

27 December 2023

Mayor and Council
1 Mackenzie Blvd, Bag 340
Mackenzie, BC
V0J 2C0

By email

RE: British Columbia's Participation in the Support Our Troops License Plate Program

Good day, I write to ask for your support in having British Columbia, through ICBC, join the provinces of Alberta, Manitoba, Ontario, and Saskatchewan in enrolling in the Support our Troops license plate program. This program has a province create a specialty license plate purchasable by the public to show support for our uniformed services and shares a portion of the proceeds to Support Our Troops, the official charitable cause of the Canadian Armed Forces.

The Province and ICBC are currently seeking public input and feedback on the potential expansion of a specialty license plate program in British Columbia. This survey is now open and will close on January 31, 2024. You can answer the survey here: <https://engage.gov.bc.ca/govtogetherbc/engagement/specialty-licence-plates/>. With the feedback window open, now is the best time to get involved.

Please consider how your municipality may support this initiative, as example, I encourage you to write to the Minister responsible for ICBC at PSSG.Minister@gov.bc.ca and ask that they consider joining the four existing provincial members by joining the program.

Expanding the license plate program is an easy way for Canadians to rally support for our uniformed community in an impactful way and at a time when the Canadian armed Forces has publicly called for that support:

"we need a whole-of-society effort to help us bring the Armed Forces back to where it needs to be for the dangerous world ahead . . . [w]e need to rebuild the Armed Forces, we need to get the numbers back up, and we've got to do it with a sense of urgency and priority because it is affecting our ability to respond around the world." - Chief of the Defence Staff, General. Wayne Eyre, CBC, 2022.

These customized license plates feature a signature Yellow Ribbon, which exemplifies the story of Canadians from coast to coast coming together to show their gratitude to our uniformed members. In doing so valuable funding is made available for programing to support the uniformed community.

As individuals, I encourage you to take the survey, consider sharing it with your friends, family and on social media, and if you believe BC should join the program copy this text in to the comments section on page three:

"I would like the Province of British Columbia to join Alberta, Manitoba, Ontario and Saskatchewan in offering the Support our Troops License Plate Program. Funds raised from these specialty plates support current and former members of the Canadian Armed Forces and their families".

This is an opportunity to show support to those who have answered the call to service, while creating a distinctive and meaningful design that pays respect to BC's rich history. Thank you for your time and attention to this important initiative.

Respectfully,

Eric Depenau

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Thoughts presented are my own. Figures taken from Support Our Troops.

Distribution List:

MLA Mike Morris: mike.morris.mla@leg.bc.ca

Member of Parliament Bob Zimmer: bob.zimmer.p9@parl.gc.ca

Back Ground:

Further information is available at: <https://www.supportourtroops.ca/Get-Involved/License-Plate-Program>

- Ontario launched the first program in 2009. <https://www.ontario.ca/page/choose-licence-plate-graphic>
- Alberta followed in 2014. <https://www.alberta.ca/support-our-troops-licence-plate>. In Alberta these license plate sales have surpassed 45,771, equal to 2.5 million dollars, which has been allocated to support initiatives for serving members, military youth, and veterans in that province.
- Manitoba followed in 2015. <https://www.mpi.mb.ca/Pages/non-member-specialty-plates.aspx>. Manitoba sales have raised \$121,800 for scholarships for military youth pursuing post-secondary education in that province.
- Saskatchewan joined in 2016. <https://www.saskatchewan.ca/government/news-and-media/2015/november/05/support-our-troops-plate>. The Saskatchewan program has helped raise almost \$75,000 to support military families.