

An animated, data-driven, year-in-review, TRACKed celebrates the impact the MBTA Commuter Rail system and its riders had on communities across Massachusetts and Providence, RI.

The MBTA Commuter Rail, operated by Keolis Commuter Services, does much more than get people from Point A to B – and TRACKed has the numbers to prove it. From saving millions of pounds of carbon emissions to helping tens

of thousands of people avoid white-knuckling in traffic, this short film blends eye-catching animations, a custom score, and a fresh, modern voice to engage current and prospective riders in a new way across CTV, a microsite and social.

Inspired by Spotify Wrapped's data-first approach, TRACKed highlights 2024 facts and figures in an approachable, visually appealing way. The animatic underscores the Commuter Rail's role in connecting communities and positions the MBTA and Keolis not just as transportation providers, but as partners in building a more sustainable Massachusetts and Rhode Island.

