

# 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			76.3%	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?nodeId=TIT25LADE_CH25-12TECO">https://library.municode.com/tx/austin/codes/code_of_ordinances?nodeId=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?nodeId=TIT25LADE_CH25-12TECO">https://library.municode.com/tx/austin/codes/code_of_ordinances?nodeId=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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Sent			Open Rate			Click Rate		
5768			45.1%			9.1%		
	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

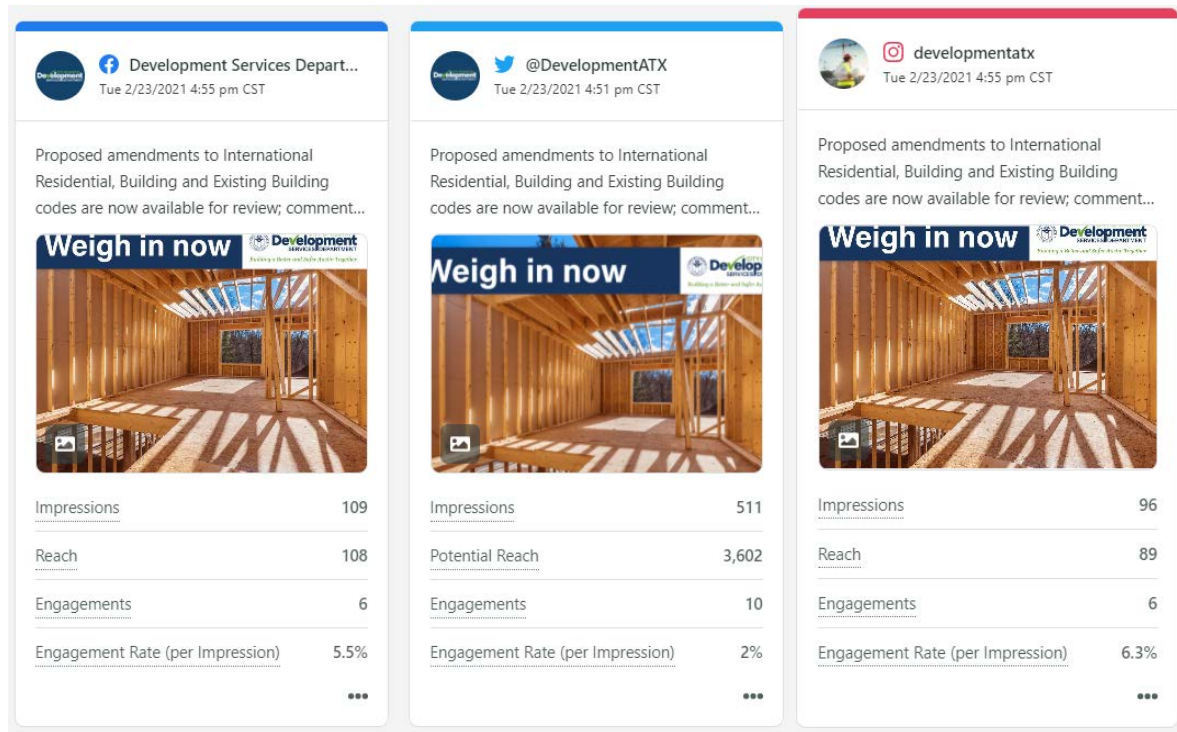
<a href="#">%7C0%7C637487423039030241%7CUnknown%7CTWFpbGZsb3d8eyJWljojMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6I1haWwILCJXVCi6Mn0</a>	62	11.9%
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## Social Media

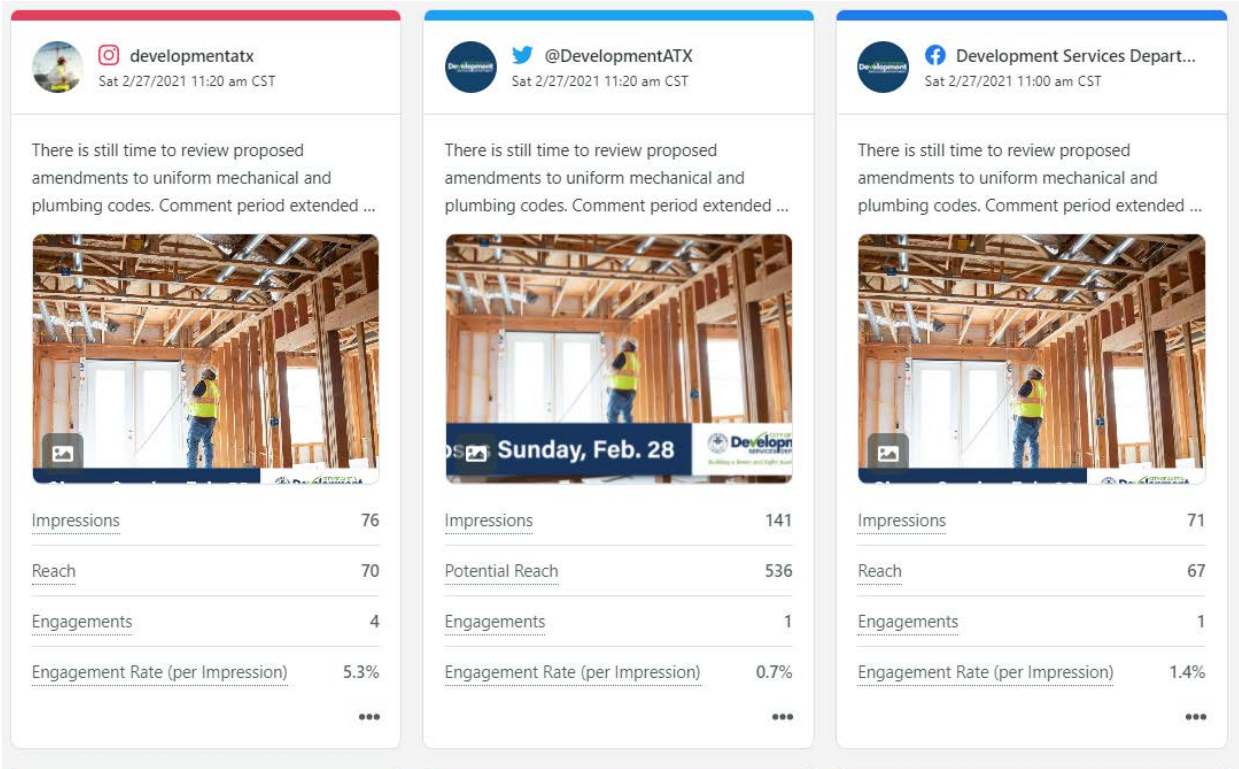
Feb. 1: Introduce UMC and UPC

<div><div> Development Services Depart... Mon 2/1/2021 5:01 pm CST</div><div>Wonder how proposed uniform mechanical and plumbing codes could affect local building requirements? Learn more and provide your...</div><div></div><div><div>Impressions</div><div>270</div></div><div><div>Reach</div><div>259</div></div><div><div>Engagements</div><div>17</div></div><div><div>Engagement Rate (per Impression)</div><div>6.3%</div></div><div>...</div></div>	<div><div> @DevelopmentATX Mon 2/1/2021 5:01 pm CST</div><div>Wonder how proposed uniform mechanical and plumbing codes could affect local building requirements? Learn more and provide your...</div><div></div><div><div>Impressions</div><div>168</div></div><div><div>Potential Reach</div><div>514</div></div><div><div>Engagements</div><div>1</div></div><div><div>Engagement Rate (per Impression)</div><div>0.6%</div></div><div>...</div></div>	<div><div> developmentatx Mon 2/1/2021 5:00 pm CST</div><div>Wonder how proposed uniform mechanical and plumbing codes could affect local building requirements? Learn more and provide your...</div><div></div><div><div>Impressions</div><div>82</div></div><div><div>Reach</div><div>77</div></div><div><div>Engagements</div><div>4</div></div><div><div>Engagement Rate (per Impression)</div><div>4.9%</div></div><div>...</div></div>
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## Feb. 23: Introduce new codes; reminder about UMC/UPC



## Feb. 27: UMC/UPC Extended



# 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

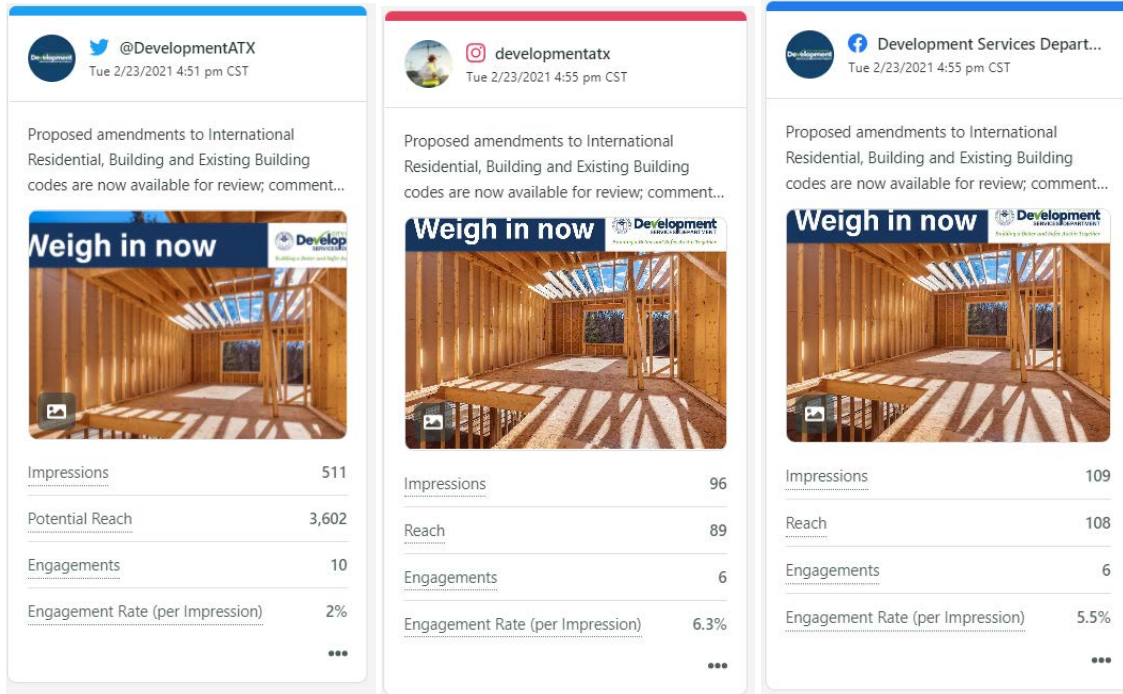
When a contact clicks a link in your email, we'll show you the stats here.

	Unique Clicks	Distribution
<a href="#">%7C0%7C637487423039030241%7CUnknown%7CTWFpbGZsb3d8eyJWljoImC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6Ikh1haWwiLCJXVCi6ImN0</a>	274	100%
	274	100%

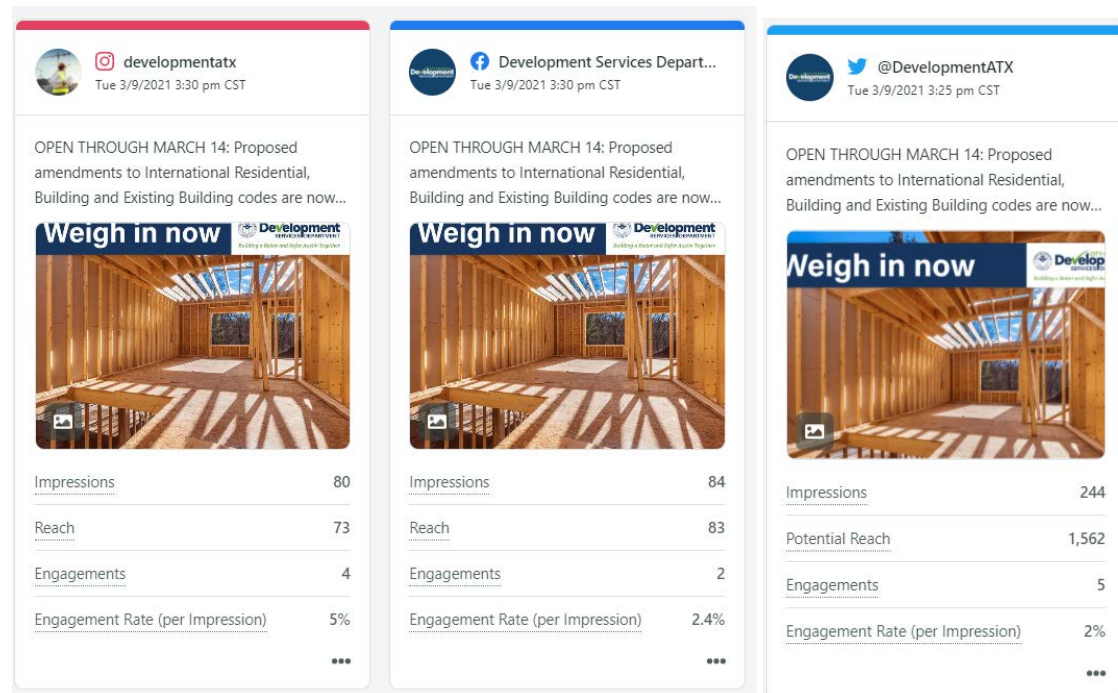
## Social Media

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







### March 9: IRC, IBC and IEBC Reminder




### 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%