COST

Upfront: \$\$-\$\$\$

ELECTRICAL NEEDS

**120V 15-20amp
to 240V 20-30amp**

EQUIPMENT LIFESPAN

10-20 years

IMPLEMENTATION

Medium to difficult

EMISSIONS REDUCTION IMPACT

High

BONUS

Heat pump water heaters are many times more efficient than alternatives

FURTHER RESOURCES

[Selecting a new water heater resource](#)

[Natural Resources Canada water heater guide](#)

[Heat pump water heater buyer's guide](#)

Canada's Home Electrification Toolkit: Water Heaters

Real Case Studies



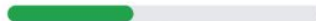
Electrifying a 1950's brick 1.5 storey home

Ottawa, Ontario

1720 sqft, Built in 1952



Chris



Project Progress

Communities



Energuide score

Pre-retrofit: 156 Gj/year

Post-retrofit: 150 Gj/year

Air tightness

Pre-retrofit: 9.6 Air Changes per Hour

Post-retrofit: 3.5 Air Changes per Hour

Find other projects near [Ottawa](#)

Completed Improvements



Water heating

Rheem Marathon

40 gallons, Volume: 15L (40G)...

Previously Gas Boiler, Indirect gas boiler ...

Contractor: Airzone



Insulation & Airsealing

Blown-in Attic Insulation + A...

Planned Improvements



Heat recovery

Drain Water Heat Recovery



Heating and cooling

Air source Heatpump

TBD

Previously Gas Furnace, 80k BTU

👉 Got a question for Chris? [Ask in the Electrific Slack Community.](#)

Community recommended contractor kick-off in one click.

Property Address *

123 Main Street, Ottawa, ON

Current Annual Gas Usage (m³)

e.g., 2500

Check your gas bill or enter an estimate to help contractors provide accurate quotes.

Additional Information

Tell contractors about your specific needs, timeline, or any questions you have...

⚡ Select Contractors (up to 4) * (4/4 selected)



Fern

Specializes in right-sized and fully electric heatpump installs



Ottawa Home Services



Climateworks



Airzone

Get Quotes from 4 Contractors

Building Electrification Chat Bot

Electrify Assistant

Clear ✕

Ask me anything about home electrification!

Do I need to upgrade my panel to install a heatpump?

10:25 PM

That's a great question and a common concern! Generally, most Ottawa homeowners do not need to upgrade their electrical panel to install a heat pump. A 100-amp panel is typically sufficient unless you have unusually high electricity demands or a very leaky building envelope. If you're unsure, getting an energy audit can help assess your home's needs and guide your decision. Feel free to ask in our community for local insights and experiences!

10:25 PM

Sources

Do I need a panel upgrade in order to install a ...

Ask a question...



Group Buy Orchestration



Let's Learn More About

Connect your utilities and upload photos

If you have any questions, feel free to email group
3 of 3 tasks completed

Gas Usage

Connect your gas account to track usage

✓ Files Uploaded
1 file(s)

[View Uploads](#)

Electricity Usage

Upload or Connect your Hydro Ottawa or Hydro One account to provide your hourly usage data.

✓ Files Uploaded
1 file(s)

[View Uploads](#)

Upload photos of your ducts and electrical panel

3 file(s) uploaded

[View Details](#)



 Upload Files

 Scan QR Code

To get started, please enter your email address

Email Address

your@email.com

Continue

Your email will be used to save your progress and send you updates

Submit Files

Don't worry, you can always return to this page to upload additional files later on

Events & Heatpump Crawl Organizing Tools

Upcoming Events

Join us at community events, workshops, and meetups about home electrification.

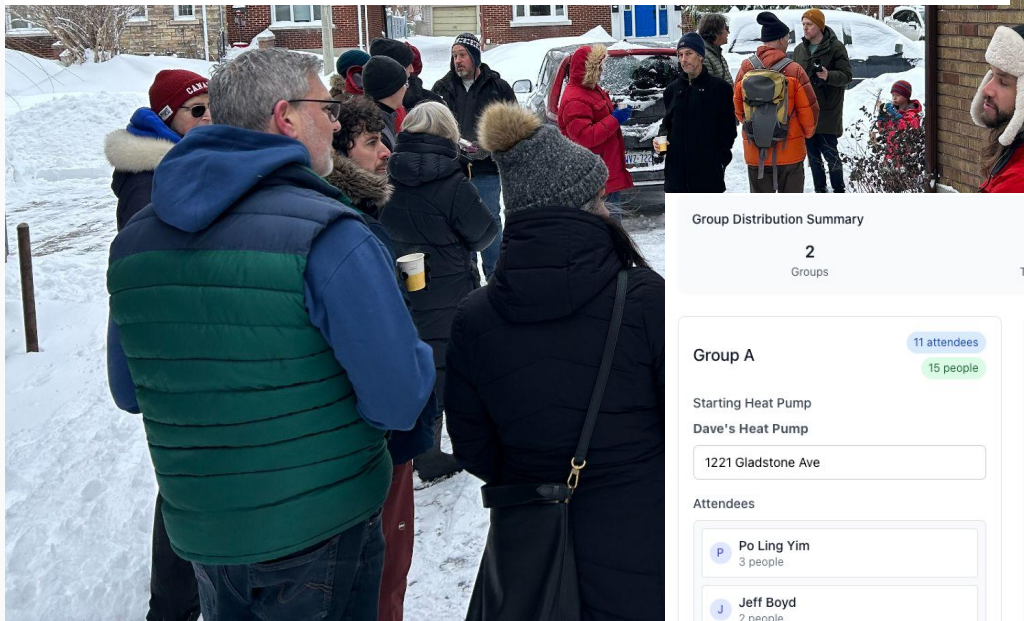
APR
22

Heatpumps & Pints

🕒 3:30 PM 📍 Bowman's Bar & Grill

Heatpumps & Pints is Back for a third season. Join us for casual home electrification conversation.

[View details](#) → [Register](#)



Group Distribution Summary

2
Groups

Group A

11 attendees

15 people

Starting Heat Pump

Dave's Heat Pump

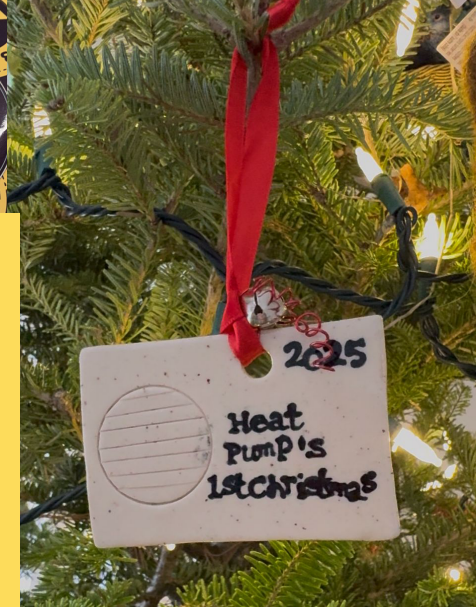
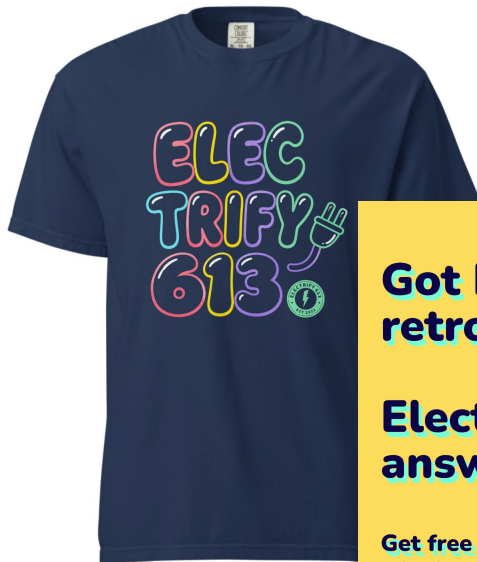
1221 Gladstone Ave

Attendees

P Po Ling Yim
3 people

J Jeff Boyd
2 people

Start the flywheel



Got heatpump or retrofit questions?

Electrify613 has answers.

Get free advice experts and homeowners who have made the switch at electrify613.ca



This home has been electrified.



FIND OUT HOW



Be the parachute.

marketing

incentives

comms



HVAC
Contractors

Program
Complexity,
Funding
availability/
promptness

Policy Objectives

FOR MUNICIPALITIES

How you can help the flywheel spin

Practical ways to spawn, grow, and support grassroots home-electrification groups like Electrify613.



Connect with Grassroots Groups

Trust

Residents trust their neighbours, and this can support municipal objectives

Opinions

Community groups may be better positioned to collect data on contractor experiences and recommend contractors.

Availability

Community groups connect with people outside of 9-5.

Show up and amplify

Low- and no-cost moves any municipality can do



Endorse & amplify

Feature them in city newsletters, social channels, and at council.



Send people to their events

Show up at heat pump crawls and meetups — a visible, friendly ally promoting programs and answering questions



Convene & connect

Offer room space for events, connect with other experts, a seat at the table with staff. Ask if they can help you reach a particular goal or collect metrics.



Share what you have

Building-stock data (particular neighbourhoods that are prime electrification targets), goals, FAQs, and staff expertise.

Fund the small stuff

Modest dollars go a long way



Lawn signs, stickers & swag

“This home has been electrified” signs turn homes into billboards for your climate programs.

Leverage co-branding.



Sponsor events

Offer venues, refreshments, and community building heat pumps to feature on tours

Make it durable

Policy & partnership moves



Name them in your climate plan

Write resident-led/community electrification outreach into your decarbonization strategy.



Smooth the path

Streamline decarbonization using policy to make decarbonized heating easier than a new gas connection.



Be the trusted referral

Point residents asking “where do I start?” to the group.

Want one in your city?

A short playbook for helping an Electrify613 take root



Find your champion

One motivated resident is the spark — help them find each other.



Share your reach

Don't make them start from zero; lend reach and a little funding if possible



Connect, don't control

Keep it peer-led and independent — that's where the trust lives.

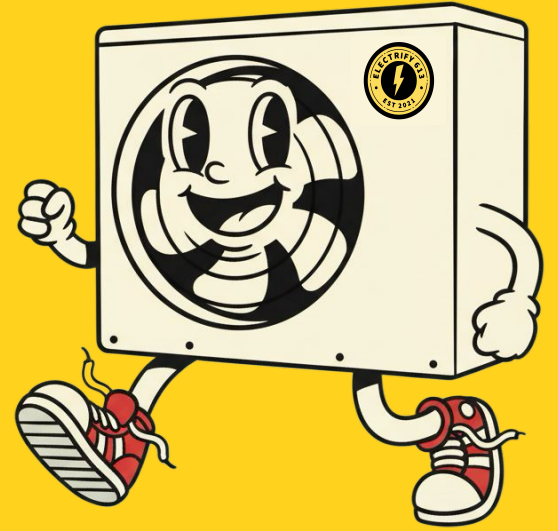


Be the parachute

Back them on incentives, comms, and marketing as they grow.

We can help. Use our platform and marketing templates. Bring your local climate champions.

Be the parachute.



Make home decarb the **easy path** — and the neighbours will do the rest.

chris@electrify613.ca

[electrify613.ca](https://www.electrify613.ca)

[linkedin.com/in/christaggart](https://www.linkedin.com/in/christaggart)