

QUARTERLY PERFORMANCE PROGRESS REPORT FOR BROADBAND INFRASTRUCTURE PROJECTS

General Information

1. Federal Agency and Organizational Element to Which Report is Submitted Department of Commerce, National Telecommunications and Information Administration	2. Award Identification Number NT10BIX5570091	3. DUNS Number 832385988
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4. Recipient Organization Bluebird Media, L.L.C. 213 N. Stadium Blvd, Ste 203, Columbia, MO 65203-1161
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5. Current Reporting Period End Date (MM/DD/YYYY) 03-31-2011	6. Is this the last Report of the Award Period? <input type="radio"/> Yes <input checked="" type="radio"/> No
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7. Certification: I certify to the best of my knowledge and belief that this report is correct and complete for performance of activities for the purposes set forth in the award documents.

7a. Typed or Printed Name and Title of Certifying Official Chris Bach	7c. Telephone (area code, number and extension) X
	7d. Email Address chris.bach@bluebirdmedia.com

7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 05-20-2011
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Project Indicators (This Quarter)

1. Please describe significant project accomplishments completed during this quarter (600 words or less).

Engineering firms finished surveying the infrastructure routes and the environmental engineering firm gained progress on completing an environmental assessment. A environmental assessment draft was submit during this time. Bluebird Media selected a Fiber vendor through a competitive process and contracted for fiber delivery. Four construction companies were also selected to build the infrastructure using a competitive process. Bluebird Media held competitive bidding for purchase of construction materials and network equipment during this quarter completing selection of one vendor to provide shelters for the network while materials and electronics were still pending at the end of the quarter. Over 200 CAIs were contacted and many provided a Letter of Interest indicating that the CAI would be willing to direct connect to Bluebird's network. Bluebird Media identified and participated with key organizations to support Bluebird's mission including USDA Field Agents, Chairs of state legislative telecommunication committees, University of Missouri- Missouri Health Policy, State of Missouri-Mo High Tech Meetings, Missouri Telecommunication Industry Association, MoreNet, and the Office of State Court Administrators. Bluebird initiated the development of a comprehensive portfolio for community presentations including collateral materials. Site Preparation was delayed during this quarter due to route changes relating to exclusive right-of-ways. During the early portion of the quarter, Bluebird Media worked with their Federal Program Office to propose alternative routes within their PFSA to bypass the exclusive right-of-ways. Bluebird Media received final approval from the Grant Office for the proposed alternative routes on March 16, 2011. Bluebird Media worked diligently to catch up on the site preparation once Bluebird knew the exact routes for the infrastructure. Bluebird identified and secured replacement node sites for MODOT sites after securing final route approval and participated in discussions with MODOT regarding a in-kind contribution. Bluebird Media satisfied the Overlap Special Award Condition during the quarter ensuring that no overlap between the Bluebird Media project and other federally-funded projects existed.

Bluebird Media's Federal Program Office visited the office during the quarter. The Federal Program Office had positive remarks after the visit on March 24th and 25th. On March 1, 2011, Bluebird Media merged with Missouri Network Alliance, LLC. Missouri Network Alliance is a middle-mile provider and is based out of Kansas City, MO.

2. Please provide the percent complete for the following key milestones in your project. Write "0" in the Percent Complete column and "N/A" in the Narrative column if your project does not include this activity. If you provided additional milestones in your baseline plan, please insert them at the bottom of the table. Unless otherwise indicated in the instructions, figures should be reported cumulatively from award inception to the end of the most recent reporting quarter. Please provide a narrative description if the percent complete is different from the target provided in your baseline plan (300 words or less).

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or subsequent written updates provided to your program officer)
2a.	Overall Project	3	Delayed due to structure of delayed payments to engineering/ environmental firms and the delay caused by proposing route changes during Q1-2011. Percentage of work completed towards project is around 30%, but actual expenditure are only 2.8% of the budget.
2b.	Environmental Assessment	90	Delay caused mainly by proposed route changes relating to exclusive right-of-ways. Small delay due to various firms/agencies. Our environmental firm has been working diligently to contact all firms/ agencies required for the environmental assessment.
2c.	Network Design	95	None
2d.	Rights of Way	95	None
2e.	Construction Permits and Other Approvals	0	Delay caused mainly by proposed route changes relating to exclusive right-of-ways.
2f.	Site Preparation	0	Delay caused mainly by proposed route changes relating to exclusive right-of-ways.
2g.	Equipment Procurement	0	Delay caused mainly by proposed route changes relating to exclusive right-of-ways.
2h.	Network Build (all components - owned, leased, IRU, etc)	0	Delay caused mainly by proposed route changes relating to exclusive right-of-ways.
2i.	Equipment Deployment	0	None
2j.	Network Testing	0	Delay caused mainly by proposed route changes relating to exclusive right-of-ways.
2k.	Other (please specify):	0	Delay caused mainly by proposed route changes relating to exclusive right-of-ways. Software support system RFP was planned to be posted next quarter.

3. To the extent not covered above, please describe any challenges or issues faced during this past quarter in achieving planned progress against the project milestones listed above. In particular, please identify any areas or issues where technical assistance from the BTOP program may be useful (600 words or less).

Potential delays and challenges Bluebird Media incurred included changing the routes of the fiber as more information came available during the design and surveying phase related to exclusive right-of-ways during Q4 2010. Bluebird Media was also delayed in site preparation during the past quarter due to route changes relating to exclusive right-of-ways. These exclusive right-of-ways were unknown to Bluebird Media during the design phase of the grant application. Missouri Department of Transportation has given exclusive right-of-ways to another company along some Missouri major highways and river crossings. Therefore, Bluebird Media during Q1-2011 worked diligently to propose an altered route for their infrastructure to bypass the exclusive right-of-ways.

4. Please report the following information regarding network build progress. Write "0" in the Total column and "N/A" in the Narrative column if your project does not include this activity. Unless otherwise indicated in the instructions, figures should be reported cumulatively from award inception to the end of the most recent reporting quarter. Please provide a narrative description if the total is different from the target provided in your baseline plan (600 words or less).

Indicator	Total	Narrative (describe your reasons for any variance from the baseline plan or any other relevant information)
New network miles deployed	0	None- no construction yet
New network miles leased	0	None- no construction yet
Existing network miles upgraded	0	N/A
Existing network miles leased	0	N/A
Number of miles of new fiber (aerial or underground)	0	None- no construction yet
Number of new wireless links	0	N/A
Number of new towers	0	N/A
Number of new and/or upgraded interconnection points	0	None- no construction yet

For questions 5 and 6 please include information relating to agreements that you are negotiating or have entered into, or that your sub recipient, contractor or subcontractor is negotiating or entered into.

5a. If applicable, please provide the following information with regard to agreements with broadband wholesalers and/or last mile providers as a result of your project.

Indicators	
Number of signed agreements with broadband wholesalers or last mile providers	0
Number of agreements currently being negotiated with broadband wholesalers or last mile providers	22
Average term of signed agreements (in quarters)	0

5b. Please list the names of the wholesale and last mile providers with whom you have signed agreements (100 words or less). Providers:
NA

5c. What wholesale services are being provided by this project? Please describe below. As an attachment to this report, please provide pricing plans (in \$ per month) associated with each wholesale service provided by your product (100 words or less). Wholesale services description:

DIA, ELAN, EWAN etc. Pricing plans are being currently developed.

5d. If you have designated a third party to operate all or a portion of your network, please provide the name and contact information for this third party, indicate if this entity is a sub recipient, contractor, and/or subcontractor, and describe with specificity the portion of your network this this third party operates (600 words or less).

NA

6. Please provide the data according to the type of subscriber. Write "0" in the Total column and "N/A" in the Narrative column if your

project does not pass or serve a particular subscriber type. Unless otherwise indicated in the instructions, figures should be reported cumulatively from award inception to the end of the most recent reporting quarter. Please provide a narrative description if the total is different from the target provided in your baseline plan (300 words or less).

Subscriber Type	Access Type	Total	Narrative (describe your reasons for any variance from the baseline plan or any other relevant information)
Broadband Wholesalers or Last Mile Providers	Providers with signed agreements receiving new access	0	No build to date
	Providers with signed agreements receiving improved access	0	No build to date
	Providers with signed agreements receiving access to dark fiber	0	No build to date
	Please identify the speed tiers that are available and the number of subscribers for each	0	50 MB - 1GB are the speed tiers that will be available. No subscribers since no build to date.
Community Anchor Institutions (including Government institutions)	Total subscribers served	0	No build to date
	Subscribers receiving new access	0	No build to date
	Subscribers receiving improved access	0	No build to date
	Please identify the speed tiers that are available and the number or subscribers for each	0	10MB-10GB are the speed tiers that are available. No subscribers since no build to date.
Residential / Households	Entities passed	0	NA
	Total subscribers served	0	NA
	Subscribers receiving new access	0	NA
	Subscribers receiving improved access	0	NA
	Please identify the speed tiers that are available and the number of subscribers for each	0	NA
Businesses	Entities passed	0	NA
	Total subscribers served	0	NA
	Subscribers receiving new access	0	NA
	Subscribers receiving improved access	0	NA
	Please identify the speed tiers that are available and the number of subscribers for each	0	NA

7. Please describe any special offerings you may provide (600 words or less).

No special offerings at this time.

8a. Have your network management practices changed over the last quarter? Yes No

8b. If so, please describe the changes (300 words or less).

NA

9. Community Anchor Institutions:
 Using the table below, please provide a list by service area of the community anchor institutions (including Government institutions) connected to your network as a result of BTOP funds. Figures should be reported for the most recent reporting quarter only (NOT cumulatively). Also indicate whether your organization is currently providing broadband service to the anchor institution. Finally, provide a short narrative description with examples of how institutions are using BTOP-funded infrastructure (300 words or less).

Institution Name	Service Area (town or county)	Type of Anchor Institution (as defined in your baseline)	Are you also the broadband service provider for this institution? (Yes / No)	Narrative description of how anchor institutions are using BTOP-funded infrastructure
NA	NA	NA	NA	NA

Project Indicators (Next Quarter)

1. Please describe significant project accomplishments planned for completion during the next quarter (600 words or less).
 Bluebird's environmental engineering firm will complete an environmental assessment and will then be issued a FONSI. Bluebird also plans to select a electronics network equipment provider(s), OSS software program provider(s), and miscellaneous construction materials provider(s) through a competitive bidding process. Bluebird will complete contracts with the OSP/ISP vendors, OSS software vendor(s) and network construction companies that were selected during the prior and present quarter. Bluebird will also issue a RFP for construction management and site engineering and plans to complete contracts with these vendors during the quarter. Bluebird is planning on acquiring site locations for all communication shelters. Bluebird also plans to devise a rate structure for all products offered in the future. Bluebird will be working on finalizing an agreement with MODOT. Bluebird will work diligently to catch up on the site preparation once Bluebird knows the exact routes for the infrastructure, which is project to be finalized during this quarter. Lastly, Bluebird will complete a community outreach and identify stakeholders. This outreach will consist of brochures, collateral materials, press releases, and web site revisions. Bluebird plans to participate in the MO Broadband Now and Regional Technology Planning Group meetings across the PFSA.

2. Please provide the percent complete for the following key milestones in your project. Write "0" in the Planned Percent Complete column and "N/A" in the Narrative column if your project does not include this activity. If you provided additional milestones in your baseline plan, please insert them at the bottom of the table. Unless otherwise indicated in the instructions, figures should be reported cumulatively from award inception to the end of the next reporting quarter. Please provide a narrative description if the percent complete is different from the target provided in your baseline plan (300 words or less).

	Milestone	Planned Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2a.	Overall Project	20	Delayed due to structure of delayed payments to engineering/environmental firms and construction firms. The delay is also caused by proposing route changes during Q1-2011. Actual expenditures during this perion will not be as high as forecasted in our baseline plan.
2b.	Environmental Assessment	100	None
2c.	Network Design	100	None
2d.	Rights of Way	100	None
2e.	Construction Permits and Other Approvals	5	The delay caused by the proposed route changes during Q1-2011. This in return will delay the issue of a FONSI delaying construction permits and other approvals.
2f.	Site Preparation	10	The delay caused by the proposed route changes during Q1-2011. This in return will delay the issue of a FONSI delaying construction permits and other approvals.
2g.	Equipment Procurement	10	The delay caused by the proposed route changes during Q1-2011. This in return will delay the issue of a FONSI delaying construction permits and other approvals.
2h.	Network Build (all components - owned, leased, IRU, etc.)	10	The delay caused by the proposed route changes during Q1-2011. This in return will delay the issue of a FONSI delaying construction permits and other approvals.
2i.	Equipment Deployment	20	The delay caused by the proposed route changes during Q1-2011. This in return will delay the issue of a FONSI delaying construction permits and other approvals.
2j.	Network Testing	0	The delay caused by the proposed route changes during Q1-2011. This in return will delay the issue of a FONSI delaying construction permits and other approvals.

	Milestone	Planned Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2k.	Other (please specify):	50	None

3. Please describe any challenges or issues anticipated during the next quarter that may impact planned progress against the project milestones listed above. In particular, please identify any areas or issues where technical assistance from the BTOP program may be useful (600 words or less).

Potential delays and challenges Bluebird Media anticipates during the next quarter include obtaining a FONSI in a timely manner. Delay of the Environment Assessment has been caused by approval of route changes due to exclusive right-of-ways unknown to Bluebird Media during the grant application period. This will challenge Bluebird Media to get the construction started immediately following a FONSI.

Infrastructure Budget Execution Details

Activity Based Expenditures (Infrastructure)

1. Please provide details below on your total budget, cumulative actual expenditures (for the period ending the current quarter), and cumulative anticipated expenditures (for the period ending next quarter) for each line item, including detailed disbursements of both matching funds and federal funds from project inception through end of this quarter (actual) or next quarter (anticipated). Actual and anticipated figures should be reported cumulatively from award inception to the end of the applicable reporting quarter.

Budget for Entire Project				Actuals from Project Inception through End of Current Reporting Period			Anticipated Actuals from Project Inception through End of Next Reporting Period		
Cost Classification	Total Cost (plan)	Matching Funds (plan)	Federal Funds (plan)	Total Cost	Matching Funds	Federal Funds	Total Costs	Matching Funds	Federal Funds
a. Administrative and legal expenses	\$1,818,980	\$303,120	\$1,515,860	\$401,582	\$68,269	\$333,313	\$657,894	\$111,842	\$546,052
b. Land, structures, right-of-ways, appraisals, etc.	\$10,500,000	\$10,500,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0
c. Relocation expenses and payments	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
d. Architectural and engineering fees	\$2,950,000	\$492,650	\$2,457,350	\$1,468,487	\$249,643	\$1,218,844	\$2,950,000	\$501,500	\$2,448,500
e. Other architectural and engineering fees	\$1,250,000	\$208,750	\$1,041,250	\$0	\$0	\$0	\$0	\$0	\$0
f. Project inspection fees	\$704,720	\$129,629	\$575,091	\$0	\$0	\$0	\$117,000	\$19,890	\$97,110
g. Site work	\$190,800	\$55,332	\$135,468	\$0	\$0	\$0	\$48,000	\$8,160	\$39,840
h. Demolition and removal	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
i. Construction	\$29,509,500	\$4,932,099	\$24,577,401	\$0	\$0	\$0	\$1,250,000	\$212,500	\$1,037,500
j. Equipment	\$17,879,350	\$3,036,520	\$14,842,830	\$0	\$0	\$0	\$3,575,870	\$607,898	\$2,967,972
k. Miscellaneous	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
l. SUBTOTAL (add a through k)	\$64,803,350	\$19,658,100	\$45,145,250	\$1,870,069	\$317,912	\$1,552,157	\$8,598,764	\$1,461,790	\$7,136,974
m. Contingencies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
n. TOTALS (sum of l and m)	\$64,803,350	\$19,658,100	\$45,145,250	\$1,870,069	\$317,912	\$1,552,157	\$8,598,764	\$1,461,790	\$7,136,974

2. Program Income: Please provide the program income you listed in your application budget and actuals to date through the end of the reporting period.

a. Application Budget Program Income: \$0	b. Program Income to Date: \$0
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