



# **SEATTLE FWC26**

**King County Council  
Transportation, Economy, and  
Environment Committee  
April 21, 2026**



# AGENDA & SPEAKERS

- **World Cup Mobility Goals and Expectations**  
– **Sam Zimbabwe**
- **Sound Transit – Grant Lahmann**
- **King County Metro – Jonathan Rose**
- **WSDOT – Travis Phelps**
- **SDOT – Elizabeth Sheldon**

# WORLD CUP MOBILITY PLANNING GOALS



Create **safe, inclusive, and welcoming** atmosphere & environment

**Broaden benefit** to include Stadium neighborhoods' small businesses

**Limit traffic impacts** to shortest period possible

Maintain **community mobility & access** to essential services

**Maximize** ticketed spectators' use of **public transit**



TM

# MODE SPLIT PLANNING GOALS





Stadium Mode Options	BAU Mode	FWC26 Mode	FWC26 Total	
<b>Public Transit:</b> Rail, Light rail, Bus, Streetcar, Water taxis, Ferries	31%	50%	28,250	<b>56,940</b> <b>89% of stadium</b> <i>excludes FIFA clients</i>
<b>Active Transportation:</b> Biking, Bikeshare, Scooters, Walking	9%	15%	8,470	
<b>Rideshare:</b> TNCs, Taxis, Limos & Town cars, private shuttles	11%	15%	8,470	
<b>Automobiles:</b> Personal vehicles offsite, ADA parking	49%	20%	11,300	

# FIFA WORLD CUP SEATTLE™ LOCAL MATCHES



## GROUP STAGE

BELGIUM  V  EGYPT  
JUNE 15 • 12:00 PM PT

USA  V  AUSTRALIA  
JUNE 19 • 12:00 PM PT

BOSNIA-HERZEGOVINA  V  QATAR  
JUNE 24 • 12:00 PM PT

EGYPT  V  IR IRAN  
JUNE 26 • 8:00 PM PT

## ROUND OF 32

1G  V  3AEHIJ  
JULY 1 • 1:00 PM PT

## ROUND OF 16


W81  V  W82  
JULY 6 • 5:00 PM PT

Full match  
schedule



JUNE						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
				OPENING MATCH		UW Commencement
14	15	16	17	18	19	20
Seattle U Commencement	BEL v EGY 12:00 PM PT			Last Day SPS	USA v AUS 12:00 PM PT	
21	22	23	24	25	26	27
			BIH v QAT 12:00 PM PT		EGY v IRN 8:00 PM PT	Pride
28	29	30	Dual Event Day Seattle Mariners Home Game (Start Time: 7:10 PM PT)			
Pride						

JULY						
SUN	MON	TUE	WED	THU	FRI	SAT
			7	8	9	10
			1 <sup>st</sup> G v 3 <sup>rd</sup> AEI/JH 1:00 PM PT			Seafair Summer Fourth
5	6	7				
	W81 <sup>1</sup> v W82 <sup>2</sup> 5:00 PM PT			QUARTERFINAL	QUARTERFINAL	QUARTERFINAL (X2)
12	13	14	15	16	17	18
		SEMIFINAL	SEMIFINAL			BRONZE FINAL
19	20	21	22	23	24	25
FINAL MATCH						
26	27	28	29	30	31	



**SEATTLE MATCHES**

**NOTABLE NON-SEATTLE MATCHES**

*Holiday/Observed Holiday*

- # Number of Matches Per Day
- Match in Vancouver
- Seattle Fan Celebration Active
- March to the Match
- Seattle Mariners Home Game

- Revive I-5 Work
- Number of Cruise Ship Sailings
- Local Events

**Expected Intensity Level\***

- Baseline
- Moderate
- High
- Highest

**Match Notes**

<sup>1</sup> Match 81: 1<sup>st</sup> Group D v 3<sup>rd</sup> Groups B/E/F/I/J

<sup>2</sup> Match 82: 1<sup>st</sup> Group G v 3<sup>rd</sup> Groups A/E/H/I/J



# SEATTLE FAN CELEBRATIONS

Thanks to lead partners, we're bringing the World Cup to more fans in more places

- **Seattle Center**
- **Waterfront Park**
- **SODO**
- **Pacific Place**

Distributed model showcases more of Seattle, better serving residents, businesses, & visiting fans

- **Free & open to public**
- Most **open for majority of matches**
- Capacity varies depending on day, highest **capacity for Seattle matches, remains 15,000+ people/time**

STAY IN THE LOOP



More locations & more program details will be added throughout the Spring



# SeattleFWC26 Community Calendar

https://www.seattlefwc26.org/event-calendar

**16**  
SAT

MAY 16 - MAY 16  
800 OCCIDENTAL AVE S

SPORTING EVENT

### UNITY LOOP 5K

Unity Loop 5K on May 16th

\$\$\$ FAMILY-FRIENDLY OUTDOOR

LEARN MORE

**3**  
WED

JUN 3 - JUN 3  
SEA AIRPORT, CENTRAL TERMINAL

COMMUNITY BUILDING

### SOCCER PEP RALLY AT SEA AIRPORT

Festivities include Seahawks Blue Drumline, Soccer Freestyle performance by Cory Freestyle, Jett the SEA Otter Mascot, Soccer an...

ACCESSIBLE FAMILY-FRIENDLY INDOOR

LEARN MORE

**18**  
THU

JUN 18  
3001 PUYALUPABSH  
ST. TACOMA WA 98404

COMMUNITY BUILDING YOUTH FOCUSED

### WORLD CUP COASTAL PROTOCOL

Honoring Coast Salish traditions as we welcome the world

INDOOR OUTDOOR ACCESSIBLE FAMILY-FRIENDLY

LEARN MORE

**19**  
FRI

JUN 19 - JUN 21  
3001 PUYALUPABSH  
ST. TACOMA WA 98404

COMMUNITY BUILDING YOUTH FOCUSED

### WORLD CUP POWWOW

Celebrate culture and community at a special Coastal Protocols and Powwow hosted by the Puyallup Tribe in honor of the Seattle World...

**26**  
FRI

JUN 26 - JUN 28  
3001 PUYALUPABSH  
ST. TACOMA WA 98404

COMMUNITY BUILDING YOUTH FOCUSED

### WORLD CUP STICK GAME TOURNAMENT

During the World Cup, the Puyallup Tribe will host a multi-day Stick Game Tournament,

# STADIUM LAST MILE

# VOLUNTEER PEDESTRIAN FLOW COORDINATION

# AND

# PRIVATE SECURITY



**LEGEND**

Matchday Vehicle Road Closures	General Entrance	Last Mile Perimeter	Pedestrian Flow Coordination
Closed/Restricted Access	VIP Entrance	Tournament Period Stadium Perimeter	Last Mile Private Security (Allied Universal)
Closed/Restricted Access with Potential Vendor Area	Uniformed Police Officer (Traffic Control)	Matchday Security Perimeter	Off-Stadium Activations Private Security (Axis)
Bus Access Only	Vehicle Checkpoint	Stadium Fan Experience	Radio Base at Connors EOC
Ride Share and Ferry Traffic Circulation	Station Entrance	Pedestrian Entrance Security Screening	
Restricted One-way Traffic	Major Transit Access Point		



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# LAST MILE PED FLOW COORDINATION AND SECURITY

## STADIUM NORTH

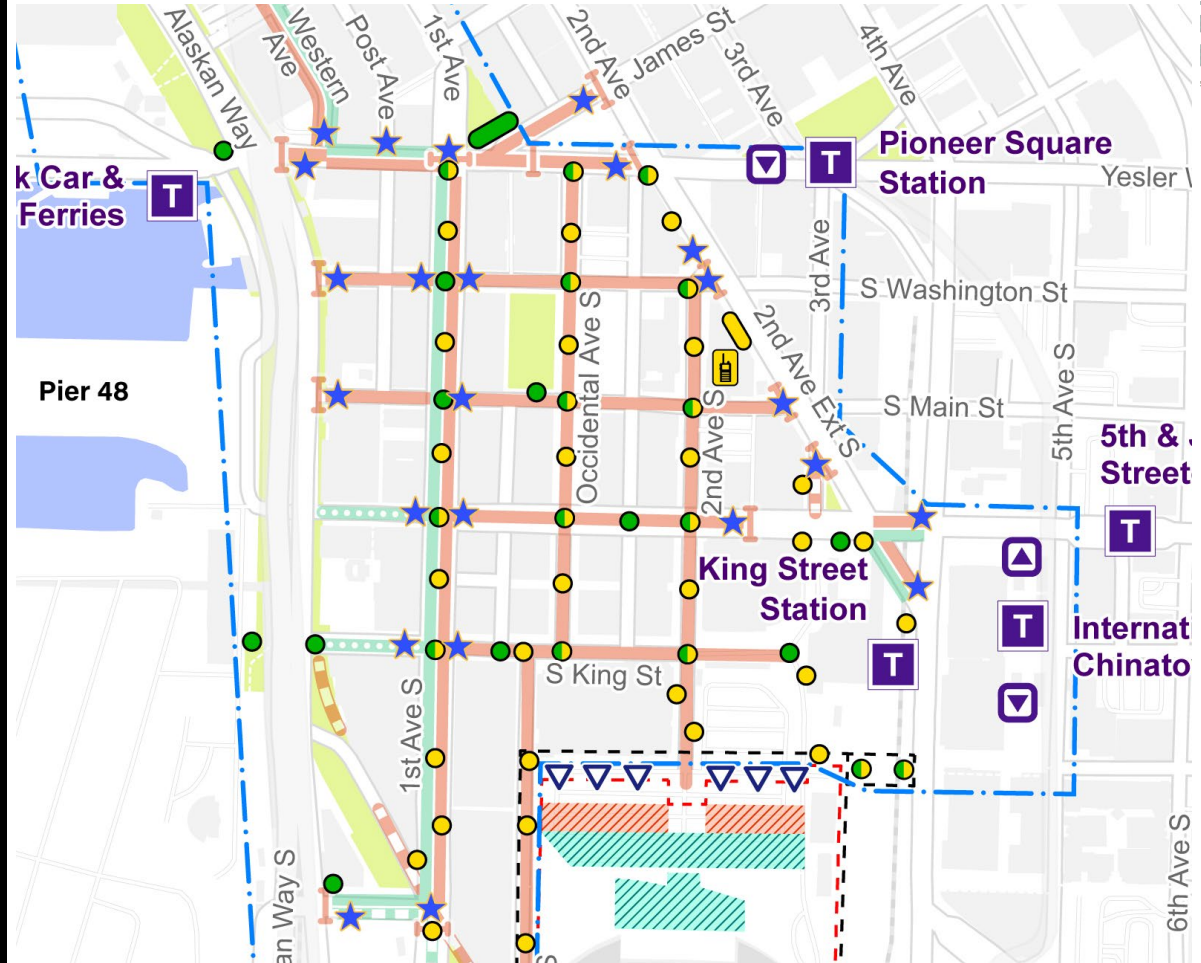
**Green:** Pedestrian Flow Coordination

**Yellow:** Last Mile Private Security

**Yellow Radio:** Radio Base at Connors EOC

**Blue Boundary:** Last Mile Perimeter

**Blue Stars:** UPOs for Security and Traffic Control



# LAST MILE PED FLOW COORDINATION AND SECURITY

## STADIUM SOUTH

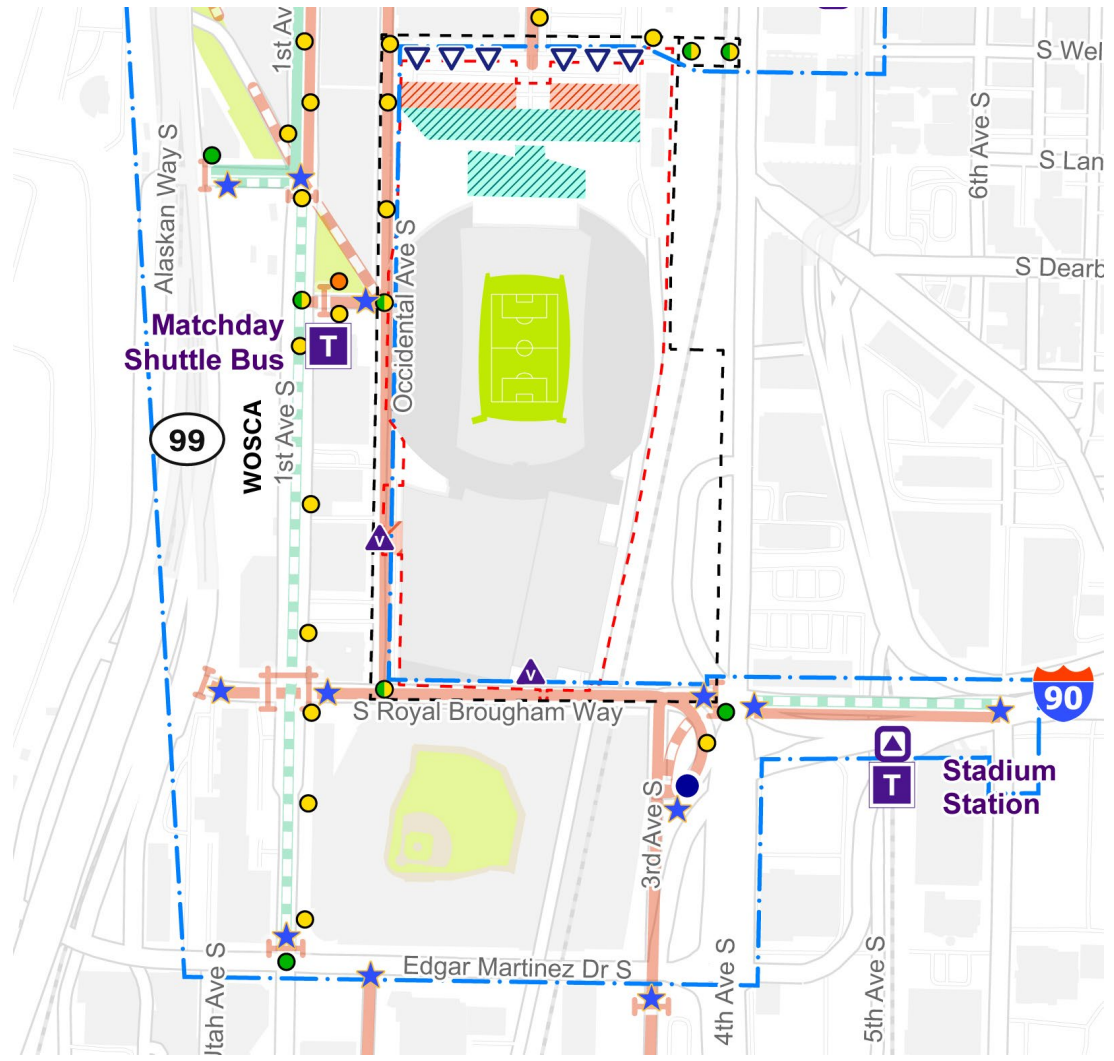
Green: Pedestrian Flow Coordination

Yellow: Last Mile Private Security

Orange: Off-Stadium Activations Private Security

Blue Boundary: Last Mile Perimeter

Blue Stars: UPOs for Security and Traffic Control





# **Sound Transit**

**Grant Lahmann**

***Transit Operations Chief of Staff***

# Sound Transit FIFA World Cup 26 Highlights

## Modal and Service Operations



### 1 2 Link

Crosslake Connection opens March 28th!

1 and 2 Lines service every 8min until 1am on gamedays



### S N Sounder

Gameday special event Sounder service (details varies by game start time), ongoing coordination with BNSF and Amtrak



### T T Line

12-min headways all day on gamedays

Expanded service span for evening matches, matching Sounder schedule



### ST Express

ST Express service adds post-game for gamedays, ongoing coordination with partners

Overnight Pilot Service between Airport and Downtown Seattle starts in March



### Rail Contingency

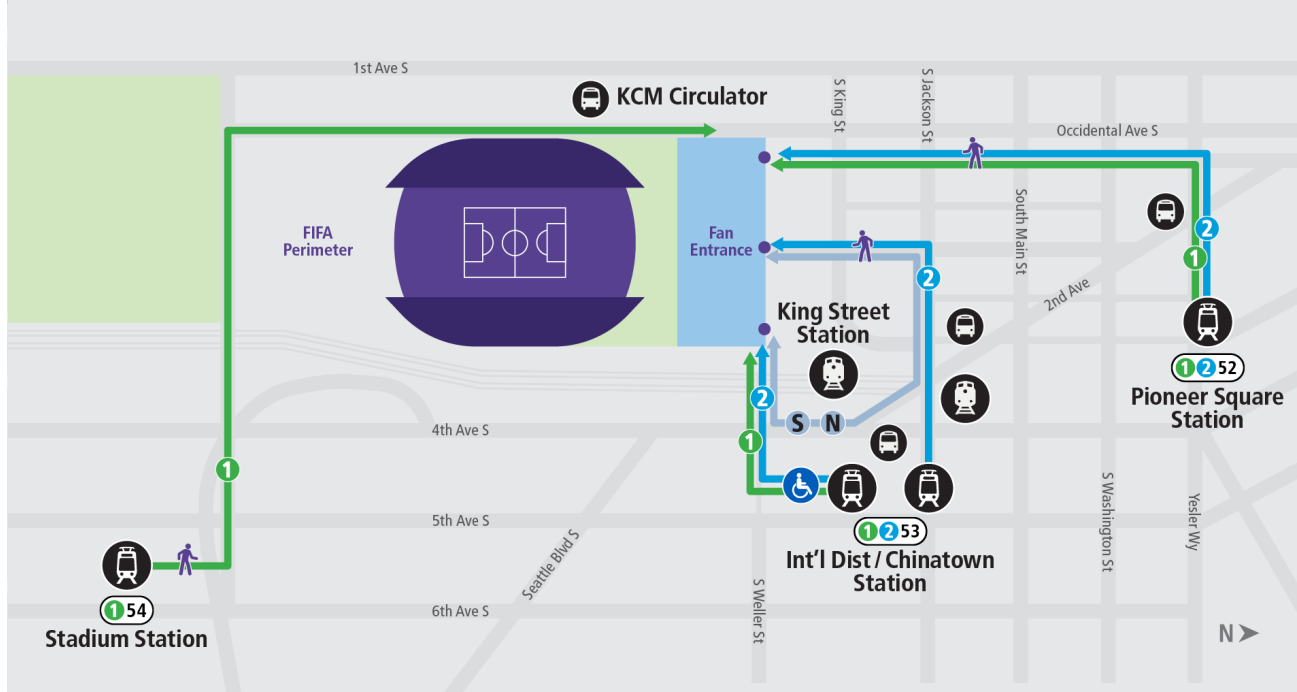
Temporary Charter bus support for rail contingency for tournament

Partnership with Transportation Network Companies for accessible vehicles

# Access to Seattle Stadium (Lumen Field)

## Key Takeaway

Given FIFA perimeter around Seattle Stadium (Lumen Field), we will need to leverage multiple stations on Link to move crowds during gamedays.



## Destination Based Approach

North of downtown use Pioneer Square

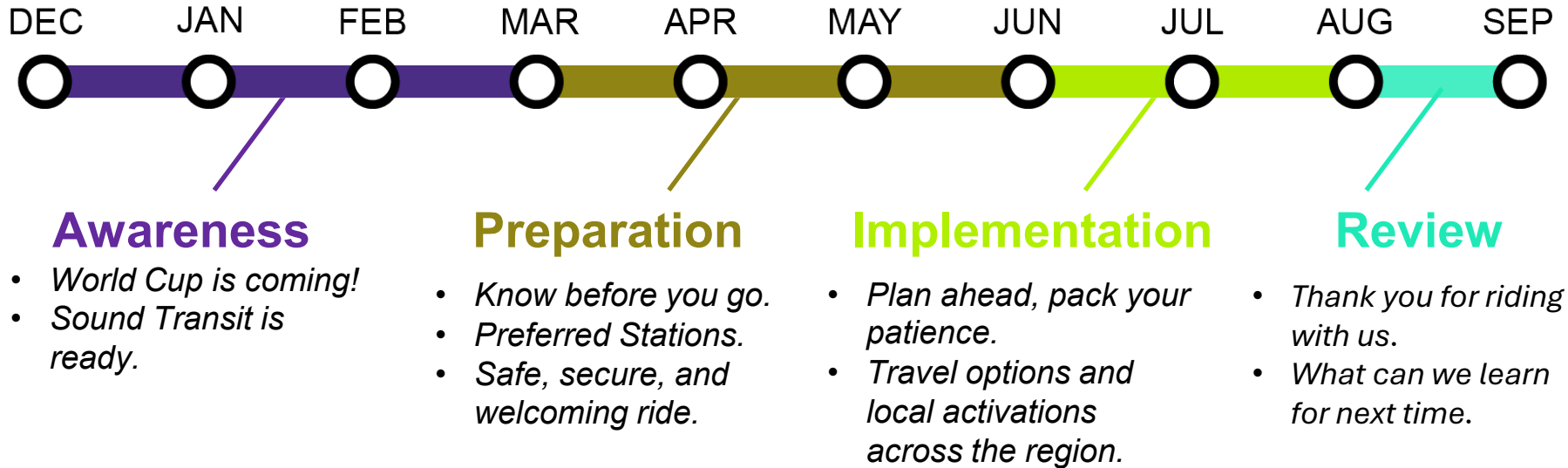
East of downtown and PWD\* use IDS

South of downtown use Stadium

Within downtown use KCM shuttle or regular bus service

\* *Passengers with Disabilities*

# Know Before You Go Campaign












# King County Metro

**Jonathan Rose**

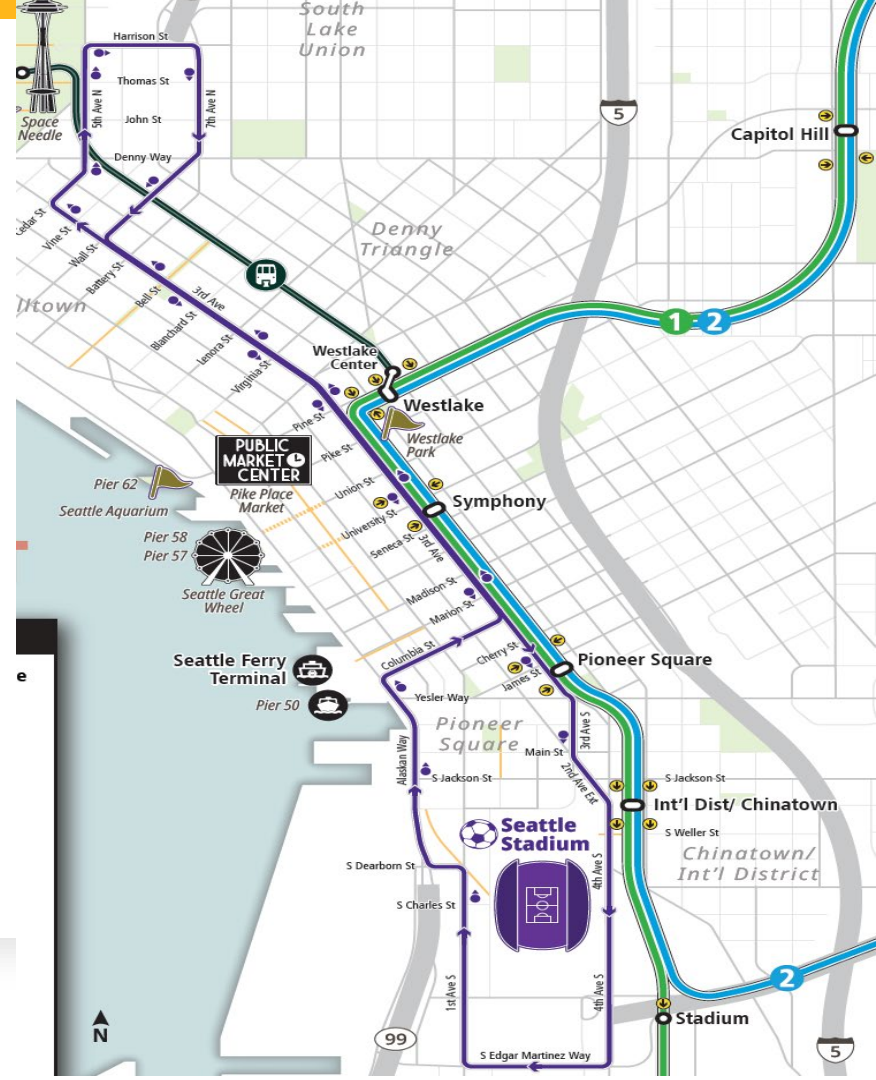
***FIFA Men's World Cup 2026 Program Director***

# Services Summary

	Metro Match Day Shuttle	Waterfront Shuttle	Bus System Adds	Access Paratransit	Metro Flex	Water Taxi	Seattle Streetcar
							
Added service	Dedicated shuttle between Seattle Center, downtown, and stadium area	Seasonal shuttle pilot along waterfront	Added trips on selected existing bus routes	Accessible shuttle between the CID Link Station, Mariners Garage, and stadium ADA loading area	Added on-demand service capacity in: Tukwila, Renton, Rainier Beach/Skyway, and Othello	Added Water Taxi trips on West Seattle and Vashon service	Increased Streetcar frequency on match days
When	Match days only	Memorial Day - Labor Day, plus extra service on match days	Tournament period, with focus on match days	Match days only	June 15 - July 6	June 15 - July 6, plus broader summer service increases	Match days only
Service Level	Operates 3 hours before match until about 3 hours after.  7 minute frequency drops to 3 minutes before match, 7 minutes during match, load and go post match.	10 minute frequency on match days; 15 minute frequency on non-match days	Adds 48 weekday trips on Routes 40, 70, 101, and 150.  Plus standby service as needed on RapidRide C, D, E, and H; Routes 7 and 150; and ST Express Routes 522, 545, and 554.	Operates 3 hours before the match until about 2 hours after.  Approx 20 minute frequency	10 additional vehicles and 8 additional drivers	West Seattle adds 4 roundtrips Mon-Fri during the tournament, plus 6 Sat and 5 Sun roundtrips for full summer  Vashon adds 7 Sunday roundtrips for full summer	Every 12 minutes from 6 AM–7 PM on match days; every 15 minutes outside those hours.

# Metro Match Day Shuttle

- Pick-up/Drop-off - on 1<sup>st</sup> Ave S
- 2800+ hourly capacity
- Best option for fans who are already downtown
- Integral part of our crowd dispersal strategy
- Messaging & marketing vital to success



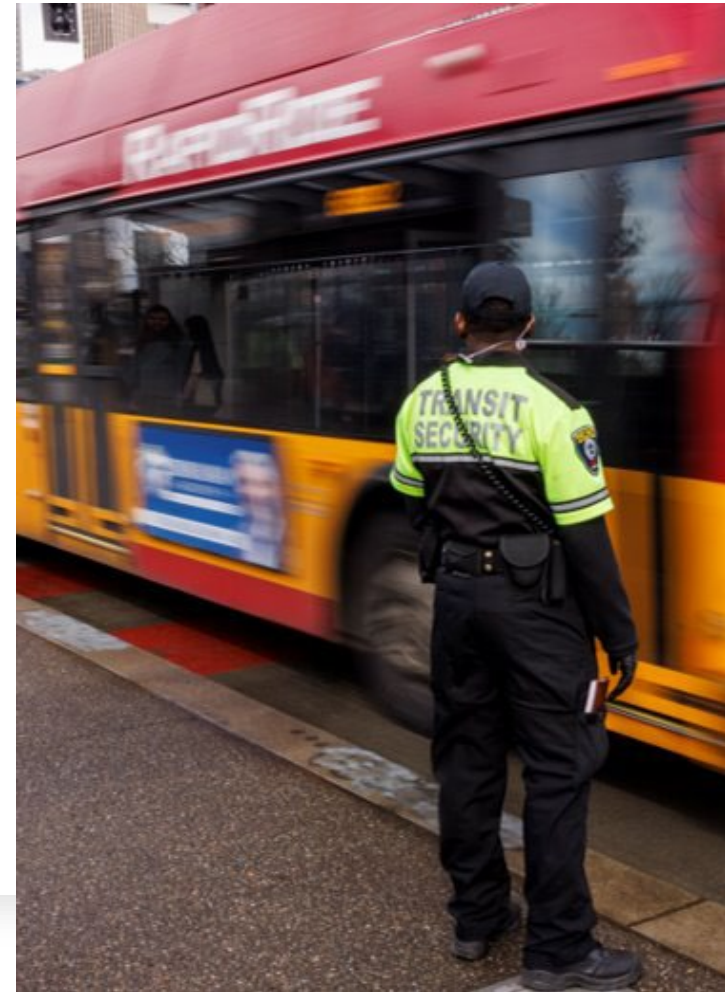
# Passenger Experience

- **ORCA & payment**
  - ORCA all door boarding
  - ORCA 3-Day Visitor Pass; 30,000 custom FIFA ORCA cards
  - Tap to Pay with credit card
- **Wayfinding and trip planning**
  - Regional map & consistent wayfinding regionwide
  - Better trip planning in major apps/search
- **On-the-ground support**
  - Customer support teams at key transit locations
- **Promoting transit**
  - SeaTac welcome video & Sounders/soccer marketing campaign
  - Sponsorship wraps and “Flip Your Trip” incentives



# Safety & Security

- **Additional contracted security** along 3rd Ave, at Metro event shuttle stops, and near the fan zone.
- **Emergency response planning** with Metro's dedicated emergency response team.
- **Additional training** for front line employees on customer service, de-escalation, and crowd surge management.
- **Metro base physical security** including barriers and security staffing to ensure safe operations at Metro facilities.





**WSDOT**

**Travis Phelps**

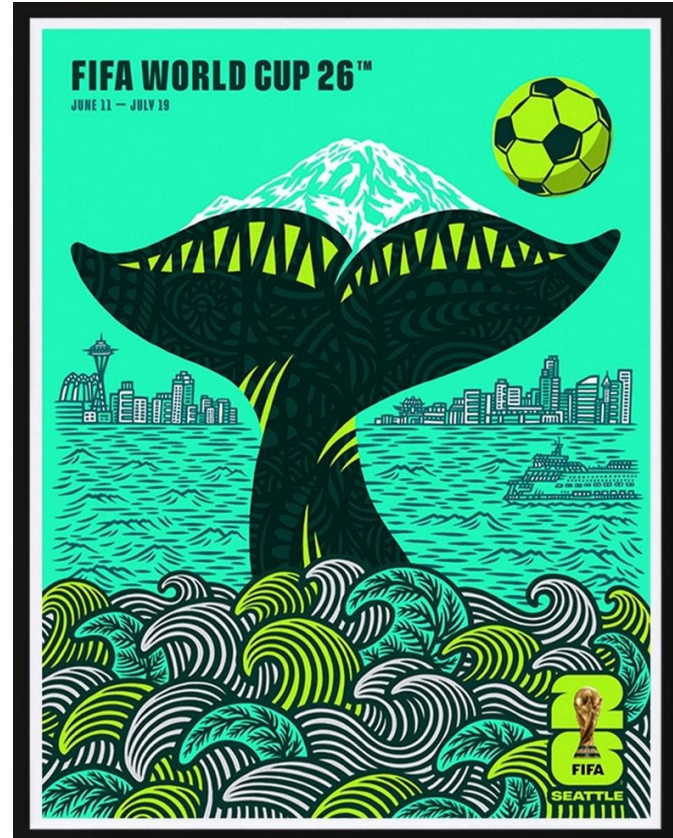
***Management of Mobility Division Director***

# World Cup from a statewide perspective



# How is WSDOT preparing for World Cup?

- Implemented coordination structures
  - Internally within WSDOT
  - Externally with agency partners, local organizing committee, state Emergency Management Department and others
- Created our event action and communications plans
  - How are WSDOT regions and modes keeping people and goods moving?
  - How are we communicating with the public about travel during World Cup?
  - Clear roles and responsibilities
  - Situational awareness and information sharing
  - Coordination with state, local and federal partners
  - Resource needs and sharing opportunities
- Ensuring staff is prepared with trainings and exercises ahead of World Cup



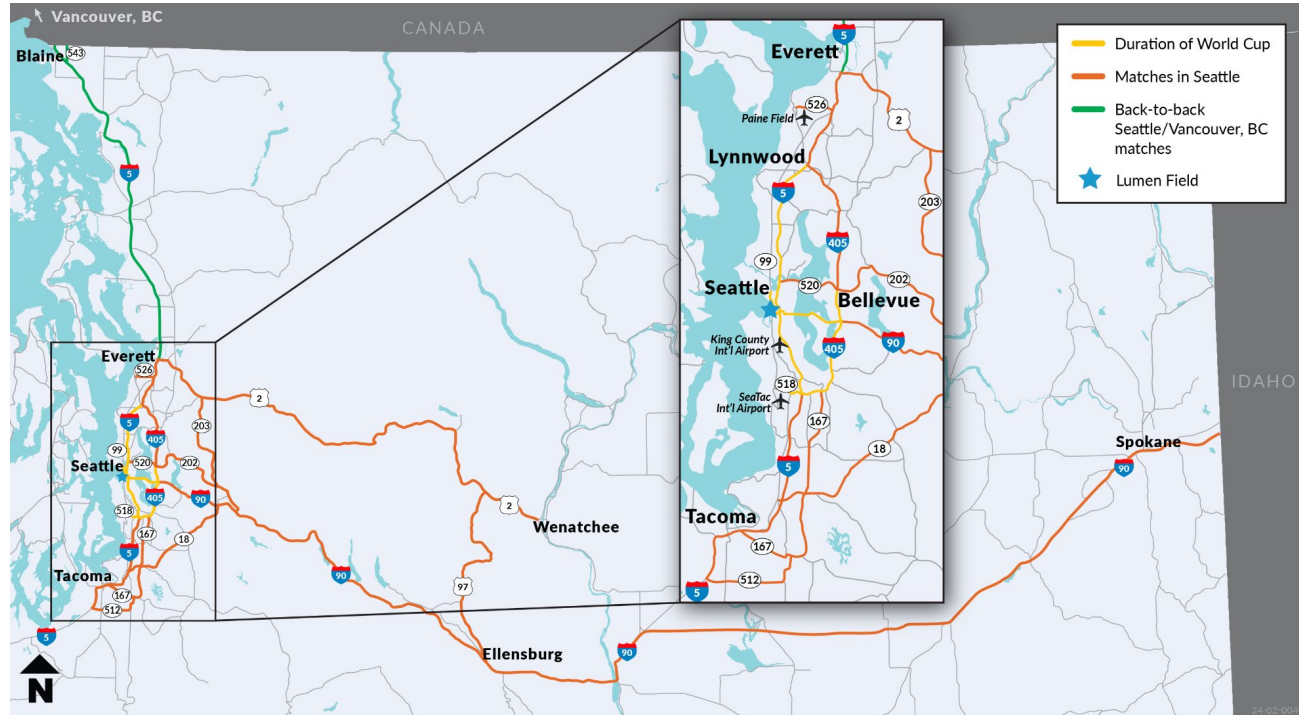
# Construction and maintenance during World Cup

No weekend-long closures directional or full roadway closures.  
Typical overnight lane and ramp closures allowed.

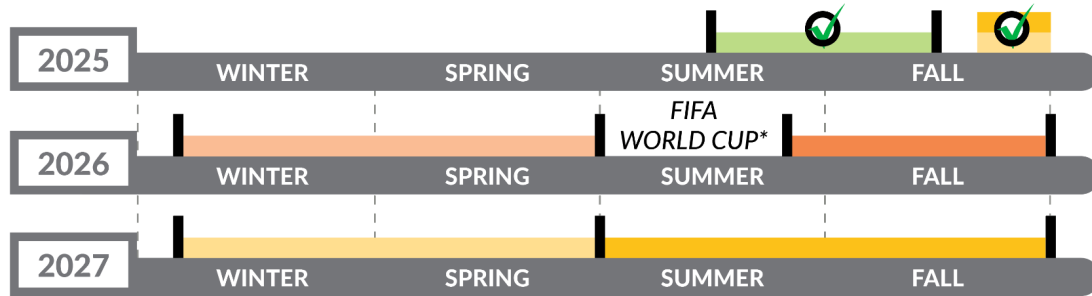
**Duration of World Cup in Seattle**  
June 11-July 6

**Matches in Seattle**  
From noon the day before through noon the day after scheduled matches in Seattle

**Back-to-back Seattle/Vancouver, BC matches**  
From noon the day before the first back-to-back match until noon the day after the second match

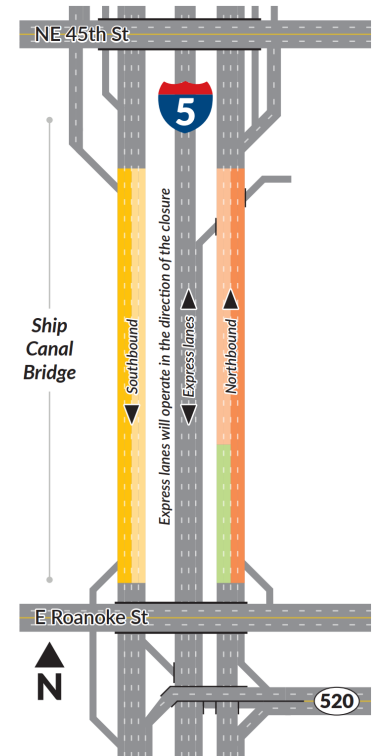


# Construction and maintenance during World Cup: Revive I-5



- Tentative I-5 weekend-long full directional closure, weather permitting
- Double-lane work zone on northbound I-5 from SR 520 to Northeast 45th Street
- Double-lane work zone on northbound I-5 from SR 520 to Northeast 45th Street
- Double-lane work zone on southbound I-5 from Northeast 45th Street to SR 520  
*\*Work pause for FIFA World Cup*

- Express lanes run 24 hours a day in the direction of work.





**SDOT**

**Elizabeth Sheldon**

***Deputy Director and  
Chief Infrastructure Engineer***

# Anticipated Activity

- **Zone 3 - Citywide**
  - Regional travel (Vancouver - Seattle)
  - Visitors distributed across Puget Sound/State
  - System-wide transit demand increase
- **Zone 2 - Downtown and SODO**
  - Increased congestion + transit demand
  - Fan activations (watch parties, vending, rallies)
- **Zone 1 - Stadium Vicinity**
  - Full street closures with restricted access
  - High pedestrian volumes (stadium + transit)
  - Fan activations (music, food, drinks, information)



# Operations Preparedness

1



Monitor and  
operate the  
transportation  
system

2



Reduce  
drive-alone  
trips, with focus  
on transit

3



Collaborate with  
regional  
transportation  
partners

4



Manage and  
maintain the  
public right  
of way

5



Communicate  
with the public

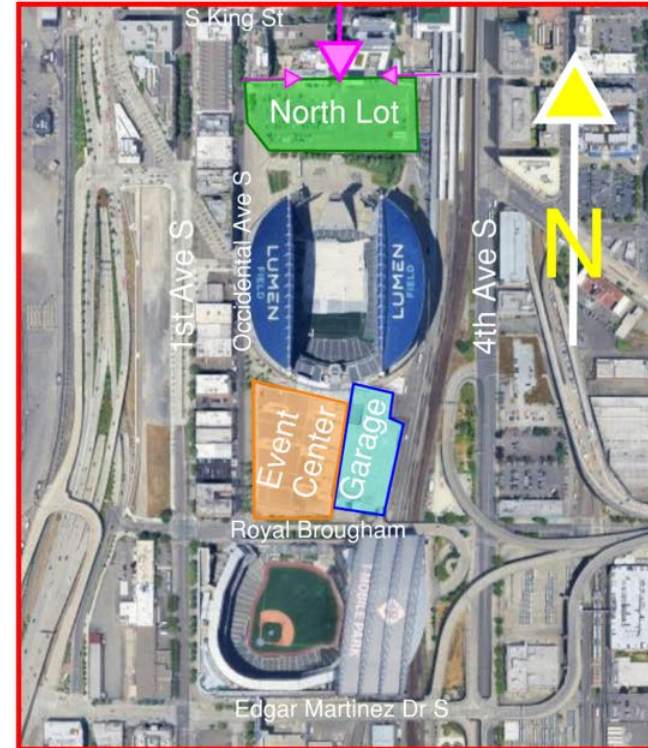


City of Seattle

# Last Mile Pedestrian Zone Planning

## What's different from typical stadium events?

- All weekday matches
  - Four midday matches + two evening matches
- 80% arrival by other modes, 20% by private autos
- Fewer parking options near the stadium
- Single stadium entry point
  - North gates only
- No pedestrian queuing space within the stadium footprint
- Stadium gates will open earlier
- Heavy activation in Pioneer Square
- Expanded street closures



# Anticipated Impacts

## • Street closures

- Match days ONLY - for activations and pedestrian access
- 4-5 hours pre-match
- 2-3 hours post-match, except June 19
  - **June 19:** Dual event FIFA match + Mariners vs Red Sox game

## • Expect large numbers of pedestrians

- Ticketed fans, non-ticketed fans/visitors, residents, and workers in the area
- Around the stadium, transit stops, Waterfront, etc.
- Two marches to the match events

## • Traffic diversions to avoid congestion

- Localized detours around stadium street closures
- Alternate routes to bypass the SODO/downtown



## PIONEER SQUARE GAME DAY PEDESTRIAN ZONE

**Hours:** Street closures will typically begin about 4 hours before match start times and end once the area has been cleaned and can be safely reopened. No parking restrictions start at 2 AM before each match.

- Pedestrian Zone
- \*\*\* One-way Southbound Traffic Allowed
- 🚲 Bike and Scooter Parking
- 🚌 Bus Stop
- 🚕 Taxi Lot
- 🚢 Ferry Traffic Only

Map subject to change. 04/13/26

# Opportunities

## Permitted Vending Opportunities



### FOOD AND BEVERAGE OPPORTUNITIES

The FIFA World Cup 2026™ will bring thousands of visitors to Seattle and place a global spotlight on our city. A new distributed celebration model will activate multiple free public viewing parties and fan experiences across Seattle — including Seattle Center, Pacific Place, Waterfront Park, Victory Hall in SODO, and additional neighborhood locations to be announced.

These Seattle Fan Celebrations will create meaningful opportunities for Pacific Northwest small businesses to participate in off-stadium programming throughout the tournament.

#### – FOOD VENDOR INTEREST FORM

For general food vendor inquiries related to Seattle Fan Celebrations and distributed viewing locations, please submit your information using the form below:

[FOOD & BEVERAGE INTEREST FORM](#)

#### + LAST MILE VENDOR PROGRAM APPLICATION

#### + PIER 58 ACTIVATION APPLICATION

## Business Activation



City of Seattle

# What does that mean for you?

## Expect Changes on Match Days

- Expect significant changes to traffic and access on match days

## Access Will Be Limited in Some Areas

- Stay up-to-date about the latest access restrictions on match days

## Plan Ahead

- Plan early and adjust schedules on match days around street closure windows

## We Know This Is Disruptive

- We understand these impacts are challenging and we are committed to sharing information to minimize disruption

## Stay Informed

- Check [Seattle.gov](https://seattle.gov) and City channels for information and updates

## Enjoy the FIFA experience

