

Little help for Oakland roads

By Mary Klemo
staff writer

The windfall in highway construction money that the state of Michigan is expecting from this year's nickel-a-gallon federal gasoline tax increase may do little to help the Oakland County Road Commission, officials said.

And the OCRC is still studying possible results of the two-cent-a-gallon increase in the state tax, approved by the Michigan Legislature last year, which has already gone into effect.

But late changes in the tax by the legislature cut Oakland's anticipated share from \$5.5 million to only \$2 million, according to Dennis Pajot, public information officer.

The OCRC operating budget is \$31.4 million, with \$4.4 million allocated for

new construction.

JOHN L. GRUBBA, managing director of the OCRC, said money from the federal fuel tax is intended for the federal interstate system and the primary system, which are state trunklines.

"Federal money from the new federal government tax will be used by the state Department of Transportation," he said.

"Federal money (for the road commission) comes from the Federal Urban System Program. This money will not be increased."

The federal gasoline tax hike, when it takes effect April 1, is expected to generate \$359.9 million for highway construction in Michigan this year, a 78 percent increase from 1982, Washington sources say.

Dennis Pajot, road commission public information officer, said the federal government will distribute the money to states in block grants. In the past, the money was distributed in categorical programs, he said.

Grubba said MDOT will decide how much money from this tax boost will be spent in Oakland County.

PAJOT SAID the state's two-cent-a-gallon tax increase initially would have generated \$5.5 million in revenue.

"The sharing formula was changed — how it would be distributed to various agencies — and the formula for determining the rate was changed," he said. "This is reducing the amount of revenue and reducing the portion to the

commission."

The commission would have needed \$5.5 million to bring the level of services to that of 1979, Pajot said. Grubba said the commission didn't take a position on the federal gasoline tax hike.

THE THREE-MEMBER panel has jurisdiction over highways, roads and streets in Oakland County that are on the county system. This system, totaling more than 2,500 miles, includes all public roads in townships and through streets in most cities and villages.

The gasoline and weight taxes, collected by the state, are the basic source of revenue for the road commission. The panel doesn't levy a countywide tax.

Doner zoo commercial wins prize

W.B. Doner & Co.'s "Zoo Stars," the talking animal public-service spot produced for the Detroit Zoo, has won "best of festival" at the U.S. Television Commercial Festival Awards, presented last week in Chicago.

The festival is the largest international organization devoted exclusively to the selection and recognition of outstanding TV commercials. Entries were invited from Canada, Ireland, Australia, the United Kingdom and the United States.

"Zoo Stars" depicts the animals as if they were on Broadway prior to a curtain call — a behind-the-scenes look at rehearsing, warming up, and a case of the jitters before a performance.

ACCORDING TO Detroit Zoo Director Steve Graham, the zoo has had the most dramatic attendance increase of any zoo in the country this year.

"There is no doubt in anyone's mind that the major thrust of our popularity has come from the Doner commercial," said Graham. "At the end of the summer, attendance was up 20 percent from last year. Our figures for winter show 18 percent."

Darlene Jones, director of broadcast standards and practices at WXYZ-TV,

said the station has received numerous letters and phone calls about the zoo's public-service spot. "Before Christmas, people called to ask when the zoo PSA would be shown so their out-of-town guests could see it," she said.

Doner's Steve LaGattuta, executive creative director; Sheldon Cohn, producer; John DeCereho, writer; and Steve Kidd, art director, produced the

spot. Castorri and Co., Image Express, Producers Color Service, Victor Duncan, Inc., 18 actors and a myriad of other friends of the zoo from the private sector contributed.

IN THE PAST, Doner has done public-service spots for the United Way of Central Maryland, the United Foundation in Detroit, the Detroit Institute of

Art, the Baltimore Museum of Art, the Better Business Bureau and the 1980 Census for both Baltimore and Detroit as part of its continuous community commitment.

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JUNIOR SKI EQUIPMENT ON SALE SKIS-POLES BOOTS-BINDINGS	DYNASTAR SKIS \$84 SALE GREAT FOR LEARNING	HEAD SKIS IN STOCK 25% TO 50% off
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Bavarian Village

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- BIRMINGHAM: 101 TOWNSEND corner of Perce. 844-5880
- MT. CLEMENS: 12165 GRATIOT 1/2 mile north of 18 Mile. 483-2820
- LIVONIA/RED FORD: 14221 TELEGRAPH at the Jeffries Fwy. 33-8200
- EAST DETROIT: 22301 KELLY RD between 6&9 Mile. 778-7020
- ANN ARBOR: 3336 WASHINGTON west of US 23. 973-8340
- FLINT: 4251 MILLER RD across from Genesee Valley Mall. 738-5560
- ALPINE VALLEY: SKI AREA M-59 Milford. 88-1970
- BURLINGHAM: SKI AREA near Tenet's Ctr. 228-8700
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