

# Communications to Stakeholders: Tech Codes 2021

## UMC and UPC

### Email

#### Important Update, February 1, 2021 (Focused only on UMC and UPC)

##### Email Performance

See how your emails are doing with your audience. [Compare your results to the industry average.](#)

Sent	Open Rate		Click Rate				
5795	42.3%		8.7%				
	Original	Resend	Total	Original	Resend	Total	
Opens	1748	545	2293	Clicks	166	31	197
Sent	5795	3853	9658	Did Not Open	3512	3107	6719
Bounces	435	211	646	Unsubscribed	12	11	23
Successful Deliveries	5360	3652	9012	Spam Reports	1	1	2
Desktop Open Percentage			75.3%	Mobile Open Percentage			23.7%

##### Click-Through Distribution

When a contact clicks a link in your email, we'll show you the stats here.

Original Send

Link	Unique Clicks	Distribution
<a href="https://publicinput.com/2021TechnicalCodeChanges">https://publicinput.com/2021TechnicalCodeChanges</a>	158	81%
<a href="https://library.municode.com/tx/austin/codes/code_of_ordinances?nodeld=TIT25LADE_CH25-12TECO">https://library.municode.com/tx/austin/codes/code_of_ordinances?nodeld=TIT25LADE_CH25-12TECO</a>	37	19%
Total Click-throughs	195	100%

##### Click-Through Distribution

When a contact clicks a link in your email, we'll show you the stats here.

Resend to non openers

Link	Unique Clicks	Distribution
<a href="https://publicinput.com/2021TechnicalCodeChanges">https://publicinput.com/2021TechnicalCodeChanges</a>	30	85.7%
<a href="https://library.municode.com/tx/austin/codes/code_of_ordinances?nodeld=TIT25LADE_CH25-12TECO">https://library.municode.com/tx/austin/codes/code_of_ordinances?nodeld=TIT25LADE_CH25-12TECO</a>	5	14.3%
Total Click-throughs	35	100%

**Important Update: February 15, 2021**, Included reminder about UMC and UPC as well as intro of IRC, IBC and IEBC; coincided with winter weather event communications

### Email Performance

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<b>Sent</b> <b>5768</b>	<b>Open Rate</b> <b>45.1%</b>	<b>Click Rate</b> <b>9.1%</b>
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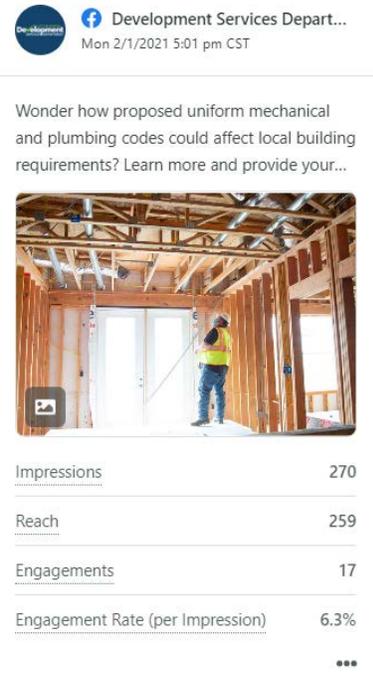
	Original	Resend	Total		Original	Resend	Total
Opens	1687	773	2460	Clicks	165	50	215
Sent	5768	3949	9717	Did Not Open	3610	2952	6562
Bounces	471	224	695	Unsubscribed	2	4	6
Successful Deliveries	5297	3725	9022	Spam Reports	0	0	0
Desktop Open Percentage			58.2%	Mobile Open Percentage			41.8%

### Clicks to Public Input page

<a href="#">%7C0%7C637487423039030241%7CUnknown%7CTWFpbGZsb3d8eyJWijoiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6I1haWwiLCJXVCi6Mn0</a>	62	11.9%
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## Social Media

### Feb. 1: Introduce UMC and UPC

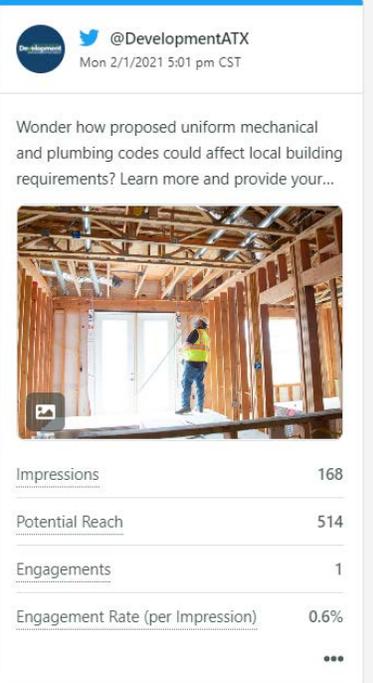


Development Services Depart...  
Mon 2/1/2021 5:01 pm CST

Wonder how proposed uniform mechanical and plumbing codes could affect local building requirements? Learn more and provide your...



Impressions: 270  
Reach: 259  
Engagements: 17  
Engagement Rate (per Impression): 6.3%

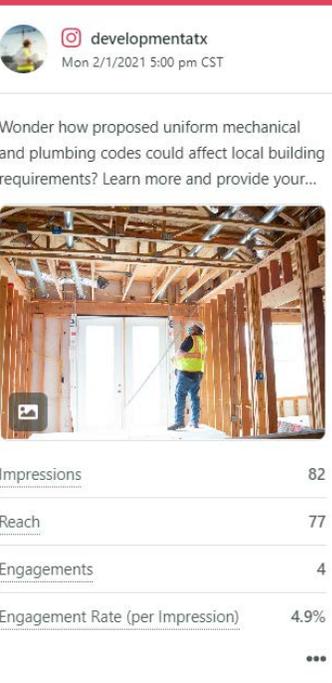


@DevelopmentATX  
Mon 2/1/2021 5:01 pm CST

Wonder how proposed uniform mechanical and plumbing codes could affect local building requirements? Learn more and provide your...



Impressions: 168  
Potential Reach: 514  
Engagements: 1  
Engagement Rate (per Impression): 0.6%



developmentatx  
Mon 2/1/2021 5:00 pm CST

Wonder how proposed uniform mechanical and plumbing codes could affect local building requirements? Learn more and provide your...



Impressions: 82  
Reach: 77  
Engagements: 4  
Engagement Rate (per Impression): 4.9%

Feb. 23: Introduce new codes; reminder about UMC/UPC

Platform	Post Text	Impressions	Reach	Engagements	Engagement Rate (per Impression)
Facebook	Development Services Depart... Tue 2/23/2021 4:55 pm CST Proposed amendments to International Residential, Building and Existing Building codes are now available for review; comment...	109	108	6	5.5%
Twitter	@DevelopmentATX Tue 2/23/2021 4:51 pm CST Proposed amendments to International Residential, Building and Existing Building codes are now available for review; comment...	511	3,602	10	2%
Instagram	developmentatx Tue 2/23/2021 4:55 pm CST Proposed amendments to International Residential, Building and Existing Building codes are now available for review; comment...	96	89	6	6.3%

Feb. 27: UMC/UPC Extended

Platform	Post Text	Impressions	Reach	Engagements	Engagement Rate (per Impression)
Instagram	developmentatx Sat 2/27/2021 11:20 am CST There is still time to review proposed amendments to uniform mechanical and plumbing codes. Comment period extended ...	76	70	4	5.3%
Twitter	@DevelopmentATX Sat 2/27/2021 11:20 am CST There is still time to review proposed amendments to uniform mechanical and plumbing codes. Comment period extended ...	141	536	1	0.7%
Facebook	Development Services Depart... Sat 2/27/2021 11:00 am CST There is still time to review proposed amendments to uniform mechanical and plumbing codes. Comment period extended ...	71	67	1	1.4%

# IRC, IBC and IEBC

## Email

**Important Update: February 15, 2021** (see above)

**Important Update: March 14, 2021**, Focus on IRC, IBC and IEBC codes

Sent ImportantUpdate\_TechCodesCloseMarch14 Copy Share on Social ...

Details Reporting Heat Map

### Email Performance

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Sent <b>5749</b>	Open Rate <b>34.6%</b>	Click Rate <b>15%</b>
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Opens	1829	Clicks	274
Sent	5749	Did Not Open	3457
Bounces	463	Unsubscribed	9
Successful Deliveries	5286	Spam Reports	0
Desktop Open Percentage	71.3%	Mobile Open Percentage	28.7%

### Click-Through Distribution

When a contact clicks a link in your email, we'll show you the stats here.

	Unique Clicks	Distribution
<a href="#">%7C0%7C637487423039030241%7CUnknown%7CTWFpbGZsb3d8eyJWljojMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6Ikh1haWwiLCJXVCi6Mn0</a>	274	100%
	274	100%

## Social Media

Feb. 23: Introduce new codes; reminder about UMC/UPC

@DevelopmentATX  
Tue 2/23/2021 4:51 pm CST

Proposed amendments to International Residential, Building and Existing Building codes are now available for review; comment...

Impressions	511
Potential Reach	3,602
Engagements	10
Engagement Rate (per Impression)	2%

developmentatx  
Tue 2/23/2021 4:55 pm CST

Proposed amendments to International Residential, Building and Existing Building codes are now available for review; comment...

Impressions	96
Reach	89
Engagements	6
Engagement Rate (per Impression)	6.3%

Development Services Depart...  
Tue 2/23/2021 4:55 pm CST

Proposed amendments to International Residential, Building and Existing Building codes are now available for review; comment...

Impressions	109
Reach	108
Engagements	6
Engagement Rate (per Impression)	5.5%

March 9: IRC, IBC and IEBC Reminder

developmentatx  
Tue 3/9/2021 3:30 pm CST

OPEN THROUGH MARCH 14: Proposed amendments to International Residential, Building and Existing Building codes are now...

Impressions	80
Reach	73
Engagements	4
Engagement Rate (per Impression)	5%

Development Services Depart...  
Tue 3/9/2021 3:30 pm CST

OPEN THROUGH MARCH 14: Proposed amendments to International Residential, Building and Existing Building codes are now...

Impressions	84
Reach	83
Engagements	2
Engagement Rate (per Impression)	2.4%

@DevelopmentATX  
Tue 3/9/2021 3:25 pm CST

OPEN THROUGH MARCH 14: Proposed amendments to International Residential, Building and Existing Building codes are now...

Impressions	244
Potential Reach	1,562
Engagements	5
Engagement Rate (per Impression)	2%

March 11: Final Reminder, with some paid boosts due to inactivity


**Development Services Depart...**  
 Thu 3/11/2021 7:00 am CST

Opportunity to comment on proposed amendments to International Residential, Building and Existing Building codes ends...



Impressions	1,340
Reach	878
Engagements	14
Engagement Rate (per Impression)	1%

...


**@DevelopmentATX**  
 Thu 3/11/2021 6:30 am CST

Opportunity to comment on proposed amendments to International Residential, Building and Existing Building codes ends...



Impressions	185
Potential Reach	980
Engagements	3
Engagement Rate (per Impression)	1.6%

...


**developmentatx**  
 Thu 3/11/2021 7:30 am CST

Opportunity to comment on proposed amendments to International Residential, Building and Existing Building codes ends...



Impressions	88
Reach	81
Engagements	7
Engagement Rate (per Impression)	8%

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