

Licence Plate Program Annual Report

Fiscal Year 2022/23

Program Overview

In January 2017, BC Parks teamed up with ICBC to launch the licence plate program. Fast forward to today, and we're thrilled to share that, thanks to the unwavering support of B.C. residents, Indigenous communities, and partners across the province, BC Parks has completed over 675 projects that celebrate and safeguard B.C.'s beloved parks and protected areas.

Picture yourself cruising down the road, your vehicle licence plate showcasing awe-inspiring imagery. B.C. motorists like you have the opportunity to choose from three special licence plate designs that portray scenes from B.C.'s breathtaking parks and protected areas. Will you opt for the captivating Kermode bear, the majestic Purcell Mountains of the Interior region, or the enchanting Porteau Cove overlooking Howe Sound? The choice is yours!

So, let's rev our engines and embark on this thrilling expedition together. As we hit the highways, let's take pride in knowing that our licence plates represent a commitment to preserving the natural wonders that make British Columbia so extraordinary. With each passing kilometre you contribute to the protection, enhancement, and celebration of our remarkable parks system.



2022/23 Program Impact

In fiscal year 2022/23, the program funded over 250 projects and enhanced many different BC Parks programs. In total there was ~\$10,000,000 in net revenue which was invested in the programs and projects below. Any unspent revenue remains in the Park Enhancement Fund for future years.

In 2022/23, sales of BC Parks licence plates increased by 10% from the previous year with over 78,600 new plates sold to B.C. residents wanting to show their support for provincial parks.

Did you know?

The most popular plate sold this year was Purcell Mountains (40%).

The most popular month to purchase a parks plate was June, with over 7,900 plate sales.

Specific costs of the program and areas of support in 2022/23 include:

Conservation	\$1,097,600
Fire Based Ecosystems and Land Management	\$248,800
Engagement, Education and Enhancements	\$1,261,500
Indigenous Reconciliation	\$346,100
Marine Recreation	\$73,200
Student Ranger Program	\$995,200
Community-led conservation and recreation projects	\$309,500
Land Acquisition Restoration	\$135,000
Recreation Enhancements	\$597,400
Web and Information Enhancements	\$624,400
Enhanced Digital Experience	\$1,398,600
Licence Plate Program Administration and Marketing	\$508,500
Direct cost of plates	\$673,700
	\$8,269,500

2022/23 Licence Plate Program highlights:

250+

Projects and programs

185+

Community partners

51

Student Rangers employed

200+

Provincial parks enhanced

over \$8,200,000

Invested in park enhancements

78,615

BC Parks licence plates sold

402,112

BC Parks licence plates sold since the program began in 2017

Project Highlights

Funds raised from the licence plate sales have directly contributed to many important BC Parks programs.

Conservation

Supporters of the licence plate program have had a real impact on protecting nature in B.C. We have been able to invest in inventories to learn more about the living things in parks; restorations to improve habitats and create more resilient ecosystems as climate changes; projects to minimize conflicts between people and wildlife; and harmful invasive species removal.

Engagement, Education and Enhancements

Funding from the licence plate sales supports the BC Parks Engagement, Education and Enhancements Program. Through community-level connections, this program aims to connect people to nature in parks to foster a sense of wonder, belonging and shared stewardship. The program is also responsible for delivering on the BC Parks Commitment to Inclusion. One area of focus this year was to create opportunities for meaningfully accessible park experiences and supporting those who experience barriers to accessing nature. Projects included introducing newcomers to provincial parks and working with partners on adaptive recreation equipment. Funds also supported educational opportunities, including the Discover Park Ambassadors Program. This program connected park ambassadors with visitors across more than 20 provincial parks throughout the province and resulted in over 60,000 visitors participating in educational activities.

Student Rangers

This year, 51 Student Rangers worked in 14 locations around the province. Trained in Indigenous relations, diversity and inclusion, public outreach and education, safety, wildlife and bear awareness, and conservation in BC Parks, our crews made an impact. To give you a sense for the amazing work they do, here are a few example projects from the year:

- removing invasive species along the Chilcotin River Interpretive Trail
- a monthly amphibian survey (Long Term Ecological Monitoring Project) in Herman Lake Park
- facilitated an outreach program at Nairn Falls Park for children aged 5-12, focused on backcountry etiquette, ecology, local history, parks, and protected areas
- built and installed new picnic tables and food caches in Main Lake Park.

Enhanced Digital Experience

Funding from the licence plate program enhanced the park visitor experience through support for teams with expertise in conducting and responding to ongoing user research, building modern tools and services, and continuously improving those tools. Providing a user-friendly, human-centered, and accessible experience was a priority for these teams. This included launching a new user-friendly website with a modern look and feel, integrating responsible recreation messaging into digital properties, advancing reconciliation through the support of Indigenous languages and characters, and enhancing the overall visitor experience from computer to campground.

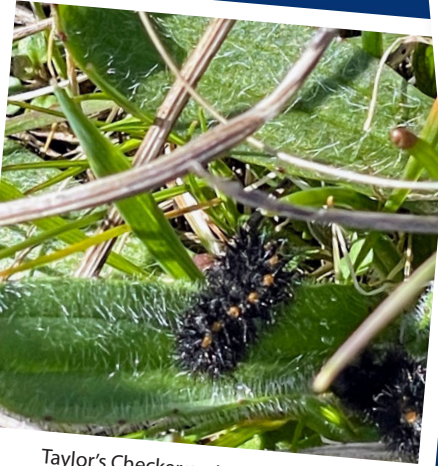
Get Involved

To learn more visit:

www.engage.gov.bc.ca/bcparksblog/category/bc-parks-licence-plate-program
www.bcparks.ca/licence-plates

Purchase a Parks licence plate today! Visit:

www.icbc.com/vehicle-registration/licence-plates/Pages/bc-parks-plates.asp



Taylor's Checkerspot caterpillar, captured during reintroduction at Helliwell Park on Hornby Island.



Installation of natural and artificial mineral licks that divert goats away from campgrounds in Valhalla Park to ensure public safety.



Long-term ecosystem monitoring in Lac du Bois Grasslands Park.



Discover Park Ambassadors delivering interpretive programs in parks across B.C.



BC Parks staff in Omineca section climbing whitebark pine trees to collect cones and seeds for restoration planting and gene conservation.



The Learn to be in Nature event in Prince George, B.C. hosted in partnership with the Immigrant and Multicultural Service Society (IMSS), at West Lake Park was a unique opportunity for newcomers to Canada and Prince George to learn how to recreate safely outdoors. Learn more about the Learn to be in Nature event on the BC Parks blog.



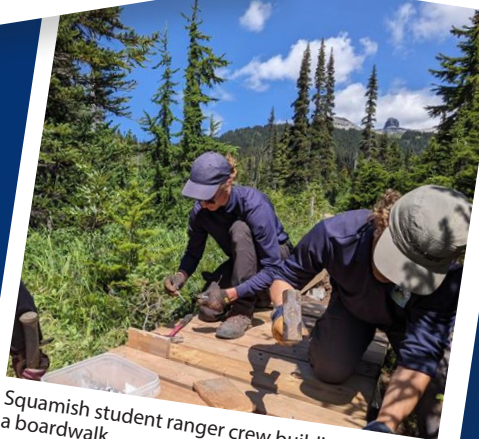
Improving accessibility in Okanagan parks with over 50 Trax Mats – a portable, foldable pathway for accessibility over outdoor terrain.



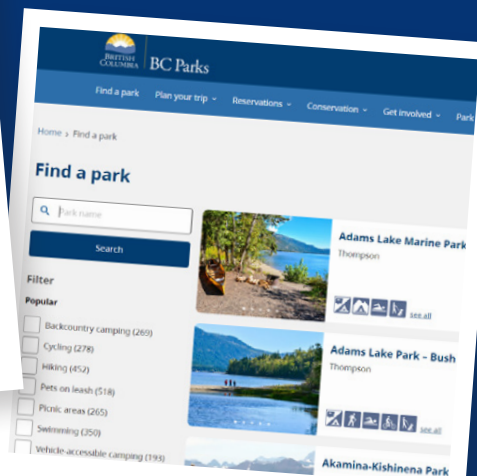
Penticton student ranger crew building a new bridge in Dennison-Bonneau Park.



Student rangers learning about indigenous relations at Nisga'a Memorial Lava Bed Protected Area.



Squamish student ranger crew building a boardwalk.



Enhanced digital accessibility based on user research.