

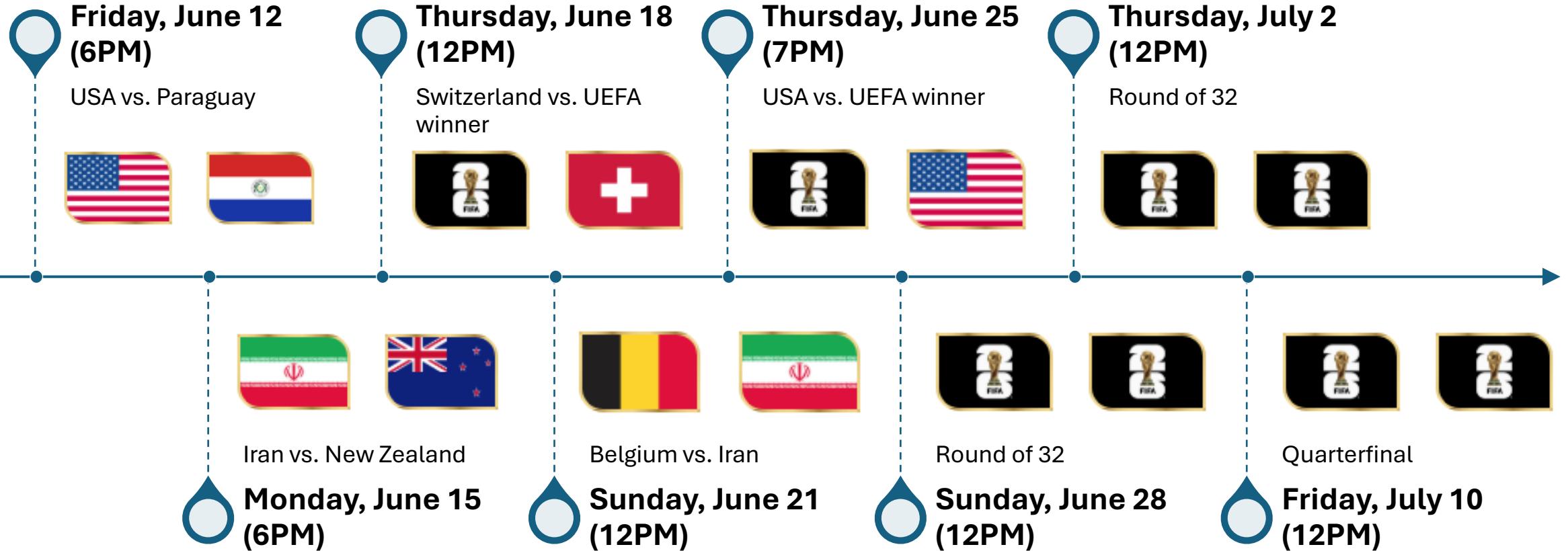
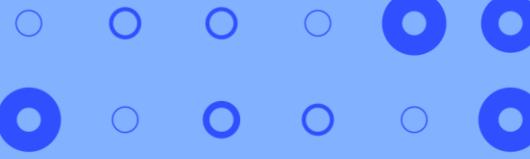


# World Cup Update

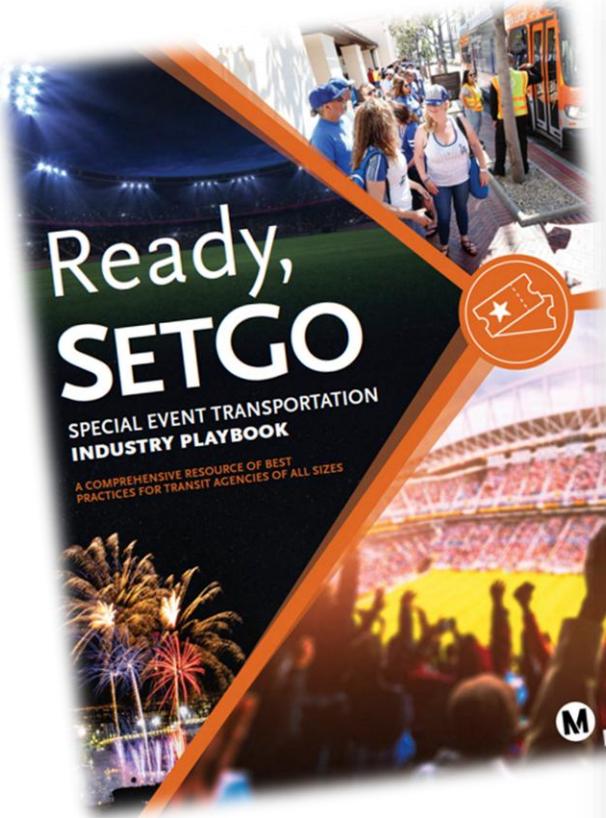
Olympic & Paralympic Games/Quarterly Special Board Meeting

January 14, 2026

# Who's Playing in LA



# World Cup Portfolios and Workstreams



Event Specific Considerations		Page			
	Purpose & Need	Mission & Vision Advocacy Internal Coordination External Coordination Transportation Demand Forecast			
		Service Plan	Special Event Service Plan Construction/Concurrent Efforts Speed and Reliability First/Last Mile		
			Safety & Emergency Management	Event Process Monitoring and Improvements Safety & Security Emergency Operations Center (EOC) Crowd Management	
				Customer Experience	Accessibility & Universal Mobility Customer Information, Signage, and Wayfinding Fare Payment Surprise & Delight Weather Resiliency
					Agency-Wide Success Strategies

## 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

# Service – World Cup Games Enhanced Transit Service

- Develop Games Enhanced Transit Service Plan for key Mobility Hubs and Temporary Park and Rides to transport 30,000 general spectators and workforce to/from each game and Fanfest activities.
- Operating Plan for WCGETS Service Plan with 330+ buses, a third each from Metro, Munis, and Charter.
- Agreement on WCGETS footprint at the stadium with FIFA
- Completing Muni term sheets and agreements
- Contract with Charter operator(s)
- Confirming Park and Rides at non-Metro locations



This is a team event...



# Service – Operations



## Operations/Fleet

- WCGETS Standard Operating Procedures – Developing standardized SOPs for use by Metro and municipal operators, ensuring a uniform passenger experience
- Establishment of a centralized WCGETS control center and implementation of an electronic communication device for shared use for all WCGETS service providers
- Procure charter services
- Acquire and make ready contingency buses for WCGETS operations

## Speed and Reliability

- Minimize subregional and local traffic impacts by enabling coordinated transportation system management
- Demonstrate value of Regional Integration of Intelligent Transportation System partnerships to accelerate growth and support multi-agency traffic operations for event management

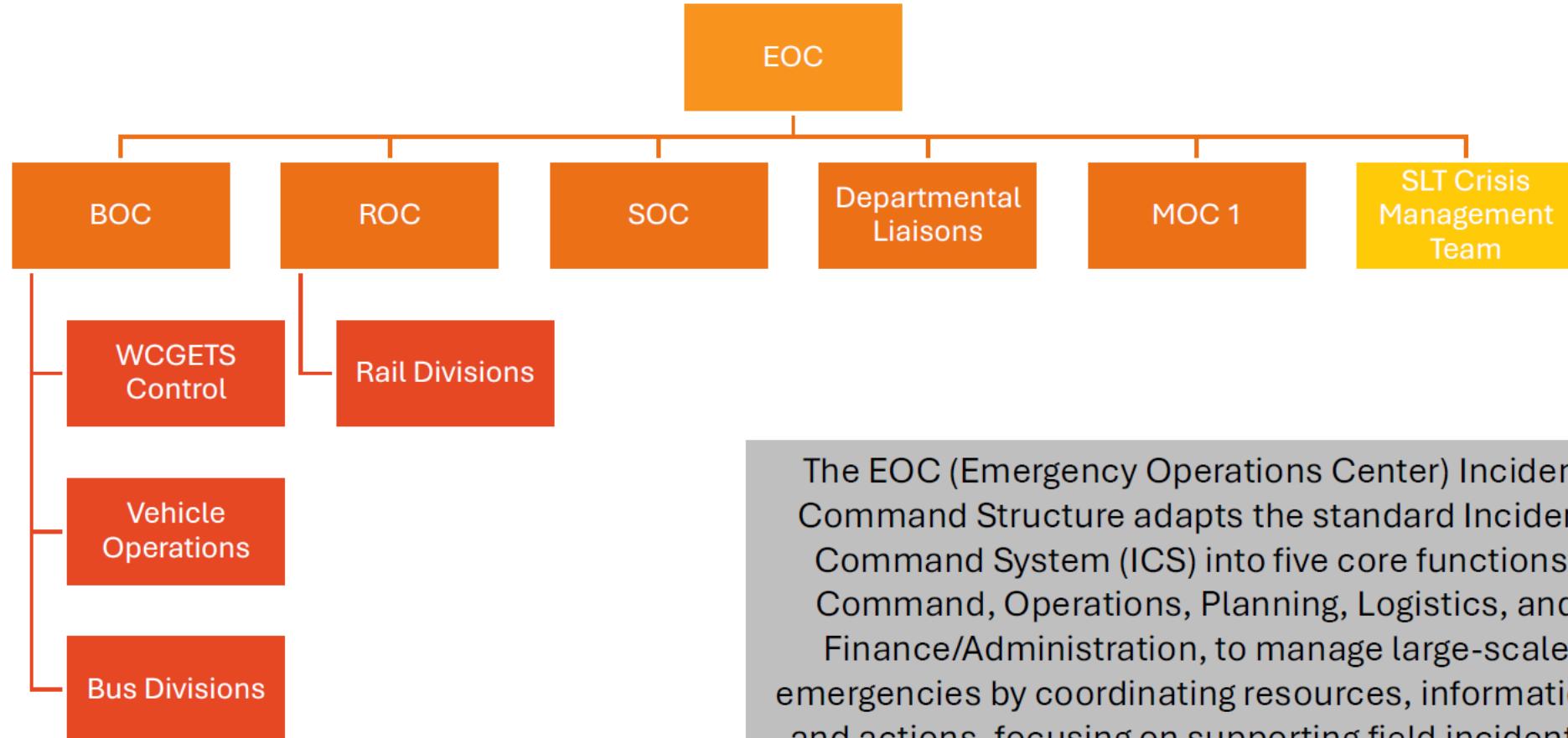


# Service - Safety and Security

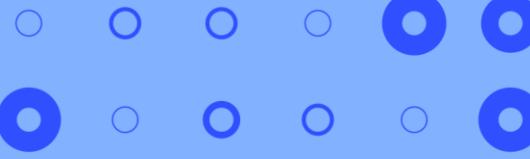


- **Finalization of critical locations**
  - Official Fan Festival Announcements – January 28th
  - Unofficial World Cup Events – End of February
  - Data/Intelligence Unit to gather research on unplanned events scheduled
- **Training and Exercises**
  - Developing a rollout strategy for the Multi-Month Training & Exercise Plan
  - Coordination with CPO on training
  - Collaboration with internal and external partners to develop exercise planning teams and conduct each exercise
- **Grant Funding – Department of Homeland Security – FIFA WC**
  - Education to the Host Committee on Metro security needs to support justification
  - Coordinate with Planning:
    - Pre-application webinar – Mid-January
    - Application period – 1/26 to 2/6
    - Estimated Award – Mid-March

# Service - Incident Command Structure



# Access - Infrastructure



## Key Facilities Updates:

- A Line Stations
  - ❖ Sierra Madre Villa
  - ❖ Memorial Park
  - ❖ Willowbrook/Rosa Parks
  - ❖ Downtown Long Beach
- C Line Stations
  - ❖ Aviation/Imperial
  - ❖ Hawthorne
  - ❖ Crenshaw
  - ❖ Harbor Fwy
  - ❖ Lakewood
  - ❖ Norwalk
- B/D Line Stations
  - ❖ Union Station
  - ❖ 7th/Metro
  - ❖ North Hollywood
- K Line Stations
  - ❖ LAX/MTC
- E Line Stations
  - ❖ Atlantic
  - ❖ Expo/USC
  - ❖ Expo/Vermont
  - ❖ DT Santa Monica
- J Line Stations
  - ❖ Terminal 19 (El Monte)
  - ❖ Harbor FWY
  - ❖ Harbor Gateway Transit Center
- G Line Stations
  - Chatsworth
  - Pierce College

LEGEND: ❖ Facility Improvements Done

❖ In Progress

**Milestone Deadline:** March 31<sup>st</sup>, 2026

## Deliverable Updates:

- Elevator Rehabilitation on C-Line stations at Lynwood, Harbor Freeway, Avalon, and Crenshaw
- Tile replacements and improvements at N. Hollywood Station
- Canopy Resurfacing and Recoating at Harbor Freeway
- Recoating and new “Stay Behind Yellow Line” thermoplastic decals along A, C & E – Lines
- Corrosion rehabilitation at various C-Line stations

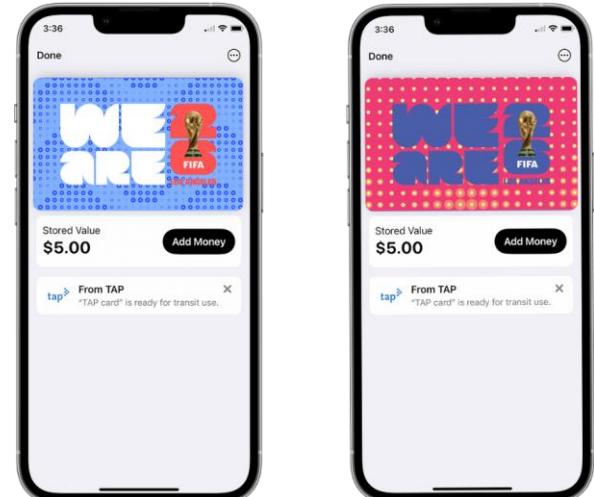
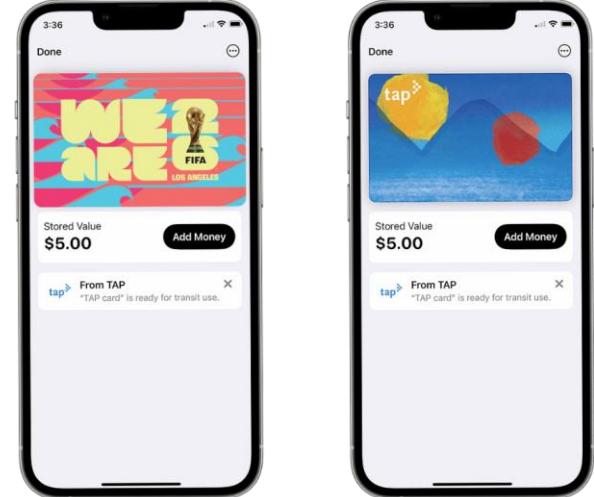
# Access – Fare Payment, Accessibility/Universal Mobility

## Goals

- Launch open payment to facilitate travel for international customers and visitors
- Generate revenue through commemorative TAP cards and special fare media

## Key Deliverables

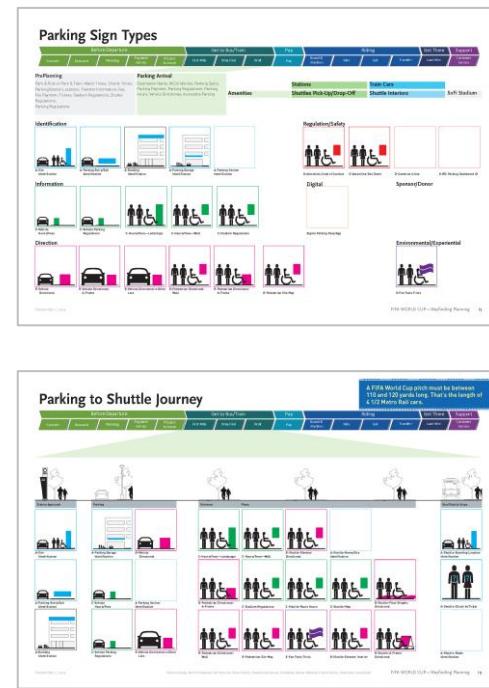
- Up to 11 commemorative TAP cards designs for Apple Wallet
- Special Fare Media
- Mobile app changes for international riders
- TAP fare payment marketing and outreach



# Access – Marketing/Comms, Customer Info, Signage, Wayfinding

## Info, Signs, Wayfinding Updates

- Completed audits of park & ride shuttle lots and key station locations
- Completed kit-of-parts and initial sign plans; ongoing coordination with other workstreams to finalize inputs
- Developing standardized shuttle headsign naming system with Service Planning to support consistent customer information



## Public Relations

- Metro press release and media alerts outlining full enhanced service plan
- Pending LASEC approval, Metro mention in LASEC's press materials
- Broader PR support includes reactive statements and reporter briefings

## Metro Digital

- Metro.net dedicated World Cup landing page updated with comprehensive enhanced service information (maps, routes, park & ride details, and payment info)
- The Source / El Pasajero blogs: service enhancement details and follow up stories

## Social

- Social media amplification, including collab posts with LA World Cup social pages
- Pending discussions with LASEC/FIFA, enhanced service content rollout on official World Cup channels

# Experience – Station Activation, Surprise and Delight



## Surprise and Delight

- Position LA Metro as an integral connection to Los Angeles' vibrant, diverse communities
- Transform daily commutes into memorable celebrations by surprising riders with soccer-themed activations
- Convert WC fan ridership to regular customers
- Countdown clock installed at LAUS
- Develop Fan Zone Metro Activations & Kit of Parts



## Station Activations

- 15 Metro-led day-Long station activations with live music + cultural performances, soccer-themed activities, food vendors, customer engagement tied to existing regional events and activities.
- Official Union Station Fan Zone application submitted and under review.
- Training special station activation squad for volunteer staffing
- Issuing support for Transit First Fan Zones, community watch parties, country houses



# Experience – Heat Mitigation & MVP Program



## Heat Mitigation

### Goals

- 🏆 Finalize procurement of hydration stations for Metro priority locations utilizing sponsorship funding and fundraising.
- 🤝 Develop Heat Mitigation Guidebook PDF providing practical heat safety guidance and information on Metro's heat mitigation actions. Guide will be for spectators/fans, event organizers, and workforce, including MVP's.
- 🌳 Develop Heat Awareness Campaign prior to start of World Cup as a strategic approach to preparing transit riders, event spectators, volunteers and workforce for extreme heat.



## Metro Values in Practice (MVP Program)

- Motivate, train, and reassign Metro employees to provide an enhanced Metro presence by deploying MVPs at key event locations, supporting customers along their entire journey
- Build a culture of world-class customer service for customers and spectators and deliver an “all-hands-on-deck” approach for supporting mega events
- Train specialized internal and external MVPs to support customers of all abilities and backgrounds focusing on multiple areas including:
  - Safety
  - Customer service
  - Disability awareness & sensitivity
  - Human trafficking
  - Metro's multi-modal transit system



# Readiness Reviews



- **April 22, 2025**
  - Overview of 2026 World Cup and transportation needs, organizational delivery structure, operational strategies, infrastructure and technology, communications and public engagement, risk management, and budget
- **Aug 26-27, 2025**
  - Review progress across all workstreams
  - Identify challenges, critical path items, interdependencies, procurement needs
  - Outcomes: cabinet charter, finalized budget, fare policy, integrated project schedule
- **Dec 10-11, 2025**
  - Table-top exercises on service disruptions and unplanned crowd surges to work through potential scenarios
- **Upcoming**
  - Additional readiness reviews
  - Tabletop exercises
  - Full scale exercises





- In December 2025, CEO Wiggins was invited to the USDOT World Cup Summit to participate in a panel on Wayfinding. Metro was the only public transit agency invited to speak.
- Additionally in December 2025, Metro led a delegation of 7 public transit agencies who are all working on the World Cup to meet with a bipartisan group of Senate staffers to advocate for federal funding to support operational needs for the World Cup.
- If the current \$78M for all 11 World Cup Cities that is proposed by the US Senate is enacted by January 30th, Metro could receive about \$4.8M out of the \$25M requested—assuming the money is divided equally. Together the agencies have asked requested \$400M from the federal government and we will continue to jointly advocate to our representatives in Congress to advocate for funding.
- Other sources of funding could be revenue generation, sponsorships, and additional revenues as identified, including State LCTOP.

# Critical Path Items



## Service

- Approve contract for bus dispatch and communications software
- Approve contract for charter provider
- Finalize Terms Sheet and Agreements with municipal and other operators
- Finalize SoFi terminal locations
- Finalize agreements for temporary park and ride lots and hotel shuttle

## Access

- Implement open payment
- Procurement of facility amenities, signage, wayfinding
- January 28 messaging on WCGETS routes, fares, ways to pay
- Continue to seek funding to support World Cup (grants, revenue generation, sponsorships)

## Experience

- Finalize negotiations on official Union Station Fan Zone
- Large scale activation of Metro's Values in Practice (MVP) Program

FIFA World Cup 2026™

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



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