



## Board Report

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**File #:** 2026-0360, **File Type:** Oral Report / Presentation

**Agenda Number:** 45.

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### REGULAR BOARD MEETING MAY 28, 2026

**SUBJECT: 2026 FIFA WORLD CUP READINESS UPDATE**

**ACTION: ORAL REPORT**

#### **RECOMMENDATION**

RECEIVE oral report on preparations for the 2026 FIFA World Cup.

#### **ISSUE**

Los Angeles County is set to host eight matches of the FIFA World Cup in 2026, presenting a unique opportunity and challenge for Metro to provide efficient and accessible transit services to its existing customer base and a broader global audience. As of May 28, 2026, there are 15 days until the tournament begins.

An internal cross-departmental task force has been assembled since Fall 2024. The mission statement is to ensure a seamless, safe, and efficient mobility experience that meets the demands of this global sporting event. The strategy incorporates operations excellence, as Metro aims to surprise and delight riders with elevated service, intuitive wayfinding, and a safe and welcoming experience that reflects the vibrancy of Los Angeles County. This work will result in enduring benefits for the region, including permanent infrastructure upgrades, improved service integration, and a new model for mega-event transit that strengthens the legacy of the Metro transportation network.

The oral report provides an update on the planning efforts and activities associated with the roll out of all World Cup deliveries. This includes Operations, security, the fare pricing, and a large emphasis on the customer experience components of the plans.

#### **EQUITY PLATFORM**

Metro is committed to ensuring equitable access through universal design practices for the 2026 FIFA World Cup. As part of these efforts, Metro is implementing mobility enhancements so that every fan, regardless of ability, can enjoy a dignified and barrier-free journey to accommodate people with strollers and disabilities, as well as seniors. This includes ADA drop-offs, wayfinding/signage, heat mitigation, and seamless fare payment methods. Metro is also collaborating with Access Services to provide specialized transportation for individuals with disabilities. These initiatives reflect Metro's dedication to inclusivity and equitable transportation solutions. Metro will continue to maintain the

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service levels required to transport the existing customer base and the communities near World Cup venues.

### **VEHICLE MILES TRAVELED OUTCOME**

VMT and VMT per capita in Los Angeles County are lower than national averages, the lowest in the SCAG region, and on the lower end of VMT per capita statewide, with these declining VMT trends due in part to Metro's significant investment in rail and bus transit.\* Metro's Board-adopted VMT reduction targets align with California's statewide climate goals, including achieving carbon neutrality by 2045. To ensure continued progress, all Board items are assessed for their potential impact on VMT.

As part of these ongoing efforts, this item is expected to contribute to further reductions in VMT. This item supports Metro's systemwide strategy to reduce VMT through planning and operational activities that will benefit and further encourage transit ridership, ridesharing, and active transportation. Metro's work to support the upcoming World Cup matches in Los Angeles will focus on getting spectators to and from events using transit rather than driving alone. Metro's Board-adopted VMT reduction targets were designed to build on the success of existing investments, and this item aligns with those objectives.

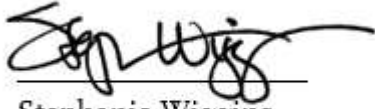
\*Based on population estimates from the United States Census and VMT estimates from Caltrans' Highway Performance Monitoring System (HPMS) data between 2001-2019.

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A handwritten signature in black ink, appearing to read 'Step Wiggins', written over a horizontal line.

Stephanie Wiggins  
Chief Executive Officer



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WORLD CUP  
HOST CITY SUPPORTER**



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PUBLIC TRANSIT  
PROVIDER**

# 2026 FIFA World Cup Readiness Report

Regular Board Meeting

May 28, 2026

[Watch Me on YouTube](#)



**THIS IS HOW LA  
SHOWS UP**



# **15 Days to WC in LA**

# Who's Playing in LA and When





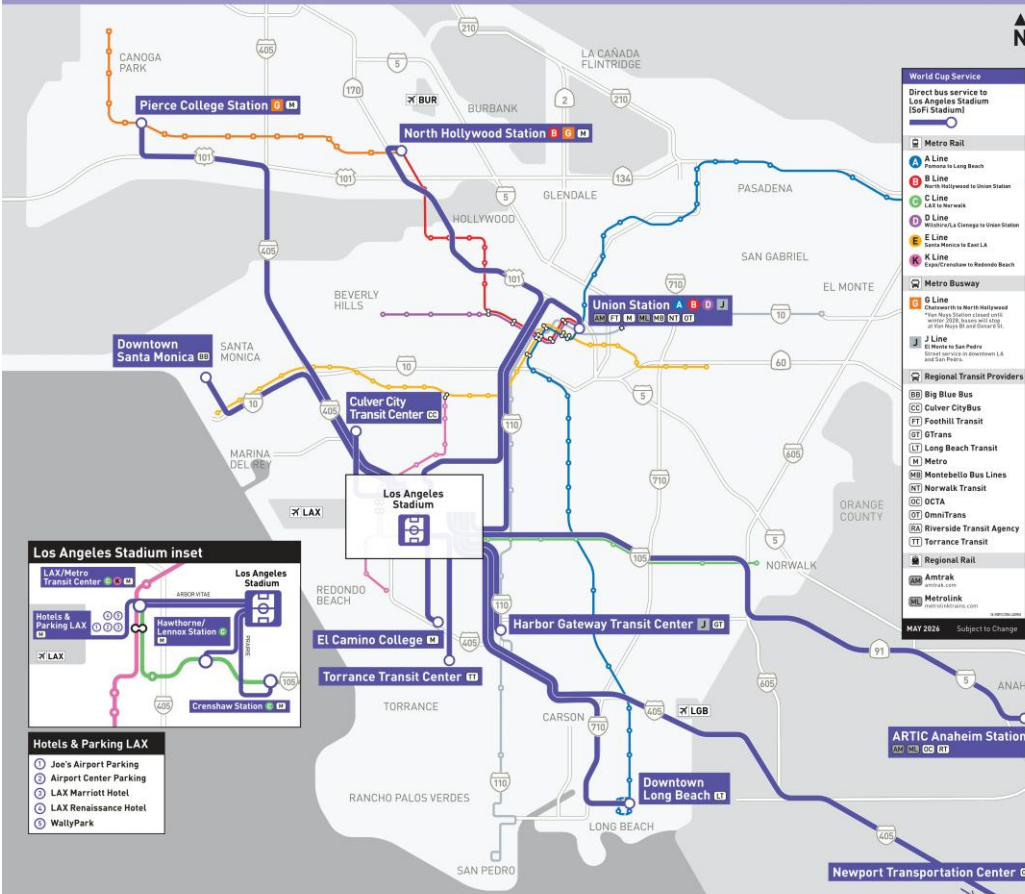
# WC Games Enhanced Transit Service



## World Cup Enhanced Service

For full details, visit [metro.net/worldcup](http://metro.net/worldcup).



**World Cup Service**

Direct bus service to Los Angeles Stadium (SoFi Stadium)

**Metro Rail**

- A Line** Pomona to Long Beach
- B Line** North Hollywood to Union Station
- C Line** LAX to Norwalk
- D Line** Whittier/LA College to Union Station
- E Line** Santa Monica to East LA
- K Line** Exposition to Redondo Beach

**Metro Busway**

- G Line** Chatsworth to North Hollywood
- J Line** El Monte to San Pedro

**Regional Transit Providers**

- BB** Big Blue Bus
- CC** Culver City Bus
- FT** Foothill Transit
- GT** GTrans
- LB** Long Beach Transit
- M** Metro
- MB** Montebello Bus Lines
- NT** Norwalk Transit
- OC** OCTA
- OT** OmniTrans
- RA** Riverside Transit Agency
- TT** Torrance Transit

**Regional Rail**

- Amtrak**
- Metrolink**

MAY 2026 Subject to Change

**Los Angeles Stadium inset**

LAX/Metro Transit Center

Los Angeles Stadium

Hotels & Parking LAX

Heatherly/Lennox Station

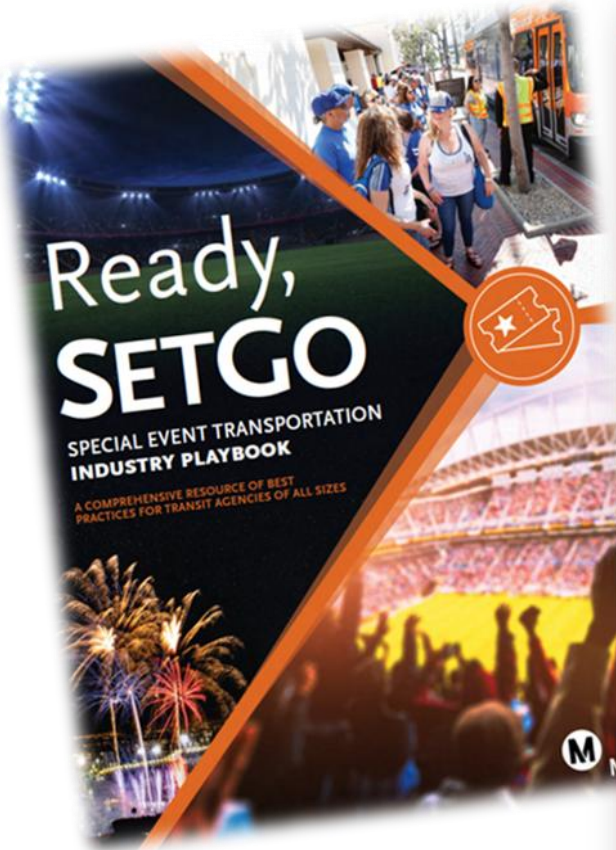
Crenshaw Station

**Hotels & Parking LAX**

- Jee's Airport Parking
- Airport Center Parking
- LAX Marriott Hotel
- LAX Renaissance Hotel
- WallyPark



# Ready, Set, Go!



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## Portfolios and Workstreams

Service	WCGETS Service Planning
	WCGETS Fleet Enhancements
	WCGETS Operations
	Safety & Security
	Speed and Reliability
	Temporary Park & Ride Facilities
Access	Infrastructure
	Customer Info/Signage/Wayfinding
	Accessibility/Universal Mobility
	Marketing/Communications
	Fare Payment/Integrated Ticketing/TAP
Finance & Budget	
Experience	Metro Station Events and Activations
	Metro MVP Program
	Surprise and Delight
	Heat Mitigation

# WCGETS Fare Payments



## How it works

- Use a contactless payment or TAP card to ride WCGETS
- Fare is \$1.75, including free 2-hour Metro transfers and discounted interagency transfers
- Tap on a reader to pay for your trip
- Fare capping applies (\$5 daily max, \$18 weekly max)



## Contactless Payment

Digital Wallet

Smart Watch

Physical Credit or Debit Card

VISA    mastercard    DISCOVER    JCB    UnionPay

## TAP Card Payment

TAP Card

Apple Wallet

TAP App

Download on the App Store    GET IT ON Google Play



### Group Friendly

Supports payment for up to 5 riders when using contactless payment

# World Cup TAP Cards



FIFA TAP Cards  
\$20 or \$55 as a bundle

Country TAP Cards  
\$10 each



Light-Up TAP Card  
\$20



Collector's Box  
\$110



# Customer Info/Signage/Wayfinding

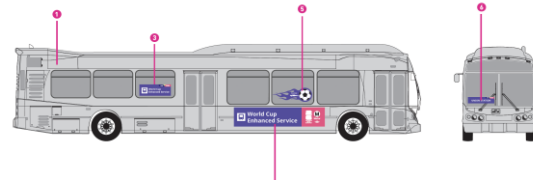
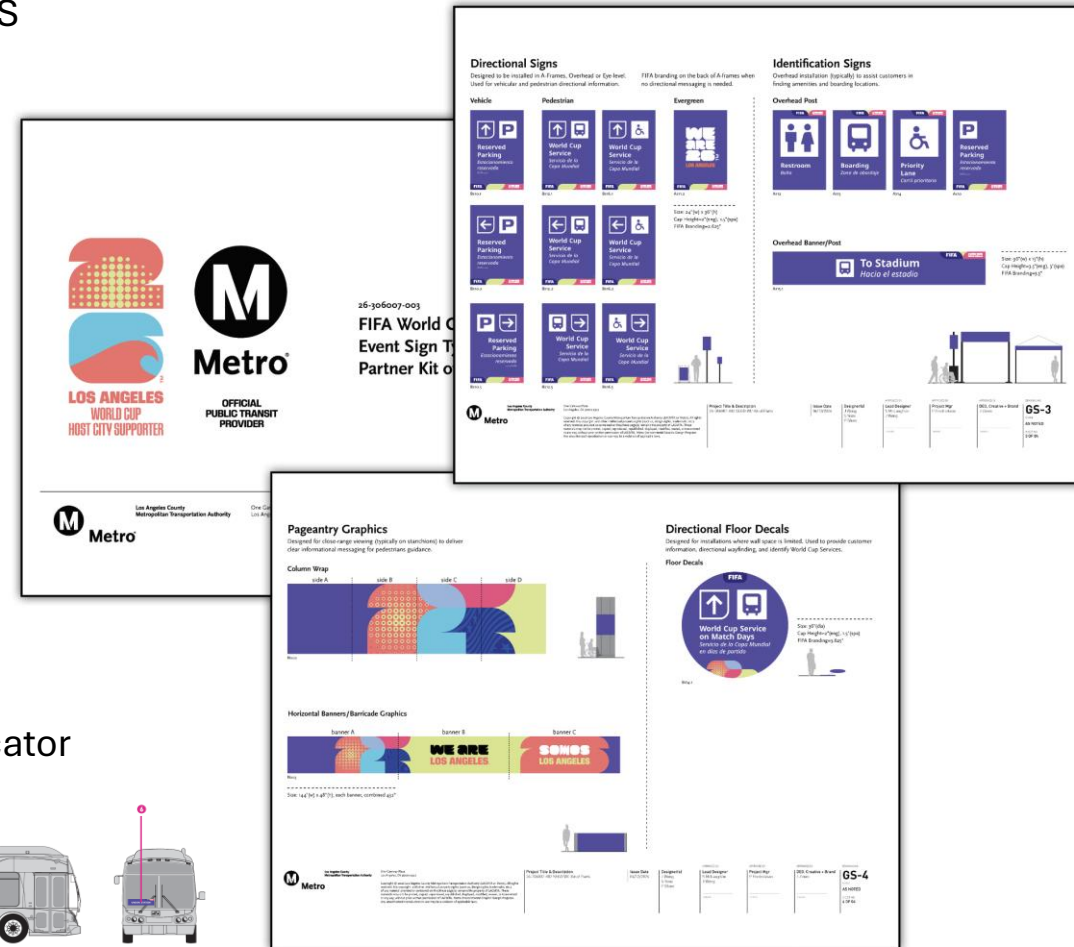


## ACCOMPLISHMENTS:

- Cross-platform alignment advanced across metro.net, parking tools, and GTFS to ensure consistent rider information
- Partner Toolkit distributed to all Regional Transit Partners on April 23
- Released production files for banners, barricades, & tent wraps on May 4
- Completed all planned signage production files for in-house fabrication
- Parking rate signage fabrication completed and installed
- Station pageantry graphics in fabrication

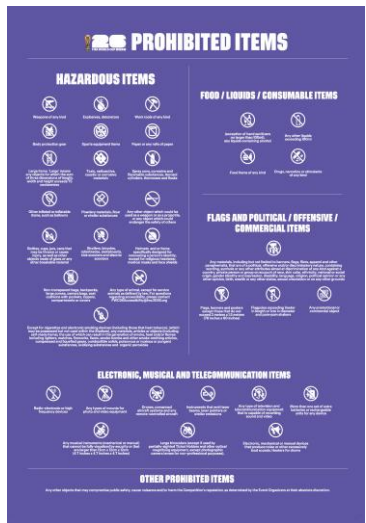
## NEXT STEPS:

- Signage programming for LA Stadium lots and pedestrian paths in progress
- Complete event-day signage quantities and design refinements
- Finalize language tower design and coordinate structural approach with fabricator
- Begin match-day QC and troubleshooting planning



**\*Regional Transit Partners Kit of Parts**

# Customer Info/Signage/Wayfinding



Multi-Language Tower

## Pageantry Graphics

Designed for street-level visibility, providing bold visual branding and ornamental graphics that deliver visual impact throughout the event environment.

### Grand Pylon Wrap



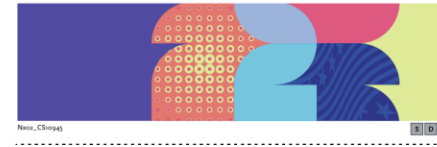
### Vertical Banner



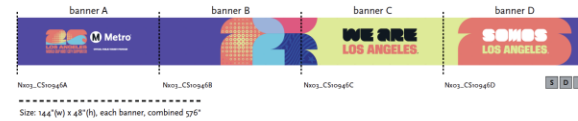
### Flag Banner (Fusion)



### Column Wrap



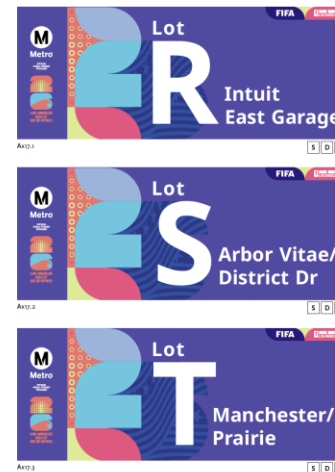
### Horizontal Banners



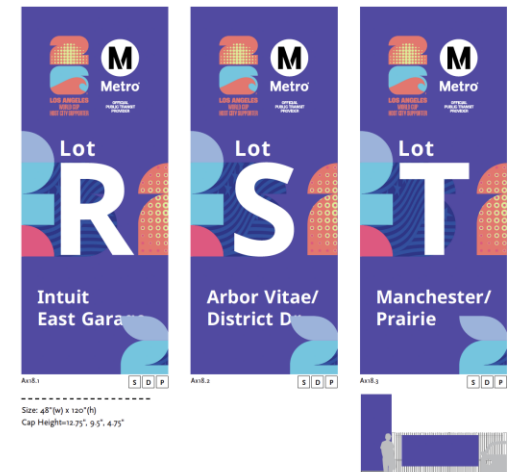
## Identification Signs at Stadium

Overhead installation (typically) to assist customers in finding amenities and boarding locations.

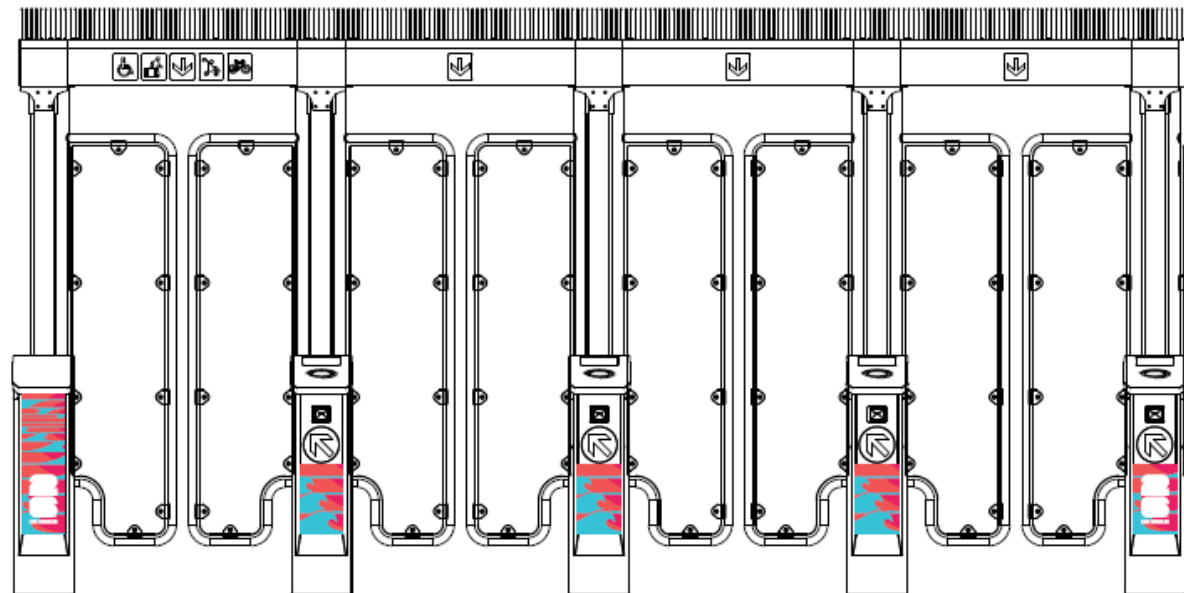
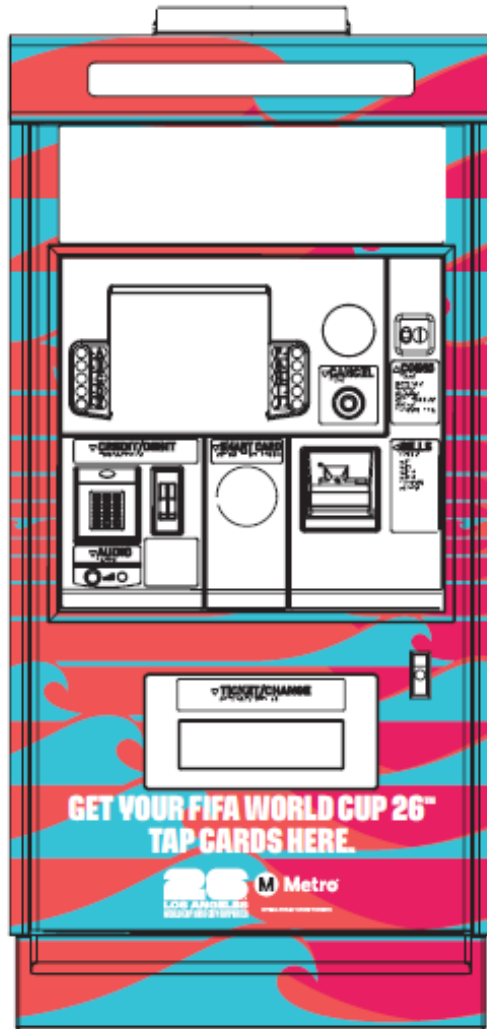
### Lot Banners\_Horizontal



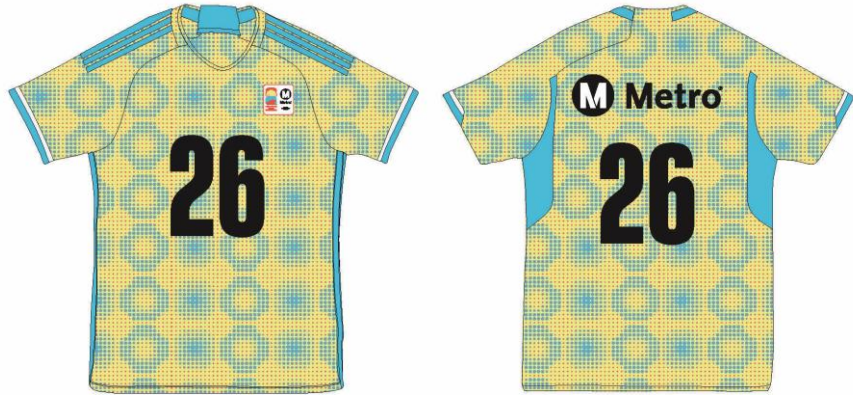
### Lot Banners\_Vertical



# Customer Info/Signage/Wayfinding



# Metro Uniforms and Regional Transit Provider Apparel



METRO OPERATOR JERSEY



METRO MVP JERSEY



RTP OPERATOR JERSEY



RTP SUPERVISOR POLO & CUSTOMIZED HAT

# Metro and Regional Transit Partner Uniforms



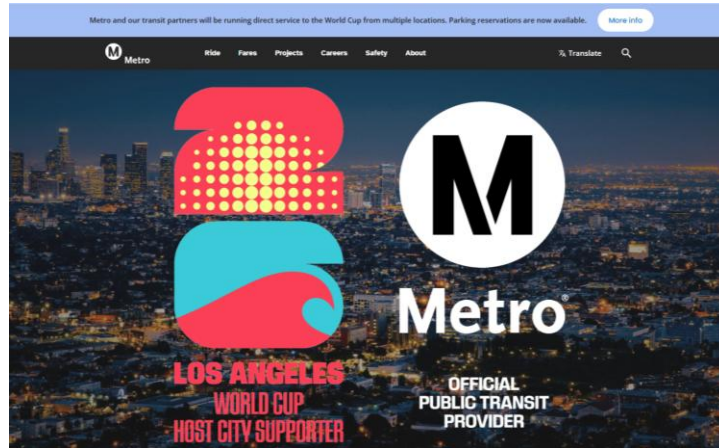
**METRO SUPERVISOR POLO & HATS**

# Marketing and Communications



# THIS IS HOW LA SHOWS UP

**M Metro GO METRO TO THE WORLD'S BIGGEST GAMES**



- Metro.net/WorldCup website updated with latest GETS information and service map
- Paid campaign began rolling out end of April. The following paid promo channels will be live through July:
  - Search Engine Marketing
  - LA Times Full-Page Ads (5/17 and 6/7)
  - Facebook and Instagram
  - Local YouTube, Streaming TV, Bar TV
  - Local Radio and Spotify
  - Out of Home & Metro System Media
  - Custom content articles (LAist and Eater LA)
- Influencers secured to produce promotional content May-June, including World Cup alum Cobi Jones
- Paid elements complement organic social and earned media activities also live through July
- Regional Transit Providers given promotional toolkit to support GETS awareness; ongoing MarComms coordination
- Board member social media tool kits to be distributed the week of May 25

# Marketing and Communications



## 30 Day Momentum Campaign

- **Tuesday, May 12** – LASEC 30-Days Out Press Conference
  - Stephanie Wiggins one of the speakers
  - WC-wrapped buses as visual at SoFi
  - Launch of Metro’s WC TAP Cards (with visuals)
  - Large Metro GETS map
- **Week of May 18**
  - Soft launch of new Metro app
  - Soft Launch of new Open payment
- **Week of May 25** – Open Payment/Mobile App Media Stunt/Event
- **Week of June 1** – Focus on Accessibility, Calming Pods, Heat Mitigation
- **Week of June 8** –
  - Faces of Metro – showcasing how Metro employees are supporting WC and customer experience



## Los Angeles Times

Amid backlash over World Cup parking and transportation, LA Metro offers a solution



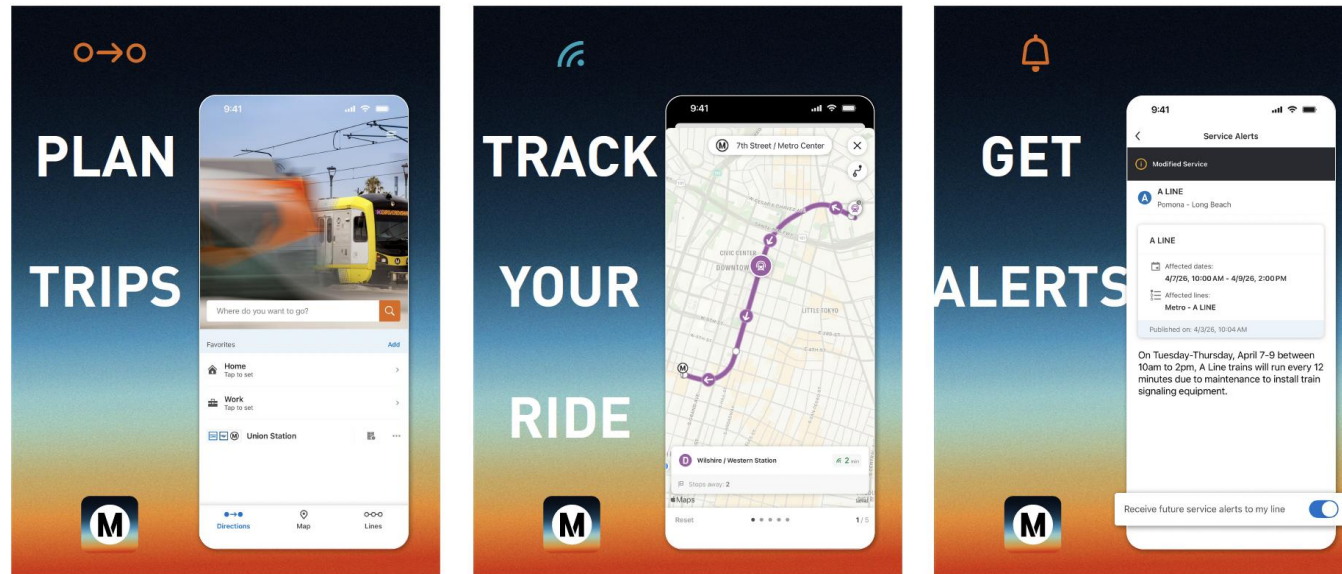
LA Metro will display more buses from Union Station to help shuttle fans to the World Cup games at SoFi Stadium this summer. (Robert Galanter/Los Angeles Times)



# Marketing and Communications



Just in time for the World Cup, the **new Metro Mobile App launches in May**. The LA Metro app is an easy-to-use tool that enhances how riders plan trips across Metro bus and rail—including planning their route to World Cup Enhanced Service locations.



We will formally announce Mobile App and Open Payment in a World Cup-themed press event in late May—introducing Metro’s two ‘new players’ that will help fans plan and pay for their transit trip, their way.

# Surprise and Delight: Fan Zones



- Secured Metro participation in Official FIFA Fan Festival, June 11-14 at LA Coliseum
- Secured Metro participation in nine LA World Cup Fan Zones
- Producing LA County Justice Care and Opportunities Department/West Coast Customs Buses
  - Working with JCOD and West Coast Customs on specialized buses
  - Two buses are currently in production
- Local and International talent procurement has begun for LA Union Station Fan Zone



# Station Activations



**1**

## FIFA FAN FEST

*FIFA-hosted signature event, fan engagement*

**1**

*location*

FIFA Fan Fest at Exposition Park

**25,000+**  
*fans*



**2**

## OFFICIAL FAN ZONE

*FIFA-designated public viewing and entertainment*

**10**

*locations*

- The Original Farmers Market
- City of Downey
- Union Station and La Plaza
- Hansen Dam Lake
- Magic Johnson Park
- Whittier Narrows
- Venice Beach
- Fairplex
- West Harbor
- City of Burbank

**5,000+**  
*fans*



**3**

## TRANSIT-FIRST FAN ZONE

*Public viewing and entertainment near high-frequency transit and ADA accessible (may include types #2 & #4)*

**40\***

*locations*

Examples:

- Long Beach Soccer Celebration
- Little Tokyo Fan Zone
- NoHo Summer Nights Fan Zone

*\*Subject to change*

**variable**  
*fans*



**4**

## COMMUNITY WATCH PARTY

*Unofficial and locally driven public viewing and entertainment*

**variable**

*locations*

Examples:

- Echo Park FIFA World Cup Community Celebration
- Pico Rivera Cultural Celebration Hub
- K-Town Watch Party Festival!

**typically 1,000 or less**  
*fans*



**5**

## STATION ACTIVATION

*Transit rider engagement and wayfinding to adjacent fan engagement events*

**15**

*locations*

Examples:

- Leimert Park
- Downtown Inglewood
- Memorial Park

**variable, expected number of transit users**  
*fans*

# Metro Station Events and Activations

## THURSDAY, JUNE 25

- 1:00 PM **CURACAO VS IVORY COAST**
- 1:00 PM **ECUADOR VS GERMANY**
- 4:00 PM **JAPAN VS SWEDEN**
- 4:00 PM **TUNISIA VS NETHERLANDS**
- 7:00 PM **PARAGUAY VS AUSTRALIA**
- 7:00 PM **TÜRKİYE VS USA**

## FRIDAY, JUNE 26

- 12:00 PM **NORWAY VS FRANCE**
- 12:00 PM **SENEGAL VS IRAQ**
- 5:00 PM **CABO VERDE VS SAUDI ARABIA**
- 5:00 PM **URUGUAY VS SPAIN**
- 8:00 PM **EGYPT VS IR IRAN**
- 8:00 PM **NEW ZEALAND VS BELGIUM**

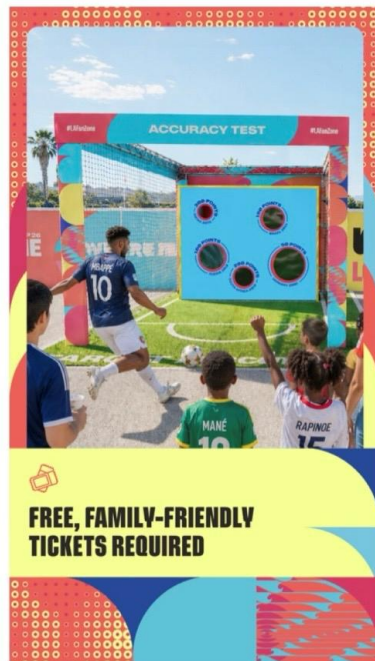
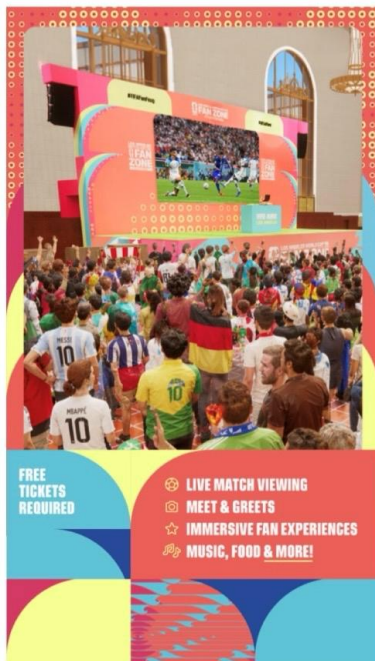
## SATURDAY, JUNE 27

- 2:00 PM **CROATIA VS GHANA**
- 2:00 PM **PANAMA VS ENGLAND**
- 4:30 PM **COLOMBIA VS PORTUGAL**
- 4:30 PM **CONGO VS UZBEKISTAN**
- 7:00 PM **ALGERIA VS AUSTRIA**
- 7:00 PM **JORDAN VS ARGENTINA**

## SUNDAY, JUNE 28

12:00 PM **ROUND OF 32 | 2A VS 2B**

LOS ANGELES  
WORLD CUP 26  
**FAN ZONE**  
at THE HEART OF THE CITY,  
LOS ANGELES UNION STATION



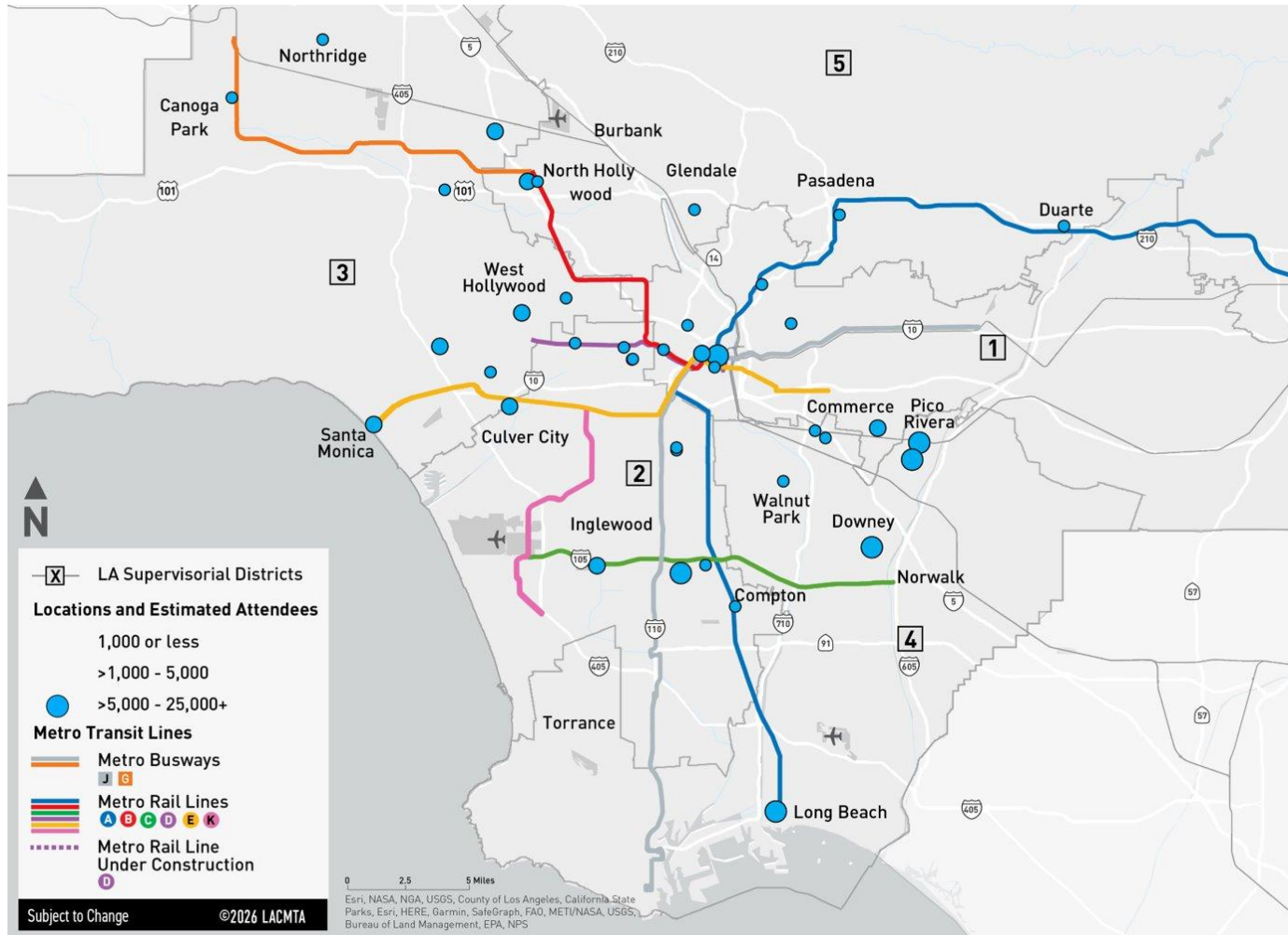
# Metro Station Events and Activations



# Metro Station Events and Activations



## Transit First Fan Zone Locations



<p><b>SD 1</b></p> <p>14 Submissions</p> <p>9 Transit-First</p>
<p><b>SD 2</b></p> <p>18 Submissions</p> <p>11 Transit-First</p>
<p><b>SD 3</b></p> <p>19 Submissions</p> <p>10 Transit-First</p>
<p><b>SD 4</b></p> <p>16 Submissions</p> <p>6 Transit-First</p>
<p><b>SD 5</b></p> <p>6 Submissions</p> <p>4 Transit-First</p>

Notes: No events at SoFi; events over numerous days

# Safety and Security



## Security, Contract Law Enforcement and Care-Based Activities

- Increased law enforcement, Metro Security, contract security at Metro and non-Metro park & ride sites and multimodal stations
- Increase law enforcement vehicle patrols on WCGETS Network bus routes to reduce response times to calls for service on shuttle incidents
- Assigned monitoring of specific rail/bus cameras, Transit Watch, drone coverage, and social media within the ESOC at critical WCGETS sites
- Use of new social media analytics in real-time for notifications of any disturbances during events
- High visibility presence and Bomb Detection & K9 patrols at specific WCGETS locations
- Increased security presence on platform patrols in coordination with other Metro resources (Operations, Wayfinders, Volunteers, Communications, MOW, General Services and MTS) at key sites
- Suspicious activity reporting (SAR) monitoring at the Security Operations Center
- Minimize disruption to C and K Line critical infrastructure with Law Enforcement vehicle patrols around Los Angeles Stadium (formerly SoFi)
  - Traction Power Sub Stations (TPSS)
  - Manholes with copper wire
- Increased Care-Based teams deployed at WCGETS sites and other Critical Areas
- Coordination with regional partners local law enforcement within the EOC
- Securing WCGETS Bus Shuttles begin 3 hrs prior to an event
  - Departures 2 hours after game ends
- Use of portable cameras for visibility at WCGETS shuttle areas (non-Metro sites) and additional coverage at Metro sites during shuttle operations
- Use of drones for the Fan Festival, Union Station Fan Zone, and at FAA eligible park & ride sites
- Coordination and deployment of TSA Ground Based Unit (formerly VIPR) at stadium drop offs, MTC, and other stations



FIFA World Cup 2026™

Every goal scored. Every cheer echoed.  
Every heart touched. Metro connects you  
to something extraordinary.



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