



P E A R L A N D
Parks & Recreation

Learn. Play. Grow.

Strategic Goals

Social Issues

Pearland Parks and Recreation will provide opportunities to foster better health and wellness.

Outcomes

1. 95% of the participants will receive heart-healthy education and/or physical activity.
2. 95% of the participants will have increased opportunities to socialize.
3. 90% of the participants will learn new skills or improve their skill level.

Pearland Parks and Recreation will implement “Character Counts” within all youth (ages 2-15Y) recreation classes and leagues.

Outcomes

1. 100% of the participants in youth classes and leagues will receive “Character Counts” information through activities, education, and/or opportunities.
2. 90% of the youth who participate will be able to repeat and explain one of the 6 pillars of the “Character Counts” program.

Environmental Impact

Pearland Parks and Recreation will work to improve and preserve the natural environment.

Outcomes

1. Develop and propose a plan on how to attain 8.4 acres per 1,000 inhabitants of parks and open spaces
2. Increase planting trees in public spaces by 20% from 2006
3. Increase recycling efforts at City sponsored events by 5%.
4. Educate 200 citizens on environmental concerns and conservation.
5. Incorporate sustainable design elements (LEED certified) into future facility development

Economic Development

Pearland Parks and Recreation will be a partner in contributing in the Economic Development by attracting tourists and businesses to the Pearland area.

Outcomes

1. Attract 1,000 tourists for the purpose of investing money in the community.
2. Develop a plan to create partnerships that focus on increasing hotel-motel tax and sales tax.