

# Licence Plate Program Annual Report

## Fiscal Year 2021/22

### Program Overview

In January 2017, in partnership with ICBC, the Province launched the BC Parks Licence Plate Program. Since then, with support from B.C. residents, Indigenous and community partners across the province, BC Parks has completed more than 500 projects that enhance and protect B.C.'s beautiful parks and protected areas.

B.C. motorists can choose one of three specialty plate designs depicting scenes from B.C.'s parks and protected areas – the Kermode bear, the Purcell Mountains of the interior region, and Porteau Cove overlooking Howe Sound.

More information about the program can be found at [www.bcparks.ca/licence-plates](http://www.bcparks.ca/licence-plates) and through ICBC.

In 2021/22, sales of BC Parks licence plates increased by 18% from the previous year with over 71,700 new plates sold to B.C. residents wanting to show their support for provincial parks.



### 2021/22 Program Impact

In fiscal year 2021/22, the program funded over 170 projects and enhanced many different BC Parks programs. In total there was over \$8,000,000 in net revenue which was invested in the programs and projects below. Any unspent revenue remains in the Park Enhancement Fund for future years.

Specific costs of the program and areas of support in 2021/22 include:

Conservation	\$1,220,158
Student Ranger Program	\$1,083,162
Engagement, Education and Inclusion	\$631,692
Web and Information Enhancements	\$512,670
Indigenous Reconciliation	\$431,817
Fire Base Ecosystem and Land Management	\$295,843
Community-led Conservation and Recreation Projects	\$241,503
Licence Plate Program Administration and Marketing	\$175,233
Land Acquisition Restoration	\$75,000
Marine Recreation	\$70,397
Direct cost of plates	\$592,253

**\$5,329,728**

#### Did you know?

The most popular plate sold this year was Purcell Mountains (41%).

The most popular month to purchase a parks plate was June, with over 7,000 plate sales.

## 2021/22 Licence Plate Program highlights:

**170+**

Projects and programs

**185+**

Community partners

**50**

Student Rangers  
employed

**200+**

Provincial parks  
enhanced

**over \$5,000,000**

Invested in park enhancements

**over \$8,000,000**

In net revenue

**71,737**

BC Parks licence plates sold

**323,497**

BC Parks licence plates sold since  
the program began in 2017



Helliwell Butterfly Habitat Restoration: BC Parks and the Taylor's Checkerspot Butterfly Recovery Project released a record 5,400 Taylor's Checkerspot butterfly larvae in Helliwell Provincial Park's coastal bluff meadow.

**“The funding from the Licence Plate Program has been essential to help re-establish population and habitat for this critically endangered butterfly species in Helliwell Provincial Park.”**

Jennifer Heron, Chair of the Taylor's Checkerspot Butterfly Recovery Project Team and provincial invertebrate conservation specialist with the B.C. Ministry of Land, Water and Natural Resource Stewardship.



BC Parks Foundation's Discover Parks Ambassador Program



Students in the Aya7Ayulh Chet (Cultural Journeys) program at St'a7mes School in Squamish visited Xwawchayay (the Squamish name for Porteau Cove Park) on a field trip.



Student Ranger Program

## Get Involved

To learn more visit BC Parks Blog for stories about Licence Plate Program funded projects: [engage.gov.bc.ca/bcparksblog/category/bc-parks-licence-plate-program](https://engage.gov.bc.ca/bcparksblog/category/bc-parks-licence-plate-program)

For a full list of projects funded by the BC Parks Licence Plate Program in 2021/22 go to: [bcparks.ca/licence-plates](https://bcparks.ca/licence-plates)