

FIFA Club World Cup 2025 and FIFA World Cup 26 Update

*Rider Experience and Operations Committee
6/5/2025*



Why are we here?

- Provide overview of final plans for FIFA Club World Cup 2025
- Provide overview of initial Fares and Service elements for FIFA World Cup 26

***This presentation is for information only,
no Committee action is requested.***

Tournament Factsheet Overview

	FIFA Club World Cup 2025	FIFA World Cup 26
Tournament Date Range	June 14 – July 13	June 11 – July 19
Seattle Game Date Range	June 15 – June 25 (10 days)	June 15 – July 06 (22 days)
Seattle Hosted Games	6 games	6 games
Game similarities	Range between typical Sounders and typical Seahawks games	Multiple major sporting events and concerts at once
Expected Visitors	100k – 150k	750k+
Game Type	Group stage games only, no knockout rounds	Group stage and knockout round games
Other details	No FIFA sponsored Fan Fests	Ten (10) FIFA sponsored Fan Fests throughout Washington, multiple regionally.

FIFA Club World Cup 2025

FIFA Club World Cup 2025 Game Details

Date	Time	Day	Teams
6/15/25 [#]	7pm	Sunday	Sounders FC vs Botafogo (BRA)
6/17/25 [#]	Noon	Tuesday	River Plate (ARG) vs Urawa (JPN)
6/19/25 [*]	3pm	Thursday	Sounders FC vs Atletico de Madrid (SPA)
6/21/25	Noon	Saturday	Inter Milan (ITA) vs Urawa (JPN)
6/23/25	Noon	Monday	Sounders FC vs Paris Saint-Germain (FRA)
6/25/25	6pm	Wednesday	Inter Milan (ITA) vs River Plate (ARG)

#6/15 Mariners vs. Guardians @1:10pm

#6/17 Mariners vs. Red Sox @6:40pm

**Holiday – Juneteenth*

Service Plans for FIFA Club World Cup 2025



1 Line

- 6/15 - 8min headways post-game (9pm-11pm)
- 6/23 - 8min headways all-day
- Regular service all other game days
- Standby trains manage extra crowding



ST Express

- All game days - extra trips added as needed on select routes operated by PT and KCM
- Regular service on CT operated routes



Sounder

- Weekend matches - no special event service on 6/15. Special event service on 6/23 for both North and South Lines
- Weekday matches - special event trains and schedule changes on both North and South Lines (refer to schedule)

Staffing Plans for FIFA Club World Cup 2025



Ambassadors

- Staff ambassadors pre-game at Lynnwood, Westlake, IDS, SeaTac, and Angle Lake supporting riders
- Contracted ambassadors supporting elevator use at IDS and Weller St before, during and post-games
- Fare Ambassadors doing fare inspections systemwide and post-game customer support at IDS



Facilities

- KCM Link facilities supporting IDS, Pioneer Square, and Stadium stations
- Sound Transit facilities staff supporting King St Station, Union Station, and Weller St bridge. On-call for rest of the system.
- Vertical Transportation techs roam system responding to issues real-time for weekday games. Techs on call for weekend games.



Security

- Contracted security and law enforcement focus on IDS, Pioneer Square, and Stadium stations
- Mobile patrols onboard trains between Westlake and SODO

2025 Station Activation Pilot

- Goals: 1) Celebrate the people in the neighborhood, 2) pilot potential activation strategy for 2026 World Cup, 3) Promote ridership connections, 4) Enhance passenger flow for large events
- Partnership with Chinatown / International District Business Improvement District (CIDBIA) and Alliance for Pioneer Square to activate IDS / Union Station Plaza and Pioneer Square
- Activities include, neighborhood information booths, DJs / music, digital passport and more!



Ex: Redmond Opening



Ex: Starter Line Opening



Ex: Lynnwood Opening

2025 Wayfinding and Signage Pilot

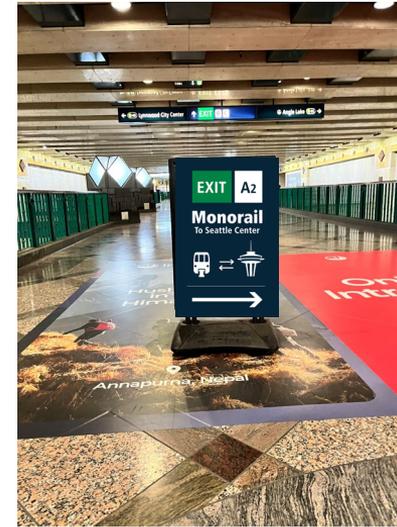
- Goal: pilot strategic wayfinding and signage elements to enhance the connections between our stations and Lumen Field, Seattle Center, and SeaTac Airport.



International District /
Chinatown Station



Weller St Bridge /
King St Station



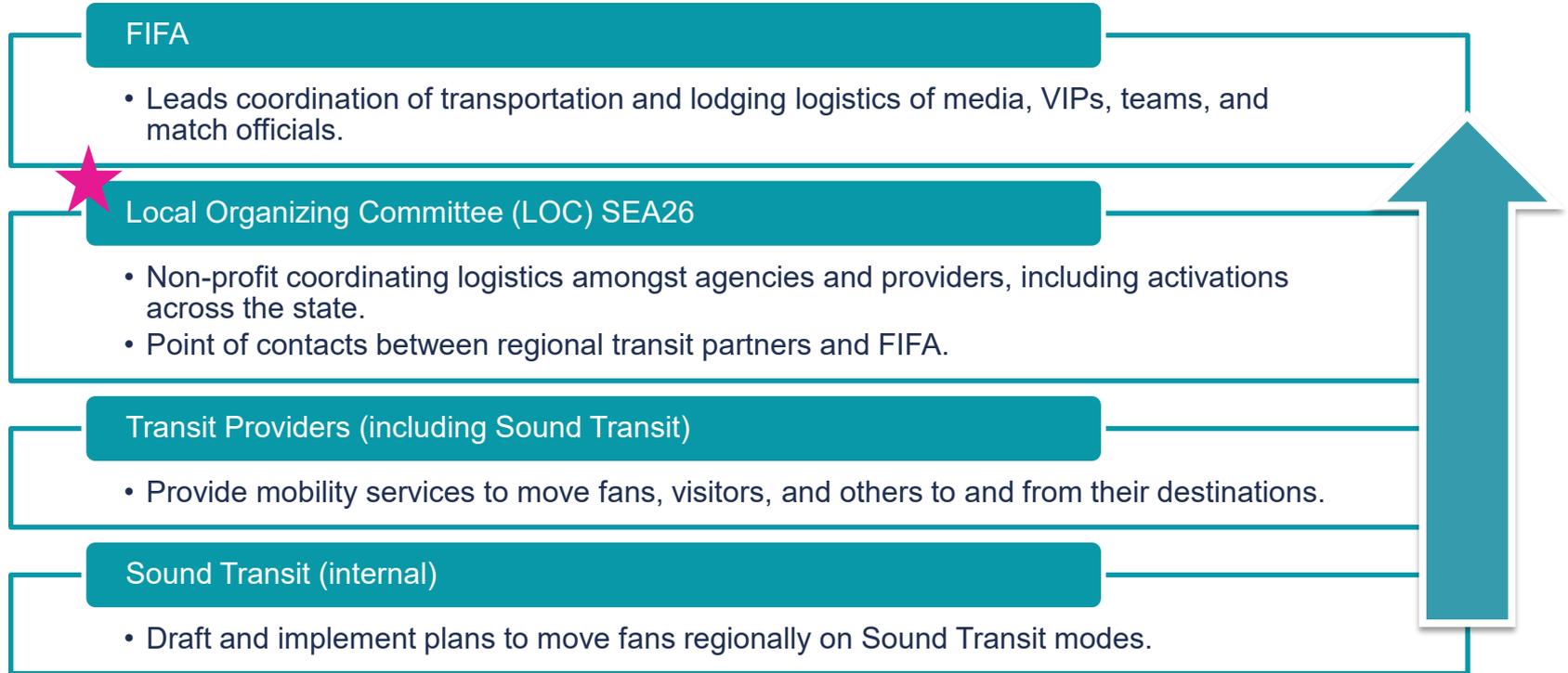
Westlake
Station



SeaTac/Airport
Station

FIFA World Cup 26

Regional Coordinating Relationship





MATCH SCHEDULE

6/15/26 **GROUP STAGE** 6/26/26 **GROUP STAGE**
 6/19/26 **USA GROUP STAGE** 7/01/26 **ROUND OF 32**
 6/24/26 **GROUP STAGE** 7/06/26 **ROUND OF 16**

DRAFT



SUN	MON	TUE	WED	THU	FRI	SAT
6/7 Seattle U Commencement (tent)	6/8	6/9	6/10	6/11 2 Opening Match	6/12 2	6/13 4 UW Commencement
6/14 4	6/15 4 GROUP MATCH #1	6/16 4	6/17 4	6/18 4 Last day SPS	6/19 4 GROUP MATCH #2 - USA	6/20 4
6/21 4	6/22 4	6/23 4	6/24 6 GROUP MATCH #3	6/25 6	6/26 6 GROUP MATCH #4	6/27 6 Pride
6/28 1 Pride	6/29 3	6/30 3	7/1 3 ROUND OF 32 MATCH	7/2 2	7/3 3	7/4 2 Seafair Summer Fourth
7/5 2	7/6 2 ROUND OF 16 MATCH	7/7 2	7/8	7/9 1	7/10 1	7/11 2 Quarterfinal
7/12	7/13	7/14 1	7/15 1	7/16	7/17	7/18 1 Semifinal
7/19 1 Final Match	7/20	7/21	7/22	7/23	7/24	7/25 Semifinal
						7/18 1 Bronze Final

Regional Fares Overview and FIFA World Cup 26

Payment Options Today



ORCA card, all-modes and able to transfer (also available in Google Wallet)



TVM Paper Ticket, all-rail modes, unable to transfer



Transit Go App, KCM and ST modes only, unable to transfer

In Development Ahead of 2026 World Cup



Open payment, ability to pay via debit/credit cards and via NFC enabled devices

Elements in Review for 2026 World Cup

- Development of multiday Pass
- Game day regional fares approach
- Sponsored fares or other sponsorship opportunities

Service Plans in Development for FIFA World Cup 26



Link

- Scenario development with 1 and 2 Line being fully extended
- Exploring midday and evening service adds during game days, peak service maxed out



Tacoma Link

- Planning for increased service evenings and weekends
- Additional service scenarios developed once Tacoma Fan Zone details are available



ST Express

- No changes to ST Express service until after World Cup
- Additional midday and evening service scenarios developed once 2026 schedule is released



Sounder

- High-level conversations with BNSF on additional round trips
- Leverage 2025 schedule pilot results to refine 2026 approach, once 2026 schedule is released

Additional Support for FIFA World Cup 26



Charters

- RFP to procure charter bus support
- Leveraged for system capacity and/or for disruptions
- Deployment coordinated with operating and regional partners



Bus Refurbishment

- Refurbishing ST Express buses to extend useful life
- Buses leveraged for system capacity and/or for disruptions
- Buses could be leveraged by Stride Operations post-FIFA World Cup 26

Next Steps

- Deploy plans for FIFA Club World Cup 2025
- Facilitate lessons learned process for FIFA Club World Cup 2025 this summer
- Continue to work with LOC and other partners to align regional strategies for FIFA World Cup 26
- Prepare for Q3 REO presentation

Thank you.



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