BOWERS SCHOOL FARM
BLOOMFIELD HILLS SCHOOLS

JOHNSON NATURE CENTER
BLOOMFIELD HILLS SCHOOLS

Bloomfield Hills Schools and Oakland County Parks
Public Engagement Result Summary

Liz Caltagirone, OCP Data Analyst
November 24, 2025

BH Bloomfield Hills Schools

OAKLAND COUNTY PARKS

Belong Here
EXCEL ANYWHERE

Overview

Purpose of online survey:

- Measure the amount of public support for Bloomfield Hills Schools to continue dialogue with Oakland County Parks about this potential partnership.
- Determine community priorities related to Bowers School Farm and the Johnson Nature Center.
- Analyze how often these facilities are visited and the different ways visitors use them.

Stakeholders:

- Bloomfield Hills Schools
  - Bowers School Farm
  - Johnson Nature Center
- Oakland County Parks
- Bloomfield Hills Schools residents
- Current and potential visitors to Bowers School Farm and the Johnson Nature Center

Engagement Opportunities:

- Saturday, October 18th, 2025 – In-Person @ Bowers School Farm
- Monday, October 20th, 2025 – In-Person @ Johnson Nature Center
- October 6th – October 31st – Online survey open

Bloomfield Hills Schools

Belong Here
EXCEL ANYWHERE

Community Feedback at a Glance

- Engagement Overview:
  - Nearly **750 participants** (646 complete, valid online responses, 80 in-person)

- Opinions on Potential Partnership:
  - **61% in support**
  - 25% need more information to decide
  - **14% not in support**
  - These groups of participants are most opposed by percentage:
    - Residents of zipcodes in Bloomfield Township (21%)
    - Respondents who have donated money to the Johnson Nature Center (21%)
    - Respondents who have never visited Bowers School Farm (23%)

- Community Priorities:
  - Participants highly **value agriculture education, weekend events, natural areas/trails, and youth education opportunities**
  - Popular activities include the **farm store and kitchen, Fall Festival, field trips, and hiking**

- Differences by Group:
  - The following factors influence results: the **age** of the participant, whether the participant has **children under 19 y/o**, **how often they visit** the locations, and whether they are **in support of the potential partnership**

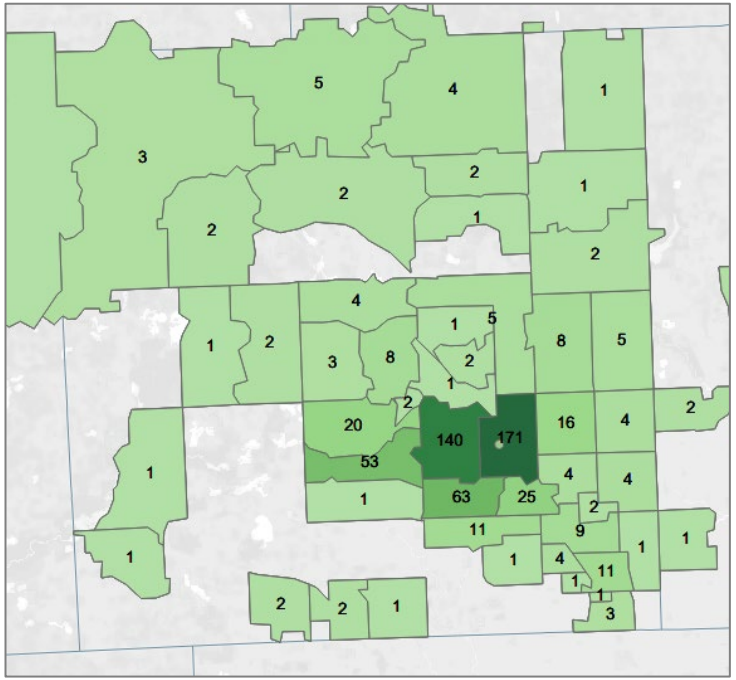
Bloomfield Hills Schools

Belong Here
EXCEL ANYWHERE

Participant Demographics

- 97% live within Oakland County
  - **32% live in Bloomfield Township**
  - 27% live in Bloomfield Hills
- **68% live within Bloomfield Hills Schools** district boundaries
- **41% are a parent or guardian** of a child currently enrolled in Bloomfield Hills Schools
- **56% have children** under 19 years old in their household
  - Most common child age range is 6-11 years

A few responses are from areas outside map boundaries

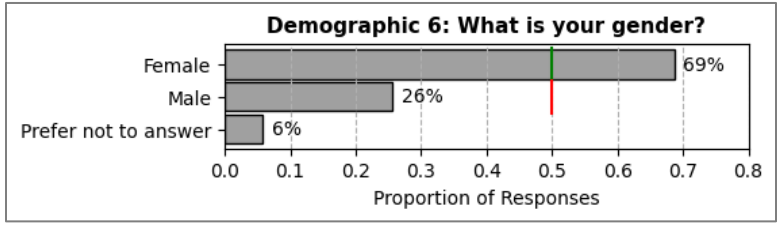


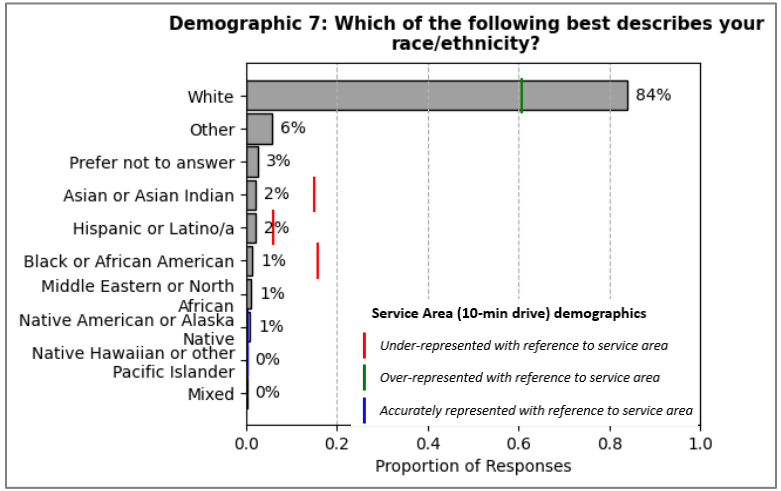
Bloomfield Hills Schools

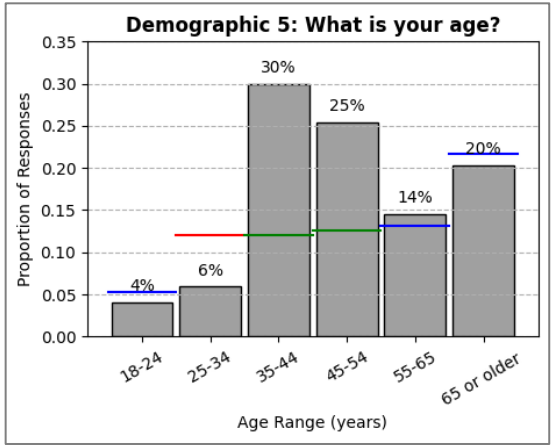
Belong Here
EXCEL ANYWHERE

Representation

- The 35-54 y/o age range is greatly over-represented compared to the 10-minute drive service areas for both facilities
  - The 25-34 y/o age range is under-represented
- Participants overwhelmingly identify as female and are over-represented relative to the service area
- White participants are over-represented relative to the service area, while Black, Hispanic, and Asian respondents are under-represented.





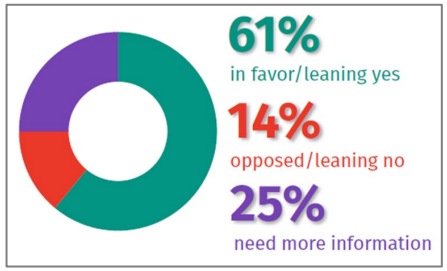


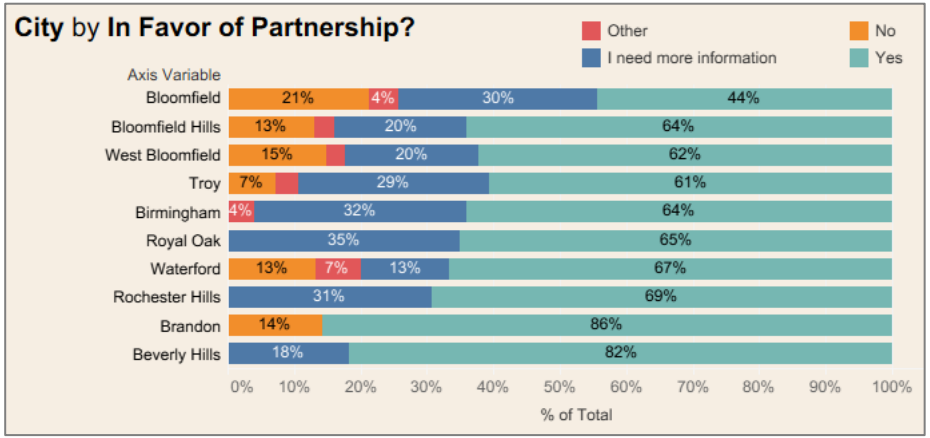
Bloomfield Hills Schools

Belong Here
EXCEL ANYWHERE

Opinions on Potential Partnership

- **61% in favor** (includes 59% “yes”, 1.5% “yes, with conditions”, and 0.5% “leaning yes”)
- 25% need more information to decide
- **14% opposed**
- These groups of respondents are most opposed:
  - Residents of zipcodes in Bloomfield Township (21%)
  - Respondents who have donated money to the Johnson Nature Center (21%)
  - Respondents who have never visited Bowers School Farm (23%)





Bloomfield Hills Schools

Belong Here
EXCEL ANYWHERE

BOWERS SCHOOL FARM
BLOOMFIELD HILLS SCHOOLS

Bowers School Farm

Survey Results

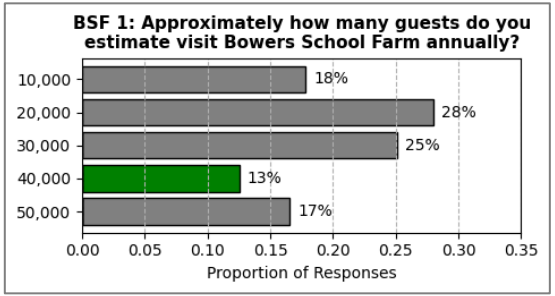
Bloomfield Hills Schools

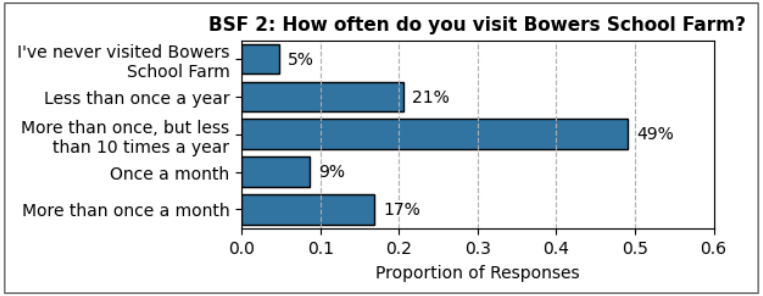
Belong Here
EXCEL ANYWHERE

Q1. Approximately how many guests do you estimate visit Bowers School Farm annually?
Q2. How often do you visit Bowers School Farm?

- 13% of participants guessed correctly that Bowers School Farm sees 40,000 visitors annually

- 49% of participants visit Bowers School Farm more than once but less than 10 times per year
- 17% visit more than once per month
- 5% have never visited





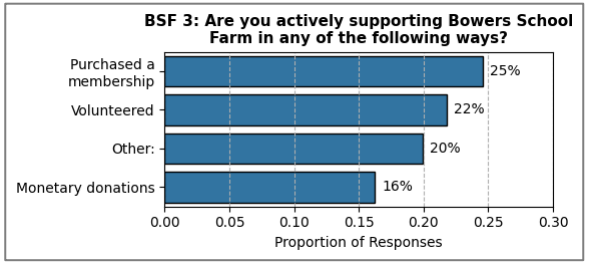
Bloomfield Hills Schools

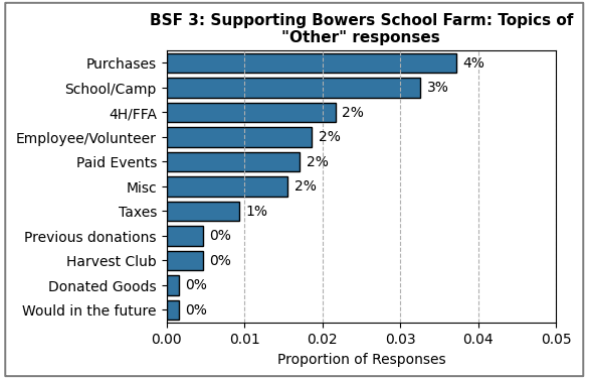
Belong Here
EXCEL ANYWHERE

Q3. Are you actively supporting Bowers School Farm in any of the following ways?

- 83% of participants say they actively support Bowers School Farm in some way

- 25% have purchased a membership
- 22% have volunteered
- 16% have made monetary donations
- 20% contribute in some other way:
  - Purchasing items from the farm
  - Attending school or camp
  - Various others

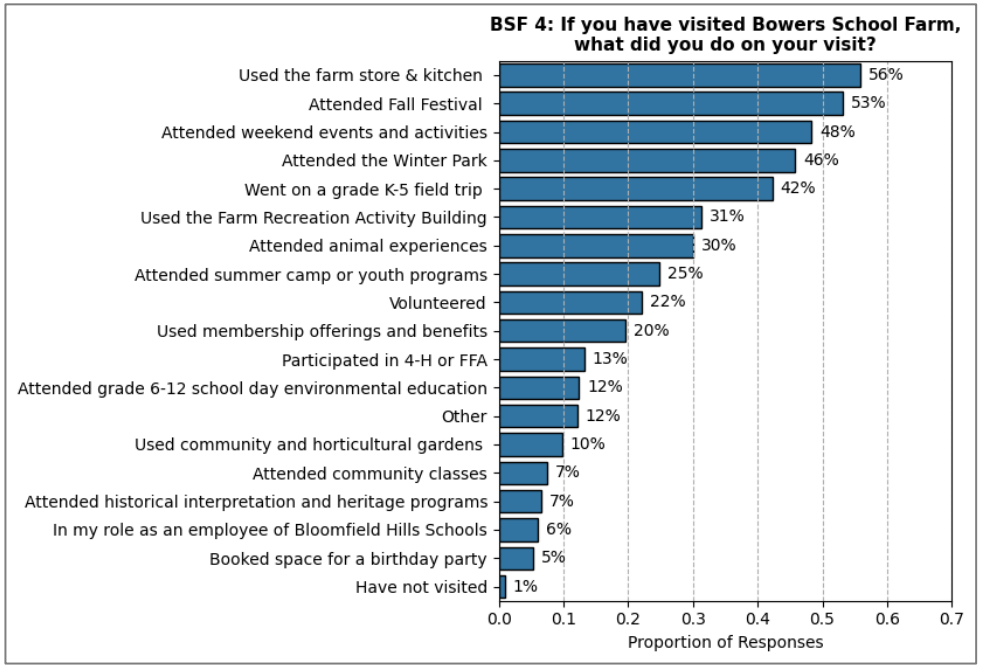




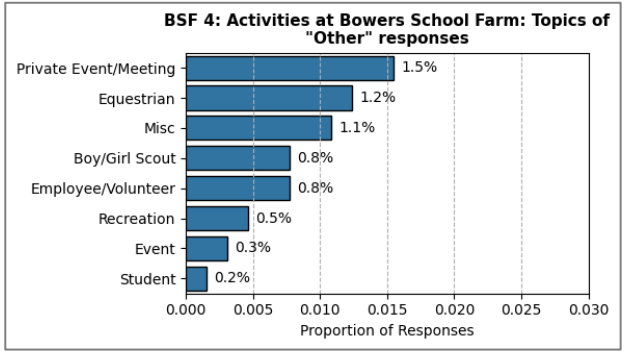
Bloomfield Hills Schools

Belong Here
EXCEL ANYWHERE

Q4. If you have visited Bowers School Farm, what did you do on your visit?



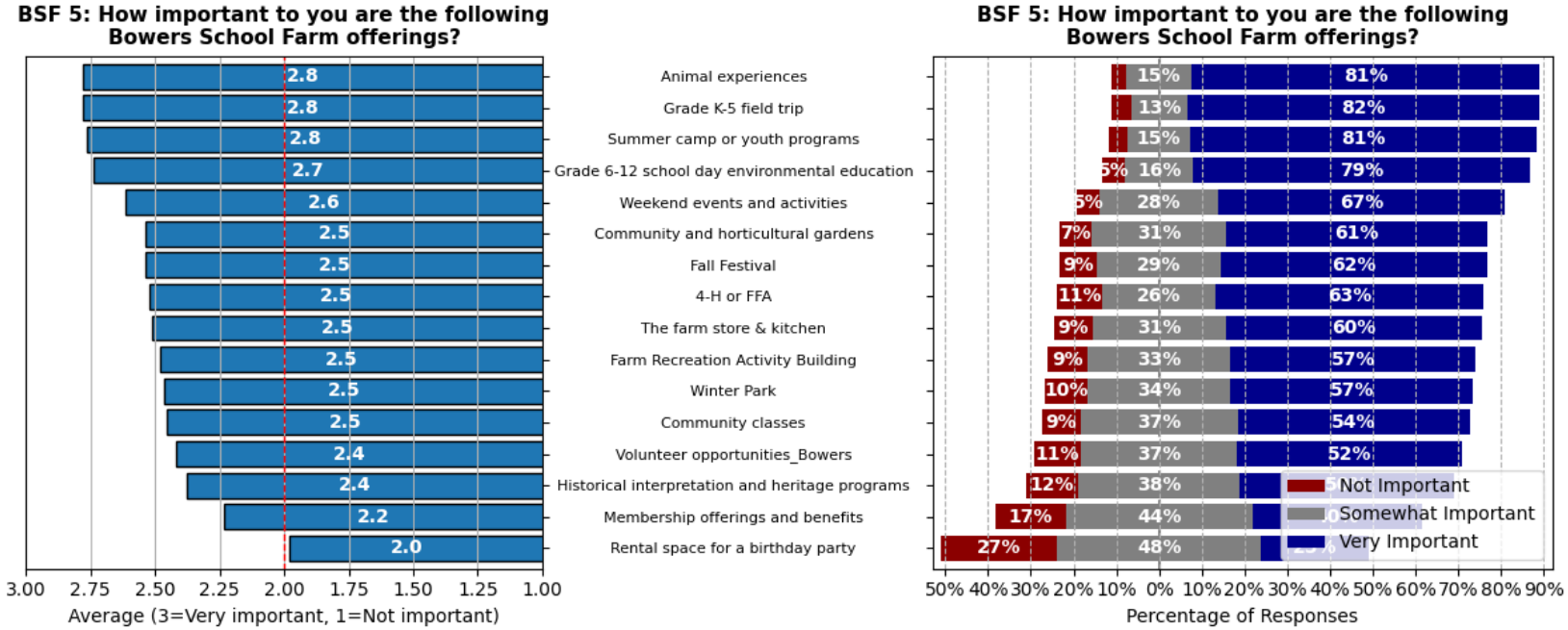
- 56% of participants have used the farm store and kitchen when visiting
- 53% have attended the Fall Festival and 46% have attended Winter Park



Bloomfield Hills Schools

Belong Here
EXCEL ANYWHERE

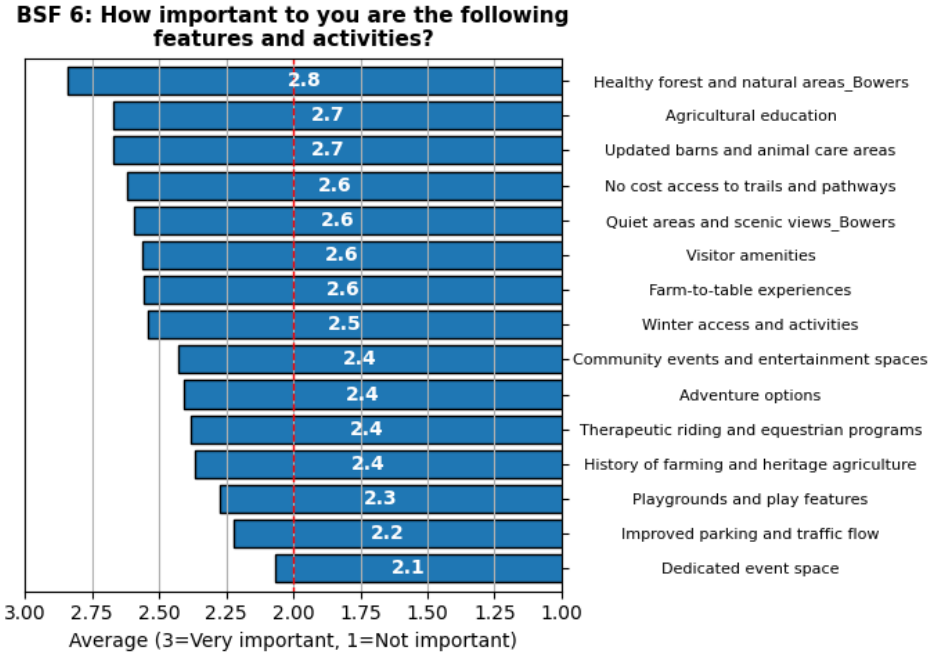
Q5. How important to you are the following Bowers School Farm offerings?

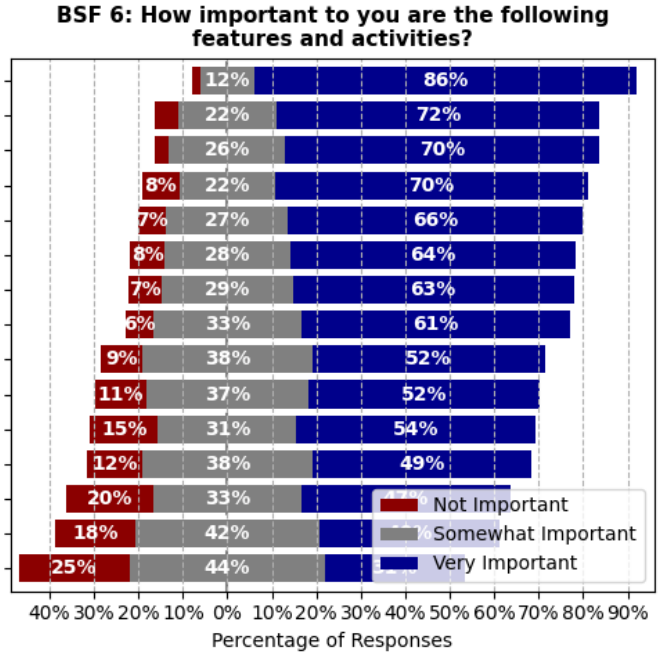


Bloomfield Hills Schools

Belong Here
EXCEL ANYWHERE

Q6. How important to you are the following features and activities?



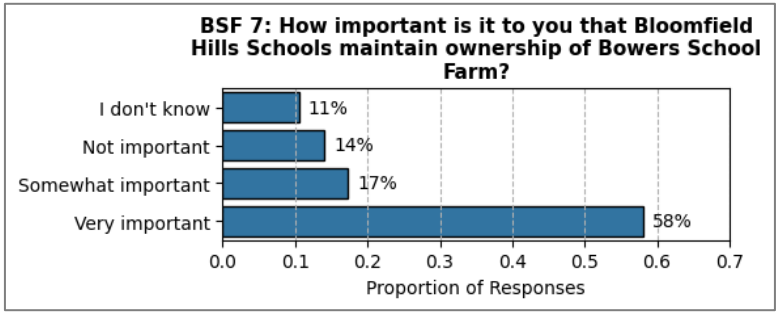


Bloomfield Hills Schools

Belong Here
EXCEL ANYWHERE

Q7. How important is it to you that Bloomfield Hills Schools maintain ownership of Bowers School Farm?

- 58% of respondents say that Bloomfield Hills Schools maintaining ownership of Bowers School Farm is very important
- 17% say it is somewhat important



Bloomfield Hills Schools

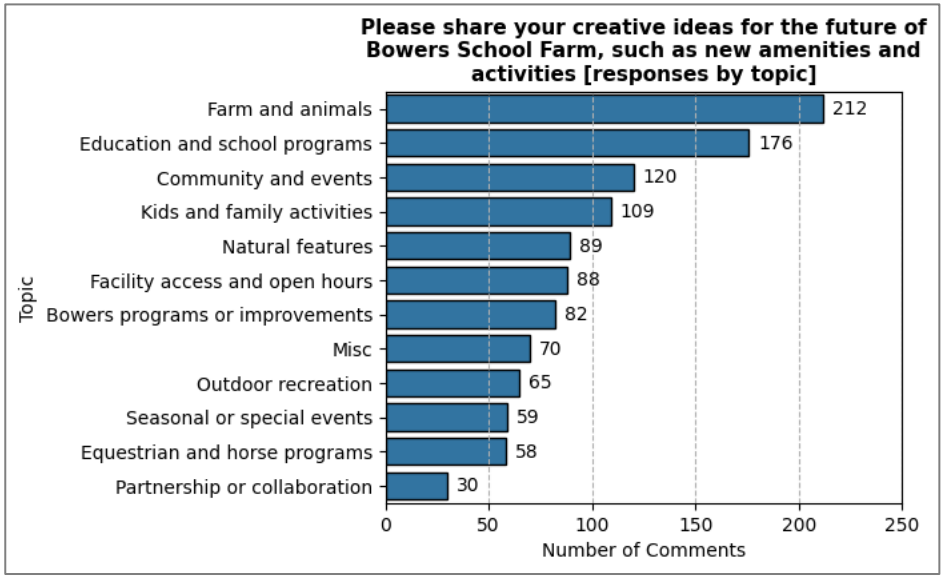
Belong Here
EXCEL ANYWHERE

Q8. Please share your creative ideas for the future of Bowers School Farm, such as new amenities and activities.

Partner with plain air painting groups and bring artists to the farm

Expanded STEM programs and integration of student research

Offer community garden plots with oversight on gardening



Play structures and playground for children

It would be great to have accessible trails for quiet walks

Open the ropes course for public use

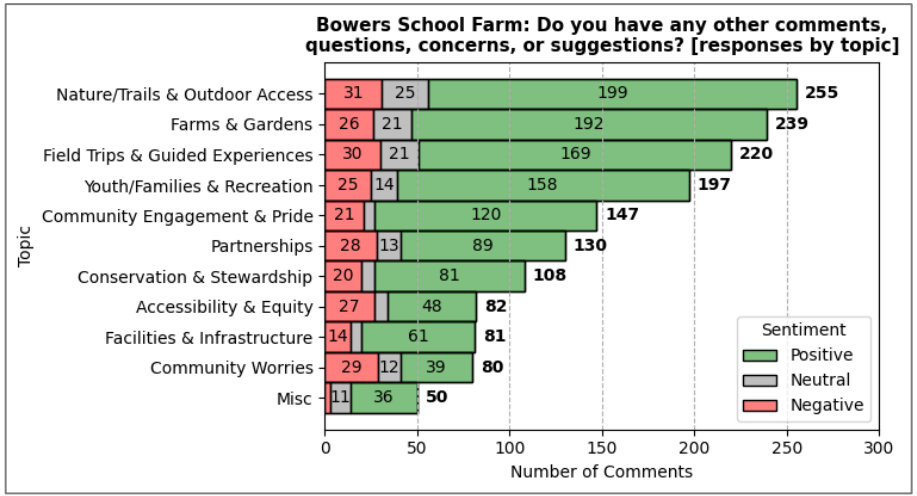
Bloomfield Hills Schools

Belong Here
EXCEL ANYWHERE

Q9. Do you have any other comments, questions, concerns, or suggestions?

Bowers Farm is an important part of the Bloomfield Schools community and it's important to keep the relationship there for our children

We love Bowers. Please do not move forward with this plan. Work with the community, the Bloomfield Foundation, grants, etc. to help with costs. Charge more for out of district field trips, perhaps?"



Expand curricular programs to grades 6-12. The programs seem mostly limited to grade schoolers

Camps are amazing but so difficult to get into. Perhaps a lottery selection would be better

Outdoor (green) spaces are more important than ever. We need to keep and maintain them for public use

Bloomfield Hills Schools

Belong Here
EXCEL ANYWHERE

JOHNSON NATURE CENTER
BLOOMFIELD HILLS SCHOOLS

Johnson Nature Center

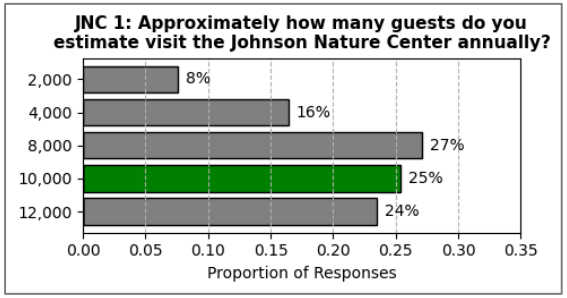
Survey Results

BH Bloomfield Hills Schools

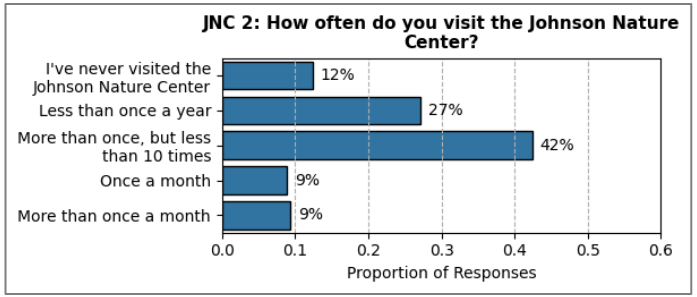
Belong Here
EXCEL ANYWHERE

Q1. Approximately how many guests do you estimate visit the Johnson Nature Center annually?
Q2. How often do you visit the Johnson Nature Center?

- 25% of participants guessed correctly that the Johnson Nature Center sees 10,000 visitors annually



- 42% of participants visit the Johnson Nature Center more than once but less than 10 times per year
- 9% visit more than once per month
- 12% have never visited



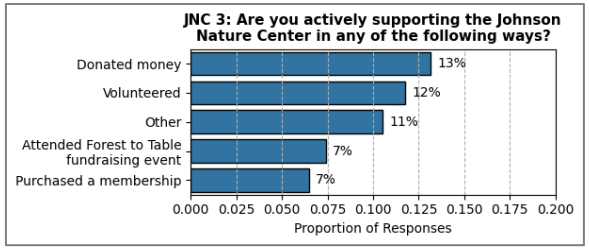
Bloomfield Hills Schools

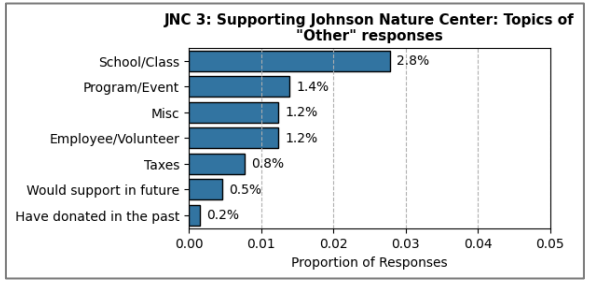
Belong Here
EXCEL ANYWHERE

Q3. Are you actively supporting the Johnson Nature Center in any of the following ways?

- 50% of participants say they actively support the Johnson Nature Center in some way

- 13% have donated money
- 12% have volunteered
- 7% have attended a Forest to Table fundraising event
- 7% have purchased a membership
- 11% contribute in some other way:
  - Attending school/class
  - Attending a program/event
  - Various others

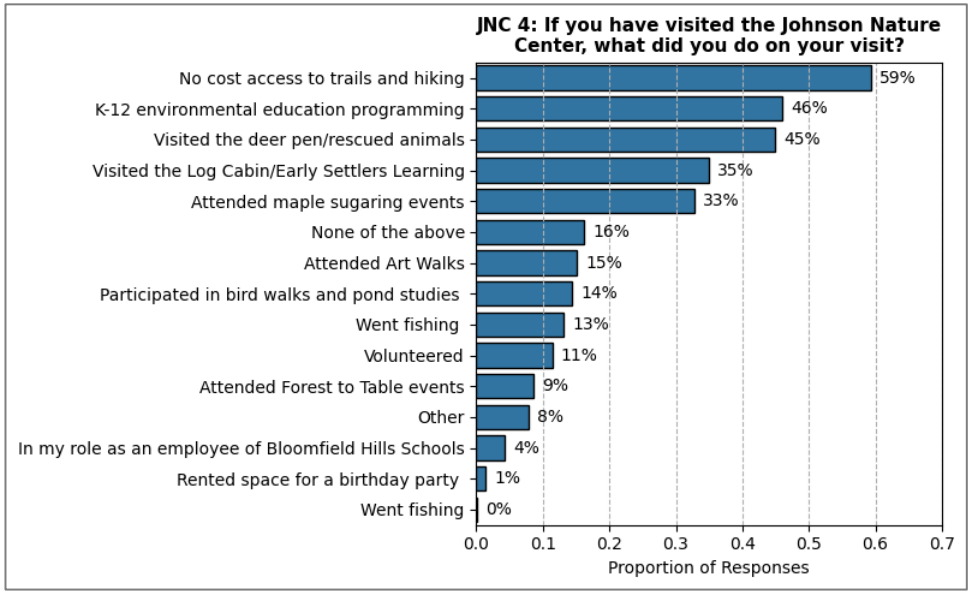




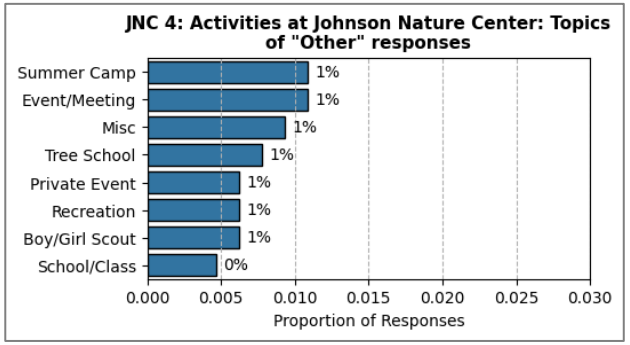
Bloomfield Hills Schools

Belong Here
EXCEL ANYWHERE

Q4. If you have visited the Johnson Nature Center, what did you do on your visit?



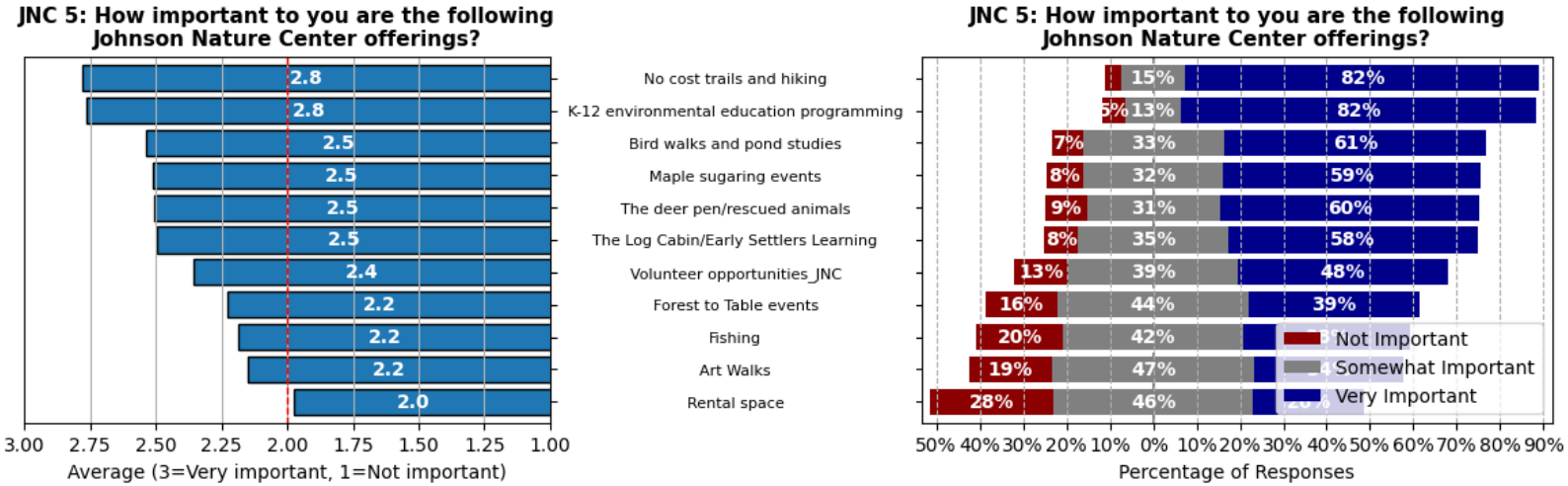
- 59% of participants have used the trails and hiking opportunities while visiting
- 46% have taken part in K-12 environmental education programming
- 45% have visited the deer pen/rescued animals



Bloomfield Hills Schools

Belong Here
EXCEL ANYWHERE

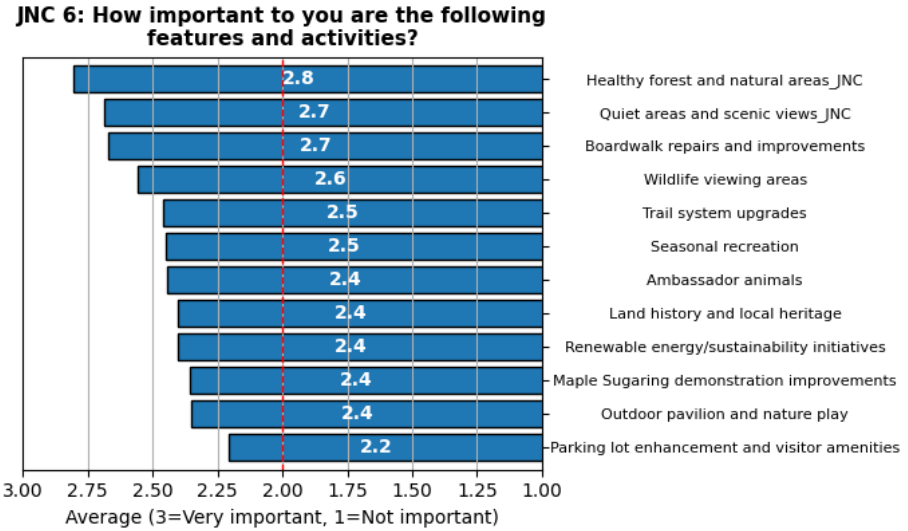
Q5. How important to you are the following Johnson Nature Center offerings?

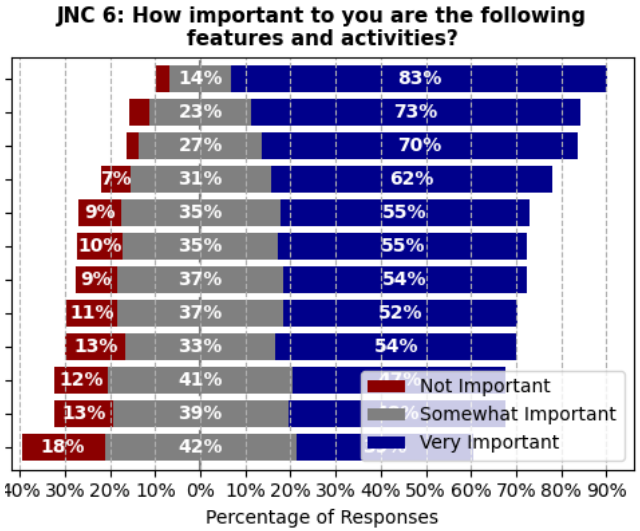


Bloomfield Hills Schools

Belong Here
EXCEL ANYWHERE

Q6. How important to you are the following features and activities?



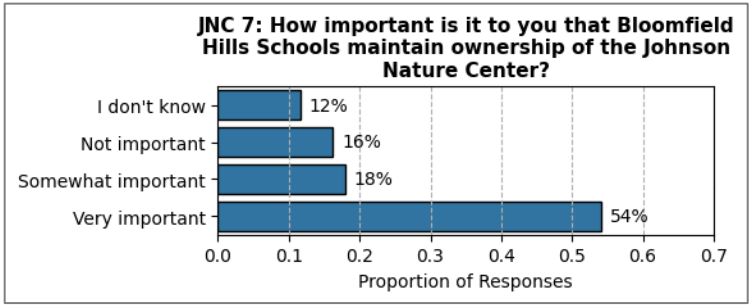


Bloomfield Hills Schools

Belong Here
EXCEL ANYWHERE

Q7. How important is it to you that Bloomfield Hills Schools maintain ownership of the Johnson Nature Center?

- 54% of participants say that Bloomfield Hills Schools maintaining ownership of the Johnson Nature Center is very important
- 18% say it is somewhat important

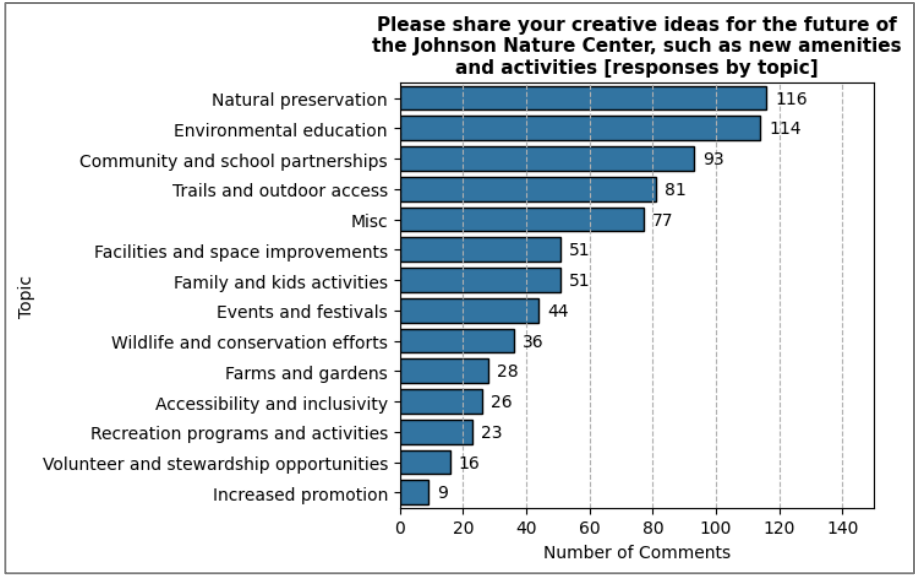


Q8. Please share your creative ideas for the future of the Johnson Nature Center, such as new amenities and activities.

Wildlife signage related to potential species we might spot at the nature center

Cross overs with university programs, enhancing environment concerns with like minded companies

Open hours extended



Guided hikes with naturalist…. Snow shoe and smores, qr code interactive displays, stargazing activity, arts and crafts

We LOVED the fairy gardens last year: both on the nature trail and the homes from the middle school. Such a fun art installation

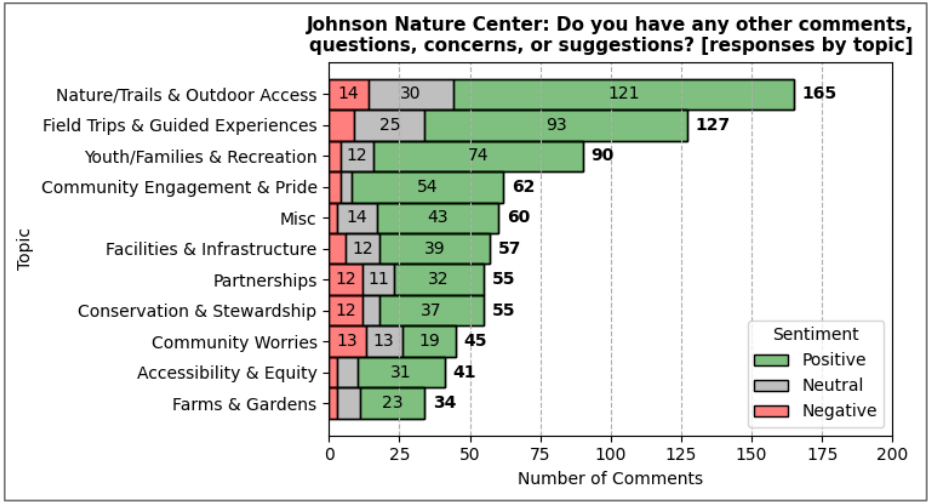
Bloomfield Hills Schools

Belong Here
EXCEL ANYWHERE

Q9. Do you have any other comments, questions, concerns, or suggestions?

We enjoy the trails to get some peace and quiet without having to travel farm from home!

This is such an important asset to protect. It is already well visited, so bringing in more visitors might make things worse for everyone



I feel like the community is not aware enough about the nature center. I think that if people knew about it more, it would be used way more

Bring program costs down

Sounds like you want to pave it over for yoga studios, corporate party rental pavilions, and cross country skiing – this was supposed to be a natural area, not a playground

Bloomfield Hills Schools

Belong Here
EXCEL ANYWHERE

Thank you!

Bloomfield Hills Schools

Belong Here
EXCEL ANYWHERE