

World Cup Bi-Monthly Update



Operations, Safety, & Customer Experience Committee Meeting
June 18, 2025

Overview – FIFA in LA

FIFA Club World Cup 2025

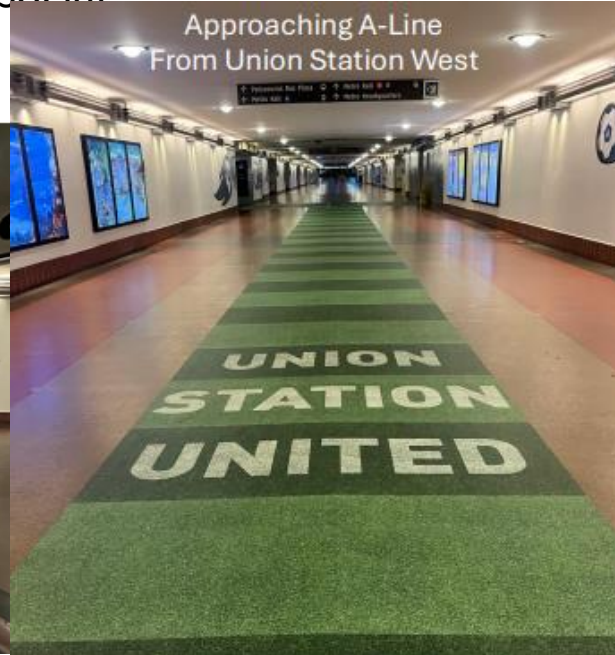
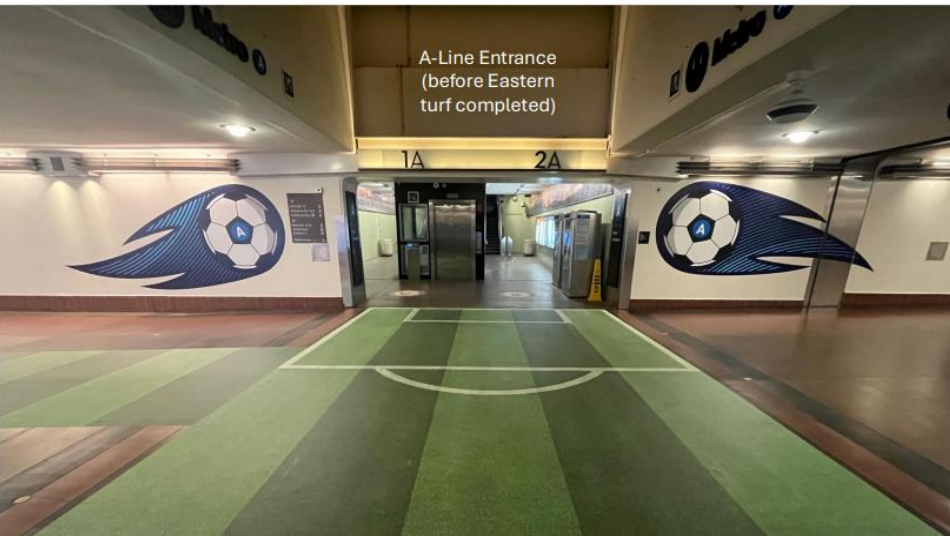
- 6 matches held at the Rose Bowl
- Service added to A and E Line, with connecting shuttle buses at Pasadena for Rose Bowl
- First game saw around 1,300 riders. Rail services accommodated ridership; Foothill Transit shuttle buses very busy, carrying over 7000.
- Parking available at the stadium

FIFA World Cup 2026

- 8 matches held at SoFi Stadium
- Expected ridership to each game is 30,000
- Expanded bus and rail transit service required

Successes (FIFA Club World Cup 2025)

- Metro has increased train frequency on the A and E Lines to accommodate the crowds
- Metro created a dedicated landing page to encourage people to take public transit to the games: <https://www.metro.net/riding/rose-bowl-venue/>
- Metro has staffed 7 critical stations for each of the events
- Metro is working with FIFA and various clubs on a potential Union Station activation and on social media content



Plans (FIFA World Cup 2026)

Metro is coordinating the establishment of a World Cup Games Enhanced Transit Service (WCGETS)

- Provide service to the stadiums, official FanFests, and major live sites for spectators and workforce
- 330+ buses and operators are needed to operate the WCGETS

Activate Internal Workstreams

- Metro launched an Internal Task Force to bring agency resources together
- Metro has 16 Workstreams dedicated to coordinate all aspects of Metro's plans

Partner with local Munis

- Coordinate a joint service delivery of the WCGETS with Metro, Munis and other sources
- Develop shared operating protocols and technologies

Partner with Park and Ride Lots

- Utilize Community Colleges and other large parking facilities through partnerships

Partner with Cities

- Bus only lanes and other traffic management and control measures

Fan Zones

- Metro plans to promote service to Fan Zones and Watch Parties throughout LA County

The Regional Team

- LA Metro is actively working and planning alongside regional transportation agencies. Their enthusiasm and commitment to supporting our efforts underscore the strong partnership we share in preparing for these major events.
- Partnering Agencies:

Access Services, Inc.	Montebello Bus Lines
Antelope Valley Transit Authority	Norwalk Transit Systems
City of Redondo Beach - Beach Cities Transit	OCTA
Commerce Bus Lines	OmniTrans
Culver City Bus	Palm Springs
Foothill Transit	Pomona Valley Transportation Authority
Gardena Transit	Riverside
Gold Coast Transit District	San Diego MTS
LADOT	Santa Monica Big Blue Bus
Long Beach Transit	SunLine Transit
Metrolink	Torrance Transit

Culver
CITYBUS

LADOT

OmniTrans
Connecting Our Communities

TORRANCE
TRANSIT

OCTA

BCT
Beach Cities Transit

CITY OF
GARDENA
TRANS

CCTransit

big
blue
bus

LONG BEACH
TRANSIT

MONTABELLO
BUS LINES

Foothill Transit

norwalk
transit

ERTTA

METROLINK

AVTA
Antelope Valley Transit Authority

Funding and Advocacy

- FIFA Caucus event in DC April 30 (COO attended)
- APTA Legislative Conference (CEO attended)
- Rep. Sharice Davids (KS-02) and Rep. Buddy Carter (GA-01) leading appropriations request through subcommittee on Transit, Housing and Urban Development to increase transit infrastructure grants to account for \$400 million for transit agencies to support the 2026 World Cup
- Rep. Garcia Capital Investment Grants sign-on letter Request for Full Funding (current circulating)
- Meeting with Congresswoman Norma Torres (included Metro, Foothill, OmniTrans, SBCTA, and Metrolink)
- Metro's overall funding request is \$25 million

Our Partnership



Metro[®]

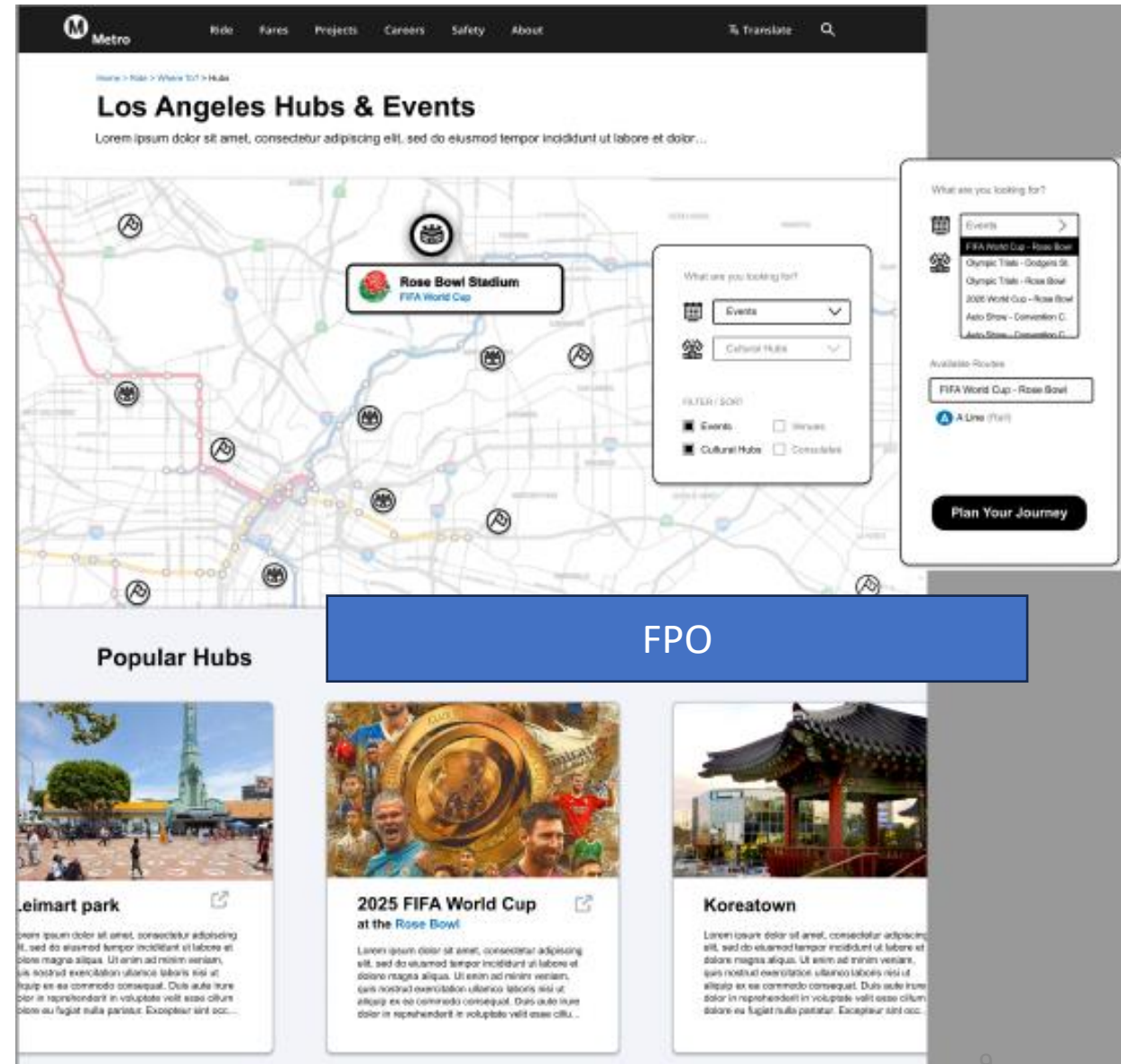
OFFICIAL PUBLIC TRANSIT PROVIDER

Our Approach

- **Secure and activate long-term partnerships that help Metro become synonymous with sport and LA culture**— including Los Angeles professional sports teams, city and county sports organizations, youth organizations, sports brands and influencers.
- Implement a **phased sports marketing communications push** beginning in Q3 FY25 when World Cup partnership is announced through the 2028 Olympic and Paralympic Games.
- **Implement cross-department creative storytelling** to better communicate Metro’s vision of creating a world-class transportation system and highlight the benefits and “why” behind our work.

Fan Zones / Cultural Hubs

- Metro is working with the Los Angeles Sports and Entertainment Commission and local cities to encourage people to “Go Metro” to official fan zones and transit-accessible World Cup events in the various cities and cultural hubs across the county



Customer Experience Plans

- Launch revamped website and new mobile app for the 2026 World Cup
- Identify advertisers to create station takeovers and activations across the system
- Pending FIFA approval, create customized wayfinding for the eight Los Angeles Stadium matches
- Create moments of surprise and delights for our riders during the 39 days of the tournament, e.g., performances at stations, water stations, shade stations, etc.

