



# FIFA 2026 World Cup - Transportation



# Agenda



FIFA 2026 Men's World Cup Overview

FIFA Local Organizing Committee

SDOT

WSDOT

King County Metro

Sound Transit

Next Steps

## KEY DATES

3/3 - 100 days to go

3/7 - 100 days to go for Seattle

3/12 - SEA & WIN App launch

3/12 - Matchday Planning Workshop

3/31 - Learn final team playing in Group Stage here (Euro Playoffs completed)

4/1 - Volunteer training begins

4/5-4/7 - Trophy Tour

4/14 - USWNT v Japan @ Lumen Field

4/26 - Get in the Loop contest

5/16 - SSC Unity Loop 5k

5/17 - FIFA Exclusive Use Period begins

5/23-24 - USABA Blind Soccer Friendly

5/26 - Get in the Loop contest

# ROADMAP to 2026

Refine &  
Practice  
Operational  
Plans



Region Gets  
Ready &  
Know Before  
You Go



FIFA World  
Cup 26  
Seattle



# 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 public transit & active transportation** usage



TM

# MOBILITY-RELATED OPPORTUNITIES

## THE FIFA FACTOR



- ✓ **More out-of-area visitors**, staying in regional hotels & short-term rentals
- ✓ **More dignitaries**, increasing security perimeters and limiting on-site parking
- ✓ **More group travel**, charter buses & private shuttles
- ✓ **More travel to/from Vancouver, BC**, Australia, Belgium, Egypt, & Qatar play in both cities
- ✓ **More fan activations across state**, with official parties in Seattle & 9 fan zones
- ✓ **New communications channels**, FIFA app as required download for ticket holders

**With support from Congress and WA Legislature, transportation agencies are providing**

- **More frequent regular service**
- **New temporary shuttles**
- **Improved wayfinding**
- **Enhanced rider communications**
- **Enhanced safety & security**



# ANTICIPATED TRAVEL INTENSITY

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

JULY						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
			1 <sup>st</sup> G v 3 <sup>rd</sup> AEIJH 1:00 PM PT			Seafair Summer Fourth
5	6	7	8	9	10	11
	W81 <sup>2</sup> v W82 <sup>3</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

- Seattle Fan Celebration Active
- Number of Matches Per Day
- Match in Vancouver
- Seattle Mariners Home Game
- Revive I-5 Work

- Number of Cruise Ship Sailings
- AAA Local Events

**Expected Intensity Level\***

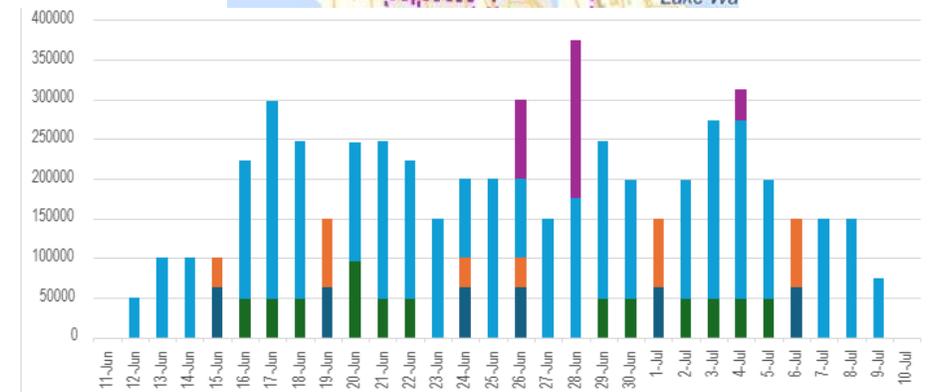
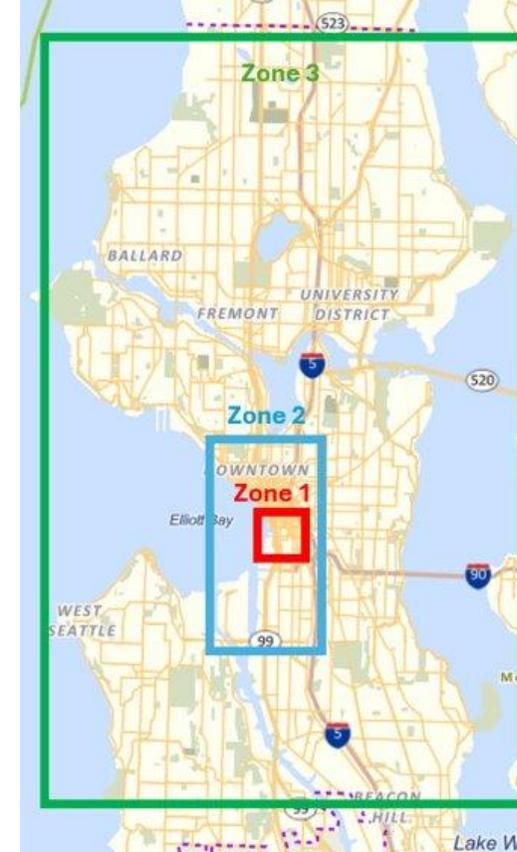
- Baseline
- Moderate
- High
- Highest

**Match Notes**

- <sup>1</sup> Winner of UEFA Path A: ITA / NIR / WAL / BIH
- <sup>2</sup> Match 81: 1<sup>st</sup> Group D v 3<sup>rd</sup> Groups B/E/F/I/J
- <sup>3</sup> Match 82: 1<sup>st</sup> Group G v 3<sup>rd</sup> Groups A/E/H/I/J

# Seattle - Anticipated Impacts

- **Zone 1 - Stadium Vicinity**
  - Significant day of match impacts
  - Street closures in the stadium area
  - Additional vehicular traffic on streets adjacent to the closures
  - Additional pedestrians, bicycles and scooters into and around the area.
  - Heavier transit usage with additional foot traffic between the Stadium and stations/stops
- **Zone 2 - Downtown and SODO**
  - Additional vehicular congestion on game days getting around the stadiums.
  - Additional pedestrians, bicycles and scooters into and around the area.
  - Heavier transit usage
  - Additional on-street activations (Vending, Watch Parties, March to the match/fan rallies)
- **Zone 3 - Citywide**
  - International travel between matches in Vancouver and Seattle
  - Visitors staying further out along the I-5/I-90 corridors
  - Visitors staying in other parts of Puget Sound
  - Heavier transit usage on Sounder, LINK, public and private bus service, ferries



# Mobility Strategy- Stadium Area

- Street closures in the stadium area
  - 4 hours pre-game
  - 2-3 hours post-game
- Support Sound Transit & KC Metro queuing for station access and wayfinding.
- TNC access and circulation strategy.
- Micromobility zones and designated pickup/drop off locations.



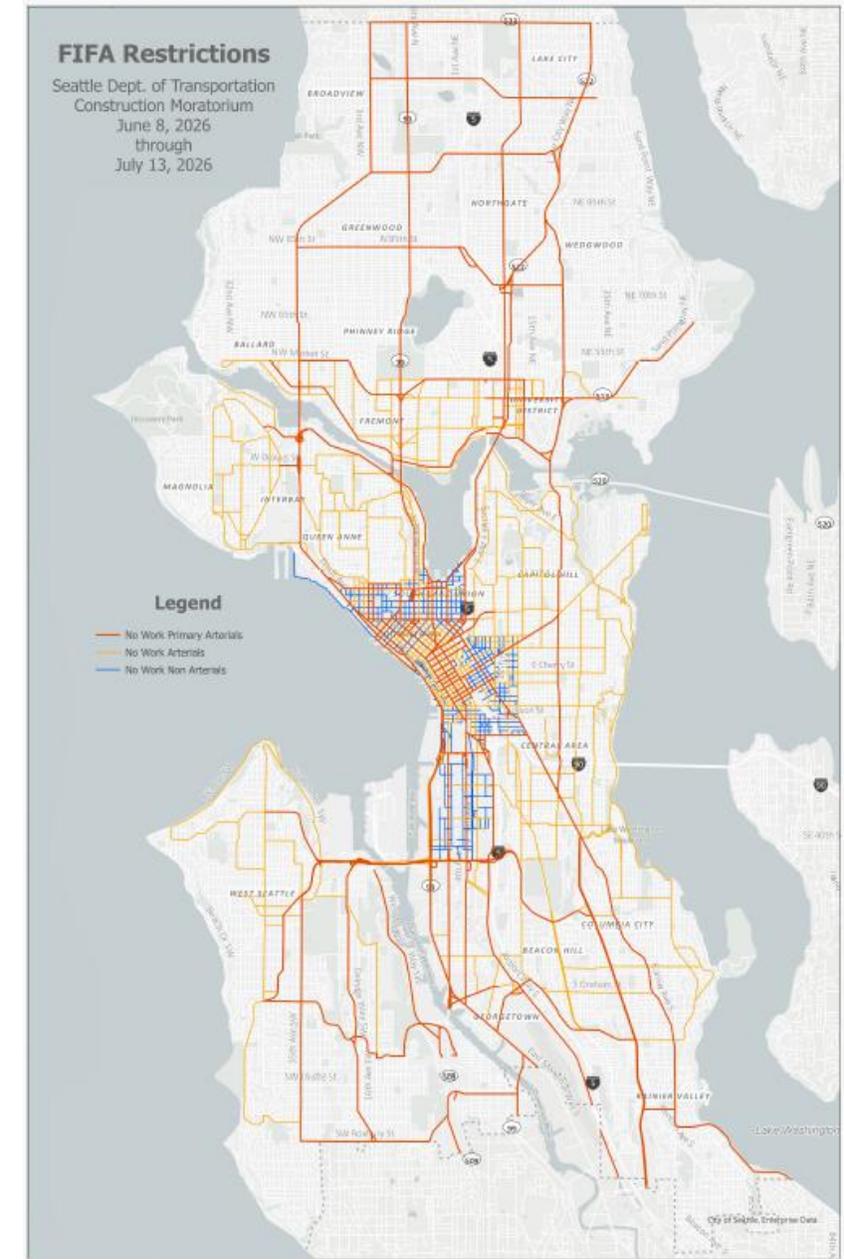
# Mobility Strategy- Center City & SODO

- Prioritize modes downtown on specific streets.
- Advanced public realm, wayfinding, transit, and micromobility projects.
- Dynamic messaging to divert traffic around the stadiums.



# Mobility Strategy - Citywide

- Maintain operations on key arterials through construction pause.
- Adjusted staffing to support operations
  - Transportation Operations Center
  - Seattle Response Team
  - Maintenance and operation crews



# Advanced Transportation Projects

- Emphasis on walking, wayfinding, and public realm improvements at key transit nodes.
- Investment in biking and micromobility
- Accessibility improvements in stadium, SODO and center city area



# Response Plan - 5 Pillars Approach

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

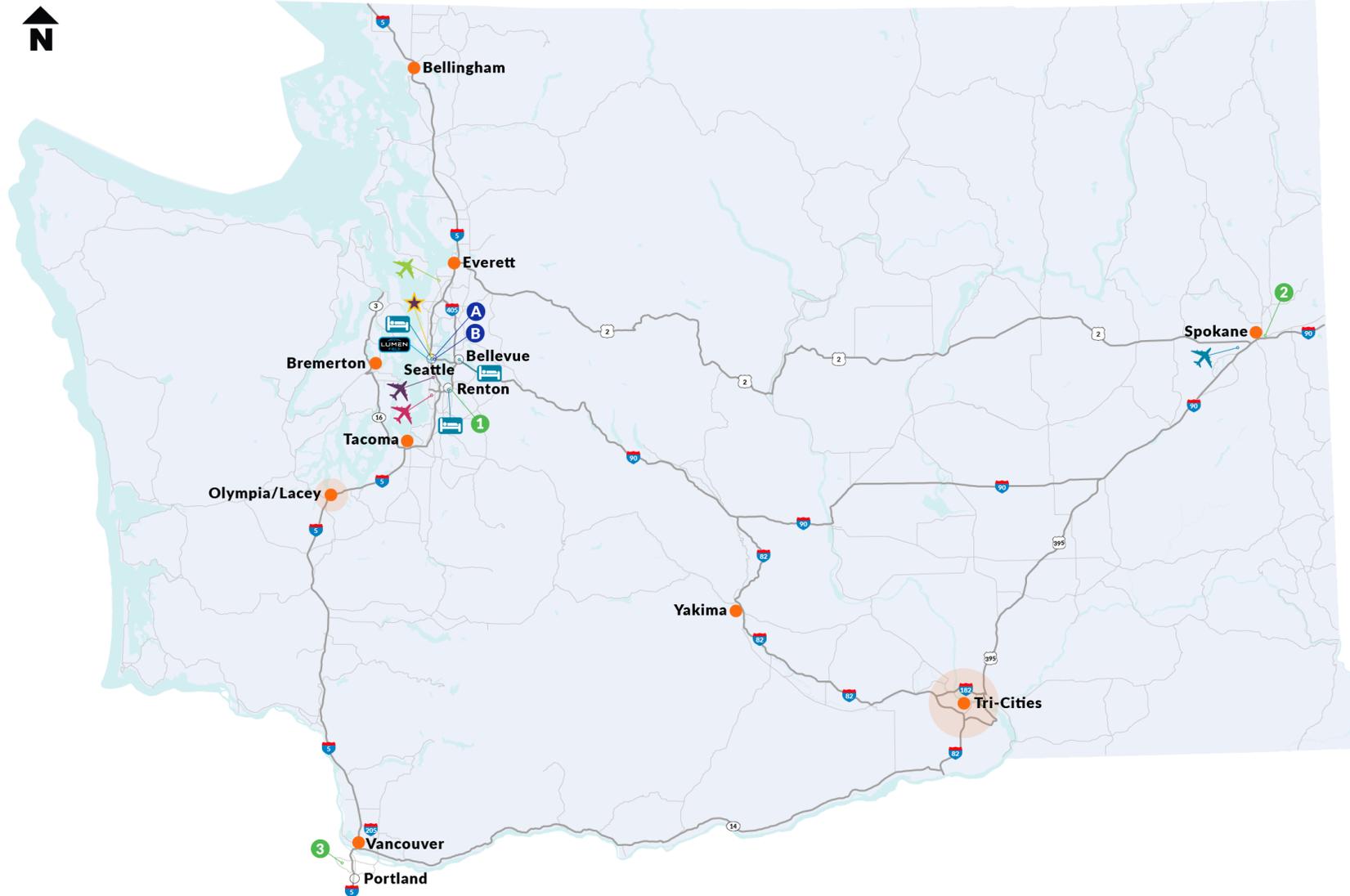


Communicate  
with the public

# **WSDOT World Cup Planning**

Travis Phelps, Director, Management of Mobility Division  
Seattle City Council: Transportation, Waterfront, and Seattle Center Committee  
March 5, 2026

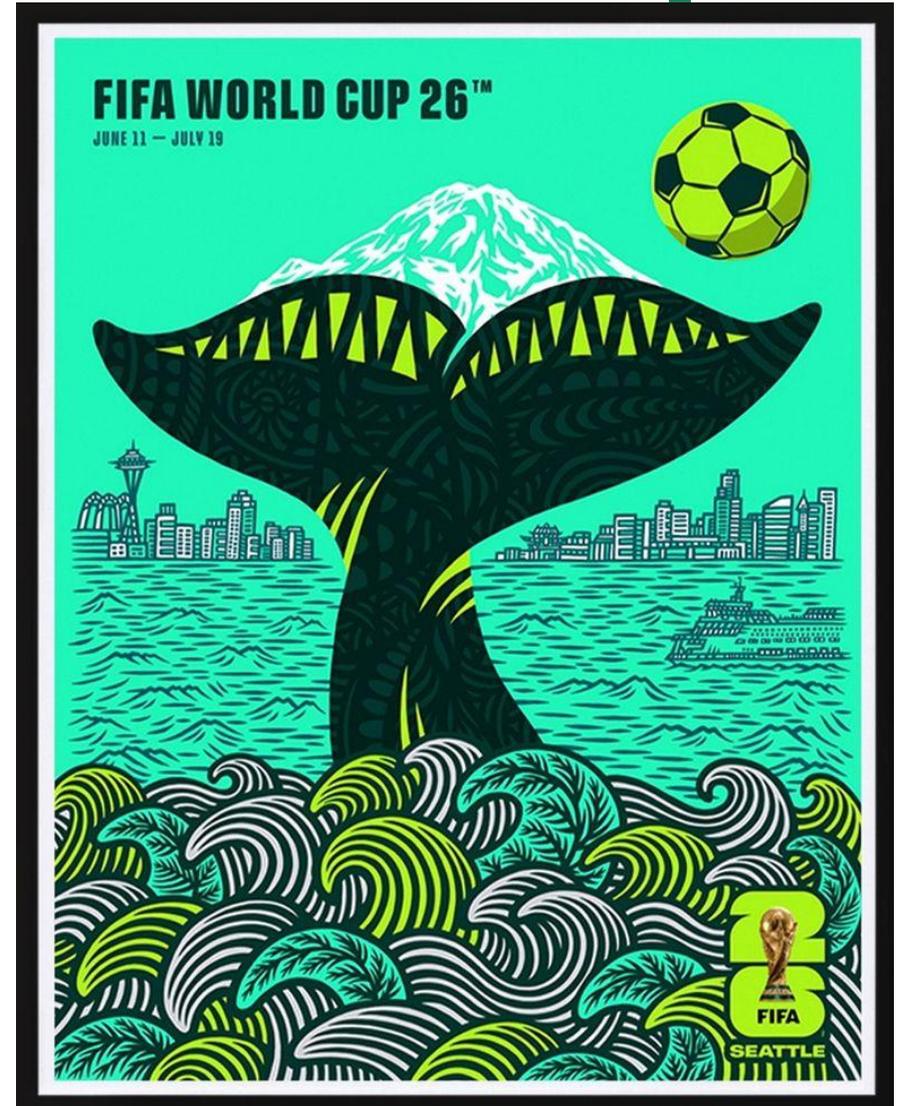
# World Cup from a statewide perspective



- Stadium**
-  Lumen Field (Seattle Stadium)
- Fan Celebration**
-  Seattle Center
- Fan Zones**
- Bellingham
- Bremerton
- Everett
- Olympia/Lacey
- Tri-Cities
- Spokane
- Tacoma
- Vancouver
- Yakima
- Possible Base Camps**
-  1 Sounders FC Training Facility
-  2 Gonzaga University
-  3 University of Portland
- Practice Fields**
-  A University of Washington
-  B Seattle University
- Airports**
-  Seattle-Tacoma International Airport
-  King County International Airport
-  Paine Field
-  Spokane International Airport
- Team and dignitary lodging**
- Bellevue
- Renton
- Seattle

# 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
- Creating our event action plan
  - How are WSDOT regions and modes keeping people and goods moving
  - Clear roles and responsibilities
  - Situational awareness and information sharing
  - Resource needs and sharing opportunities
- Ensuring staff is prepared with trainings and exercises ahead of World Cup



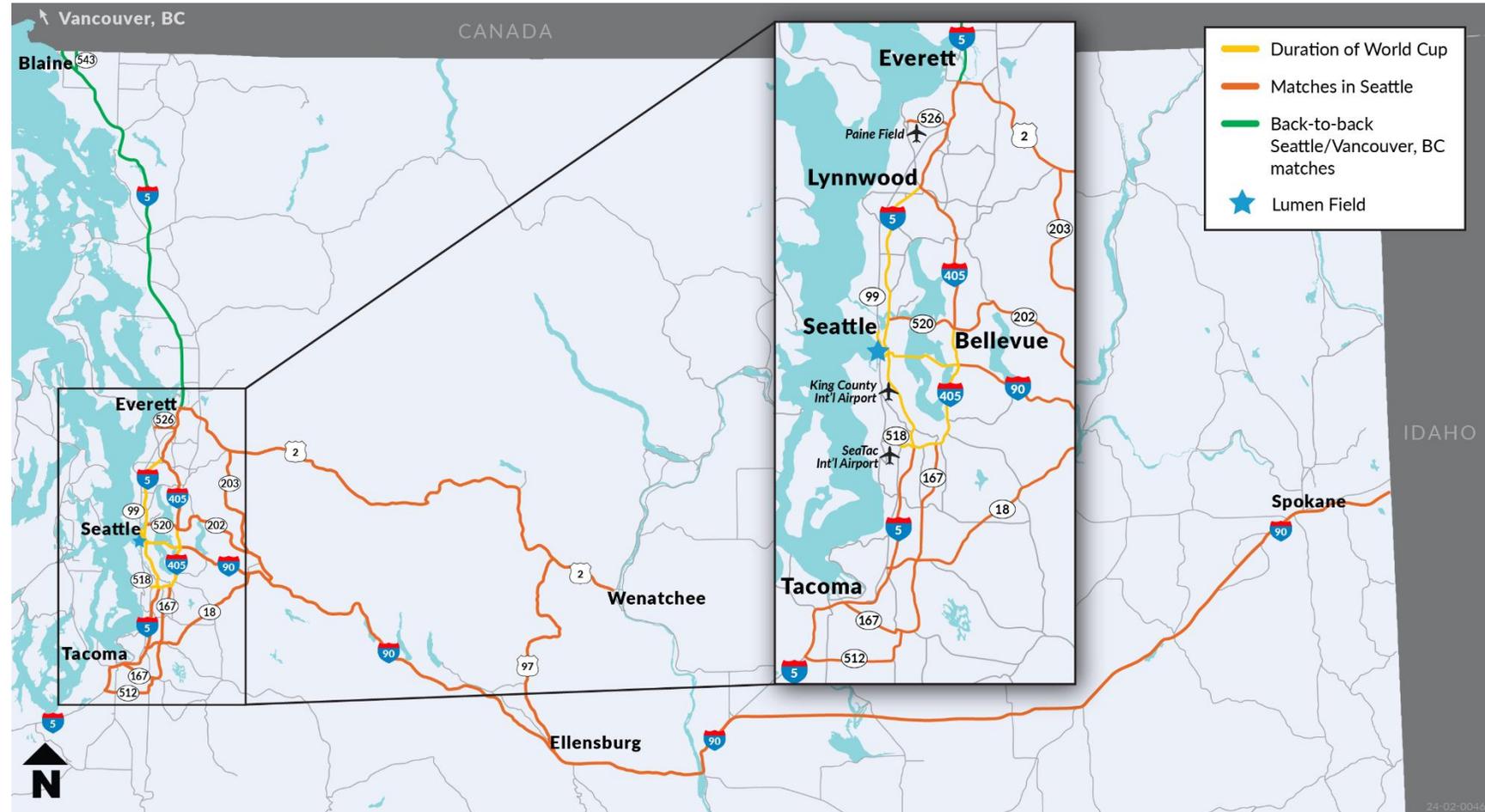
# Construction and maintenance during World Cup

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

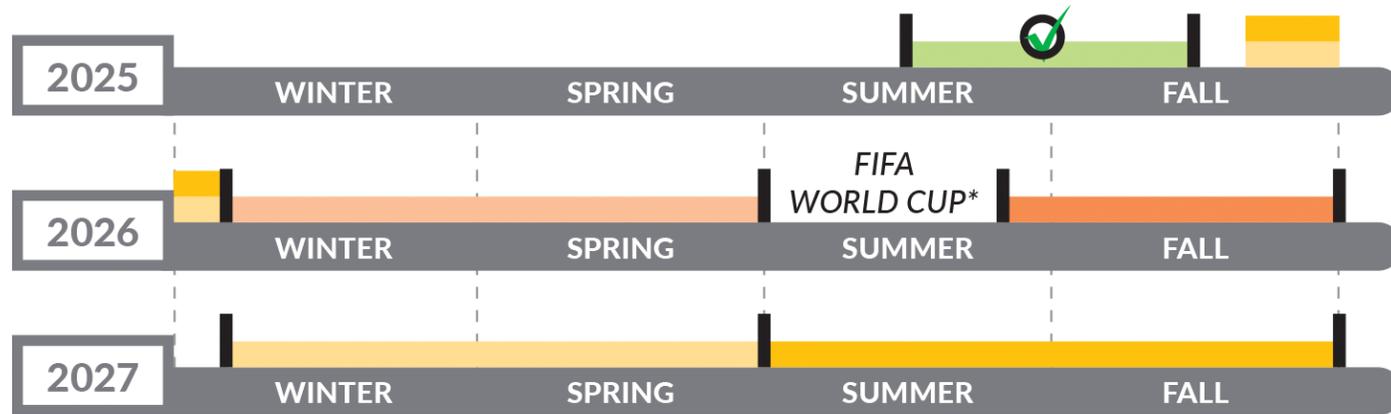
**Duration of World Cup in Seattle**  
June 11-July 6

**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

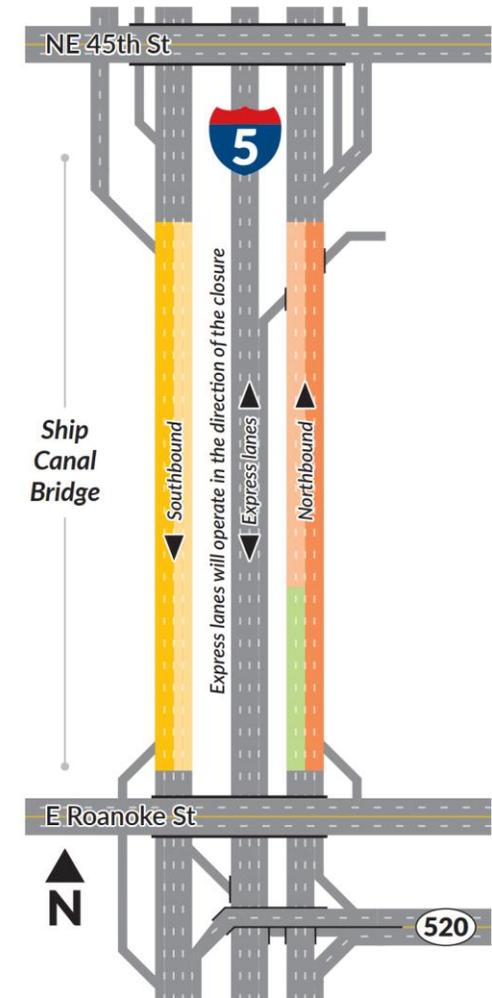


# Construction and maintenance during World Cup: Revive I-5



- 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

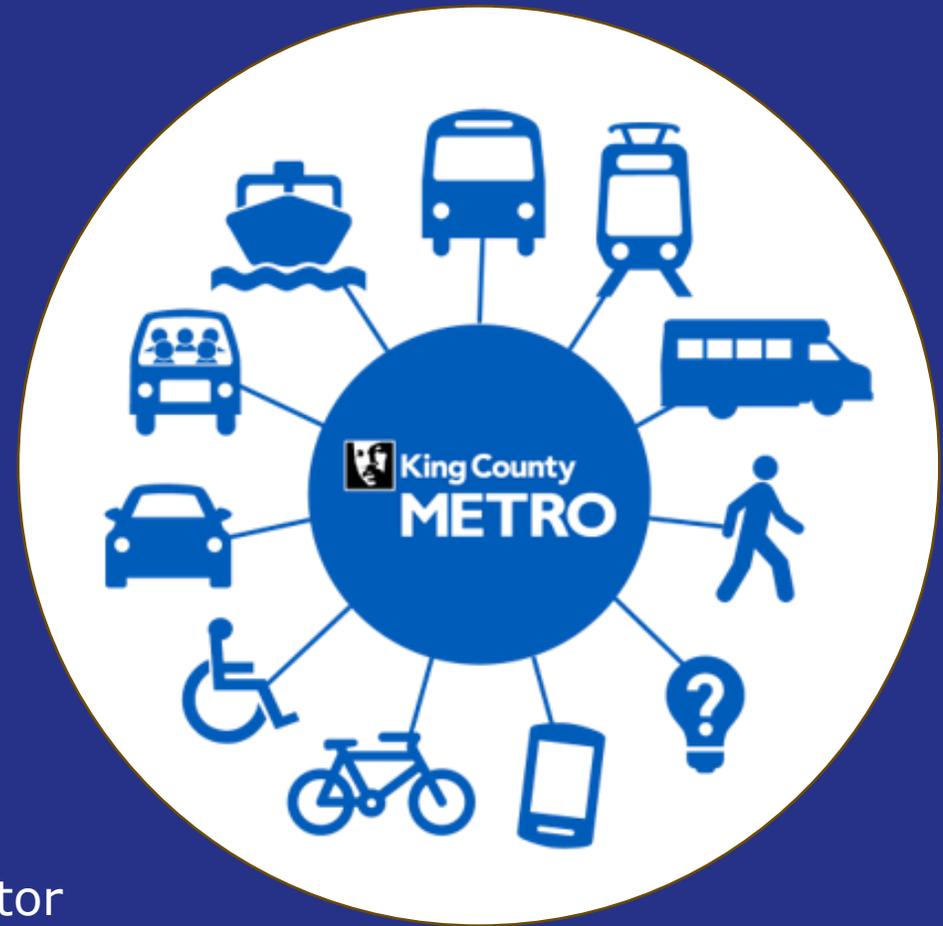
\*Work pause for FIFA World Cup



# 2026 FIFA Men's World Cup: King County Metro Transit Planning

Transportation, Waterfront & Seattle Center  
Committee  
March 5, 2026

Jonathan Rose, FIFA Men's World Cup Program Director



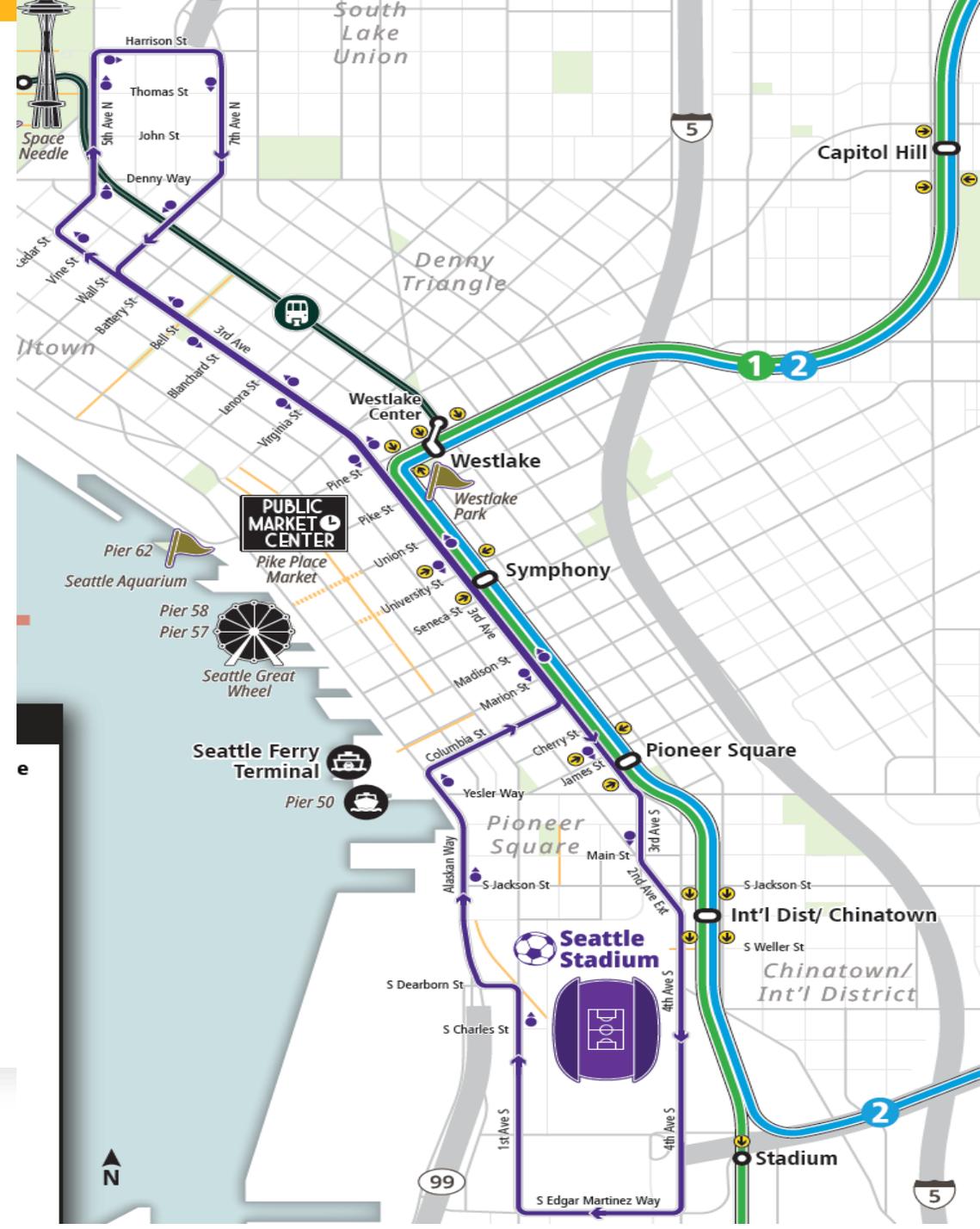
# Where is Metro adding capacity?

- **Service on match days**
  - Metro-operated shuttle route between Seattle Center and Lumen Field pre- and post-match
  - Extra trips on many routes
  - Additional Access paratransit resources
- **Service all days throughout FIFA tournament**
  - Extra trips on regular routes
  - Extra service on Metro Flex
  - Extra West Seattle Water Taxi sailings
- **New seasonal service**
  - Waterfront Shuttle, late-May through early-August



# 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



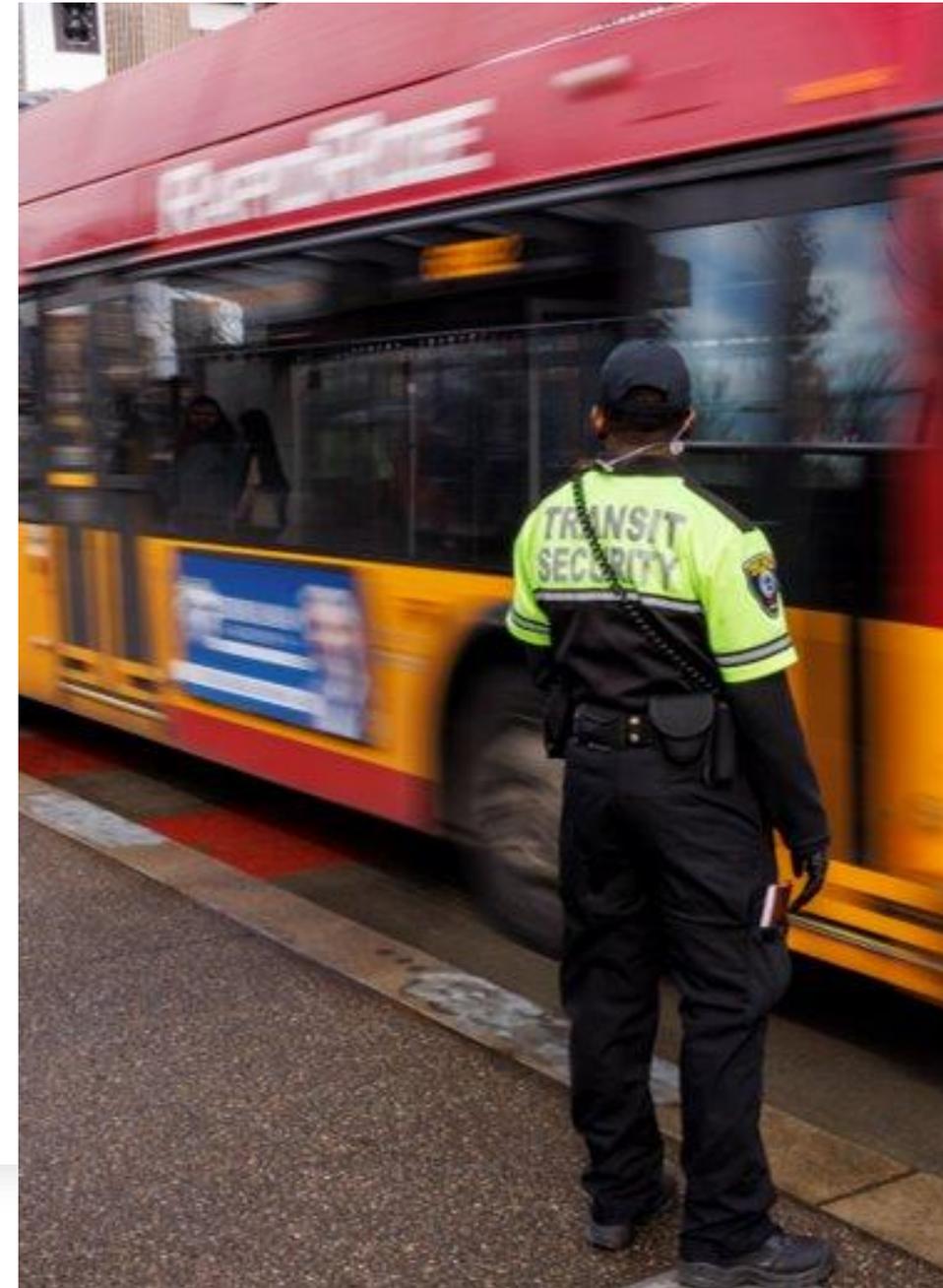
# Passenger Experience

- **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 applications & 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.



# Operational Readiness

- **Base operations**
  - Expanded dispatch hours and flex staffing.
- **Vehicle maintenance**
  - Add staff to protect coach availability and fleet readiness.
- **Control centers**
  - Add staffing and contingency plans to maintain continuity (bus + Link).
- **Operator support & training**
  - Add downtown comfort stations, frontline support, and training for supplemental service and customer interactions.



# *Sound Transit Readiness FIFA World Cup 26*

Seattle City Council  
*03/05/2026*



# Sound Transit FIFA World Cup 26 Highlights

## Modal and Service Operations



### 1 2 Link

### S N Sounder

### T T Line

### ST Express

### Rail Contingency

Crosslake Connection opens March 28th!

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

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

12-min headways all day on gamedays

Expanded service span for evening matches, matching Sounder schedule

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

Overnight Pilot Service between Airport and Downtown Seattle starts in March

Temporary Charter bus support for rail contingency for tournament

Partnership with Transportation Network Companies for accessible vehicles

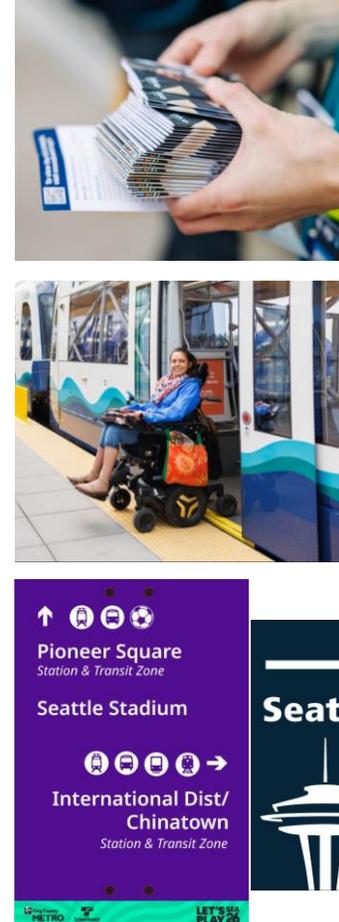
# Sound Transit FIFA World Cup 26 Highlights

## Station/Passenger Experience



- Increased facilities and vertical conveyance cleaning and response staff
- Staff ambassadors deployed and added station agents
- Micromobility and parking strategies at key stations
- Innovative bathrooms deployed (Throne Labs)
- ORCA open payment and multi-day passes launched
- Station activation strategies and community partnerships

## Passenger Communications



- Know Before You Go communications campaign launched, stay engaged via our website\* and social media channels
- Accessible and multi-lingual communications strategies, welcoming local and international crowds
- Temporary wayfinding and signage at key stations, focus on regional connections

# Sound Transit FIFA World Cup 26 Highlights

## Safety and Security

### Prior to events

- Increased staff and security contractor training
- Tabletop and functional exercises, includes partner agencies

### During the events

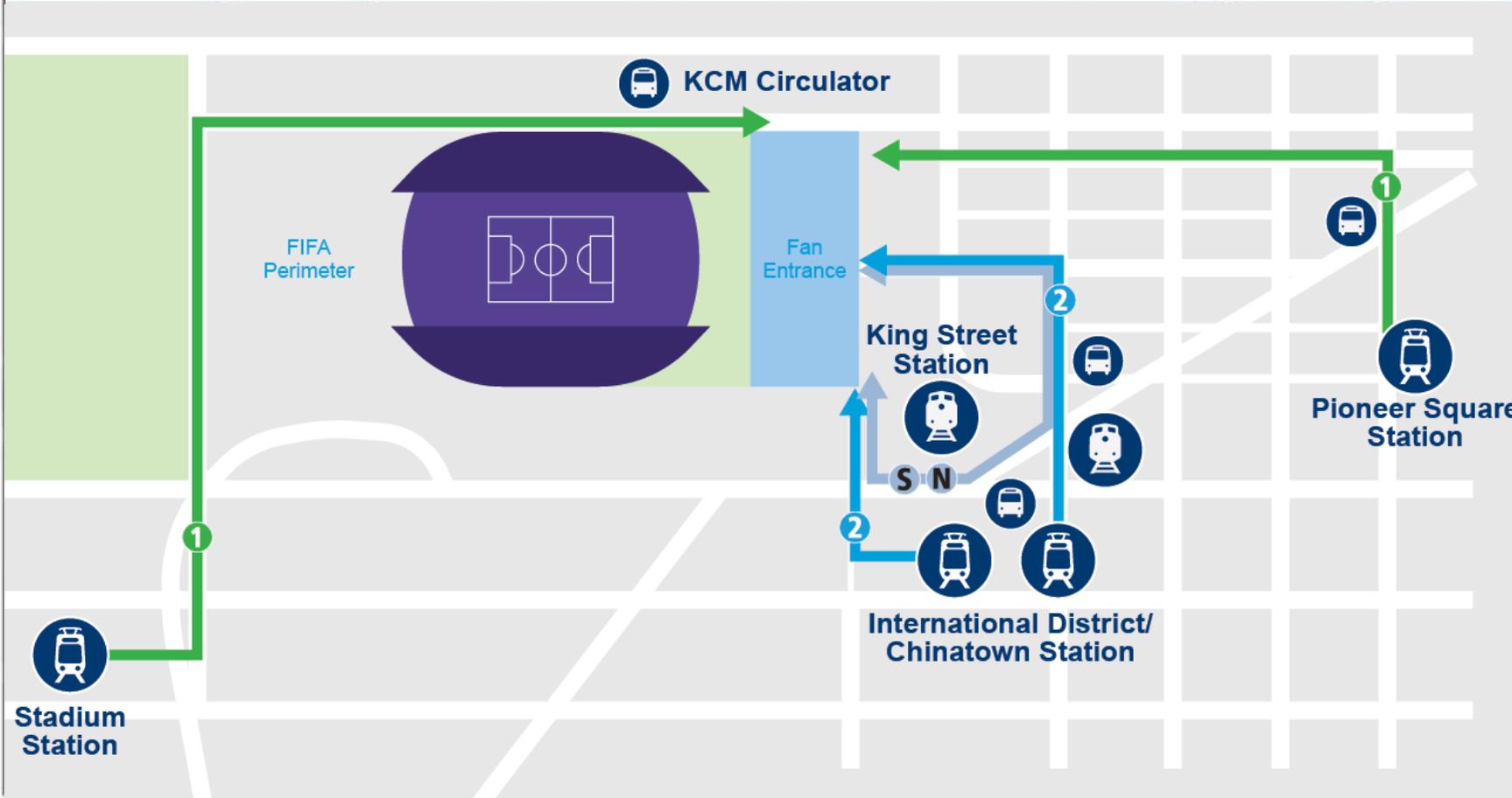
- Increased Security staff systemwide
- Emergency Operations Center activated at various levels
- Crowd management and metering control equipment deployed
- IT command room and cybersecurity support increased
- Additional fare engagement staff at platforms and on trains



# 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*

# Discussion



# Freight Mitigation Strategies

- **Communications (Advanced and real-time)**
  - Trucker list serv (in coordination with POS/NWSA)
  - Twitter/X
  - Dynamic Message Signs (DMS)
  - Delivery Distributors – local deliveries and building management
  - Know before you go distribution – All known events (including cruise ships)
- **Construction Moratoriums**
  - City of Seattle
  - Washington State Department of Transportation
  - King County Metro – Trolley deactivations
- **Traffic Operations Monitoring**
  - Transportation Operations Center
  - Traffic Signal Timing Engineers
  - Rapid Response Teams – Clearing blockages quickly
- **Encouraging use of alternate modes**
  - Scooter/Bike Share
  - Ride share
  - Transit Service
    - Sound Transit Light Rail extensions – scheduled Dec 25 and Spring 26
    - On-board payment and multi-day transit pass expected (ORCA Agencies)
    - Circulator Shuttle (King County Metro) – planned from Seattle Stadium to popular tourist attractions, hotel areas, Fan Fest
    - Expanded service on match days (King County and Sound Transit)
    - Sound Transit - charter bus contingency
- **Traffic Diversions: Encourage northbound drivers to shift to regional facilities (SR 99 or I-5)**
  - Diversion 1: at S Michigan St
  - Diversion 2: at Spokane St
  - Diversion 3: at Edgar Martinez Dr



# FIFA Planning Assumptions



USA + up to 11 national teams in group stage – December 5<sup>th</sup> Draw



No M's / FWC dual event days



All weekday matches



Up to 750K fans over the 3 weeks



Three demand levels

# FIFA World Cup 26 - At a Glance

## Tournament

- June 11- July 19, 2026
- 16 host cities
  - 1<sup>st</sup> time ever in 3 countries
- 48 teams and 104 matches
  - Largest sporting event ever held
- 3 billion projected viewer
  - For just the FINAL

## Seattle

- 6 matches
  - 4 group stage + 2 knockout rounds
- 211 days
  - Until FWC26 kickoff in Seattle
- US team will play in SEA
  - LA other city guaranteed to host USA
- 2+ billion
  - Global viewers for all SEA matches

# June / July - Event Calendar

JUNE 2026						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 vs. Mets  	2 vs. Mets  	3 vs. Mets  	4  	5  	6  
7   SEATTLE U COMMENCEMENT	8  	9  	10  	11   OPENING MATCH	12  	13   UW COMMENCEMENT VANCOUVER MATCH
14  	15   GROUP MATCH #1	16 vs. Orioles  	17 vs. Orioles  	18 vs. Orioles   SEATTLE PUBLIC SCHOOLS LAST DAY VANCOUVER MATCH	19   JUNETEENTH GROUP MATCH #2 USA	20 vs. Red Sox  
21 vs. Red Sox  	22  	23  	24   GROUP MATCH #3 VANCOUVER MATCH	25  	26   GROUP MATCH #4 VANCOUVER MATCH	27   PRIDE
28   PRIDE	29 vs. Angels  	30 vs. Angels  				

JULY 2026						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1   ROUND OF 32 MATCH	2 vs. Angels   VANCOUVER MATCH	3 vs. Blue Jays  	4 vs. Blue Jays   SEAFAIR FOURTH OF JULY (250TH BIRTHDAY)
5 vs. Blue Jays  	6   ROUND OF 16 MATCH	7  	8  	9   QUARTER FINAL	10   QUARTER FINAL	11   QUARTER FINAL (X2)
12  	13  	14   SEMIFINAL	15   SEMIFINAL	16  	17 vs. Giants  	18 vs. Giants   BRONZE FINAL
19 vs. Giants   FINAL MATCH	20 vs. Reds  	21 vs. Reds  	22 vs. Reds  	23  	24  	25  
26  	27  	28  	29  	30  	31 vs. Twins  	

 Seattle Fan Celebration Active  
 Seattle matches  
 Notable non-Seattle matches  
 Number of matches per day  
 Seattle Mariners home game  
 Number of cruise ship sailings  
**Expected Intensity Level**  
 Baseline  Moderate  High  Highest

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