

# FIFA Men's World Cup – Transit Planning

King County Council Transportation  
Economy and Environment Committee

January 20<sup>th</sup>, 2026



**METRO**

*Moving forward together*



King County

**METRO**

*Moving forward together*

# Agenda

- Context
- Metro's Preparation
- Partnerships



# Overview

---

Our region has seen a significant increase in people using public transit to get to special events and other recreational activities

---

King County Metro's World Cup preparation is based around 4 tracks: Services, Passenger Experience, Safety-Security, Operational Readiness

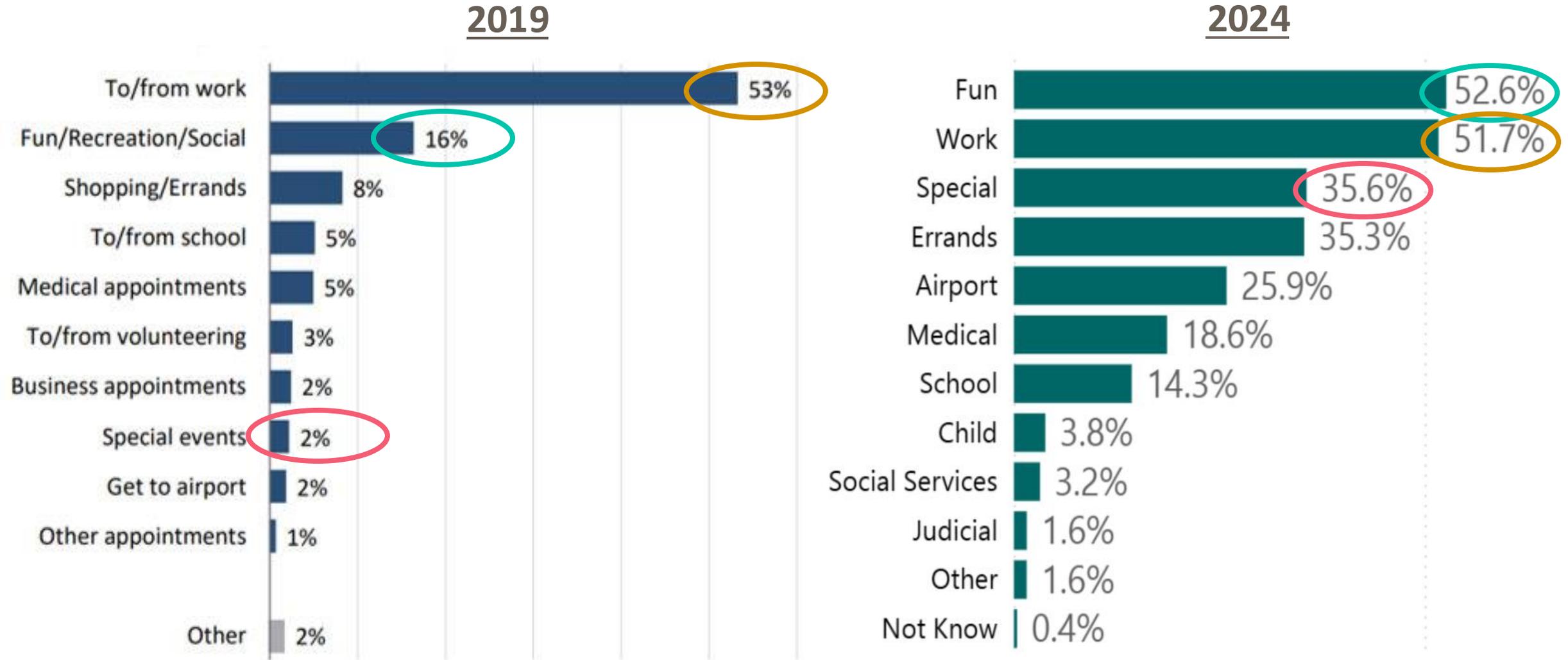
---

Existing services have capacity, but additional, event-specific service will improve mobility and passenger experience

---

Bus, Light Rail, and other modes are all pieces of the mobility puzzle. Partnership will be the key to our success.

# More people than ever are using transit to attend special events



# Unique Aspects of 2026 Events

1. No event parking – increased transit ridership
  - Seattle and FIFA’s goal for non-private vehicle travel is 80%
  - Goal for transit use is 60% transit use to/from matches
2. All matches on weekdays – PM peak and evening
3. Fan culture can be volatile
4. Dignitaries, VIPs, global attention

# Metro preparations focus on four functional areas



Services &  
Workforce

-

Reliable  
regional  
mobility

Passenger  
Experience

-

Seamless &  
legible

Safety &  
Security

-

Safe, clean  
services &  
facilities

Operational  
Readiness

-

Preparedness  
& impact  
mitigation

# 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



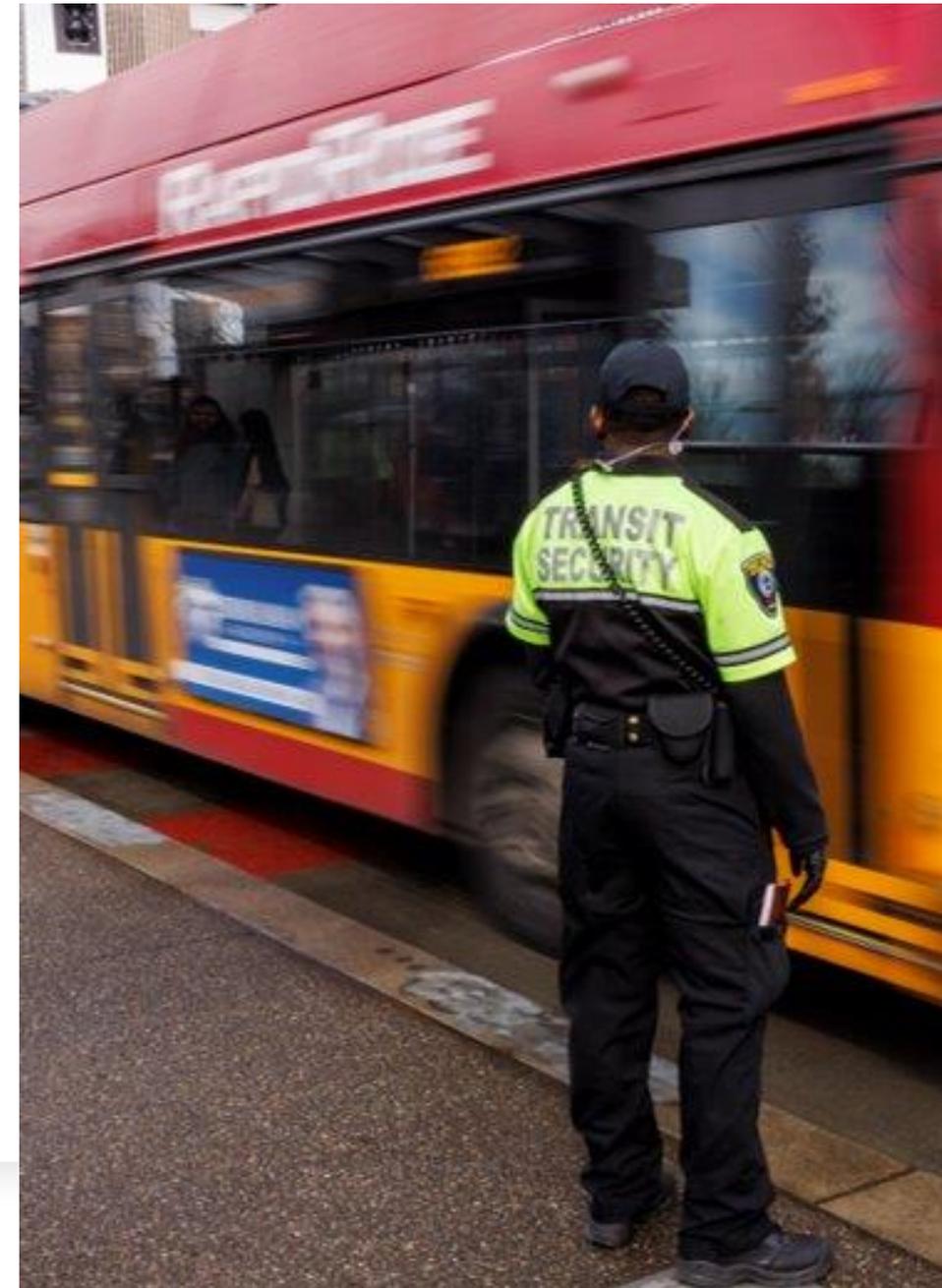
# Examples of Passenger Experience

- **ORCA & payment**
  - ORCA open payment and 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



# Actions for Safety & Security

- **Additional contracted security** along 3rd Ave, at Metro event shuttle stops, and near the fan zone.
- **Emergency response planning** and a dedicated Metro 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.



# Actions for 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.



# Closing & Questions