

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

5. Current Reporting Period End Date (MM/DD/YYYY) 03-31-2012	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): 05-15-2012
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Project Indicators (This Quarter)

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

Four contractors and several sub-contractors worked on several different infrastructure segments across the northern 59 counties in Missouri. During this quarter, these contractors deployed 225 of new network miles of fiber. This was a substantial increase from the prior quarter of deploying 156 miles of fiber as one additional project was started while another contractor took over a lagging project. Bluebird looks to have new network miles increase during the next quarter as one additional project will begin.

Bluebird completed a Master Service Agreement with a electronic network equipment provider for Dense Wavelength Division Multiplexing (DWDM) equipment in the prior quarter and had received one third of this equipment during this quarter. None of the equipment had been paid for during the quarter but had been received. Bluebird also received DWDM equipment to set up as a lab for testing and troubleshooting Bluebird's future network.

Through a competitive bidding process, Bluebird posted two Request for Proposals on Bluebird's web site during the quarter. These were related to a bridge attachment across the Missouri River near Boonville and additional labor for installing equipment in the communication shelters. Two vendors were selected during this process and started working during the quarter.

Node Site Civil Construction started during this quarter completing several sites while some sites are ongoing. Bluebird took delivery of several shelters during this quarter and completed the construction of three shelters. Bluebird continued construction at their internet Gateway in St. Louis and completed the construction a Gateway in Kansas City.

Bluebird completed a route change with the NTIA changing a build route to a fiber IRU route. Bluebird continued to work on fiber IRU agreements with several companies. Bluebird continued Davis-Bacon wage compliance during the quarter and was working with the DOL for a few wage conformance. Bluebird also received a site visit from the Federal Program Officer during this quarter.

Bluebird continued a community outreach campaign that included; educating key general assembly members about Bluebird Media, sending out brochures and collateral materials to Community Anchor Institutions, and staying involved with MO Broadband Now initiatives.

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	38	Eight percent behind of revised baseline due to the large amount of equipment being received but not paid for during the quarter. The plan is to catch up to the revised baseline in the next quarter once all the payments related to network equipment have been remitted.
2b.	Environmental Assessment	95	Bluebird Media was issued a Finding of Non Significant Impact on the environment during Q2 2011, continued environmental monitoring during construction will be the remaining 5 percent to complete. Agrees to revised baseline.
2c.	Network Design	100	No variance from baseline plan or subsequent written updates provided to the program officer.
2d.	Rights of Way	100	No variance from baseline plan or subsequent written updates provided to the program officer.
2e.	Construction Permits and Other Approvals	82	Behind revised baseline schedule by 18 percent. The 82 percent of required permits included highway right-of-way permits, railroad crossing permits, and environmental permits. Virtually all permits that had been submitted had received approval. The remaining permits that have yet to be submitted are associated with portions of construction targeted late in the project plan. The plan is to catch up to the revised baseline during Q2-2012 once all permits have been submitted prior to the final construction being completed.
2f.	Site Preparation	70	Behind revised baseline schedule by 30 percent. Focus during the quarter was on obtaining permits and performing due diligence work regarding shelter sites. The completion of these activities are required before physical preparation of the sites can be performed. The plan is to

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or subsequent written updates provided to your program officer)
			catch up to the revised baseline during Q2-2012 once several shelter sites are prepared for construction.
	2g. Equipment Procurement	51	Behind revised baseline schedule by 43 percent. Delay caused by the under estimated amount of time needed to check in these large orders of equipment prior to remitting payment. The plan is to catch up to the revised baseline during Q2-2012 once the majority of the equipment is shipped and billed during Q1-2012.
	2h. Network Build (all components - owned, leased, IRU, etc)	40	Behind revised baseline schedule by eight percent. Delay caused by approved route changes during Q1-2011. The route changes caused a delay in engineering and environmental assessment during Q1 and Q2 of 2011, delaying construction to start in Q3 2011. Delay also caused by 45 day delay in obtaining construction permits during the first part of Q3 2011 delaying construction startup. The plan is to catch up to the revised baseline during Q2 2012.
	2i. Equipment Deployment	30	No variance from baseline plan or subsequent written updates provided to the program officer.
	2j. Network Testing	0	Delay caused by approved route changes during Q1-2011, delaying construction to start in Q3 2011. 20 percent behind revised baseline with plans to complete network segments and begin testing during the start of Q2 2012. The plan is to catch up to the revised baseline during Q2-2012 once route segments have been completed and turned up.
	2k. Other (please specify): OSS Software	0	Software support systems RFP was posted during the Q2-2011 quarter. The delay was caused by reviewing several software support systems and Bluebird Media being unable to decide on a system prior to closing Q2-2011. During Q3-2011 Bluebird Media contracted with a software company to implement software systems during Q4-2011. The plan is to catch up to the revised baseline during Q2-2012 once billing for the OSS Software commences.

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).

Bluebird under estimated the amount of time needed to receive and check in equipment. This has delayed procuring the equipment but will not delay rolling out the equipment across the network. Bluebird replaced one of the build segments with a contractor that has the capability to take over that segment and get the constructions completed on schedule after the prior contractor was not performing. This segment started to catch up during Q1 2012 and Bluebird suspects this segment will be caught up by the end of Q2 2011. Bluebird is also working on selecting an appraiser that can value the in-kind donation of rights-of-ways and parcel of lands provided by the State of Missouri. Bluebird faces a time crunch of getting the appraiser completed by June 30, 2012. Bluebird faced the issue of completing a route change during this quarter. The NTIA changed the format and process of route changes that added complexity and increase the time to complete the route change.

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	443	17 miles behind revised baseline caused by one of the four contractors not completing their segments by the end of Q4 2011 as planned. The plan is to catch up to the revised baseline during Q2 2012 as this contractor has been replaced. The construction of the network build will continuously carry on without delays with the current construction companies in place.
New network miles leased	0	NA
Existing network miles upgraded	0	NA

Indicator	Total	Narrative (describe your reasons for any variance from the baseline plan or any other relevant information)
Existing network miles leased	0	317 miles behind revised baseline due to delay in signing fiber IRU agreements with several parties. The plan is to catch up to the revised baseline during Q2-2012 once several fiber IRU agreements are finalized.
Number of miles of new fiber (aerial or underground)	443	17 miles behind revised baseline caused by one of the four contractors not completing their segments by the end of Q4 2011 as planned. The plan is to catch up to the revised baseline during Q2 2012 as this contractor has been replaced. The construction of the network build will continuously carry on without delays with the current construction companies in place.
Number of new wireless links	0	NA
Number of new towers	0	NA
Number of new and/or upgraded interconnection points	0	16 interconnection points behind revised baseline due to delay in construction of new network miles. This delay was caused by the 45 day delay in obtaining construction permits during the first part of Q3 2011 delaying construction startup. The plan is to catch up to the revised baseline during Q2-2012 once several network segments are completed.

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: Bluebird Media is currently behind the revised baseline due to not having any fiber turned up to date. Bluebird Media has wholesalers and last mile providers ready to sign agreements once certain segments of the fiber has been turned up. Bluebird Media plans to catch up to the revised baseline during Q2-2012 once fiber is turned up.

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:

Dedicated Internet Access, Extended Local Area Network, Extended Wide Area Network, 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)

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 turned up fiber to date, fiber being turned up during Q2-2012 will allow Bluebird to catch up to baseline by Q3-2012.
	Providers with signed agreements receiving improved access	0	No turned up fiber to date, fiber being turned up during Q2-2012 will allow Bluebird to catch up to baseline by Q3-2012.
	Providers with signed agreements receiving access to dark fiber	0	No turned up fiber to date, fiber being turned up during Q2-2012 will allow Bluebird to catch up to baseline by Q3-2012.
	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 turned up to date.
Community Anchor Institutions (including Government institutions)	Total subscribers served	0	No turned up fiber to date, fiber being turned up during Q2-2012 will allow Bluebird to catch up to baseline by Q3-2012.
	Subscribers receiving new access	0	No turned up fiber to date, fiber being turned up during Q2-2012 will allow Bluebird to catch up to baseline by Q3-2012.
	Subscribers receiving improved access	0	No turned up fiber to date, fiber being turned up during Q2-2012 will allow Bluebird to catch up to baseline by Q3-2012.
	Please identify the speed tiers that are available and the number of subscribers for each	0	10MB-10GB are the speed tiers that are available. No subscribers since no turned up 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 continue to monitor environmental assessment to comply with the Special Award Conditions while the infrastructure is being built. Bluebird will continue to apply for construction permits and railroad permits in a timely manner to ensure the construction companies are not waiting on permits. Bluebird plans to continue site preparation for the node sites, continue constructing shelters for Node sites, and plans to have ground breaking ceremonies across the state once fiber starts to be turned up this quarter. Bluebird will procure the remaining DWDM equipment and complete procurement of the Multiprotocol Label Switching equipment during the next quarter. Bluebird plans to connect their first CAI to the network during the next quarter.

Bluebird also plans to devise a rate structure for all products offered in the future. Bluebird will continue to design and implement a Community Outreach Plan including education for community and elected officials along fiber route. Local leaders and media will be notified of these press events.

Bluebird will continue to monitor covered worked for Davis-Bacon wage compliance and conduct wage interview during the next quarter. Bluebird would suspect the DOL will provide a response to the wage conformances during the next quarter.

Bluebird Media plans to catch up and surpass the revised baseline for new network miles deployed of 612 during this next quarter, and catch up to schedule for new network miles leased of 353 during the next quarter. Bluebird Media plans to be behind the revised baseline for CAI subscribers served and for the number of signed agreements with broadband wholesalers or last mile providers. The plan is to catch up those two indicators during Q3-2012 once certain fiber routes have been turned up allowing Bluebird Media to connect CAIs and sign agreements with providers. Bluebird Media plans to be at the following infrastructure key indicators at the end of the next quarter:

- New Network Miles Deployed = 650
- New Network Miles Leased = 353
- Total CAI Subscribers Served = 3
- Number of Signed Agreements with wholesalers/last mile providers = 2

Lastly, Bluebird Media plans to attend the Creating Sustainable Broadband Solutions for Communities and Anchor Institutions conference in Washington D.C. from May 22 to 24, 2012.

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	77	None
2b.	Environmental Assessment	95	None
2c.	Network Design	100	None
2d.	Rights of Way	100	None
2e.	Construction Permits and Other Approvals	95	The delay will be caused by various permits and other approvals that come up during construction during Q2-2012 that will be unforeseeable. The plan is to catch up to the revised baseline during Q3-2012 completing all permits and approvals.
2f.	Site Preparation	100	None

	Milestone	Planned Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2g.	Equipment Procurement	90	The delay will be caused by the timing of receiving equipment and remitting payment for equipment. The delay will also be caused by making final adjustments to equipment orders during Q2-2012 with all equipment being in place by end of Q3-2012.
2h.	Network Build (all components - owned, leased, IRU, etc.)	90	All projects have deadlines prior to Q2-2012 ending. Bluebird plans to be ahead of the baseline after this quarter with just laterals left to build.
2i.	Equipment Deployment	50	None
2j.	Network Testing	30	None
2k.	Other (please specify): OSS	100	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).

Bluebird Media faces the challenge of working diligently to receive network equipment, then deploying this equipment to the shelters as they are constructed, and then start testing the network as the build of the segments are completed. Bluebird Media also is negotiating pulling fiber along a bridge while using another partner's existing corridor. Bluebird would like to save time and money by using this existing corridor.

