

Sound Transit Readiness FIFA World Cup 26

Rider Experience and Operations Committee

6/4/2026



Why are we here?

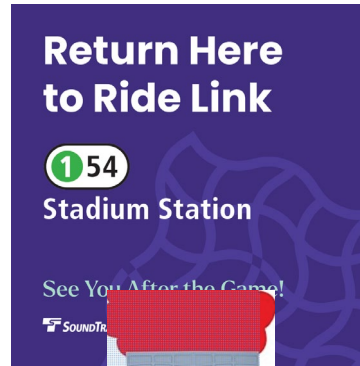
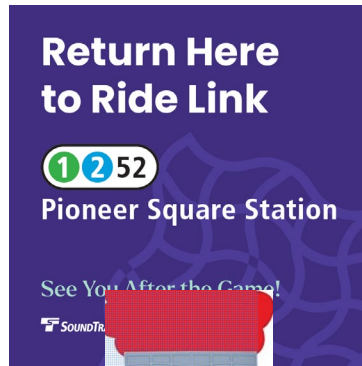
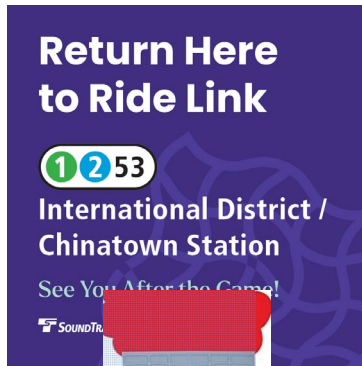
Know Before You Go: Sound Transit's FIFA World Cup 2026

- Wayfinding and Signage
 - Preferred Stations Signage
 - Staff Ambassadors
 - Anti-Human Trafficking
- Facilities
- Fan Celebrations and Fan Zones

This presentation is informational with no board action.

Preferred Station Signage

Pre Match



Remind passengers where to return and reduce crowding at stations.

Post Match

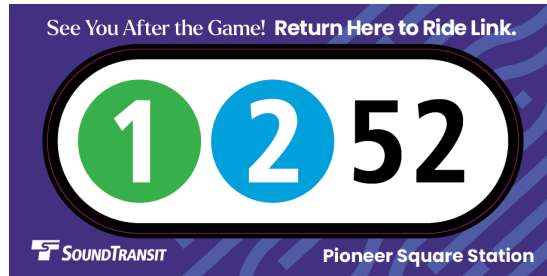


Languages:

Thank You – US
Cheers – Australia
Bedankt – Dutch
Merci – French
Danke – German
يسوم – Arabic
خвала ти – Farsi
хвала ти – Serbian
hvala ti – Bosnian
Grazie – Italian
Diolch – Welsh

Preferred Station Signage

Preferred Station Souvenir Stickers



Stickers given that remind fans to return to preferred stations after the game.



Ambassador Signage

Ambassador backpack flags



Sound Transit vests and flags make it easier to locate ambassadors in large crowds.

Anti-Human Trafficking Posters and Signage

Sponsored by National & Puyallup
Tribe of Indians

Do you feel safe?

For help and support:
Text 233733 or Call 888-373-7888
24/7 • Toll free • Confidential • 200+ languages

The National Human Trafficking Hotline provides confidential help regardless of immigration status.

No one has the right to force you to work or have sex for money, food, housing, transportation, or anything else. **Ask for help if someone:**

- Controls your movement, identification, documents, money, or speech
- Does not honor work, housing, or financial arrangements
- Hurts, or threatens to hurt, you or your loved ones
- Threatens to report you to immigration officials or law enforcement

Scan this code to learn the signs and indicators.

U.S. Department of Transportation
PUT THE HUMAN TRAFFICKING

Still Missing. Still Loved.
Missing and Murdered Indigenous Women & People

TOGETHER, WE CAN DO MORE.
<https://puyallupalltogether.org/mmhp/>

Remind passengers to be aware and report signs of human trafficking.

Placement across all transit modes and stations



In-station placement



Westlake Station Kiosk

- Reopening Customer Information booth
- Colorful vinyl SEA26 wrap
- Detailed maps and information
- Will remain open permanently



LET'S PLAY SEA 26

SOUNDTRANSIT

Hop on, game On.

Information ? ? Information

Closed for Staff Break

Sign for Inside Kiosk Ambassadors to place out during breaks
3mm Correx
18"x18"
5" rounded corners
QTY 2

Draft QR Code Confirm

Approve Scan use with Transit Partners

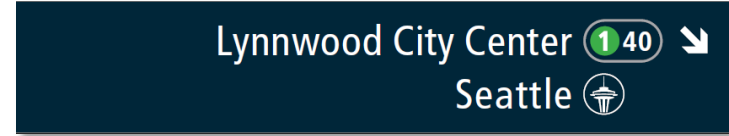
Information Panels Standard Height 34"

Rack Area - Cover with 3mm Sintra
VHB to Panel - Wrap over

New SeaTac/Airport Station Signage



- Highlights Link trains and directions via Seattle
- Space Needle icon communicates in universal language



Multi-language Communications

Sound Transit supports multilingual communications, with more than 25 languages available on customer-facing tools and platforms.

Planning Ahead

- Sound Transit Website
- Summer of Soccer Webpage
- Trip Planner

Match Day

- Illustrations and iconography
- On board ADA messaging
- Prioritize team languages on match days (specifically in disruptions)



Illustrations and Iconography



Colorful floor graphics are important for communicating directional crowd flows and ADA boarding areas for trains.

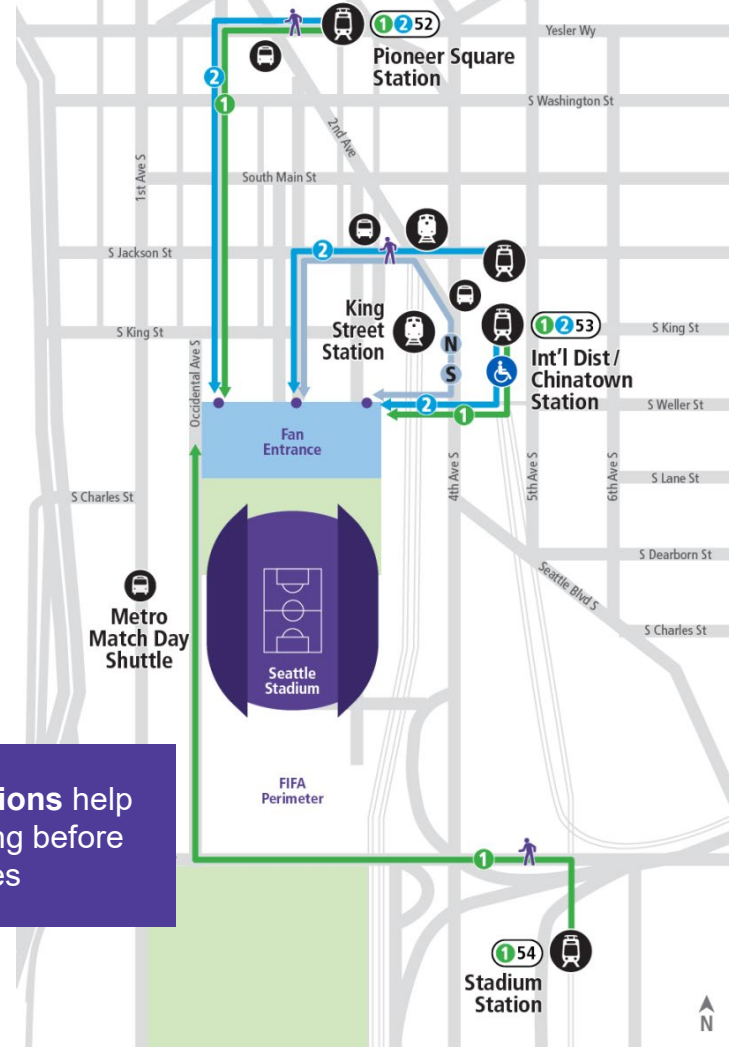
World Cup - Passenger Experience

We are ready to ensure everyone has a rider experience that is safe, welcoming, intuitive, and meets all accessibility standards.

- Emergency Operations Center activated
- Know Before You Go video campaign
- Increased service
- Preferred stations for better crowd flows
- Increased staffing support
- Accessibility

Update on tournament in June

Preferred stations help reduce crowding before and after games



Thank you.



 [soundtransit.org](https://www.soundtransit.org)

