



# Licence Plate Program Annual Report

## Fiscal Year 2023/24

### Program Overview

We are thrilled that BC residents have shown their strong support for BC Parks programs and projects once again by purchasing a BC Parks licence plate. In 2023/24 fiscal year, BC residents purchased 84,000 new BC Parks plates!

With your assistance, we have been able to support more than 800 community projects across B.C., since the program began in 2017.

To all of you that have shown your support and proudly displayed BC Parks licence plates on your vehicles, we want to say a heartfelt thank you!

We hope you enjoy reading about the impact of your contributions in the 2023/24 fiscal year.



### 2023/24 Program Impact

In 2023/24, BC Parks received \$11,095,000 in net revenue from ICBC for the sale of BC Parks licence plates. This funded over 250 projects and enhanced various BC Parks programs. All unspent monies remain in the Park Enhancement Fund for future use.

Specific program costs and areas of support in 2023/24 include:

**Did you know?**

- Over 800 projects since the start of the program in 2017.
- Strong plate sales this year, with June 2023 a record month with over 8,000 plates sold. (actual number 8,245). We've never gone over 8,000 in a month!
- The most popular plate sold this year was Purcell Mountains.

Conservation	<b>\$2,448,000</b>
Fire Based Ecosystem and Land Management	<b>\$221,500</b>
Engagement, Education and Enhancements	<b>\$1,251,400</b>
Commitment to Inclusion	<b>\$149,500</b>
Indigenous Reconciliation	<b>\$166,600</b>
Marine Recreation Action Plan	<b>\$338,700</b>
Student Ranger Program	<b>\$1,094,700</b>
Community-led conservation and recreation projects	<b>\$305,800</b>
Land Acquisition Restoration	<b>\$90,000</b>
Recreation Enhancements	<b>\$917,100</b>
Web and Information Enhancements	<b>\$512,100</b>
Enhanced Digital Experience	<b>\$1,453,600</b>
Licence Plate Program Administration and Marketing	<b>\$603,600</b>
Recreation Strategy and Service Transformation	<b>\$417,700</b>
Direct cost of plates	<b>\$894,000</b>
	<b>\$10,864,300</b>

## 2023/24 Licence Plate Program highlights:

250+

Projects and programs

185+

Community partners

51

Student Rangers employed

200+

Provincial parks enhanced

over \$10,864,000

Invested in park enhancements

84,134

BC Parks licence plates sold this fiscal year

486,246

BC Parks licence plates sold since the program began in 2017

## Project Highlights

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

### Conservation

People supporting the licence plate program continue to have a real impact on protecting nature in B.C. Through your contributions, we have been able to invest in a variety of scientific inventories to learn more about the living species in BC parks; restoration to improve habitats and create more resilient ecosystems as climate changes; projects to minimize conflicts between people and wildlife; and removal of harmful invasive species.

Some project highlights include surveys and protection for species such as bats, whitebark pine, wolverines, mountain goats and black swifts, as well as restoration work for butterfly habitat and important ecosystems like wetlands.

### Enhanced Digital Experience

Funding from the licence plate program continues to enhance the overall visitor experience from computer to campground. This includes supporting teams that conduct and respond to visitor feedback by developing modern tools and services.

Creating an accessible and user-friendly experience remains a priority for these teams. Highlights of 2023/24 fiscal year include improvements to public mapping tools, an increase in the amount of user-friendly information available to people on the web (e.g. the ability to search for nearby parks, addition of clear iconography showing what activities are available within a park, and more photos of parks), continuous improvement of attendance and revenue reporting tools, better reminders for day-use reservations, and ensuring the technology supporting these services remains up-to-date.

### Recreation Enhancements

Enhancing recreational experiences in parks is another priority of the BC Parks Licence Plate Program. As BC Parks continues to expand camping opportunities, this funding supports enhanced community engagement and planning for improvements in parks on the Lower Mainland and the west coast region.

Licence plate funding also supports comprehensive, multi-year review of the current model for delivering park experiences (e.g., frontcountry camping, backcountry camping, trails, and day use areas).

### Engagement, Education and Enhancements

Funding from the sale of BC Parks licence plates supports BC Parks' Engagement, Education and Enhancements Program. Through community-level relationships, this program aims to connect people to nature by way of parks while fostering a sense of wonder, belonging and shared stewardship. The program is also responsible for delivering the BC Parks Commitment to Inclusion – [bcparks.ca/inclusion](https://www.bcparks.ca/inclusion).

One area of focus this year was to create opportunities for meaningful accessible park experiences and supporting people who experience barriers to accessing nature. Projects included introducing newcomers to provincial parks, working with partners to enhance access to adaptive recreation equipment as well as testing interpretive programming with the deaf and hard of hearing community.

Funds also support the BC Parks Foundation's Discover Parks Program, which includes the Discover Park Ambassadors and Discover Trails programs. It also supported their launch of [Discoverparks.ca](https://www.discoverparks.ca), an online platform with self-guided and interactive experiences in BC Parks across the province.

### Student Rangers

The 2023 BC Parks Student Ranger Program was a resounding success. It employed 51 students across the province who made significant contributions to various parks and protected areas. Following an intensive training event in Manning Park, crews went to 14 different locations where they engaged in diverse projects that left lasting impacts.

Key projects included:

- Conducting wetland surveys in Lac du Bois Park, contributing valuable data to BC Parks' long-term ecological monitoring efforts
- In Liard River Hot Springs Park, students led "bear aware" initiatives, enhancing visitor safety and wildlife conservation
- Crews in Wells Gray Park undertook essential trail maintenance, improving the hiking experience for visitors
- In Garibaldi Park, students worked to improve infrastructure through boardwalk repairs

Throughout the operating season, student rangers gained a deep understanding of the complexity of park management and developed practical, hands-on skills. The Student Ranger Program continues to be a vital component of BC Parks' commitment to fostering the next generation of environmental stewards.

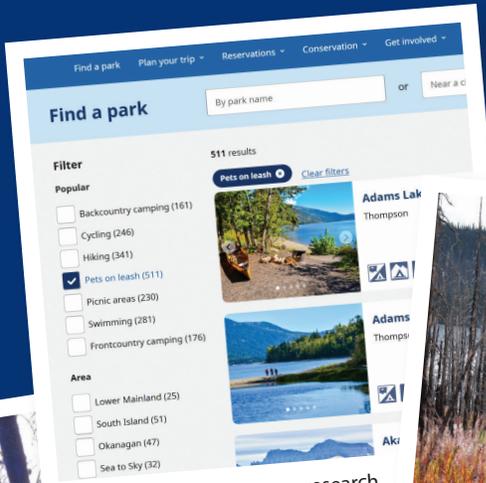
# Get Involved

To learn more, visit:

[www.engage.gov.bc.ca/bcparksblog/category/bc-parks-licence-plate-program](http://www.engage.gov.bc.ca/bcparksblog/category/bc-parks-licence-plate-program)  
[www.bcparks.ca/licence-plates](http://www.bcparks.ca/licence-plates)

To purchase a BC Parks licence plate today, visit:

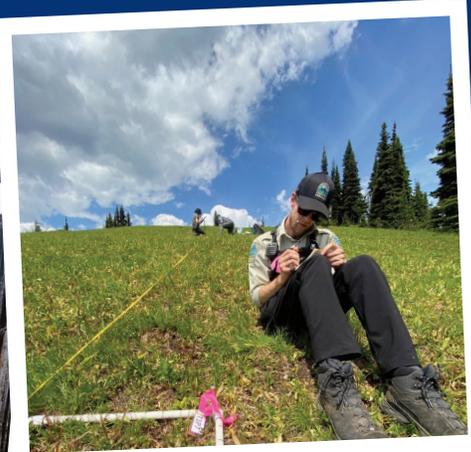
[www.icbc.com/vehicle-registration/licence-plates/Pages/bc-parks-plates.asp](http://www.icbc.com/vehicle-registration/licence-plates/Pages/bc-parks-plates.asp)



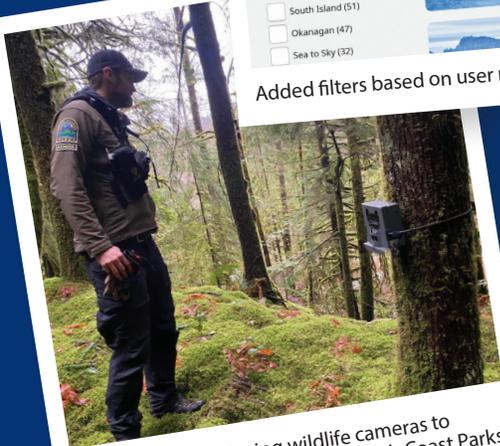
Added filters based on user research.



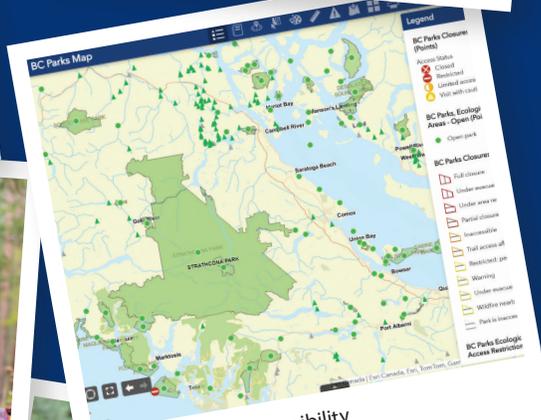
Whitebark pine restoration in areas of Tweedsmuir Park burned by wildfires. Whitebark pine is an important keystone species that is at risk in Canada. Photo by Facundo Gastlazoro.



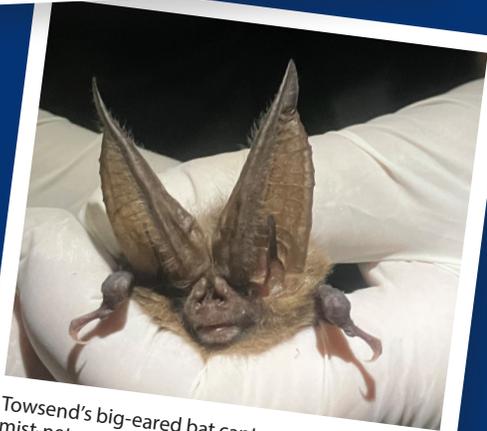
Long-term ecological monitoring in Skagit Valley Park supports our understanding of ecosystem change, especially in light of a changing climate.



BC Parks staff deploying wildlife cameras to monitor wildlife movements in South Coast Parks.



Enhanced digital accessibility based on user research.



Townsend's big-eared bat captured during mist-net surveys at Premier Lake Park. This work helps us understand what species are using the area and how best to protect them.



Discover Parks Ambassadors running educational programming for visitors of all ages.



Student Rangers learning facility replacement techniques in Golden Ears Park.



A Student Ranger sharing knowledge with park visitors at BC Parks Day.