



THE CANADIAN OFFSITE ALLIANCE

Let's Build Housing. Let's Build Canada.

www.TheCanadianOffSiteAlliance.ca

Let's Build Housing

We are in a national housing emergency. Millions of Canadians cannot access secure, financially accessible housing. It is time to act, together, at speed and scale. This document is not just a manifesto - it is a call to coordination. The coordination that has been and continues to be lacking in the existing construction ecosystem must be addressed.

The COA Manifesto

The Canadian Offsite Alliance (COA) is a national initiative created to unite industry, non-profits, governments, and innovators to work together to dramatically accelerate the delivery of housing across Canada through coordinated systems, modular, offsite, and industrialized construction. We are not simply addressing this crisis - we are shaping Canada's future.

Why the COA Exists

Canada faces a generational housing shortfall that impacts our economy, society, and communities. Traditional construction cannot keep pace. Permitting is fragmented. Projects are stalled. The real crisis is not capacity - it is coordination.

The COA brings together modular manufacturers, site developers, policymakers, architects, general contractors, trades, suppliers, and funders into a single high-functioning ecosystem.

We do not just advocate. We organize, we solve problems, we build solutions, we act and we act quickly.

Modular manufacturing is a powerful tool - but only part of the solution. We bridge the gaps between planning, design, factory production, site work, financing, and compliance. Our purpose is housing completions – getting heads in beds.

We are a Not-For-Profit Member Driven Organization, There is no cost to become a member.

We do accept donations and offer project sponsorships.

We also understand the need for our commercial members to be profitable.

Our Vision

We envision a Canada where every citizen has a home, built with speed, efficiency, affordability, and sustainability. A Canada where **coordinated collaboration** replaces fragmentation. Where offsite systems are the default. Where beautiful, financially accessible, housing is available to every Canadian.

Our Goals

- **Accelerate Construction:** Build 40,000 homes per month until the crisis is resolved.
- **Break Down Barriers:** Use Bill C-5 to streamline interprovincial permitting and approvals.
- **Drive Innovation:** Champion advanced design systems, BIM, Digital Twins, AI-driven planning, and CSA-standard compliance.
- **Champion Human Intelligence (HI):** Empower People, not just systems.
- **Unite Stakeholders:** Connect municipalities, developers, manufacturers, sub-trades, nonprofits, and tech partners.
- **Establish Housing as the “Nation-Building” Project:** Make modular construction a core pillar of Canada's economic and social renewal.

Offsite construction multiplies workforce capacity. When 80–90% of work is done utilizing offsite systems, the existing construction infrastructure - without adding new labour - can build 5 to 10 times more housing. OffSite is not just a method. It is a productivity revolution.

Federal Leverage: Bill C-5

The One Canadian Economy Act (Bill C-5) finally enables coordinated, interprovincial action on housing. It:

- Allows modular/offsite projects to be deemed in the “National Interest” allowing for fast track permitting and approvals and Federal Loan Guarantees.
- Eliminates trade barriers for building standards and skilled labour
- Enables unified permitting through the new Building Canada Act

The COA is engaging government to position member-led projects for early designation and support.

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Modular Financing: The CMHC Pilot

The CMHC Modular Pilot Program introduces 95% loan-to-value financing provided for modular projects and would be paid out during manufacturing and **before they are installed**. This solves a critical barrier for builders and lenders.

Eligibility:

- Multi-unit projects (5+ units)
- Built in Canada, CSA certified
- Performance bond provided for factory-stage financing

The COA supports members through the full application process and links eligible partners with pre-screened lenders and Program experts.

Why Join & What You'll Get

- National visibility as a COA-certified member
- Priority access to fast-track permitting templates and CSA integration tools
- Support applying to the CMHC Modular Finance and Insurance Pilot
- Access to funding briefings, compliance checklists, bonding guidance
- Public policy advocacy on your behalf
- Matchmaking with trusted manufacturers, designers, and site teams
- Access to the Offsite Masterclass, webinars, and expert forums
- COA Dispatch newsletter (Substack) and real-time policy alerts
- Regional "Fast Action" support teams to get projects unstuck
- Invitations to national roundtables, pilot programs, and media exposure
- Involvement and Participation Opportunities – Volunteer Opportunities
- Access to Project & Project Viability Reviews – By Verified Offsite Subject Matter Experts.

What Makes the COA Different

- We do not just promote offsite construction. We organize it.
- We modernize permitting, procurement, and approvals.
- We promote CSA A277, Z250, Z252 national compliance.
- We support Canadian supply chains and connect underused land, capital, and ready-to-build designs.
- We bring all stakeholders - from concept to site to financing – all to one table.

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Our Strategic Pillars

- **Teach Like a Visionary. Sell Like a Strategist.** We pair bold truths with real tools.
- **Builders, Not Bystanders.** We empower people and companies to lead.
- **Coordination Is the Crisis.** We solve for speed by solving for systems.
- **Modular Reform Needs a Voice.** COA is that voice - coherent, Canadian, catalytic.
- **Transformation Requires Partnership.**

Nation-Building Through Housing

Housing is not merely infrastructure - it is the foundation of a thriving nation.

Building the Housing we Need Will:

- **Create Jobs:** as many as 1.2 million full-time jobs annually
- **Accelerate our GDP Growth:** by as much as \$336B-\$408B/year (14-17% of national GDP)
- **Provide True Social Impact:** Immediate stability for Canadians

This is bigger than oil. More scalable than auto manufacturing. More necessary than ever.

The Use of Modular, OffSite Systems, and Manufactured Housing is not an alternative.
It is essential.

We must integrate all systems. We must scale delivery now.

The Moment is Now

- Canada is short millions of homes.
- We have to **SCALE UP** fast to build **40,000 more homes every month.**
- The legacy construction world just cannot keep up.
- The accelerating of usable OffSite systems, producing housing at High Speed is the only scalable solution.

This is our nation-building moment.

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Our Commitment

We commit to **bold action, continuous innovation, relentless advocacy**, and full transparency. COA will lead coordination between all sectors - from government to site crews, from design to manufacturing, and from shovel in the ground to heads in beds.

Our Belief

- Canada is **not short on builders**.
- We are **short on coordination, confidence, and clarity**.
- The COA is here to change that - strategically and together.

Final Call

JOIN US.

WE CAN BUILD MORE. BUILD FASTER. PROSPER. AND SOLVE THE HOUSING CRISIS.

TOGETHER, WE CAN BUILD MORE THAN HOUSING.

WE CAN BUILD HOPE, PROSPERITY, AND RESILIENT COMMUNITIES.

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**Let's build housing.
Let's build our nation.
Let's begin TOGETHER.**