



# MTI Research Snaps Presents

## From TikTok to Transit: Storytelling for Emerging Mobility

Emerging transportation technologies are transforming the ways we move, but public understanding and trust often lag behind innovation. As electric vehicles, micro mobility solutions, autonomous vehicles, hyperloop systems, and mobility-as-a-service platforms gain traction—this Research Snaps webinar explores how to effectively address concerns, communicate advantages, and foster trust across communities. Drawing on insights from academic research, industry best practices, and real-world campaigns, the project's author will showcase innovative outreach strategies that go beyond traditional messaging, focusing on creative digital content and storytelling that resonates with diverse audiences. Don't miss this opportunity to learn how to build engagement and move everyone toward a brighter mobility future!

**REGISTER NOW**



### **William (Billy) Riggs, PhD**

#### **MTI Research Associate**

Director, Autonomous Vehicles and the City Initiative, University of San Francisco



#### **DATE**

*October 27, 2025*



#### **TIME**

*12:00-12:30P.M. (PT)*



#### **FREE WEBINAR**

*0.5 PDH Credit*

[tinyurl.com/MTI-TikTok-Transit](https://tinyurl.com/MTI-TikTok-Transit)