

Sound Transit Readiness FIFA World Cup 26

*Board of Directors
04/23/2026*



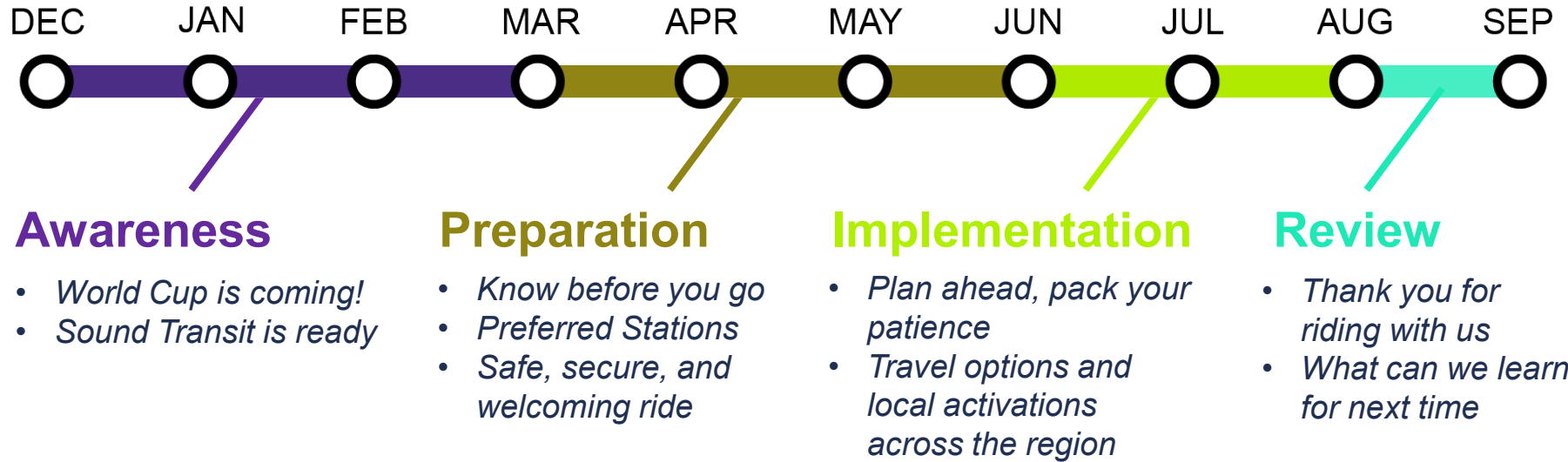
Why are we here?

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

- Accessing the stadium
- Accessibility
- Safety and Security
- Fares and Payment

This presentation is informational with no board action.

Know Before You Go Campaign



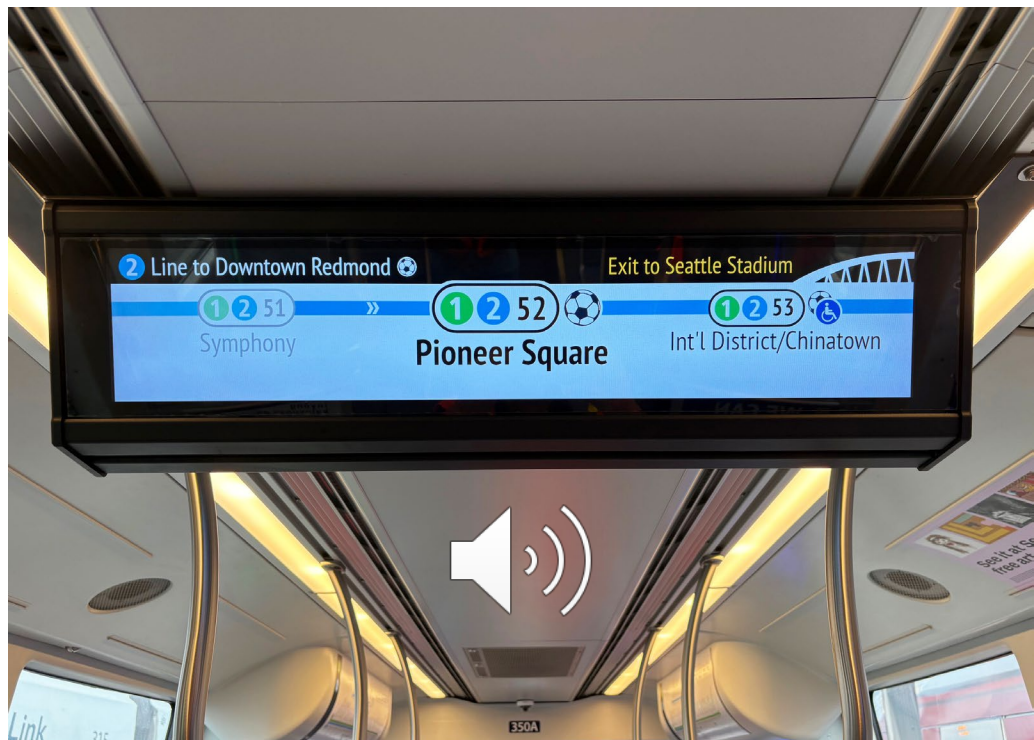
Welcome to Seattle Audio Announcements

- *Megan Rapinoe – guest voice talent*
- *Multiple messages celebrating the region/culture*
- *Friendly transit tips*



Access to Seattle Stadium (Lumen Field)

- *Audio and visual displays for preferred stops*
- *Icons break down language barriers*



Accessible path to the match

- **Accessibility preferred path: International District/Chinatown Station**
- **New floor decals for priority boarding and mobility pathways**
- **Ambassadors are here to help**



Fare Game

- ***Use Tap to Pay***
- ***Three-day transit pass***
- ***Youth ride free***
- ***Group Travel***



Safety and Security

- *Stay behind the yellow line*
- *Take crosswalks, not shortcuts*
- *See something? Text security*
- *Anti-Human Trafficking*



Staff Preparedness for World Cup

- *Staff Ambassadors*
- *Staff Ambassador Training*
- *All Staff Presentation*



Project Readiness for World Cup

PRIME = Portfolio Readiness and Integration for Major Events

- Coordinated agency-wide projects to prepare for FIFA World Cup 2026
- Delivered **30+ projects** supporting reliability, resiliency, and passenger experience

Key Highlights:

- DSTT – Automatic Train Protection
- Strengthened system resiliency and cybersecurity across critical infrastructure
- Targeted station improvements to support crowd flow
 - Vertical conveyance modernization at International District/Chinatown Station
 - Additional elevator at SeaTac Airport

Project Moratorium June 8 through July 13

External briefings

- *Connecting regionally on Sound Transit's World Cup Plans*
- *Since the start of 2026, we have completed over 20 external briefings*

Briefings

- Transit Mobility Partnership
- UITP Guadalajara Workshop - Major Events
- Seattle Sports Commission: Region Ready Summit
- Seattle City Council: Transportation, Waterfront, & Seattle Center Committee
- Red Trux Podcast
- Discover Snohomish County
- Seattle Chamber: Small business webinar
- Seattle Southside Chamber: Global Soccer Game Webinar
- SeattleFWC26 April TWG (With USDOT)
- Federal Way Chamber of Commerce: Business Readiness Summit
- King County Council: FIFA Transportation Summit (TrEE Committee+ RTC)
- Visit Seattle: Transportation webinar
- SeaShore Transportation Forum
- Eastside Transportation Partnership (ETP)
- South County Area Transportation Board (SCATBd)

Next Steps

- Continue to partner with LOC and other external agencies to drive internal and regional readiness for the tournament
- Continue communications push, stay engaged via our website*, social media channels, and rider alerts
- Next Board of Directors update planned for May

Thank you.



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

