

FIFA Club World Cup 2025 and FIFA World Cup 26 Update

*Regional Transit Committee
6/18/2025*



Agenda

- Overview of final plans for FIFA Club World Cup 2025
- Overview of initial Fares and Service elements for FIFA World Cup 26

FIFA Club World Cup 2025

FIFA Club World Cup 2025 Game Details

Date	Time	Day	Teams
6/15/25 [#]	7pm	Sunday	Sounders FC vs Botafogo (BRA)
6/17/25 [#]	Noon	Tuesday	River Plate (ARG) vs Urawa (JPN)
6/19/25 [*]	3pm	Thursday	Sounders FC vs Atletico de Madrid (SPA)
6/21/25	Noon	Saturday	Inter Milan (ITA) vs Urawa (JPN)
6/23/25	Noon	Monday	Sounders FC vs Paris Saint-Germain (FRA)
6/25/25	6pm	Wednesday	Inter Milan (ITA) vs River Plate (ARG)

#6/15 Mariners vs. Guardians @1:10pm

#6/17 Mariners vs. Red Sox @6:40pm

**Holiday – Juneteenth*

Service Plans for FIFA Club World Cup 2025



1 Line

- Additional service on 6/15 and 6/23 games
- Regular service all other game days
- Standby trains manage extra crowding



ST Express

- All game days - extra trips added as needed by operating partners



Sounder

- Weekend matches - Special event service on 6/21
- Weekday matches - special event trains and schedule changes on both North and South Lines (refer to schedule)

Staffing Plans for FIFA Club World Cup 2025



Ambassadors

- Staff ambassadors at key 1 Line stations supporting riders
- Contracted ambassadors supporting elevator use at 1 Line stations near Lumen Field
- Fare Ambassadors provide post-game customer support at IDS



Facilities

- Sound Transit and KCM facilities staff supporting stations near Lumen Field and Downtown Seattle. On-call for rest of the system.
- Elevator/Escalator techs roaming 1 Line system to address issues real-time for weekday games. Techs on call for weekend games.



Security

- Contracted security and law enforcement focus on 1 Line stations near Lumen Field
- Mobile patrols onboard 1 Line trains in Downtown Seattle

2025 Station Activation Pilot

- Goals: 1) Celebrate the people in the neighborhood, 2) pilot potential activation strategy for 2026 World Cup, 3) Promote ridership connections, 4) Enhance passenger flow for large events
- Partnership with Chinatown / International District Business Improvement District (CIDBIA) and Alliance for Pioneer Square to activate IDS / Union Station Plaza and Pioneer Square
- Activities include, neighborhood information booths, DJs / music, digital passport and more!



Ex: Redmond Opening



Ex: Starter Line Opening



Ex: Lynnwood Opening

2025 Wayfinding and Signage Pilot

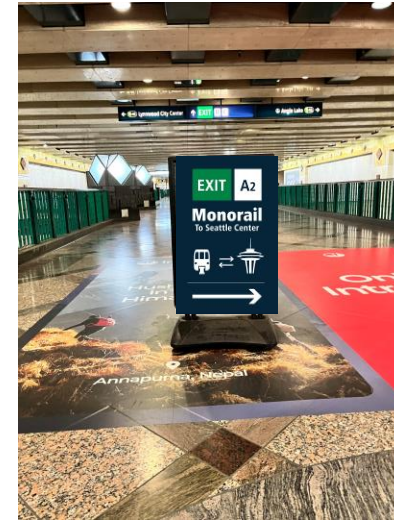
- Goal: pilot strategic wayfinding and signage elements to enhance the connections between our stations and Lumen Field, Seattle Center, and SeaTac Airport.



International District /
Chinatown Station



Weller St Bridge /
King St Station



Westlake
Station



SeaTac/Airport
Station

FIFA World Cup 26

Regional Fares Overview and FIFA World Cup 26

Payment Options Today



ORCA card, all-modes and able to transfer (also available in Google Wallet)



TVM Paper Ticket, all-rail modes, unable to transfer



Transit Go App, KCM and ST modes only, unable to transfer

In Development Ahead of 2026 World Cup



Open payment, ability to pay via debit/credit cards and via NFC enabled devices

Elements in Review for 2026 World Cup

- Development of multiday Pass
- Game day regional fares approach
- Sponsored Fares or other sponsorship opportunities

Service Plans in Development for FIFA World Cup 26



Link

- 1 and 2 Line being fully extended
- Exploring midday and evening service scenarios during game days, peak service maxed out

Tacoma Link

- Planning for increased service evenings and weekends
- Additional service scenarios developed once Tacoma Fan Zone details are available

ST Express

- No changes to ST Express service until after World Cup
- Additional midday and evening service scenarios developed once 2026 schedule is released

Sounder

- High-level conversations with BNSF on additional round trips
- Leverage 2025 schedule pilot results to refine 2026 approach, once 2026 schedule is released

Additional Support for FIFA World Cup 26



Charters

- RFP to procure temporary charter bus support
- Leveraged for system capacity and/or for disruptions
- Deployment coordinated with operating and regional partners



Bus Refurbishment

- Refurbishing ST Express buses to extend useful life
- Buses leveraged for system capacity and/or for disruptions
- Buses could be leveraged by Stride Operations post-FIFA World Cup 26

Next Steps

- Continue deploying plans for FIFA Club World Cup 2025
- Facilitate lessons learned process for FIFA Club World Cup 2025 this summer
- Continue to work with LOC and other partners to align regional strategies for FIFA World Cup 26
- Prepare for next Board briefing in Q3

Thank you.



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