

Hosting the Largest Global Sports Event in Seattle

Mark Bandy, PE
ITE Western District Annual Meeting
June 30, 2026

FIFA Men's World Cup 2026

Host City Locations

Kimley-Horn has had the pleasure of supporting six cities





WORLD CUP MOBILITY PLANNING GOALS

Create **safe, inclusive, and welcoming** atmosphere & environment

Broaden benefit to include Stadium neighborhoods' small businesses

Limit traffic impacts to shortest period possible

Maintain **community mobility & access** to essential services

Maximize ticketed spectators' use of **public transit**



TM

FIFA WORLD CUP **SEATTLE**TM LOCAL MATCHES



GROUP STAGE

BELGIUM  V  EGYPT

JUNE 15 • 12:00 PM PT

USA  V  AUSTRALIA

JUNE 19 • 12:00 PM PT

BOSNIA-HERZEGOVINA  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

Full match
schedule



Transportation Management Planning

THE FIFA FACTOR

- ✓ **More fans from out of area:** staying in hotels downtown & places connected by transit
- ✓ **New Communications Channel:** FIFA app required for access to tickets
- ✓ **More dignitaries:** VVIPs, Heads of state, etc.
- ✓ **More charter buses:** more fan groups arriving together by chartered buses & private shuttles
- ✓ **Restricted entrances:** GA ingress generally restricted to north gate

Seattle fan celebrations

Through sponsor partnerships, four watch parties in the downtown area

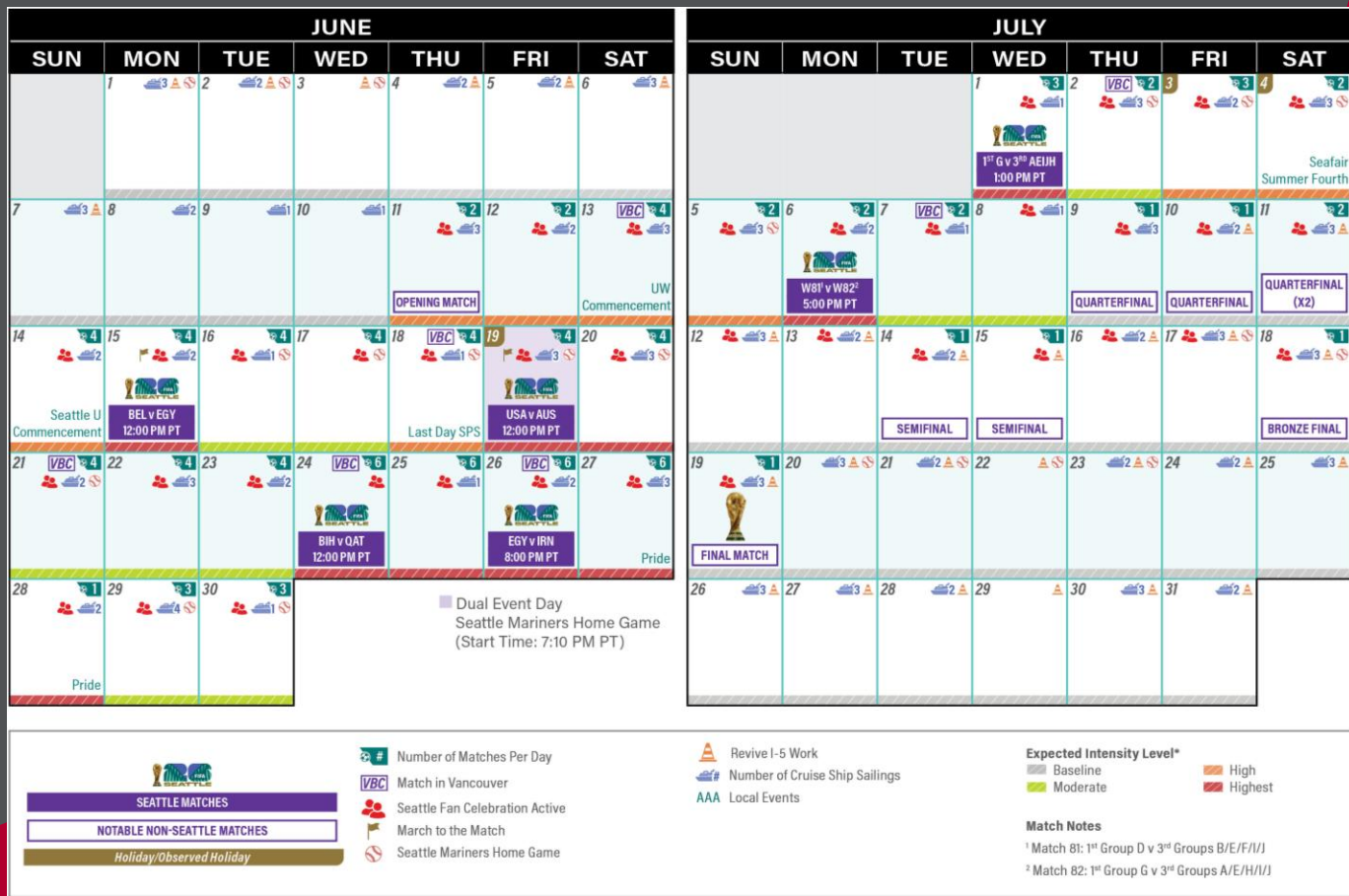
- **Seattle Center**
- **Waterfront Park**
- **SODO**
- **Pacific Place**

Distributed model showcases more of Seattle, better serving residents, businesses, & visiting fans

- **Free & open to public**
- Most **open for majority of matches**
- Capacity varies depending on day, highest **capacity for Seattle matches, remains 15,000+ people/time**



Tournament Period Intensity Calendar



MODE SPLIT PLANNING GOALS



Stadium Mode Options	BAU Mode	FWC26 Mode	FWC26 Total	
Public Transit: Rail, Light rail, Bus, Streetcar, Water taxis, Ferries	31%	50%	28,250	56,940 89% of stadium <i>excludes FIFA clients</i>
Active Transportation: Biking, Bikeshare, Scooters, Walking	9%	15%	8,470	
Rideshare: TNCs, Taxis, Limos & Town cars, private shuttles	11%	15%	8,470	
Automobiles: Personal vehicles offsite, ADA parking	49%	20%	11,300	

MATCHDAY ONLY

ANTICIPATED TRAFFIC CLOSURES

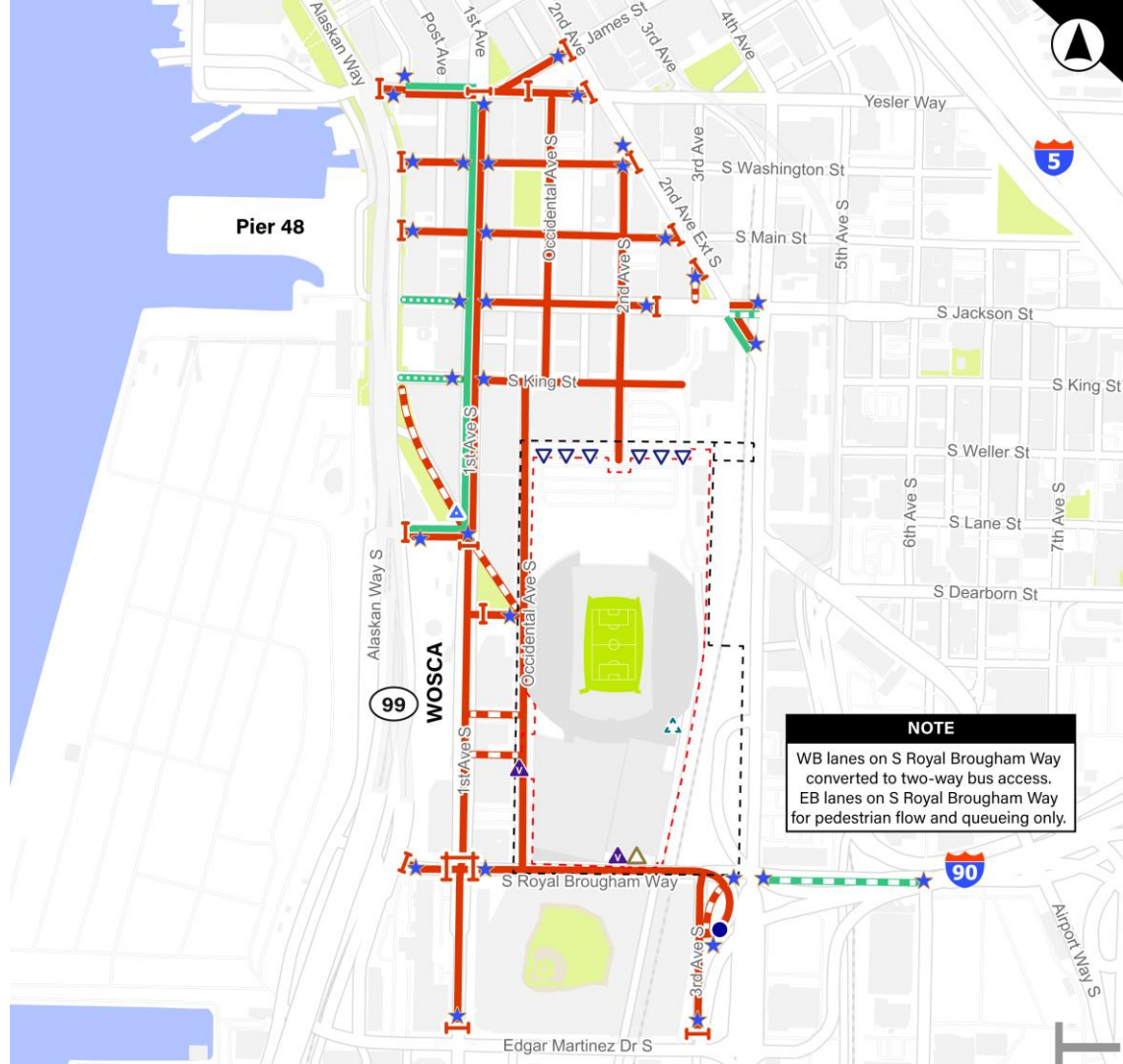
12PM KICKOFF – IN EFFECT 8AM-4PM*
(MON 6/15, FRI 6/19, WED 6/24)

1PM KICKOFF – IN EFFECT 9AM-5PM
(WED 7/1)

5PM KICKOFF – IN EFFECT 1PM-9PM
(MON 7/6)

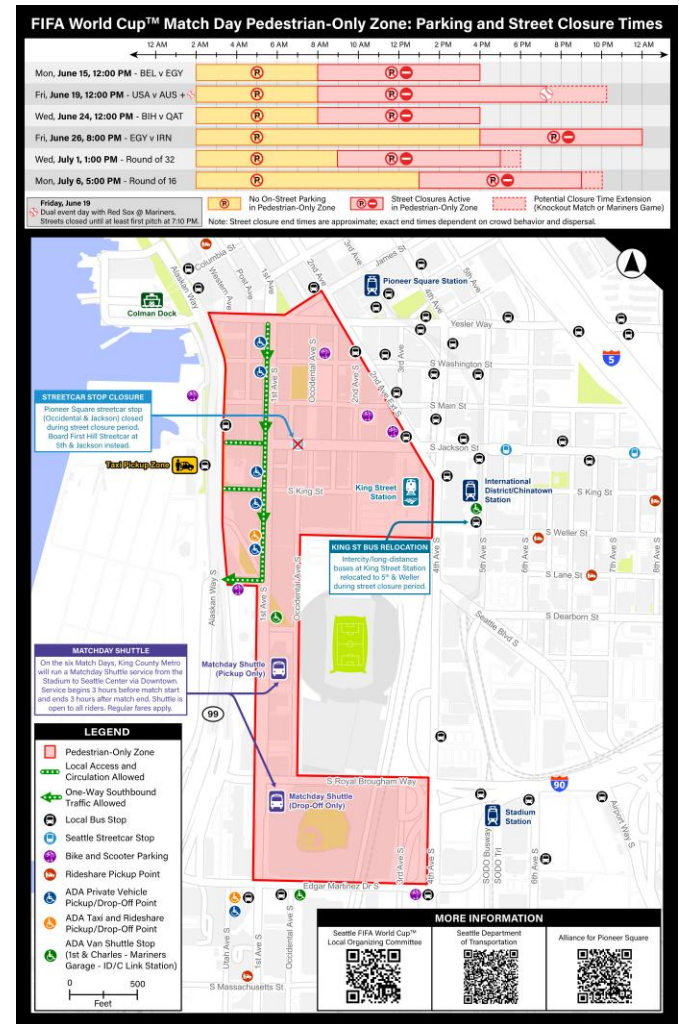
8PM KICKOFF – IN EFFECT 4PM-12AM
(FRI 6/26)

* DETAILS FOR 6/19 TBD WITH DUAL EVENT





Charter bus routings directions



Partnerships are Key

Agency	Primary areas of responsibility
Seattle DOT	Street closures, street vending & activations, micromobility, ridehail, signal timing
King County Metro	Match day shuttle, waterfront shuttle, bus operations
Sound Transit	Link light rail, Sounder commuter rail, express regional bus, Weller Street Bridge
WSDOT	Regional freeways, incident response, ferries, WOSCA site lease for charter bus
Seattle Police & Fire	Safety, security, emergency preparedness
Lumen Field (First & Goal)	Stadium operations

Sound Transit's Link Light Rail Preferred Station Approach

Key Takeaway

Given FIFA perimeter around Seattle Stadium (Lumen Field), we will need to leverage multiple stations on Link to move crowds during gamedays.



Destination Based Approach

North of downtown use Pioneer Square

East of downtown and PWD* use IDS

South of downtown use Stadium

Within downtown use KCM shuttle or regular bus service

* *Passengers with Disabilities*

Image source: Sound Transit

King County Metro's Match Day Shuttle



Image source: King County Metro

- Goal is to provide a convenient transit option for fans within downtown
- Help distribute demand in/out of stadium via west side and away from high-demand light rail stations
- Pick-up/Drop-off on 1st Ave S, west of the stadium
- 2800+ hourly capacity before and after a match
- Sponsorship enabled service to be fare free

Approach to Ridehail

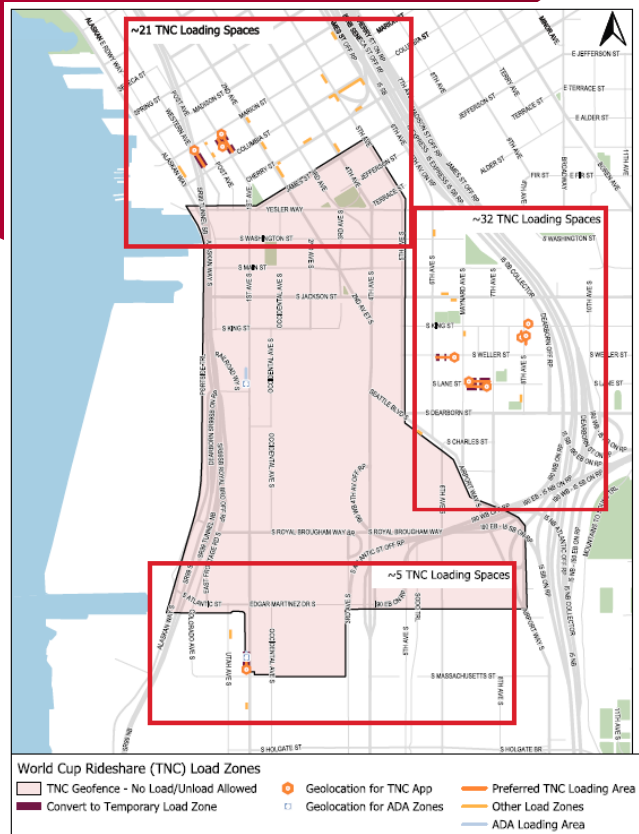
Used a distributed approach consisting of geofence and existing on-street load zones

Geofence - Seattle DOT worked with ridehail companies to create geofence to restriction loading from the pink area shown on map.

- Geofence to be in place when streets are closed (4 hours before match start time to ~2 hours after match end time depending on local conditions).
- Geofence may still be in effect before the start of the June 19th Mariners game.

Ridehail apps will direct Pick-up/Drop-off to select on-street load zones

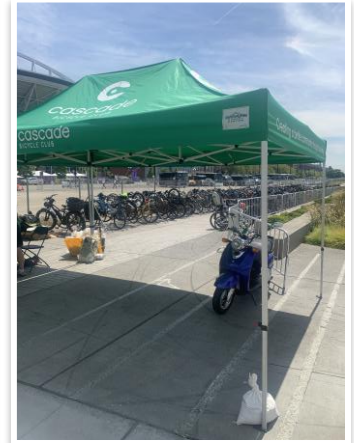
- Companies provided with geocodes of SDOT-identified existing passenger load zones and general load zones beyond the geofence.
- No use of Commercial Load Zones or curbs posted for No Parking.





Implementation

- Street closures
- Charter bus staging
- Share scooter/bike
- Match day shuttle
- Bike valet



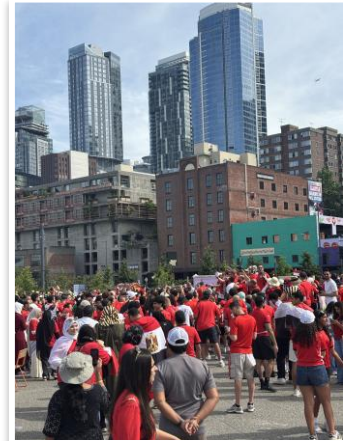


Crowd movements

Entry to light rail station

Crowding beyond sidewalk space

Fan march gathering



Successes & Adjustments

Working well

- Pedestrianized zone
- Preferred Link stations for ingress and egress
- ADA shuttle from IDS station to stadium
- Dispersed ridehail approach
- Bike valet

Continue to adjust

- Shared scooter parking locations
- March to the match timing and route
- Need for designated taxi staging area
- Encouraging use of match day shuttle

Thank You!

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