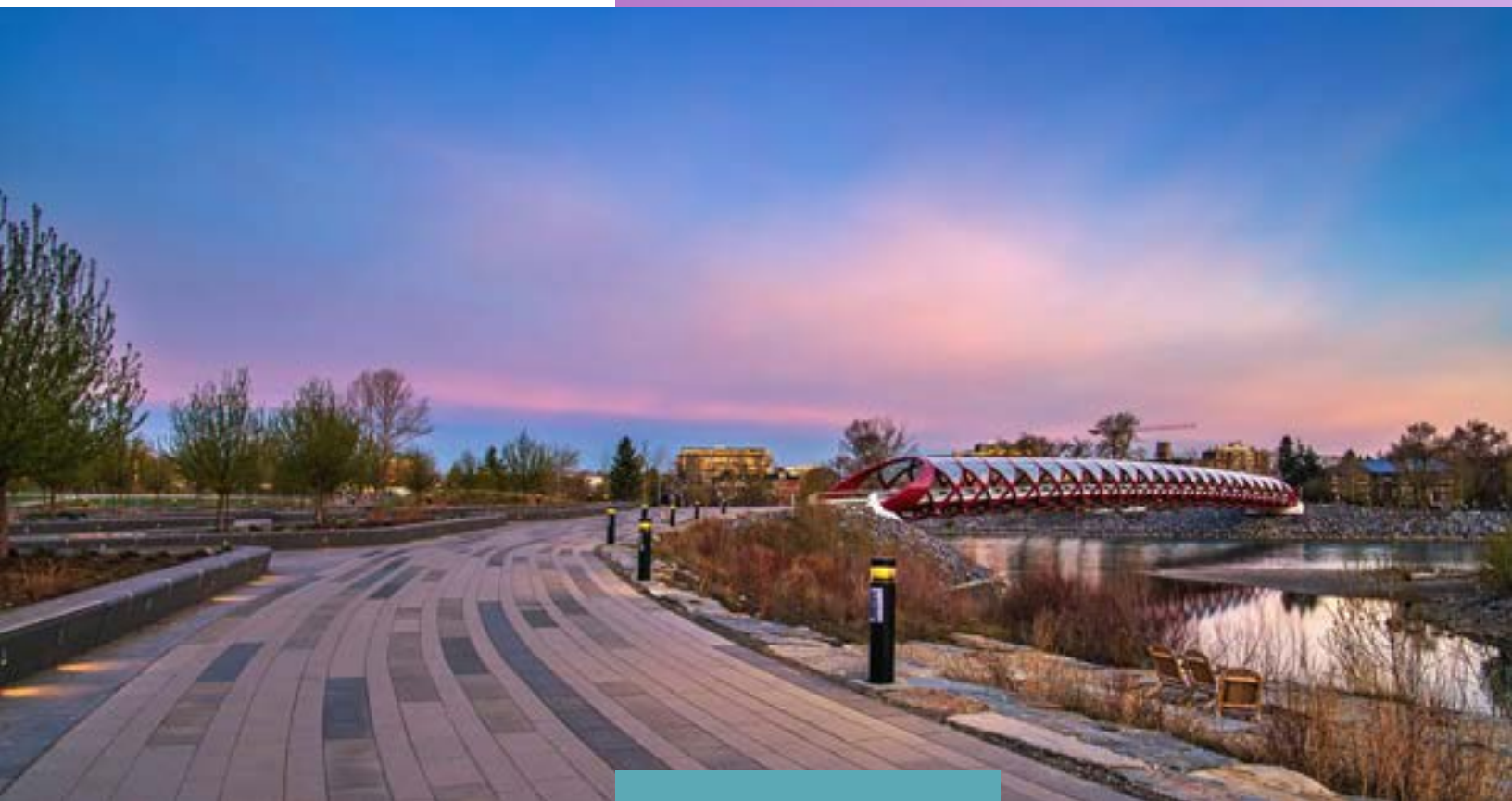


2026  
2027

# STATEMENT OF **PRIORITIES**

---



**AIRB** AUTOMOBILE  
INSURANCE  
RATE BOARD



---

# TABLE OF CONTENTS

---

|                 |       |   |
|-----------------|-------|---|
| MANDATE         | ..... | 2 |
| KEY INITIATIVES | ..... | 3 |
| PROMOTE         | ..... | 4 |
| SUPPORT         | ..... | 5 |
| ENHANCE         | ..... | 6 |
| STRENGTHEN      | ..... | 7 |
| MODERNIZE       | ..... | 8 |

# MANDATE

The Automobile Insurance Rate Board (AIRB) was established in 2004 as an independent regulatory agency by the President of Treasury Board and Minister of Finance in accordance with section 599 of the Insurance Act. The AIRB was established to regulate auto insurance premiums, and our mandate was expanded in 2007 to include provision of public education and information related to auto insurance.

Through the Insurance Act, regulations, and our Mandate and Roles document, the AIRB has several responsibilities which can be grouped into three broad themes, each supported by AIRB resources.

## RATE REGULATION

- ★ Issuing guidance and requirements governing the approval of rating programs for all coverages and vehicle types.
- ★ Reviewing and approving changes to auto insurance rating programs.
- ★ Publishing all filing decisions at insurer implementation date for transparency.
- ★ Reviewing insurer profitability for each accident year to confirm no excess profits, as established annually in AIRB benchmarks.

## DATA ANALYTIC & REPORTING

- ★ Conducting a semi-annual review of auto insurance claims and premiums to develop industry benchmarks used as comparison in the review of changes to rating programs, and to inform the AIRB about the rate adequacy of the market.
- ★ Collecting, analyzing, and reporting data on industry trends including economic analysis, premium, claim, and emerging trends to inform Board Members, government officials, and other interested parties.
- ★ Evaluating affordability, accessibility, and service quality through monitoring relevant indicators influenced by competition, consumer knowledge, and industry trends.
- ★ Developing dashboards and other communication tools to share relevant data and trends for use in rate regulation and consumer education.

## CONSUMER EDUCATION & ENGAGEMENT

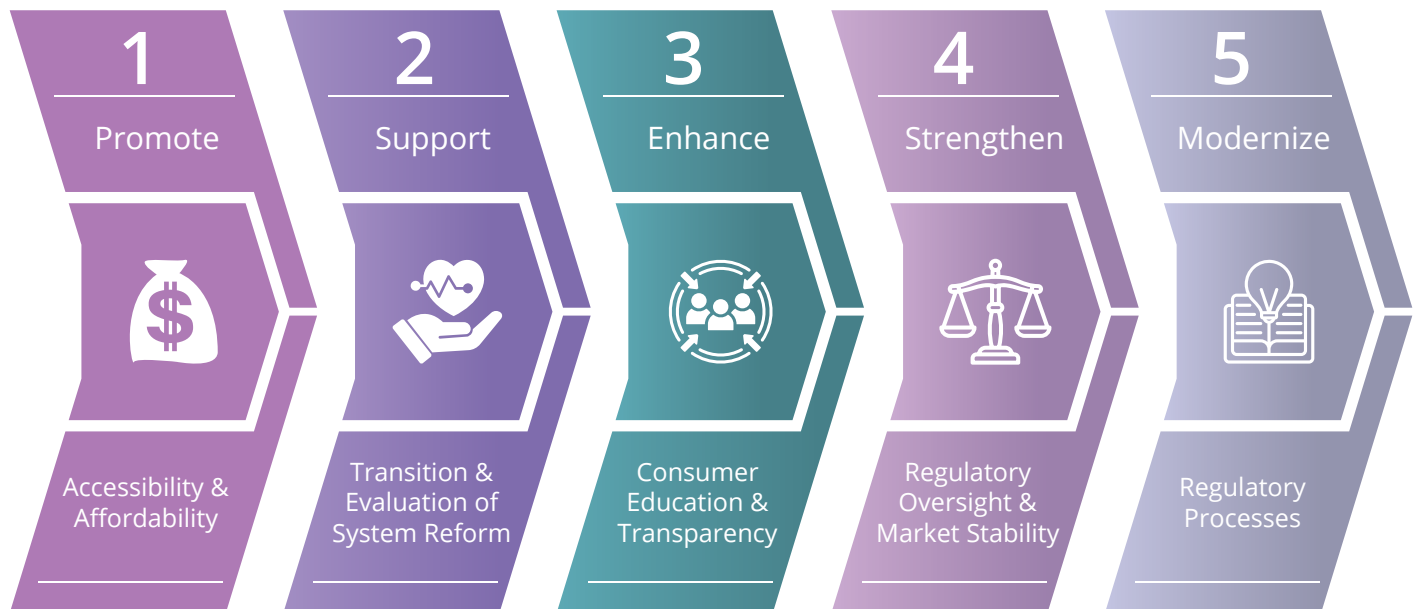
- ★ Providing education and information related to auto insurance through the AIRB website, social and traditional media, presentations, and direct contact with Alberta drivers.
- ★ Conducting a annual Consumer Perception survey to report on consumer sentiments and evaluate trends over time.
- ★ Responding to consumer inquiries to assist in understanding coverage options, rate calculations, and market trends impacting their auto insurance premiums.
- ★ Promoting resources and information available through consumer education campaigns.

# KEY INITIATIVES

The Statement of Priorities document should be read in conjunction with the AIRB's 2026-2029 Strategic Plan. The priorities identified for the 2026-2027 fiscal year consider the implementation of Care-First as well as our mission to foster public confidence by independently regulating the industry and informing consumers.

## KEY INITIATIVES WE WILL UNDERTAKE IN 2026-2027

We have identified 16 initiatives we plan to focus on over the 2026-2027 fiscal year. These initiatives align with the five priorities outlined in our Strategic Plan, which will further our work to progress the AIRB's mandate, mission and vision.



# PROMOTE

## ACCESSIBILITY & AFFORDABILITY

Objective: Keep auto insurance accessible and affordable while sustaining a competitive market.

### Data Analytic & Reporting

**01**

#### Initiatives

1. Evaluate the change in average premium with the launch of Care-First, track consumer sentiments and evaluate trends over time.
2. Establish an affordability & accessibility baseline for product reform.

**02**

#### Deliverables

- ★ Comparison of premium for standardized profiles in 2026 to results post implementation of Care-First for basic coverage.
- ★ Establish baseline with 2025 and 2026 results to enable trending post Care-First implementation. To consider premium trends, claims severity and inflation impacts.

**03**

#### Performance Indicators

- ★ Publish Report on findings issued by September 2026.
- ★ Change in average premium anticipated under Care-First.
- ★ Report views.
- ★ Establish baseline by February 2027.

### Consumer Education & Engagement

**01**

#### Initiatives

1. Launch premium predictability explainer series (guides, calculators) to address consumer pain points.

**02**

#### Deliverables

- ★ Consumer explainer toolkit.

**03**

#### Performance Indicators

- ★ Publish toolkit by September 2026.
- ★ Website views.
- ★ Consumer feedback.

# SUPPORT

## TRANSITION & EVALUATION OF SYSTEM REFORM

Objective: Ensure smooth transition to Care-First in 2027 and robust evaluation of outcomes.

### Rate Regulation

**01**

#### Initiatives

1. Establish Care-First pricing, working with industry to ensure pricing approved and implemented for launch of Care-First renewals November 1, 2026.

**02**

#### Deliverables

- ★ Filings for all vehicle types approved by July 1, 2026.
- ★ Report on consumer impacts expected with Care-First implementation.

**03**

#### Performance Indicators

- ★ Change in average premium.
- ★ Number of premium related inquiries received by AIRB for first quarter 2027 renewals.

### Data Analytics & Reporting

**01**

#### Initiatives

1. Engage on the identification of key data elements to be collected and reported on for evaluation of Care-First.

**02**

#### Deliverables

- ★ Work with department and industry on the development of data collection for post launch.
- ★ Establish reporting mechanisms with Government to communicate results of key metrics once data available post launch.

**03**

#### Performance Indicators

- ★ Dashboard developed to report on key metrics on Care-First by December 2026.

### Consumer Education & Engagement

**01**

#### Initiatives

1. Publish consumer FAQs on what to expect with premiums after launch of Care-First, as part of transition readiness.

**02**

#### Deliverables

- ★ Post FAQ on webpage.
- ★ Share information on social media.

**03**

#### Performance Indicators

- ★ FAQ published on website by October 1, 2026.
- ★ Website views.
- ★ Social media reach and engagement.

# ENHANCE

## CONSUMER EDUCATION & TRANSPARENCY

Objective: Improve understanding of coverage, rate-setting, and consumer supports.

### Consumer Education & Engagement

**01**

#### Initiatives

1. Launch new consumer awareness campaign to further Albertans understanding of resources we offer.
2. Shift social media to include current viral trends to increase engagement with Albertans through insurance related entertainment reels rather than just educational posts.
3. Redesign website focused on ensuring access to information by all users.
4. Communicate results of Consumer Perception survey trends, including questions on Care-First.

**02**

#### Deliverables

- ★ Email and phone interaction with Albertans shopping market or seeking information on auto insurance.
- ★ Social media posts.
- ★ Launch of redesigned website.
- ★ Host webinar to walk through detailed results and observations.

**03**

#### Performance Indicators

- ★ Contact volume.
- ★ Awareness measure through the Consumer Perception Survey.
- ★ Change in followers, reach, and engagement for posts on social media.
- ★ Website views.
- ★ Webinar held in March 2027.
- ★ Attendee survey results.

# STRENGTHEN

## REGULATORY OVERSIGHT & MARKET STABILITY

Objective: Ensure fair, evidence-based rate-setting and robust monitoring of profitability and claims trends.

### Data Analytics & Reporting

01

#### Initiatives

1. Establish data-based indicators to inform AIRB on rate adequacy of individual insurers.
2. Develop early warning indicators to inform Board and staff on market trends.

02

#### Deliverables

- ★ Implement for internal use in review of rate filings.
- ★ Implement dashboard on early warning indicators internally.

03

#### Performance Indicators

- ★ Number of filings where data is considered in making approval decisions.
- ★ Number of indicators.
- ★ Launched by September 2026.

# MODERNIZE

## REGULATORY PROCESSES

Objective: Improve efficiency, timeliness, and transparency through technology and continuous improvement.

### Rate Regulation

**01**

#### Initiatives

1. Review and issue filing guidance for post reform to reflect appropriate file and use thresholds considering new product and market conditions.
2. Conduct a review of rate review processes under Care-First ensuring balance between insurer flexibility and consumer protection.

**02**

#### Deliverables

- ★ Filing Guidance is updated for rate filings, effective after January 1, 2027.
- ★ Develop scope of review for processes and thresholds post reform.

**03**

#### Performance Indicators

- ★ New filing guidance published by October 2026.
- ★ Develop scope of review before March 2027 for implementation after 1 year of data is available.

### Data Analytics & Reporting

**01**

#### Initiatives

1. Develop a data strategy for the AIRB's collection, use and reporting.
2. Enhance existing technology to improve user experience.

**02**

#### Deliverables

- ★ Enterprise data strategy for AIRB.
- ★ Implement refinements to CARS to enhance experience of internal and external users.

**03**

#### Performance Indicators

- ★ Completed by December 2026.
- ★ Number of new features in CARS launched.





**Automobile Insurance Rate Board**

#2440, 10303 Jasper Avenue  
Edmonton, AB T5J 3N6

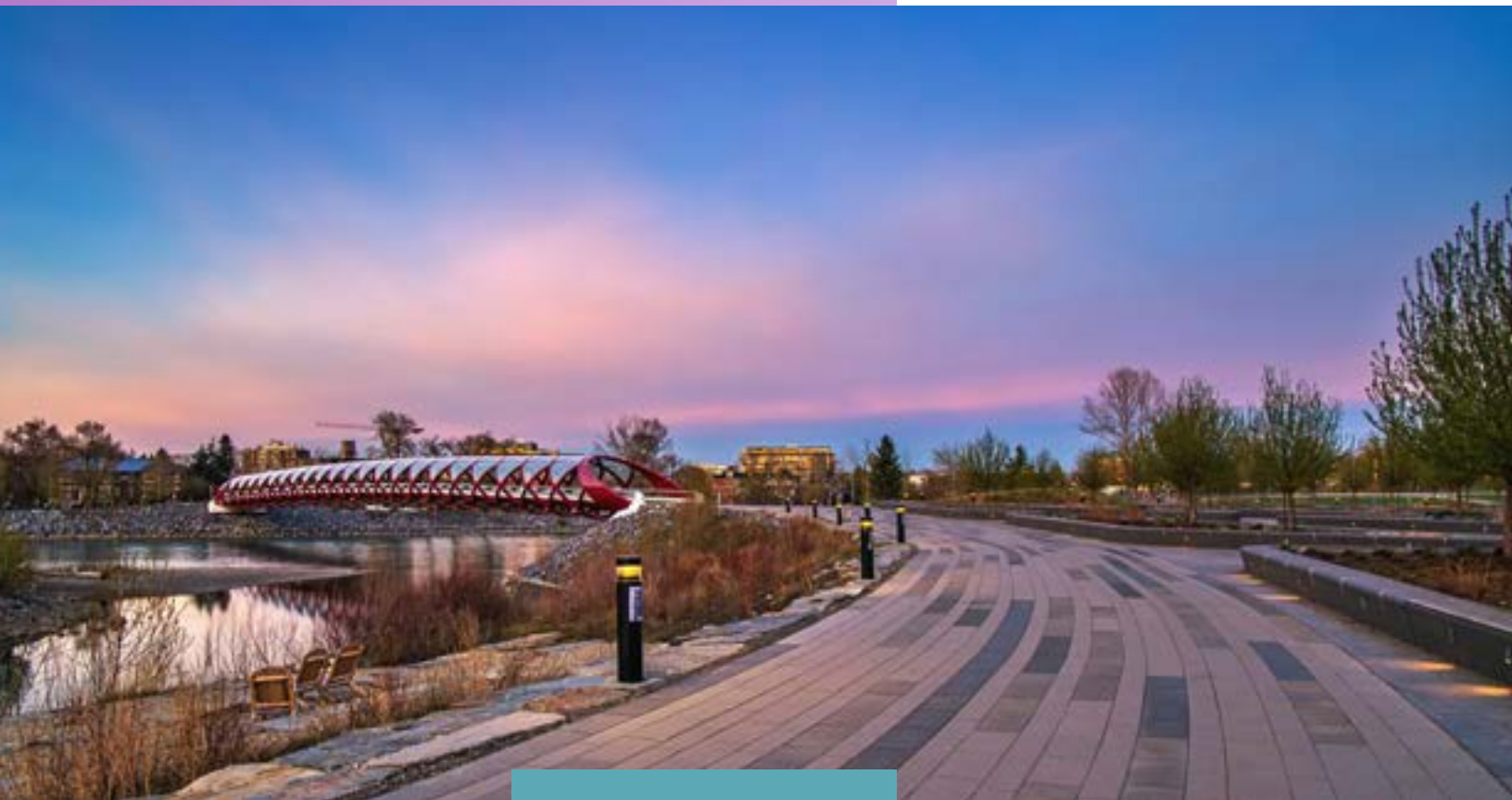


780.427.5428

[airb@gov.ab.ca](mailto:airb@gov.ab.ca)

[albertaairb.ca](http://albertaairb.ca)

[airbfordrivers.ca](http://airbfordrivers.ca)



**AIRB** AUTOMOBILE  
INSURANCE  
RATE BOARD