

2026 FIFA Men's World Cup Transit Planning

Regional Policy Committee
July 9, 2025



Agenda

1. World Cup in Context
2. Planning Structure
3. Services
4. Passenger Experience
5. Safety-Security
6. Operational Readiness
7. Questions

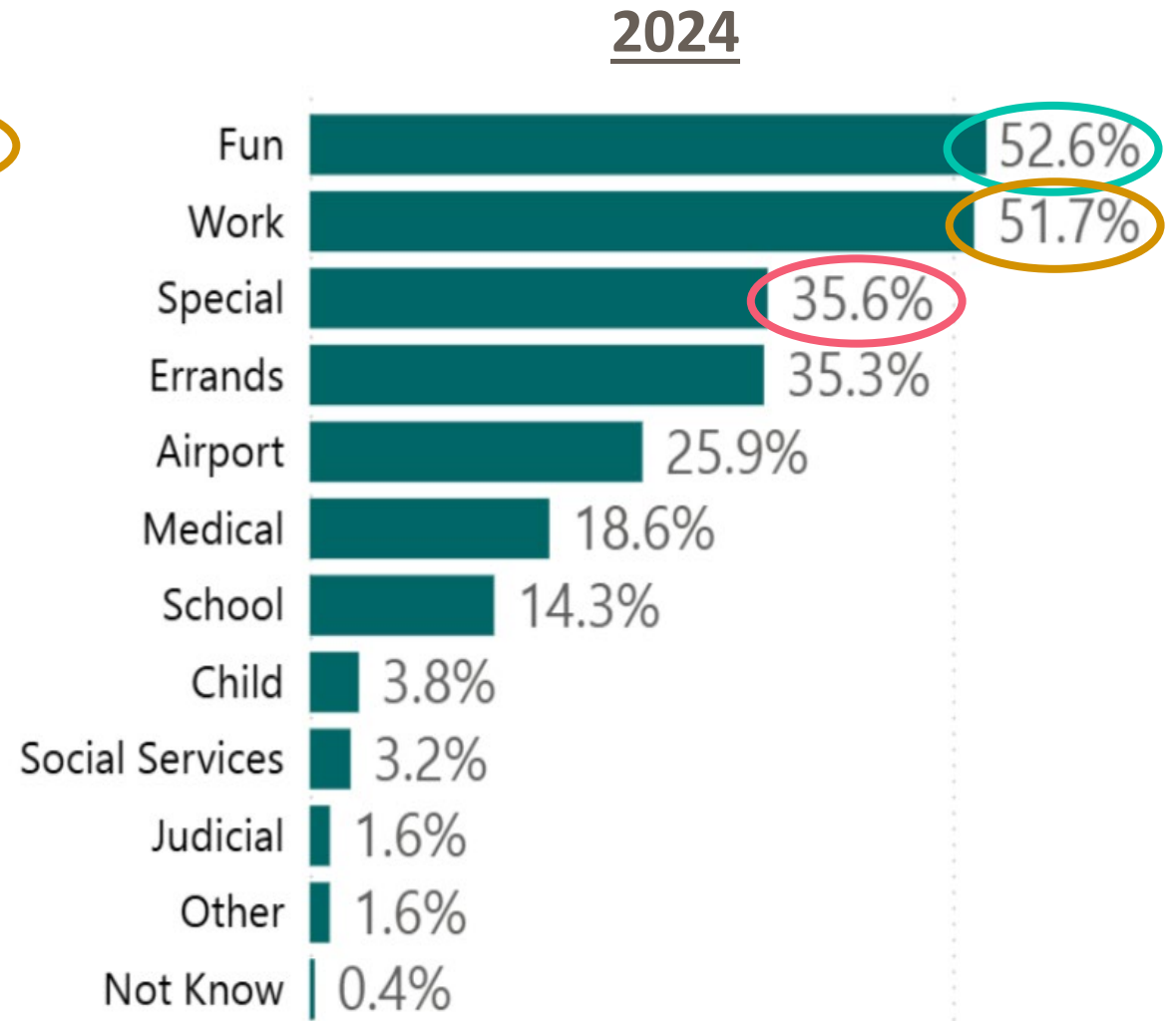
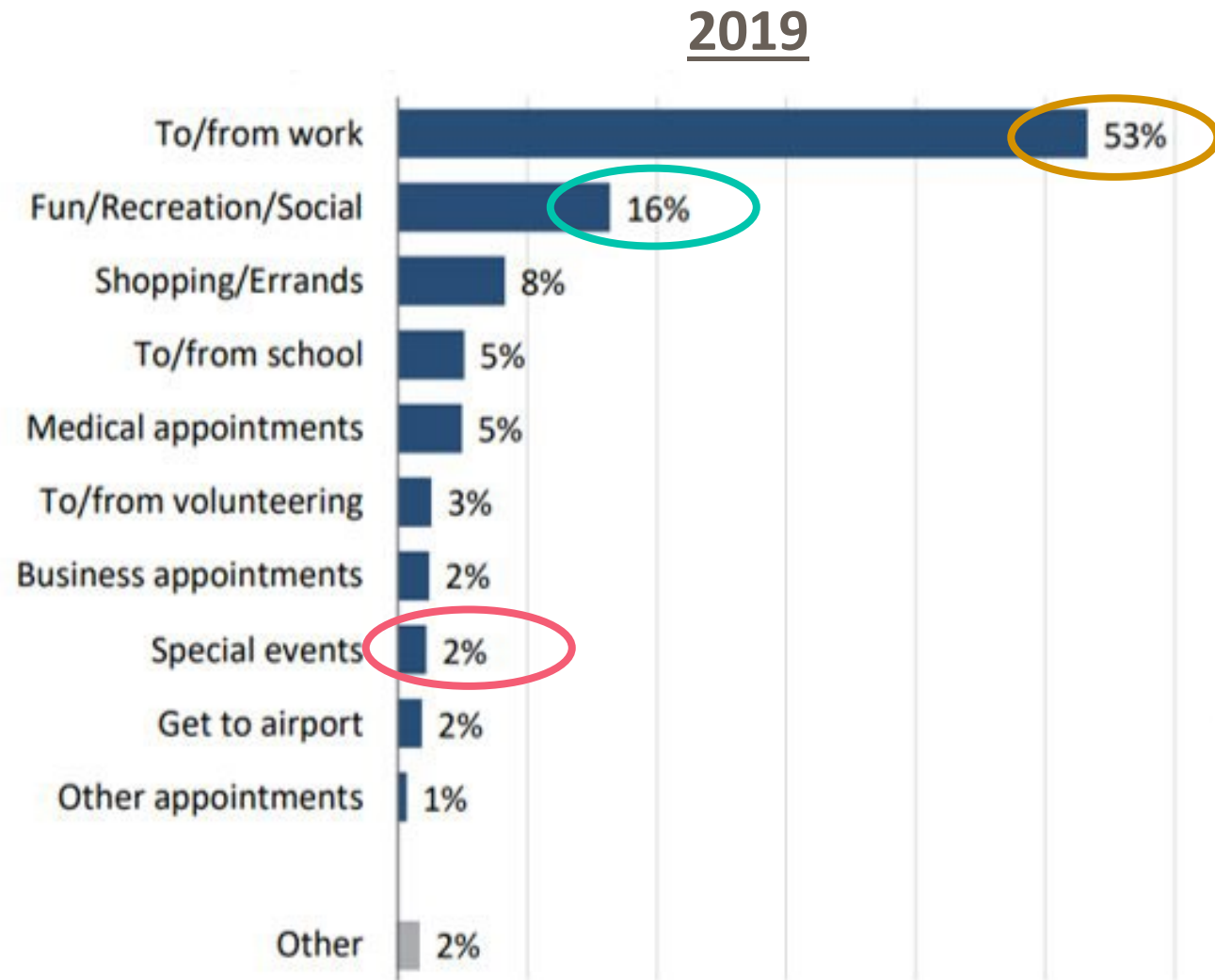


World Cup In Context

Focus

- King County Metro provides critical mobility to special events as a local and regional service provider
- More people are looking at transit for travel to events
- FIFA Men's World Cup presents both a unique **challenge and opportunity**. While World Cup will entail unavoidable impacts to Metro's service, it will also be an opportunity to introduce transit to new riders, and to position **public transit as a premier mobility solution**.
- Our planning for World Cup will build upon all the lessons learned from large events, **enhance regional partnerships**, and center on our core values of **equity, sustainability, and safety**.

Why are people using transit?

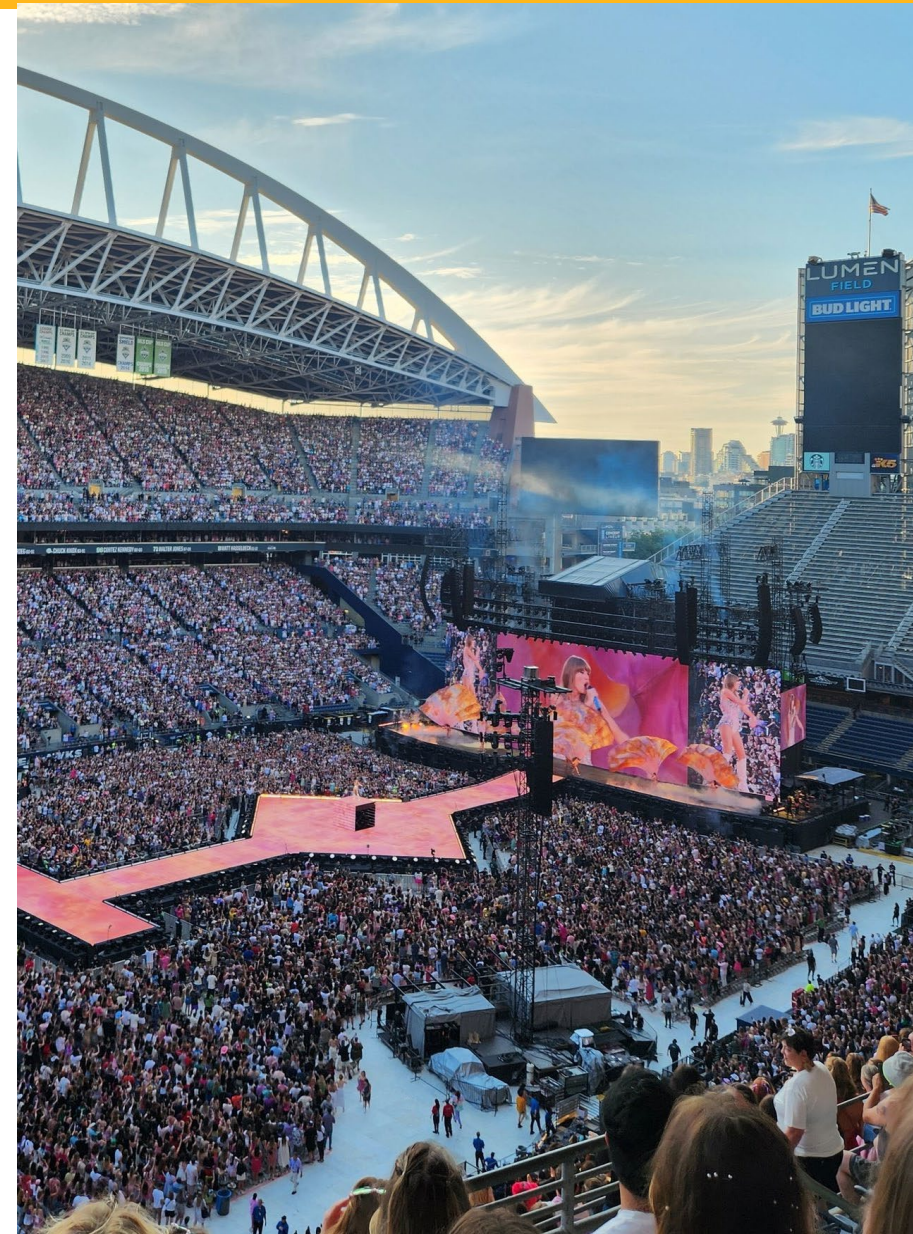


Event Support Strategy

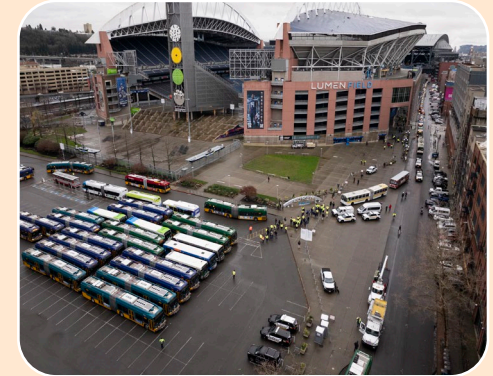
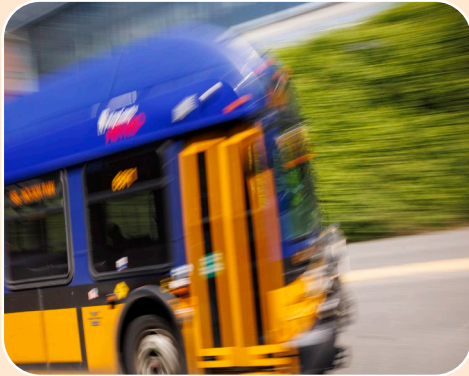
EVENT TIER	EVENT SIZE	LEAD TIME	EXAMPLE
ANY EVENT	ANY SIZE	No lead time needed	All events
TIER 1 EVENT	<15,000 attendees	> 1+ month lead time	Performances, conferences and community gatherings
TIER 2 EVENT	15,000 – 40,000 attendees	>1-3 months lead time	Fourth of July, Ballard Seafood Fest, and the Capitol Hill Block Party
TIER 3 EVENT	40,000 – 80,000 attendees	> 3-6+ months lead time	Pride Parade, Bumbershoot, Taylor Swift and Seafair.
CUSTOMIZED APPROACH	40,000 – 80,000+ attendees	>3-6+ months lead time	FIFA World Cup, Olympics, MLB All-Stars, professional sports seasons

Lessons Learned from Previous Events & Peer Agencies

- Adding service vs the burden it places on operations
- Custom special service must be communicated early and clearly
- Queuing and Stadium Station overload
- Mitigation strategies
 - Use both scheduled and standby services
 - Downtown shuttle for very large events
- Dedicate more resource to advance planning



Planning Structure



Services
&
Workforce

-

Reliable
regional
mobility

Passenger
Experience

-

Seamless &
legible

Safety &
Security

-

Safe, clean
services &
facilities

Operational
Readiness

-

Preparedness
& impact
mitigation

Services & Workforce

Serving the needs of event attendees while also mitigating impacts to regular riders



Identifying deficiencies in capacity



Adding capacity & frequency to existing service



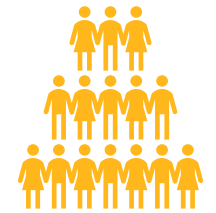
Coordinating with partners to improve efficiency—signal timing, bus priority



Custom, event-specific service



All modes working synergistically



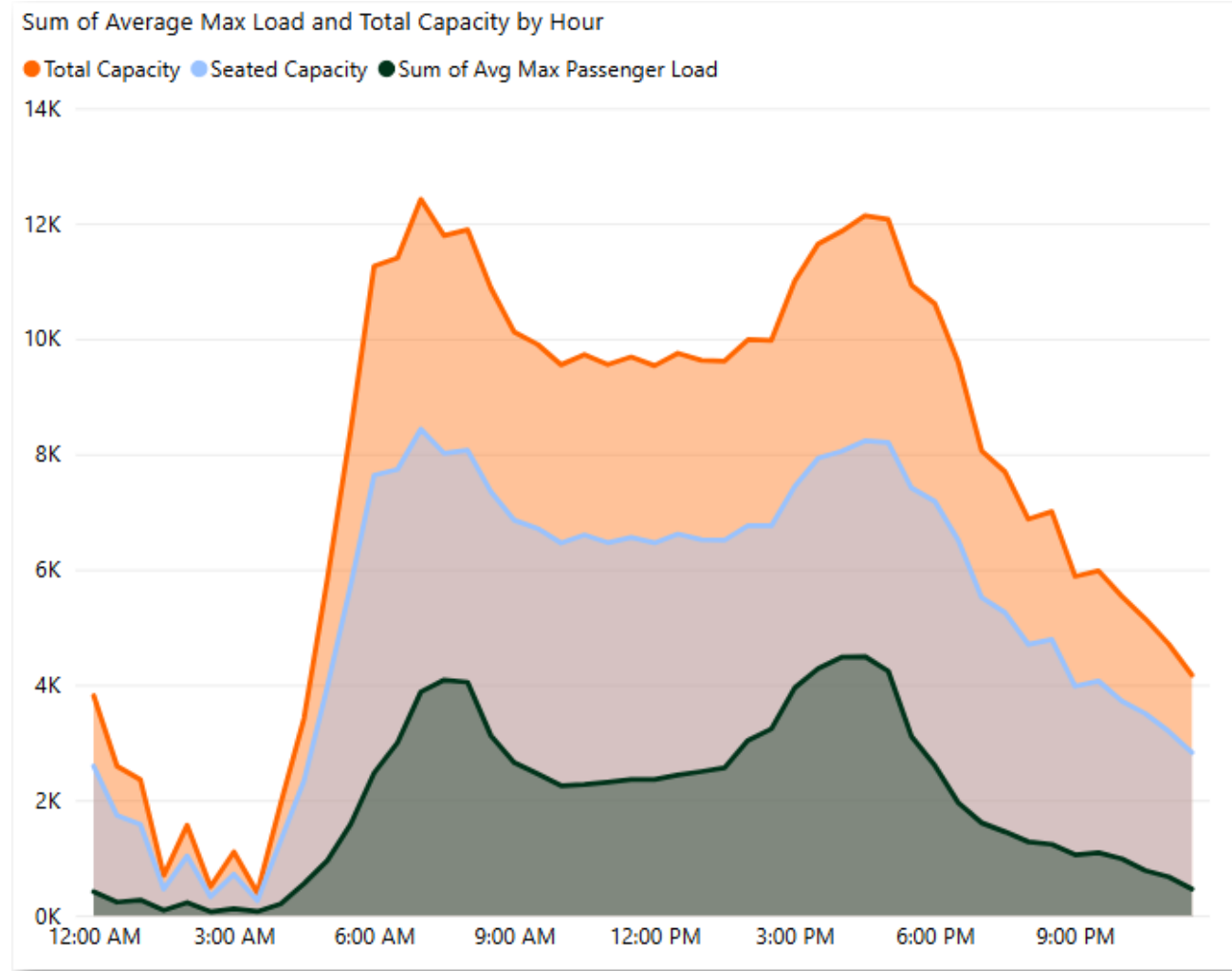
Ensuring workforce can support added service

Our current system has capacity for more riders

The table shows the average total capacity available on all routes that serve at least one hotel or destination within downtown.

- The peak hours are 3-5 PM, when these routes get the highest ridership.

NOTE: The table shows Fall 2024 data, before Amazon RTO.



Metro Downtown Seattle Shuttle

- Builds upon similar services implemented during MLB All-Star Week and the Taylor Swift concerts of 2023, as well as UW Husky shuttles
- These previous operations provide a proven model that can be scaled and adapted for the specific needs of World Cup visitors and venues
- The circulator will connect Lumen Field with Seattle Center, providing service to high-value areas in the downtown core
- Distinct match day and non-match day operations
- Seeking private and public partnership



Passenger Experience

Seamless, accessible, and welcoming



Digital,
physical, and
on-site
wayfinding



Open
payment,
promotional
Orca cards



Trip planning

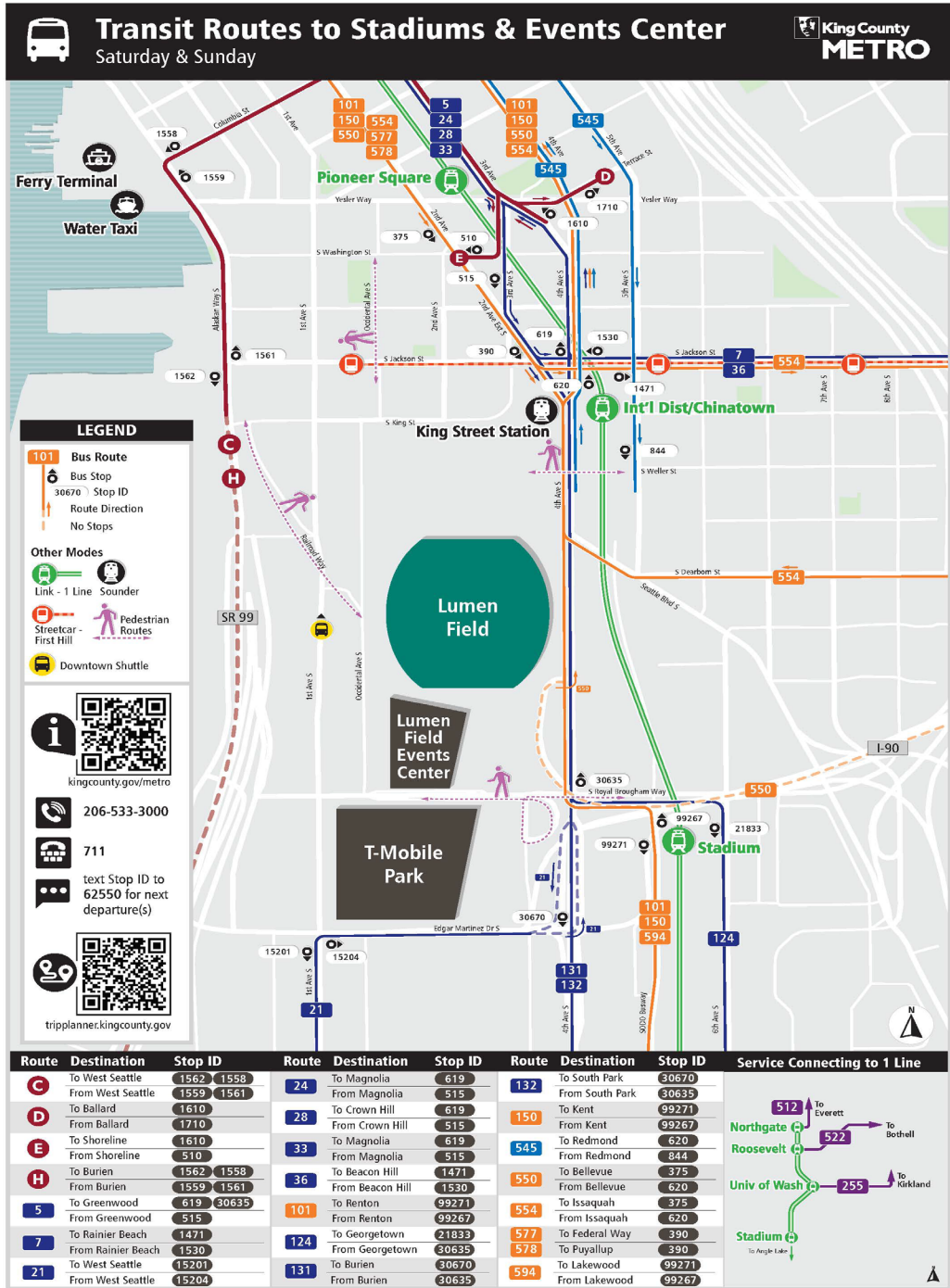


Translated and
Language-neutral
communications



Street teams

Passenger map for Lumen Field events



Safety and Security

Safe, clean, reliable mobility for all



Enhanced
transit
security
presence



Physical
security
measures at
downtown
bases



Crowd
management
training for front
line staff



Coordination with
partners in law
enforcement &
emergency
services



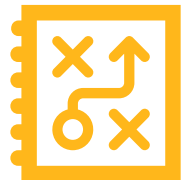
Emergency
Operations Plan

Operational Readiness

Maintaining service excellence through comprehensive planning & strategic resource management



Service
impact
mitigation



Staffing &
deployment
strategies



Ensuring vehicle
readiness &
managing coach
staging

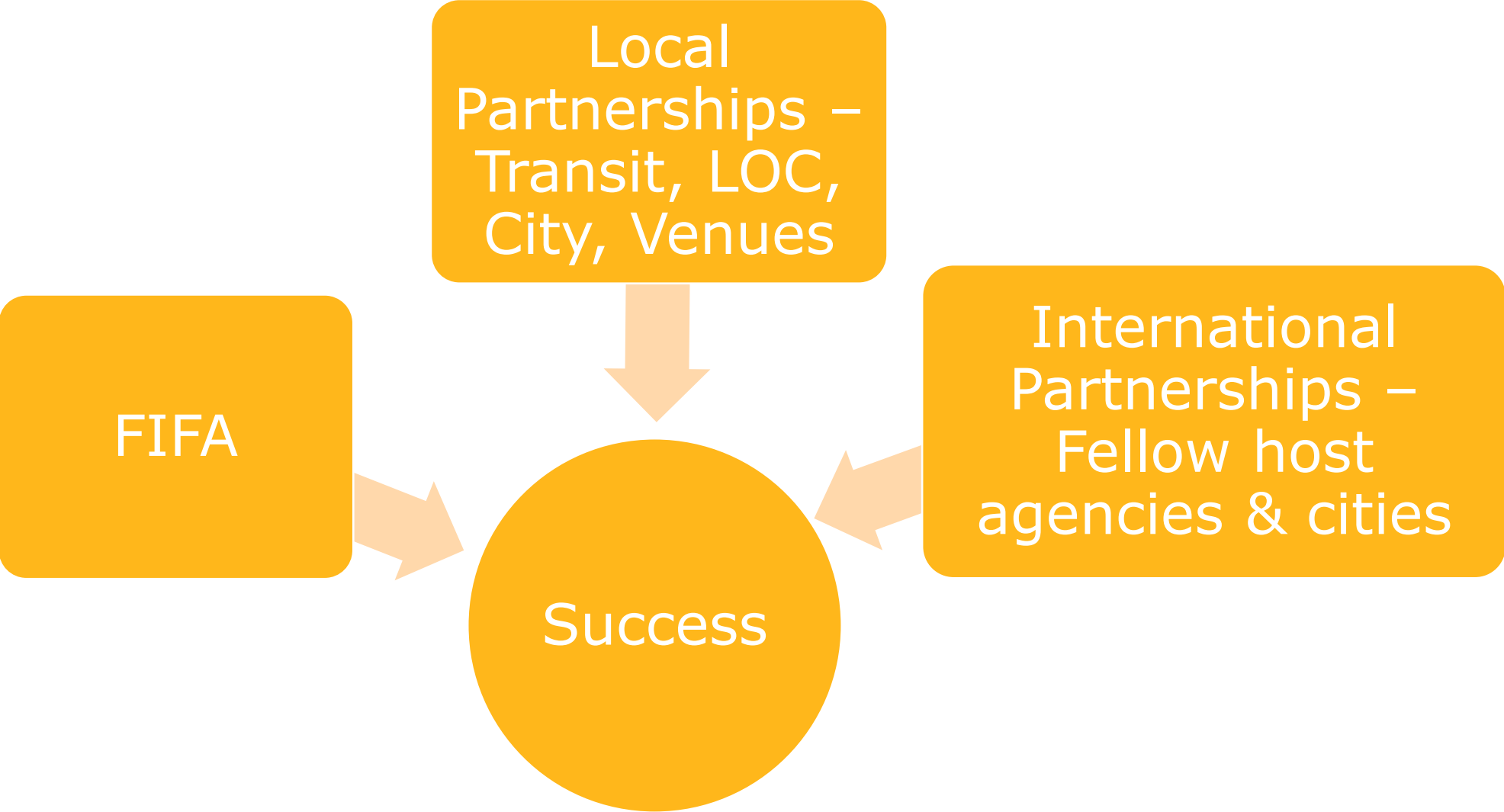


Designing &
executing
workforce
training



Contingency
planning

Partnerships and coordination will be key to success



Closing & Questions