

Seattle FIFA World Cup 2026™

January 20, 2026

Transportation, Economy, and Environment Committee King County Council

Dylan Ordoñez, Senior Vice President External Affairs
Seattle FIFA World Cup 26™ Local Organizing Committee (SeattleFWC26)

Vaughn Taylor, Vice President of Economic Development
Seattle Metropolitan Chamber of Commerce

FIFA WORLD CUP 26™

JUNE 11 – JULY 19, 2026



142 days away

Largest sporting event ever staged

SEA-VAN are 2nd closest Host Cities

Overlaps with **America's 250th** on July 4th

TrEE Additional

104 Matches
48 Teams
3 Host Countries
16 Cities

Estimates:

3 billion+ global viewers for Final match
6 million+ tickets in US

Seattle specific:

Up to 750k visitors over three weeks
More than 2 billion global viewers



FIFA WORLD CUP 26 SEATTLE™ MATCH SCHEDULE



Weekday
matches only

US Men's
National Team
play here on June
19

Matches on
Juneteenth &
kicking off **Pride**
weekend

TrEE Additional Mtg. Materials

Full match schedule



JUNE 11 - JULY 19, 2026

| THU | FRI | SAT | SUN | MON | TUE | WED |
|---------------------|---------------------|--|-----------------|---|-----------------|---------------|
| 11 OPENING MATCH | 12 USMNT | 20 VANCOUVER | 14 | 20 SEATTLE | 16 | 17 |
| 20 VANCOUVER | 20 SEATTLE USMNT | 20 | 22 VANCOUVER | 23 | 20 SEATTLE | 24 |
| 25 USMNT | 26 | 27 | 28 Pride | 29 | 30 | 20 SEATTLE |
| 20 VANCOUVER | 3 | 4 Independence Day | 5 | 20 SEATTLE | 20 VANCOUVER | 8 |
| 9 | 10 | 11 | 12 | 13 | SEMI-FINALS | |
| 16 | 17 |  3 | |  January 20, 2026 | | |



GROUP STAGE

BELGIUM V EGYPT

JUNE 15 · 12:00 PM PT

USA V AUSTRALIA

JUNE 19 · 12:00 PM PT

ITA/NIR/WAL/BIH V QATAR

JUNE 24 · 12:00 PM PT

EGYPT V IR IRAN

JUNE 26 · 8:00 PM PT



ROUND OF 32

1G V 3AEHIJ

JULY 1 · 1:00 PM PT

ROUND OF 16

W81 V W82

JULY 6 · 5:00 PM PT



FIFA WORLD CUP 26

WA FOOT PRINT



SEATTLE STADIUM (LUMEN FIELD)

CURRENT PLANNING PARAMETERS



- Every match at **full capacity**
- **Kickoffs** 12p, 1p, 5p, and 8p
- **More dignitaries**, esp last 2 games
- **Enhanced security protocols** in effect
- **North Lot activities restricted** to ticketed fans
- **No public parking** in garage or North Lot
- Gates open **three hours prior** to kickoff **through two hours after** final whistle

Page 6 of 45 No Mariners/FWC26 dual event days

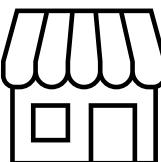
FIFA WORLD CUP 26 SEATTLE™



12pm, 1pm, 5pm, and 8pm kickoffs
Int'l broadcast, global audience



Up to 750k fans
Over the 3 weeks between local matches



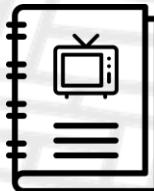
\$929 million economic benefit
According to Visit Seattle's preliminary estimates
(Dec. 2024)



9 days

Average stay of international FWC fans in US – not necessarily in WA

COMMUNITY PLAYBOOKS GETTING WA READY FOR 2026



WATCH PARTY PLAYBOOK

Helps community organizations navigate
FIFA rules and best practices for hosting
unofficial FWC26 viewing parties

PROVIDED BY



RELEASE: AUGUST

SEE ALL PLAYBOOKS



COMMUNITY BRANDING PLAYBOOK

Provides all organizations customizable
digital marketing assets and usage
guidance to promote cohesive unofficial
branding across city, region and state

PROVIDED BY

VISIT
seattle

RELEASE: SEPTEMBER

SEE ALL PLAYBOOKS



SMALL BUSINESS MEGAEVENT PLAYBOOK

Shares guidance, case studies, and
strategies to help small businesses
benefit from FWC26 activity and sustain
operations for future mega-events

PROVIDED BY



SUMMER ENGAGEMENT,
RELEASE: NOVEMBER
2026



SEATTLE
OFFICIAL HOST CITY POSTER ARTIST
SHOGO OTA
TrEE Additional Mtg. Materials

Thank you!

FOLLOW THE LOC ON
SOCIAL MEDIA

@fwc26seattle



#WeAreSeattle
#Seattle26

SCAN TO SIGN UP FOR
THE LOC'S NEWSLETTER



seattlefwc26.org/get-involved



info@sea2026.org





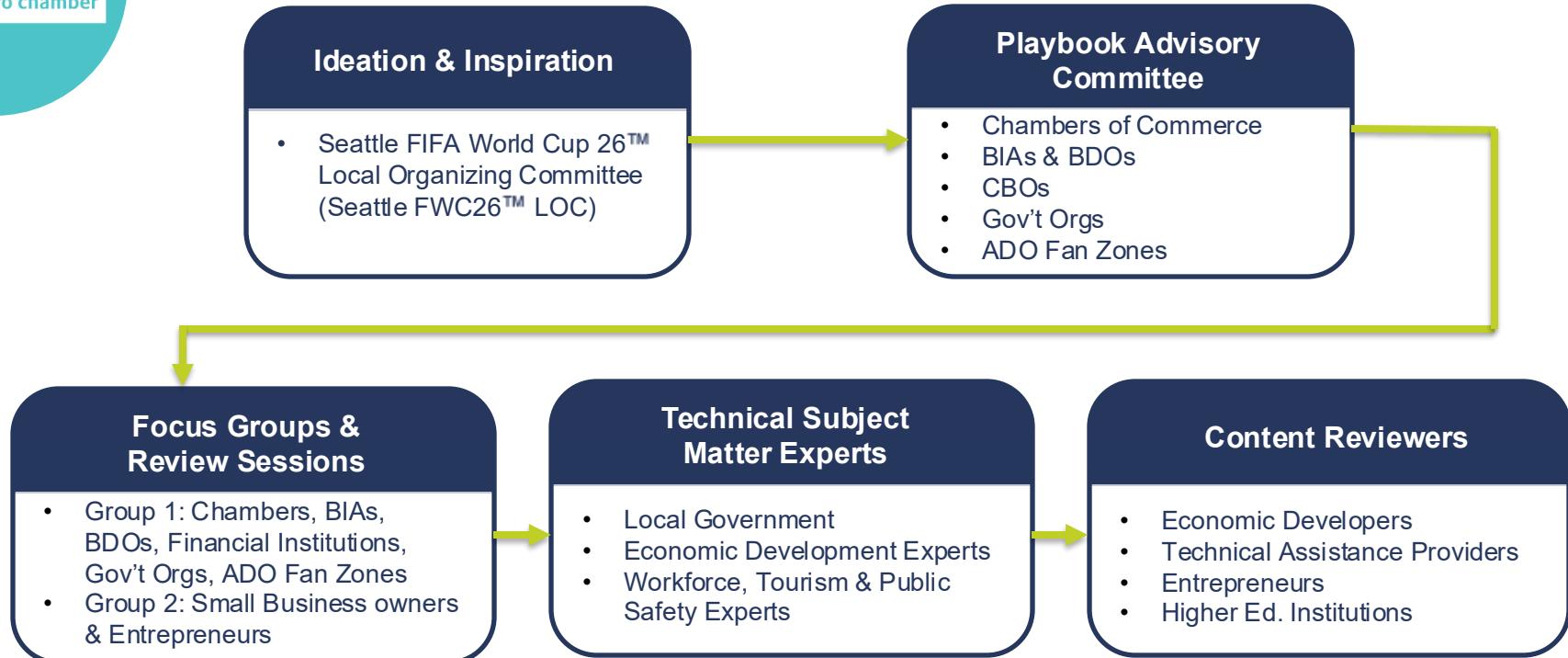
Small Business Readiness Playbook:

A Practical Guide for Mega Event
Preparation in Washington State

in partnership with the Seattle FIFA World Cup™
Local Organizing Committee



Playbook Development Process





Game Ready, Business Ready

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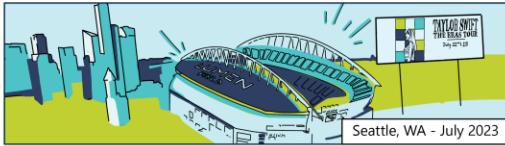
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Game Ready, Business Ready

MEGA EVENTS OVERVIEW

Taylor Swift "Eras Tour"



Taylor Swift's Eras Tour brought two sold-out shows to Lumen Field. According to the Downtown Seattle Association, the weekend drew 1.15 million visitors to downtown Seattle, the highest two-day total since before the pandemic. The concerts created intense spikes in pedestrian activity, transit use, hotel demand, and pre- and post-event crowd movements across Pioneer Square, Downtown, SoDo, and the stadium district.



Key Impacts:



Downtown hotels generated \$7.4 million in revenue over the weekend.



Restaurants downtown saw 30% increase in sales compared to typical summer weekends.



Quick-service, grab-and-go, and small themed items performed best.



Businesses that over-ordered large "Swift weekend" merchandise were left with excess stock.



Pre-event dining drove the most revenue, with long lines forming hours before each show and limited spending afterward.



Retailers selling outfits, accessories, and fan-culture items saw major spikes in foot traffic, with some reporting their strongest weekend of the year.



Craft stores and small vendors selling friendship-bracelet supplies connected to fan culture saw unusually high sell-through.

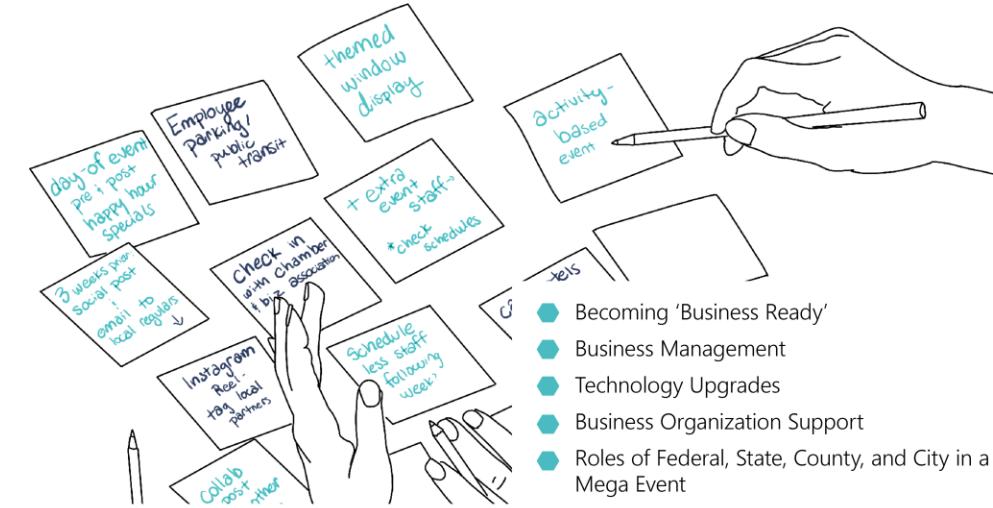


Partnering with community organizers and business support organizations helped increase business activation.

Activity extended well beyond the stadium area, with businesses downtown by the airport and even by the border crossings reporting an influx of activity.



Game Ready, Business Ready



② Business Readiness

Click on any topic title to jump to topic.

- Becoming 'Business Ready'
- Business Management
- Technology Upgrades
- Business Organization Support
- Roles of Federal, State, County, and City in a Mega Event
- Permits During Mega Events
- Freelancers, Independent and Solo Entrepreneurs
- Contract and Temporary Work During Mega Events
- Conclusion and 2026 Game Day Ready Resources: Business Readiness



Game Ready, Business Ready



Quick "Business Ready" Checklist

| | | | |
|------------------|---|----------------------------|--|
| Staffing | <input type="checkbox"/> Add extra coverage for peak times | Inventory | <input type="checkbox"/> Order early for fast-moving items |
| | <input type="checkbox"/> Cross-train staff | | <input type="checkbox"/> Avoid over-stocking perishables |
| | <input type="checkbox"/> Build backup plans for delays and absences | | <input type="checkbox"/> Confirm backup suppliers |
| Cash Flow | <input type="checkbox"/> Prepare for higher upfront costs | Customer Experience | <input type="checkbox"/> Clear signage + pricing |
| | Keep extra change on hand | | <input type="checkbox"/> Updated Google listing, website, & social media |
| | <input type="checkbox"/> Test POS, chip readers, and mobile wallets | | <input type="checkbox"/> ADA access + varied payment options |
| | | | <input type="checkbox"/> Short, simple menus during peak surges |



A word of caution:

Some businesses tend to over-prepare by either ordering excessive stock or hiring too many staff members for crowds that never arrive. To strike the right balance, consider the following strategies:

- Utilize city and tourism forecasts
- Engage with neighboring businesses
- Concentrate on flexible, high-margin products that can be utilized after the event

BUSINESS MANAGEMENT

Business Management

A business continuity and management plan helps you stay open when something goes wrong such as power outages, delivery delays, blocked streets, or staffing disruptions. A simple plan ensures your team knows what to do, who to call, and how to stay operational during a mega event.



Quick Actions:

Identify likely risks: traffic delays, power loss, internet disruption, supply issues.

Set up backups: alternate suppliers, backup delivery plans, emergency equipment (chargers, hotspots, flashlights).

List emergency contacts: staff, suppliers, landlord, utilities, local emergency services.

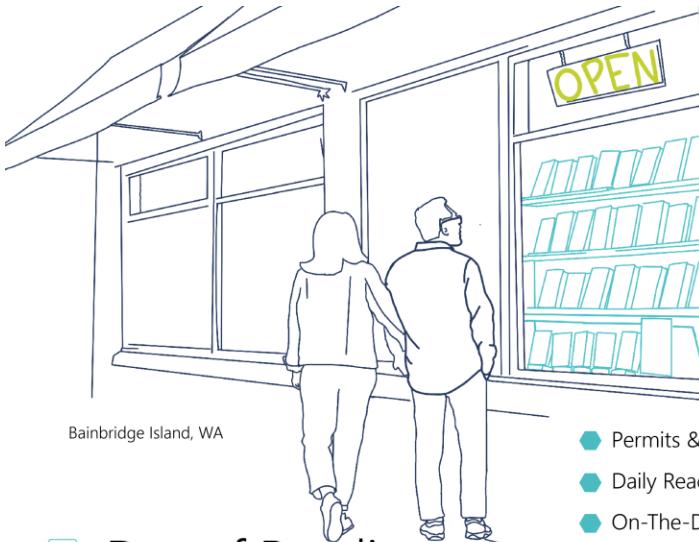
Plan communication: group text, backup messaging app, offline instructions.

Review with your team: walk through "what if" scenarios before event week.

Download a free business continuity plan template from [Impact Washington](#) or the [Washington State Emergency Management Division](#), and fill out at least the first two pages with your staff this month.



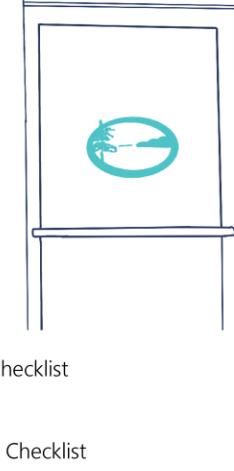
Game Ready, Business Ready



③ Day of Readiness

Click on any topic title to jump to topic.

- Permits & Compliance Checklist
- Daily Readiness Routine
- On-The-Day Operations Checklist
- Staff Communications and Coordination
- Managing Crowds and Customer Flow
- Freelancers, Solo Entrepreneurs, pop up vendors and Day of Sellers
- Conclusion Day-of Readiness





Game Ready, Business Ready

Staff Communication & Coordination

Clear and consistent communication is key to a successful mega event day. With large crowds and possible disruptions, businesses should emphasize staff coordination, emergency readiness, and morale-boosting check-ins. Schedule quick team huddles before opening. Use this time to reinforce expectations, review updates, and confirm responsibilities.

Team Checklist:

- Conduct morning huddle** (share updates and assignments)
- Verify radios, headsets, or group messaging apps are working**
- Share and post emergency contacts** (owners, managers, local police, fire)
- Identify staff "point person"** for quick decisions during the day if managerial staff are not around
- Confirm closing/clean-up responsibilities before shifts start**
- Schedule brief mid-shift check-in** for adjustments and morale

DAY OF READINESS

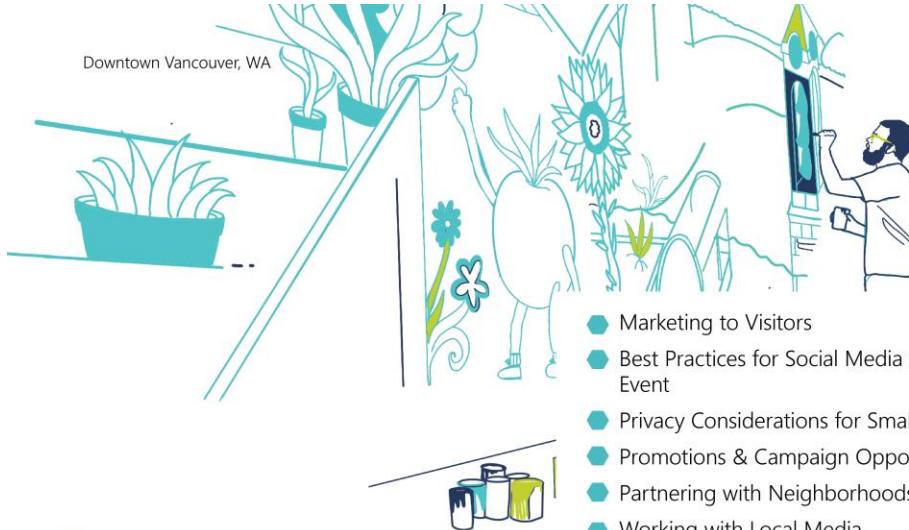


A low-tech hack is to **laminate your checklists and use dry-erase markers** so they can be reused daily during the event period. However, customized digital tools for managing to-do lists and workflows can also be useful for some businesses.





Game Ready, Business Ready



- ➊ Marketing to Visitors
- ➋ Best Practices for Social Media During a Mega Event
- ➌ Privacy Considerations for Small Businesses
- ➍ Promotions & Campaign Opportunities
- ➎ Partnering with Neighborhoods
- ➏ Working with Local Media
- ➐ Enhancing Customer Experience
- ➑ Using Official Logos
- ➒ Conclusion and 2026 Game Day Ready Resources: Marketing and Promotions

Click on any topic title to jump to topic.



Game Ready, Business Ready



5 Special Topics & Safety

Click on any topic title to jump to topic.

- ◆ Security Planning
- ◆ Public Safety Resources
- ◆ National Guard & Emergency Support
- ◆ Scams & Fraud Prevention
- ◆ Human Trafficking Prevention
- ◆ Weather Event or Natural Disaster
- ◆ Hate Crimes
- ◆ Disorderly Conduct & Health Crises: What Businesses Need to Know
- ◆ Conclusion & 2026 Game Day Resources



Game Ready, Business Ready



Becoming 'Business Ready'

Being business ready means your business can welcome visitors, handle higher demand, adjust quickly to changing conditions, and turn event-driven traffic into revenue without overwhelming your team or disrupting regular operations.

What it Means to be Business Ready

- You know who the visitors are and what they want: Event crowds behave differently than regular customers. They arrive early and stay longer, travel in groups, follow rituals (friendship bracelets, tailgating, merch hunting, themed outfit), and spend across multiple neighborhoods.
- Your operations can handle a surge: Are you prepared for a line out the door? Can your Point-of-Sale run fast enough? Can your kitchen or back-of-house keep up? Do you have backups if a delivery is late?
- Your staff is prepared and supported: Make sure your team knows peak times and how to serve visitors quickly and clearly.
- Your customer experience is easy for visitors: Visitors don't know your neighborhood. Clear signage and convenient options help bring them in the door.
- Your financial and inventory planning matches demand: Events bring both a revenue spike and a cost spike.
- You can adapt quickly on the day-of: Conditions can change fast, including transit delays, weather shifts, security adjustments, and last-minute closures.

Quick "Business Ready" Checklist

Staffing

- Add extra coverage for peak times
- Cross train staff
- Build backup plan for delays and absences

Inventory

- Order early for fast-moving items
- Check for over-stocking perishables
- Confirm backup suppliers

Customer Experience

- Post clear signage + pricing
- Update Google listing & social media
- Check ADA access & other payment options
- Create short, simple menus for peak surges

Beware of over-preparing (ordering too much stock, over-staffing)

To find the right balance, use city and tourism forecasts, coordinate with neighboring businesses, and scale inventory gradually. Focus on high-margin or popular products, and lean on Washington State's ORIA business liaisons for help planning your specific needs.



Game Ready, Business Ready

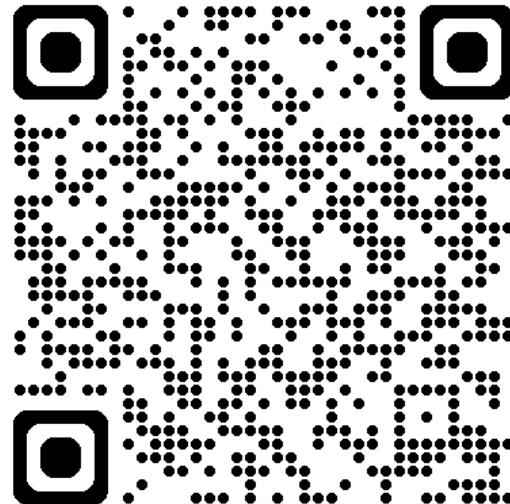
Get the Megaevent Playbook here!





World Cup Ready: Small Business Mega Event Playbook Workshop

Register Here!



FIFA Men's World Cup – Transit Planning

King County Council Transportation
Economy and Environment Committee

January 20th, 2026



King County



METRO *Moving forward together*

Agenda

- Context
- Metro's Preparation
- Partnerships



Overview

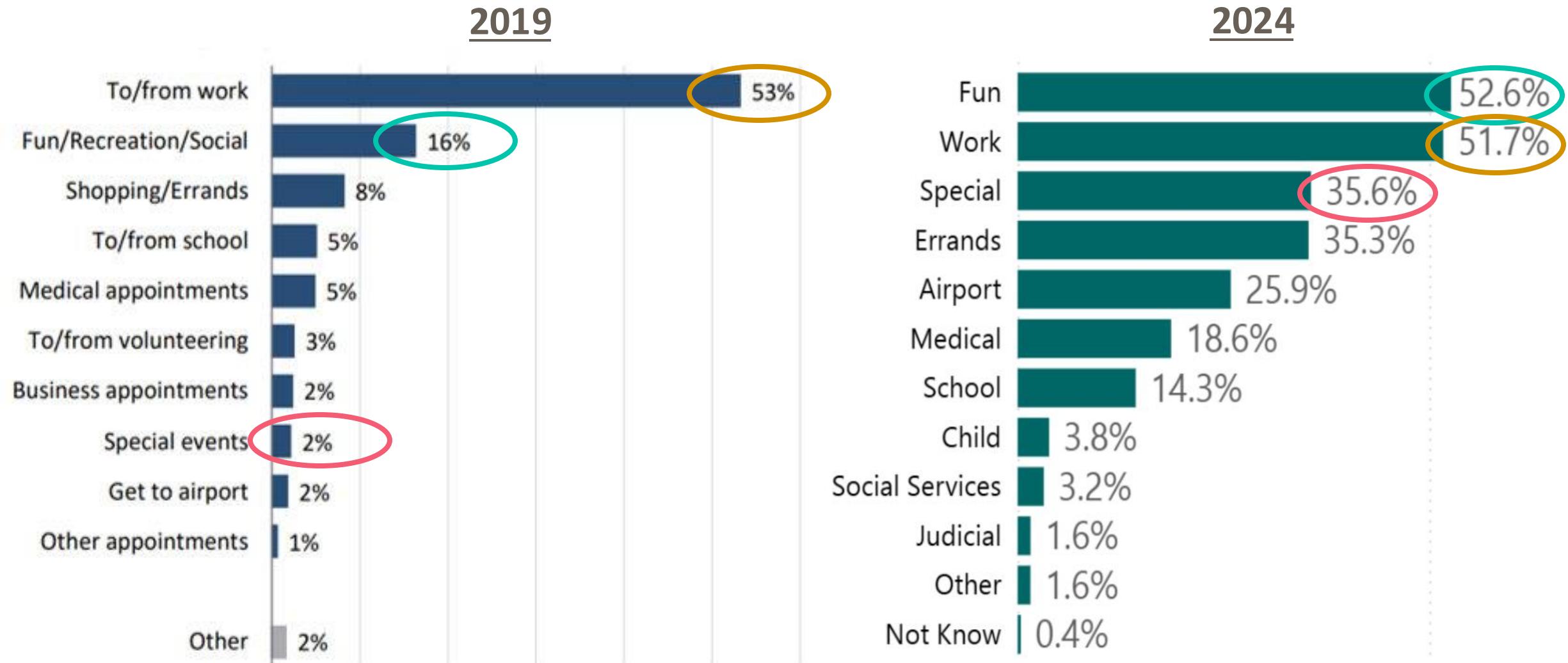
Our region has seen a significant increase in people using public transit to get to special events and other recreational activities

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



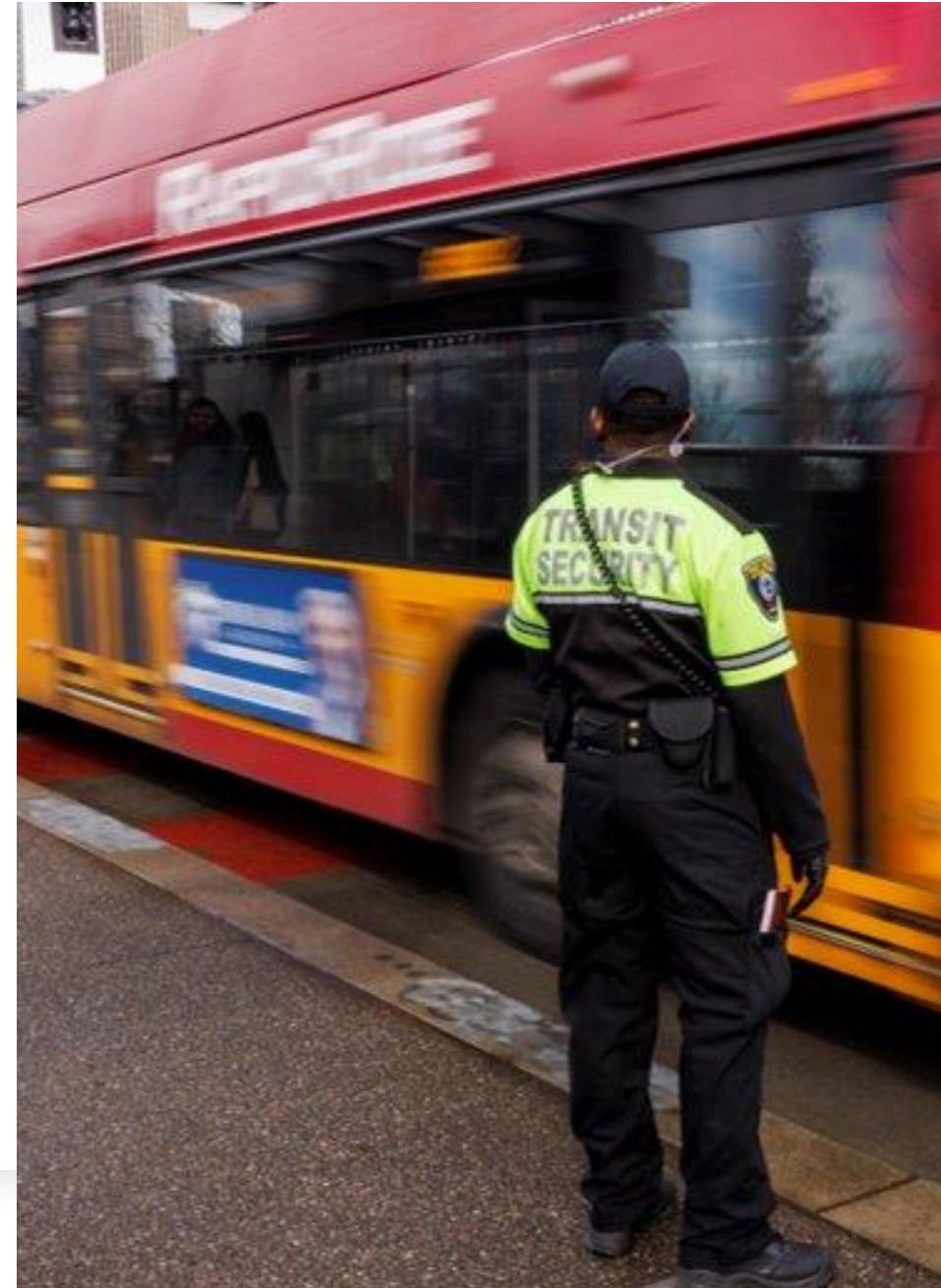
Examples of Passenger Experience

- **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

Metro Vanpool

2025 Vanpool Program Update

Transportation, Economy, and
Environment (TrEE) Committee
January 20, 2026



Ordinance 19546; Motion 16550; Section 115, Transit, Proviso P4

- A. Operating Groups & Marketing
- B. Fleet Inventory
- C. Fleet Planning
- D. King County Metro Audit Responses

Metro Vanpool – Program Overview

All volunteer groups of 5 – 15 who live or work in King County and share a similar commute and schedule.

Vanpool monthly fares are variable based on commute with many employers covering full or partial fare.

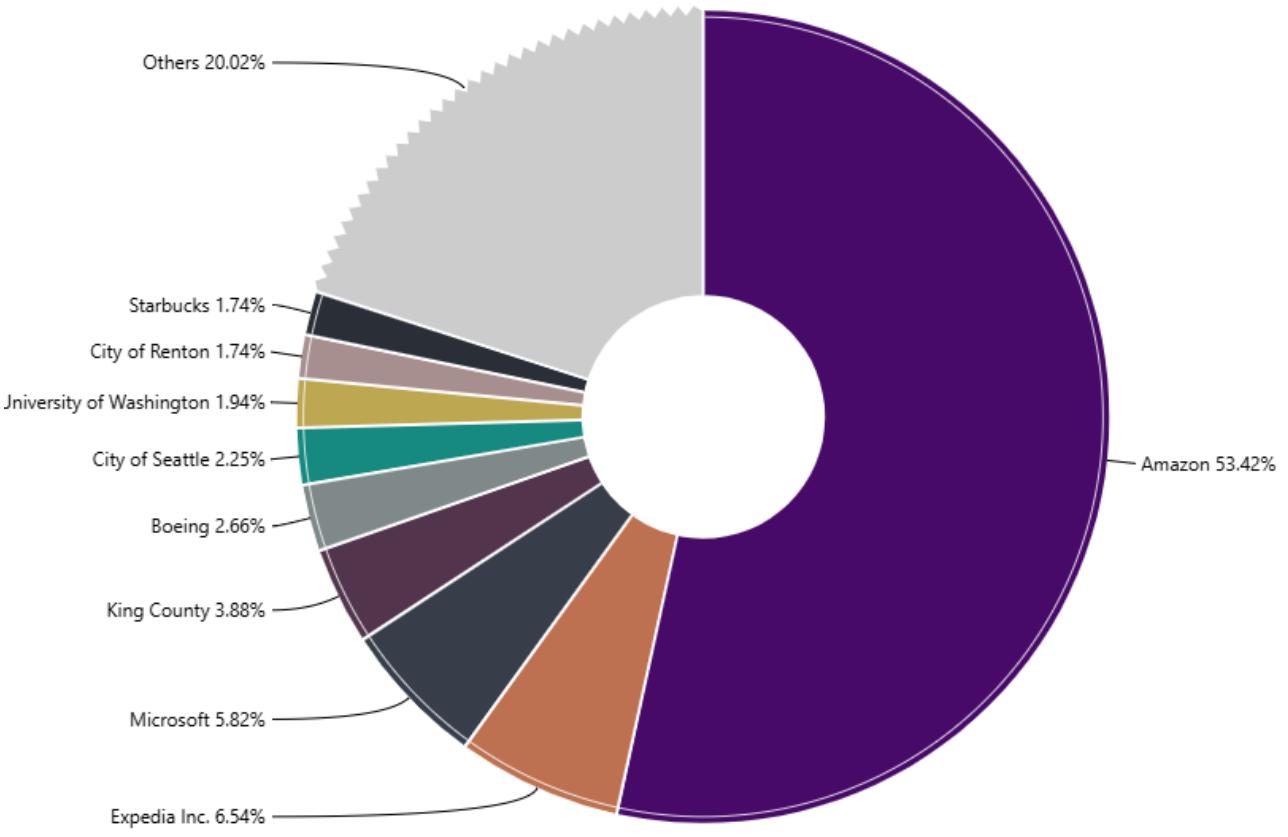
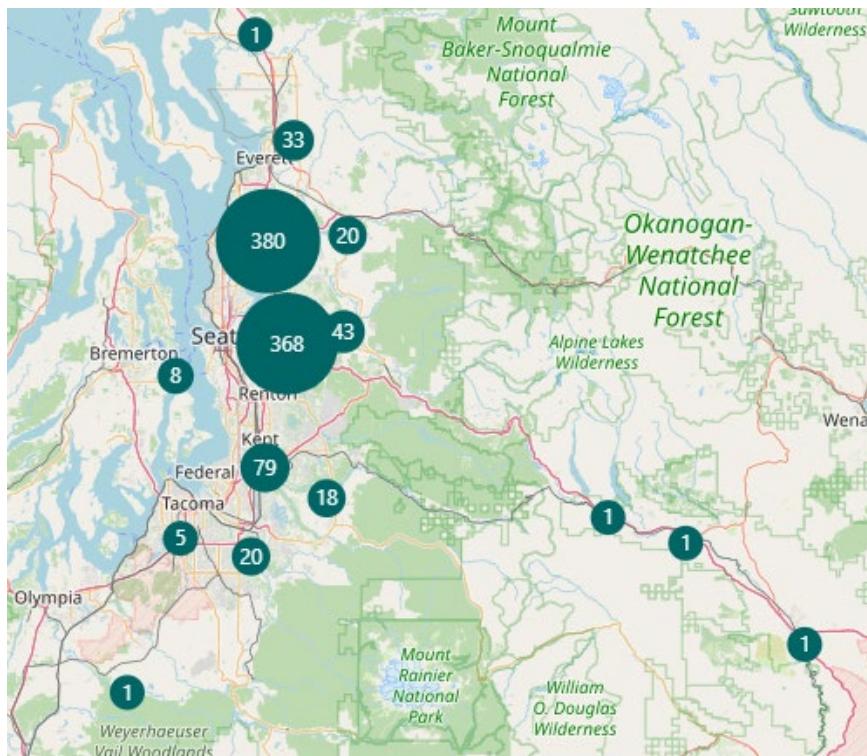


Vanshare is flat \$200/month but limited to under 20 miles round-trip and must connect to transit.

Vehicles are a mix of gas, hybrid, and electric vehicles seating five to 15.

Metro Vanpool – Program Overview

Currently 989 operating groups with
nearly 40% originating outside King
County.



Ordinance 19546; Motion 16550; Section 115, Transit, Proviso P4

Executive Summary

- Program recovery has stabilized from explosive post-Covid activity in 2023
- Groups fluctuate month-to-month just under 1,000 active
- Metro is working towards SCAP goals
- Rideshare provides significant environmental savings

Ordinance 19546; Motion 16550; Section 115, Transit, Proviso P4

A. The number of active vanpool groups, including, but not limited to:

1. *The number of vanpool groups active at the end of 2024; an increase from 395 in 2021*
 - 992 Rideshare groups (963 Vanpool, 29 Vanshare)
2. *Estimates of the number of vanpool groups active at the end of 2025, 2026, and 2027; Metro is planning for continued recovery*
 - 2025 – 1,050;
 - 2026 – 1,098;
 - 2027 – 1,146
3. *Marketing efforts description; Marketing efforts spanned five areas*
 - Fare-related
 - Outreach
 - Collaterals & Resources
 - Promotions
 - Technology

Ordinance 19546; Motion 16550; Section 115, Transit, Proviso P4

B. The total number of vanpool vehicles owned by the Metro transit department as of the end of 2024, including but not limited to:

1. *The number and type of vehicles available for service;*
 - 176 Vanpool, 15 Vanshare
2. *The number of vehicles available to serve as loaners for vanpool groups;*
 - 72
3. *Retired or surplus vehicles (or eligible), that remain in the inventory;*
 - 97 retired and 7 surplused

Ordinance 19546; Motion 16550; Section 115, Transit, Proviso P4

C. A description of the Metro transit department's plans to acquire vehicles for the vanpool program, including, but not limited to:

1. *The number and type of vehicles planned for acquisition during 2025, 2026, and 2027*
 - **2025 – 266; 2026 – 258; 2027 – 389**
2. *Model, availability, and cost comparison for gas, hybrid, and electric vehicles;*
 - Much available at 7-passenger size; 12- and 15-passenger and ADA only in gas-powered
 - Gas & Hybrid comparable in price; Electric \$30K and \$50K more per vehicle, average
3. *The implications of vehicle type for fares, accessibility, and at-home vehicle charging needs;*
 - Gas provide most flexibility for all options (size, ADA options, up-front cost)
 - Hybrid increasingly competitive for 7-passenger
 - Electric present charging-related equity concerns and greater up-front cost
4. *The potential implications of increasing numbers of battery-electric vehicles for the van grant program,*
 - EVs present challenges but gas vehicles expected to be available into early 2030s

Ordinance 19546; Motion 16550; Section 115, Transit, Proviso P4

D. A description of the actions Metro transit department indicated it was going to take in its written responses to the June 2024 report by the King County auditor entitled Vanpool: Improved Monitoring Could Help Achieve Strategic Goals and Reduce Program Risk.

2024 Audit provided 15 recommendations with follow-up report published 08/21/2025. Overall, the program is making progress. **Recommendation numbers in blue**

- ‘Open’ – Five
 - **R1**-Affordable fares; Equity Objectives (**R2**-Strategic plan; **R3**-Performance measures); **R6**-Zero emission strategy; **R13**-Vehicle misuse policy documentation
- ‘Progress’ – Eight
 - Electrification (**R4**-Fare impacts, **R5**-Environmental & equity goals); Risk point system (**R7**-Refine; **R9**-Measures; **R10**-Monitor); **R11**-“Unexplained damage”; **R12**-Plan & Pilot Telematics; **R15**-Explore monthly bookkeeper reporting system upgrades
- ‘Done’ – Two
 - **R8**-Hire risk specialist; **R14**-Personal-use policy revision

Ordinance 19546; Motion 16550; Section 115, Transit, Proviso P4

Conclusion & Next Steps

- With approximately two million revenue rides in 2024, Vanpool remains popular, particularly for commuters and employers in areas less served by fixed-route transit.
- Continued constraints such as fluctuating demand and decreasing interest from maintenance providers to enter contracts have tempered explosive post-Covid recovery.
- Metro Vanpool maintains a strong, strategic vision for the future
 - Increased integration with other Metro Flexible Services
 - Continued focus on SCAP and Equity goals
 - Reduced program risk through improved monitoring
 - Continued focus on prudent cost-recovery and affordable fare policy

Metro Vanpool



**Jason Halvorson, Superintendent
Mobility Services (206) 477-3942**

