



BC Parks  
Licence Plate  
Program

# 2024–2025 Impact Report



Photo by Rory Moorhead

BC Parks Licence Plate Program is a partnership between the Province and ICBC that allows vehicle owners show their pride in British Columbia’s natural beauty while supporting its conservation and enjoyment. In 2024-25 fiscal year, BC Parks received \$12,537,200 from the program to fund projects and programs in parks and protected areas across B.C.

Here is an overview of the program impact in 2024–2025.

If you purchased or renewed a BC Parks licence plate this year, thank you! You helped make these impacts possible!

**In 2024–25, BC Parks licence plates sales reached an exciting milestone with over 500,000 plates sold!**

## Numbers

**\$10,000,000+**  
invested in park enhancements

**165+**  
parks and protected  
areas enhanced



**220+**  
projects and  
programs funded



**87,456**  
plates sold



**240+**  
First Nations  
and community  
partnerships



Photo by Zoe Leech

Kitasoo Xai'xais Big House on Swindle Island, near the Kitasoo Spirit Bear Conservancy in the Great Bear Rainforest

# Projects

## CONSERVATION

BC Parks Licence Plate Program funds projects that protect wildlife, support healthy ecosystems and deepen our understanding of nature in parks. This year, the program supported more than 70 conservation-focused initiatives, helping to preserve biodiversity and promote stewardship across the province. Highlights include:

- Enhancing human-bear coexistence by adding bear-proof food storage and expanding camper education in backcountry areas
- Monitoring and managing mountain goats in Valhalla Park to reduce human-wildlife conflict and preserve natural behaviours
- Partnering in the Kootenays to improve butterfly habitat and better understand climate change impacts

New bear-resistant food lockers installed in Juan De Fuca Park



Mountain Goats can be attracted to human urine for a source of salt. With diversionary salt licks and other strategies, BC Parks is working to minimize risk of wildlife conflicts to protect people and goats.

This white-tailed ptarmigan was spotted during a six-day bio-inventory project in Tatshenshini-Alsek Park. 25 scientists and 2 Champagne and Aishihik First Nations' (CAFN) guardians identified 326 new species in the park. The project was given the South Tutchone name Nt'aya kwàta naye uyennjia, meaning "plants and flowers growing out on the land – you know, I know". South Tutchone is the language spoken by the CAFN.



Photo by John Reynolds



Prescribed Fire Invasive Plant Research Project at Kikomun Creek Park

## FIRE BASED ECOSYSTEM AND LAND MANAGEMENT

BC Parks' fire based ecosystem and land management (FELM) helps reduce wildfire risk, restore the land, and protect the natural and cultural features of parks. In 2024–25, BC Parks Licence Plate Program funded FELM projects in the Kootenays, Coast, Cariboo and Northern B.C. Highlights include:

- Working with partners on Hornby Island to reduce risk of forest fires, and restore ecosystems for the endangered Taylor's checkerspot butterflies in Helliwell Park
- A research project in Kikomun Creek Park to understand how wildfire prevention methods affect the growth of invasive plants
- A restoration project at Old Man Park to protect the park from cattle grazing after a wildfire



Participants setting up a tent at a Learn to Camp event

## ENGAGEMENT, EDUCATION AND INCLUSION

The BC Parks Licence Plate Program funds initiatives and innovative partnerships that support volunteers, educate K–12 students, promote responsible recreation, and make B.C.'s parks and protected areas more welcoming and accessible for all. 2024–25 highlights include:

- Providing equipment and training opportunities for backcountry volunteer hosts, ecological reserve wardens and other volunteers across the province
- Investing in a variety of initiatives as part of delivering on the BC Parks Commitment to Inclusion. These include a park operator training partnership with Power to Be, a Learn to Be in Nature community event for newcomers in Lakelse Park, and supporting the Welcome Project in collaboration with Parks Canada, Canucks Autism Network, and Power to Be
- Collaborating with educators and the BC Conservation Foundation to develop a grassland elementary school curriculum and an interactive booklet to guide teachers and students on Lac du Bois' interpretive trails



Photo by Rory Moorhead

A key partnership with BC Parks Foundation is helping BC Parks provide opportunities for high quality, safe and inclusive visitor experiences for all. Licence Plate Program funding supports the continued growth of the Discover Parks program. This includes delivery of interpretive programs by Discover Parks Ambassadors, interpretive sign projects through their Discover Trails program and expansion of accessible content on [discoverparks.ca](https://discoverparks.ca) such as video nature walks with American Sign Language translation and virtual park tours. 1,475 interpretive programs were run by the BC Parks Foundation in 2024-25.

## RECONCILIATION AND COLLABORATION WITH FIRST NATIONS COMMUNITIES

2024–25 Licence Plate Program funding supported BC Parks in advancing key reconciliation priorities – Indigenous-led restoration and collaborative land stewardship. Highlights include:

- Co-funding Mount Edziza ice patches project with Tahltan Central Government, recording three new archaeological sites and preserving perishable cultural belongings
- Partnering with Pauquachin First Nation to protect water quality at ŁÁU, WELNEW/John Dean Park by limiting access to sensitive areas around Lily Pond through fencing, signage, and vegetation restoration
- Collaborating with WSÁNEĆ First Nations on terrestrial restoration at SNIDÇEŁ (Tod Inlet) in Gowlland Tod Park, supported by hundreds of volunteer hours from PEPAKENĪ HÁUTW Foundation

## MARINE RECREATION

Funding from the BC Parks Licence Plate Program supports sustainable recreation in B.C.'s marine protected areas through community partnerships and conservation efforts. 2024–25 highlights include:

- Ongoing stewardship initiative with Tla'amin Nation in Desolation Sound Marine Park to guide recreation and restore eelgrass in low-impact zones through area mapping, water quality monitoring and ecological research
- Assessment of unique ecological features in Halkett Bay Marine Park, including eelgrass beds, shallow glass sponge reef, high-value forest, and bluffs ecosystems
- Development of educational signage and best practices for boaters to protect eelgrass at Rebecca Spit Marine Park



Photo by Duncan McLaren

Wrapping and the remains of feather fletching at proximal end of wooden Tsá kátl̓ (atlatl dart) from an ice patch on Mount Edziza



Group meeting during the values assessment at Halkett Bay Marine Park

## STUDENT RANGERS

A key mission of BC Parks is to protect and manage B.C.'s natural spaces for future generations. With funding from the Licence Plate Program, the Student Ranger Program cultivates the next generation of park leaders and conservation professionals. Working alongside park rangers, 52 youth were employed in 2024–25. They contributed to various park projects including invasive species management, trail maintenance, boardwalk and bridge construction, ecological surveys, and public outreach. These projects support park operations and help these young people build valuable skills and learn about park management.

Student Rangers at Golden Ears Park beside a truckload of cleared invasive plants



## Financials

Specific program costs and areas of support in 2024-25 include:

Conservation	\$2,341,700
Fire Based Ecosystem and Land Management	\$263,100
Engagement, Education and Inclusion	\$1,953,100
Indigenous Reconciliation	\$457,900
Marine Recreation Action Plan	\$255,400
Student Ranger Program	\$1,227,000
Community-led conservation and recreation projects	\$400,500
Land Acquisition Restoration	\$141,000
Recreation Enhancements	\$2,047,300
Web and Information Enhancements	\$515,000
Enhanced Digital Experience	\$457,900
Recreation Strategy and Service Transformation	\$532,400
Licence Plate Program Administration and Marketing	\$508,900
Direct cost of plates	\$912,900
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	\$12,014,100

Unspent funds from the BC Parks Licence Plate Program remain in the Park Enhancement Fund for future use. For a detailed list of projects funded by the Licence Plate Program see [Project List](#).

## Your community

If you own a BC Parks licence plate and you haven't already, **sign up for the Park Lovers community** to receive updates on the Licence Plate Program and the projects you support.

## Contact Information

To learn more about the BC Parks Licence Program, visit: [bcparks.ca/licence-plates](https://bcparks.ca/licence-plates)

To purchase a BC Parks licence plate, visit an ICBC broker near you.

Wildflowers in places like Chilliwack Lake Park provide vital habitats for beneficial species, supporting biodiversity, and sustaining the aesthetic beauty and ecological functions of the land. Visitor use management strategies like day use passes in parks with high visitation helps protect these fragile plants to ensure long term conservation.

## RECREATION ENHANCEMENTS

Licence Plate Program funding supports planning for recreation improvements in B.C.'s parks. This includes visitor feedback and data collection to inform sustainable recreation strategies and enhance visitor satisfaction. 2024–25 highlights include:

- Ongoing review of, and improvements to, the current operational model for delivering park experiences in frontcountry camping, backcountry camping, trails, and day use areas
- Visitor use management projects in five highly popular South Coast parks – Chilliwack Lake, Cultus Lake, Garibaldi, Golden Ears, and Joffre Lakes. These included visitor surveys, vehicle traffic, trail use, and viewpoint crowding in selected park areas. Study findings will guide decisions that balance management goals for each park area while ensuring positive experiences for visitors