



LOS ANGELES
WORLD CUP
HOST CITY SUPPORTER



Metro®

OFFICIAL
PUBLIC TRANSIT
PROVIDER

2026 FIFA World Cup Readiness Report

Regular Board Meeting

May 28, 2026

[Watch Me on YouTube](#)

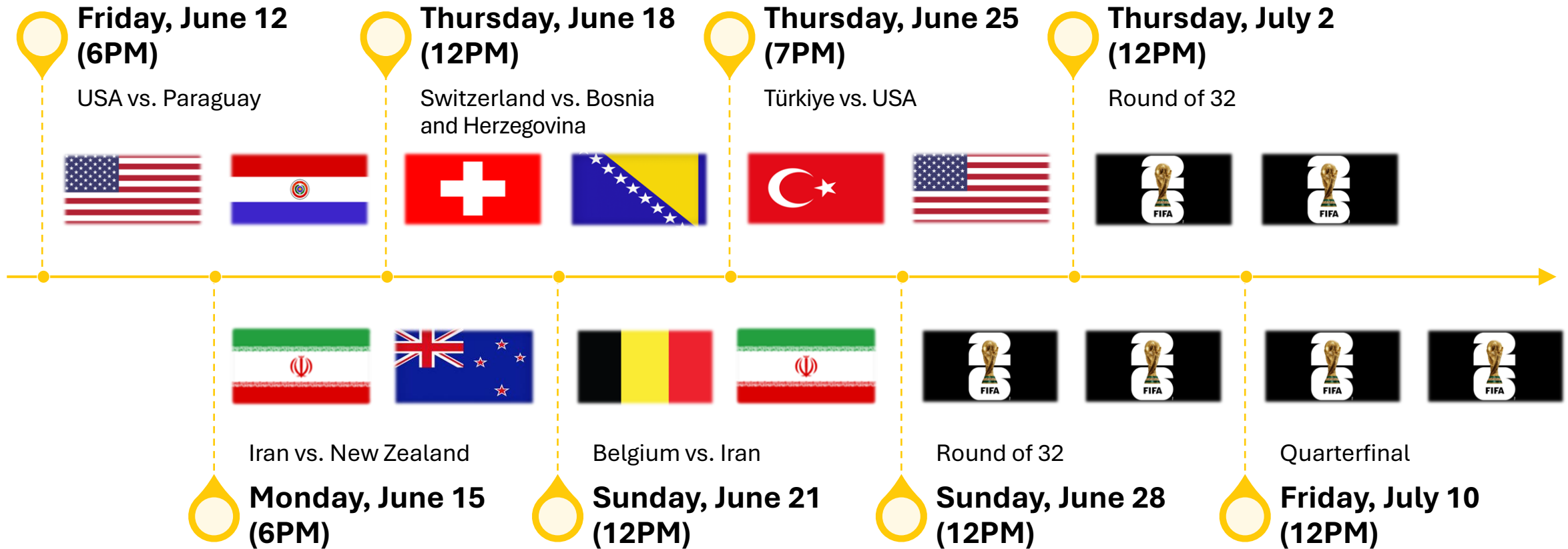


**THIS IS HOW LA
SHOWS UP**

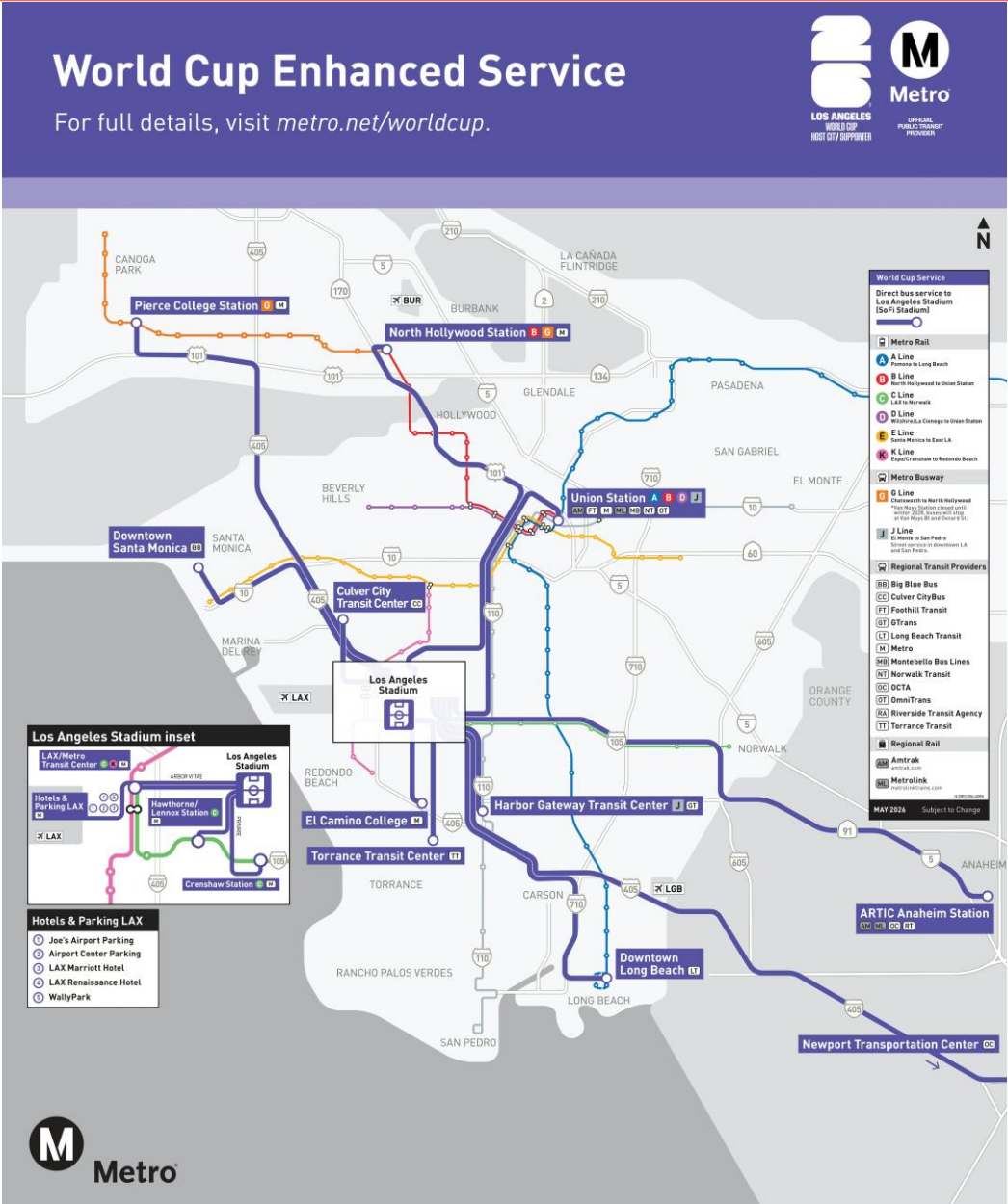
A person with dark hair tied back, wearing a yellow and white striped long-sleeved shirt and blue jeans, is captured in motion kicking a black and white soccer ball. They are standing on a platform next to a train. The train is silver and grey with large windows. The background is slightly blurred, suggesting movement.

**15 Days
to WC in LA**

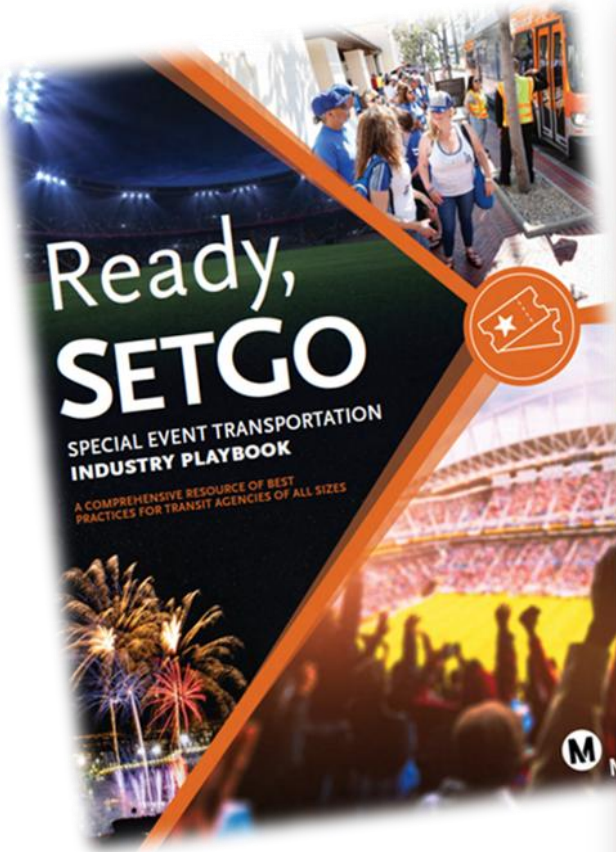
Who's Playing in LA and When



WC Games Enhanced Transit Service



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

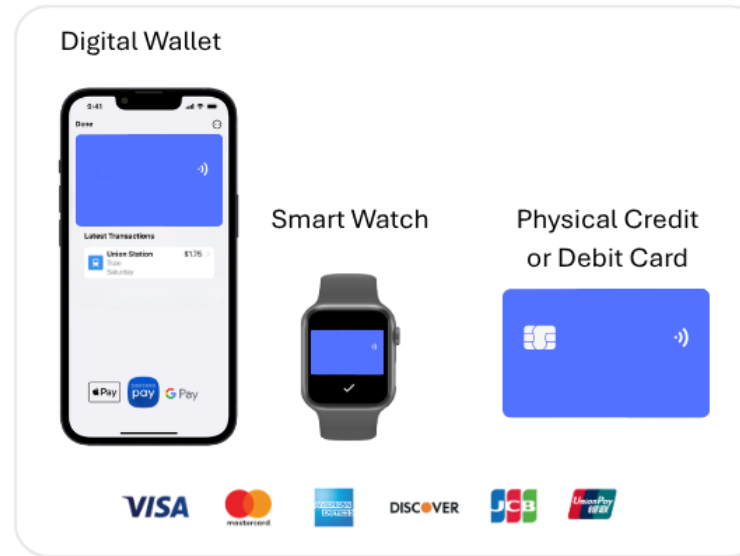
WCGETS Fare Payments

How it works

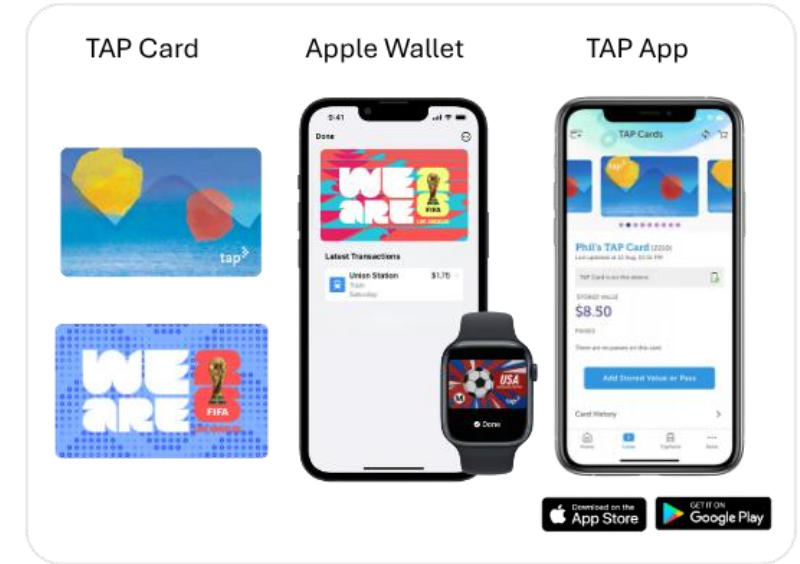
- Use a contactless payment or TAP card to ride WCGETS
- Fare is \$1.75, including free 2-hour Metro transfers and discounted interagency transfers
- Tap on a reader to pay for your trip
- Fare capping applies (\$5 daily max, \$18 weekly max)



Contactless Payment



TAP Card Payment



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



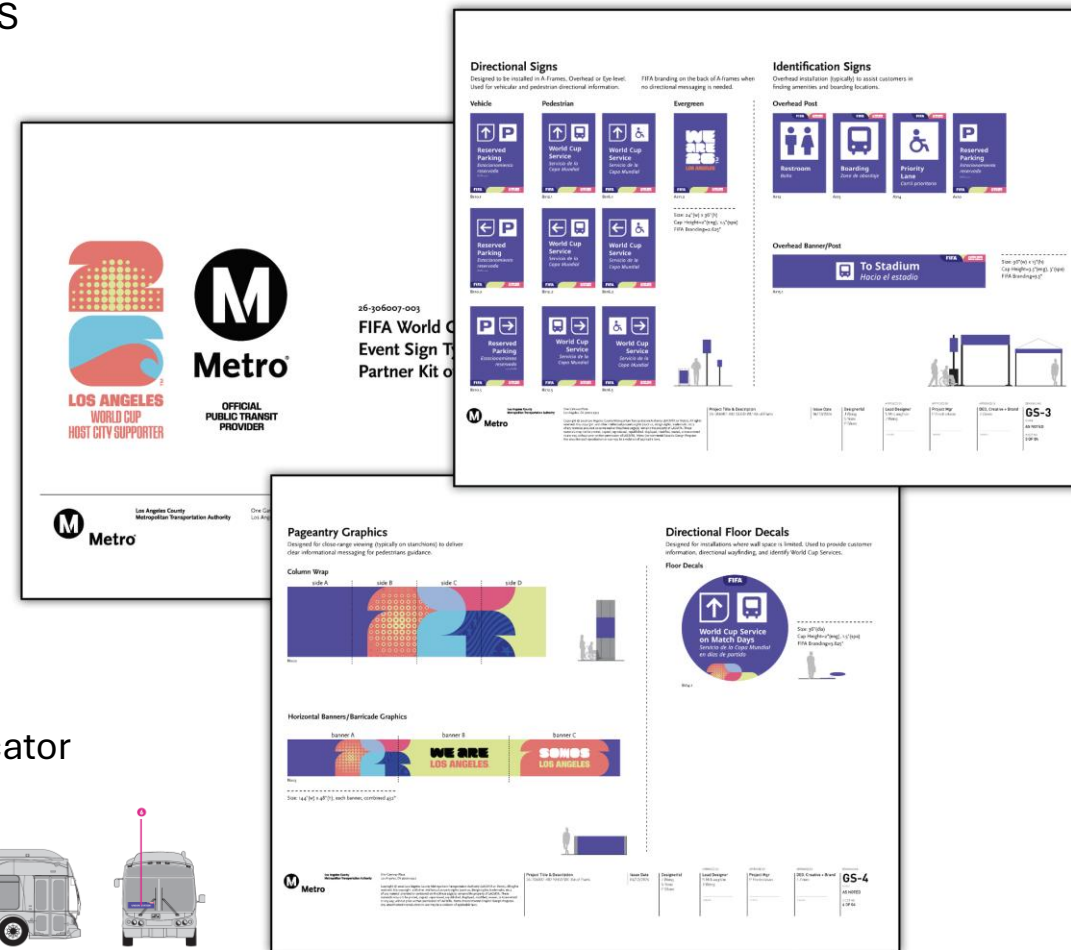
Customer Info/Signage/Wayfinding

ACCOMPLISHMENTS:

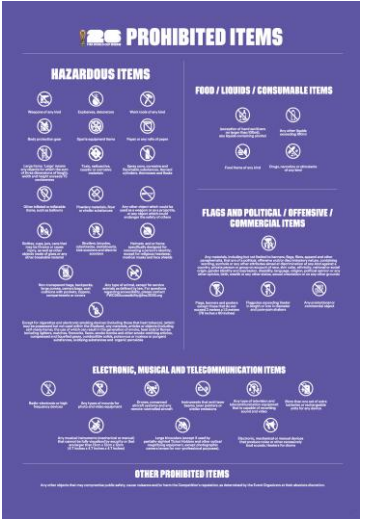
- Cross-platform alignment advanced across metro.net, parking tools, and GTFS to ensure consistent rider information
- Partner Toolkit distributed to all Regional Transit Partners on April 23
- Released production files for banners, barricades, & tent wraps on May 4
- Completed all planned signage production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



Customer Info/Signage/Wayfinding



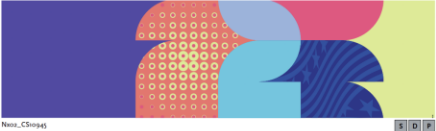
Pageantry Graphics

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

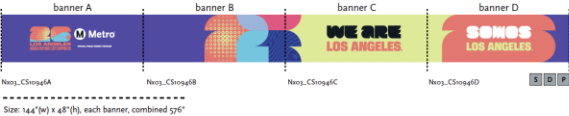
Grand Pylon Wrap



Column Wrap



Horizontal Banners



Identification Signs at Stadium

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

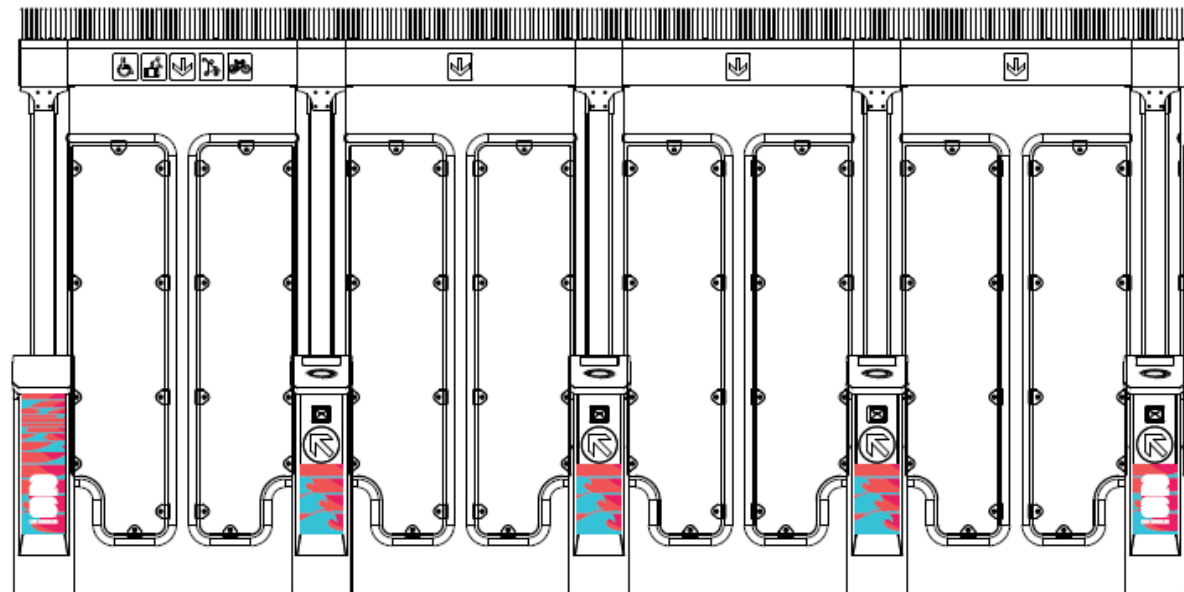
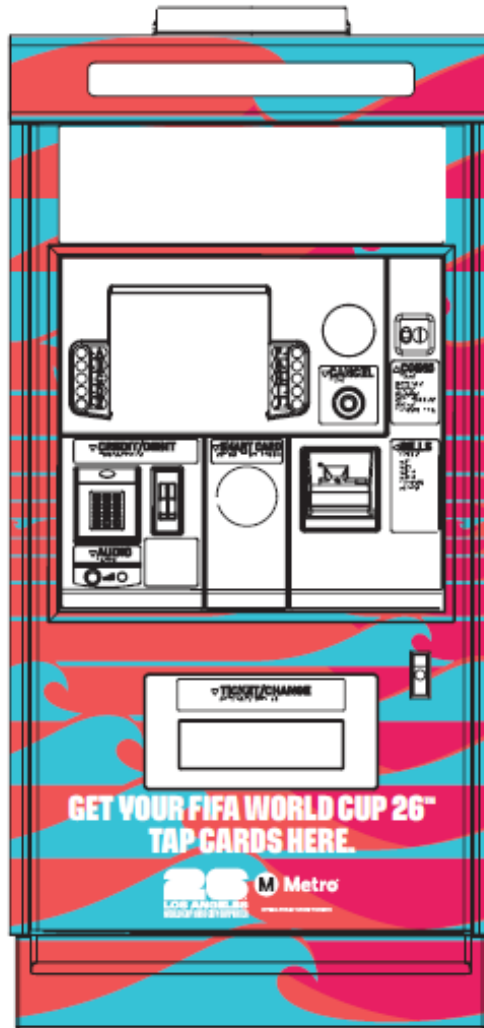
Lot Banners_Horizontal



Lot Banners_Vertical



Customer Info/Signage/Wayfinding



Metro Uniforms and Regional Transit Provider Apparel



METRO OPERATOR JERSEY



METRO MVP JERSEY



RTP OPERATOR JERSEY



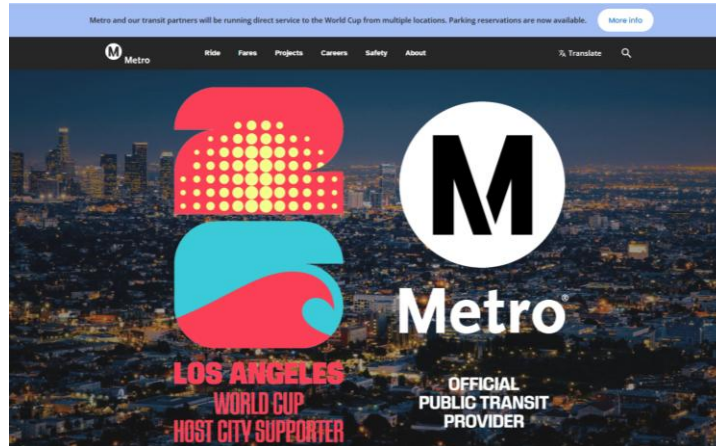
RTP SUPERVISOR POLO & CUSTOMIZED HAT

Metro and Regional Transit Partner Uniforms



METRO SUPERVISOR POLO & HATS

Marketing and Communications



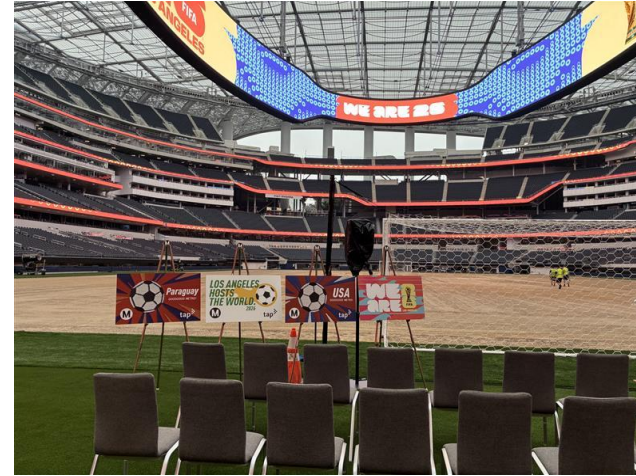
- Metro.net/WorldCup website updated with latest GETS information and service map
- Paid campaign began rolling out end of April. The following paid promo channels will be live through July:
 - Search Engine Marketing
 - LA Times Full-Page Ads (5/17 and 6/7)
 - Facebook and Instagram
 - Local YouTube, 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

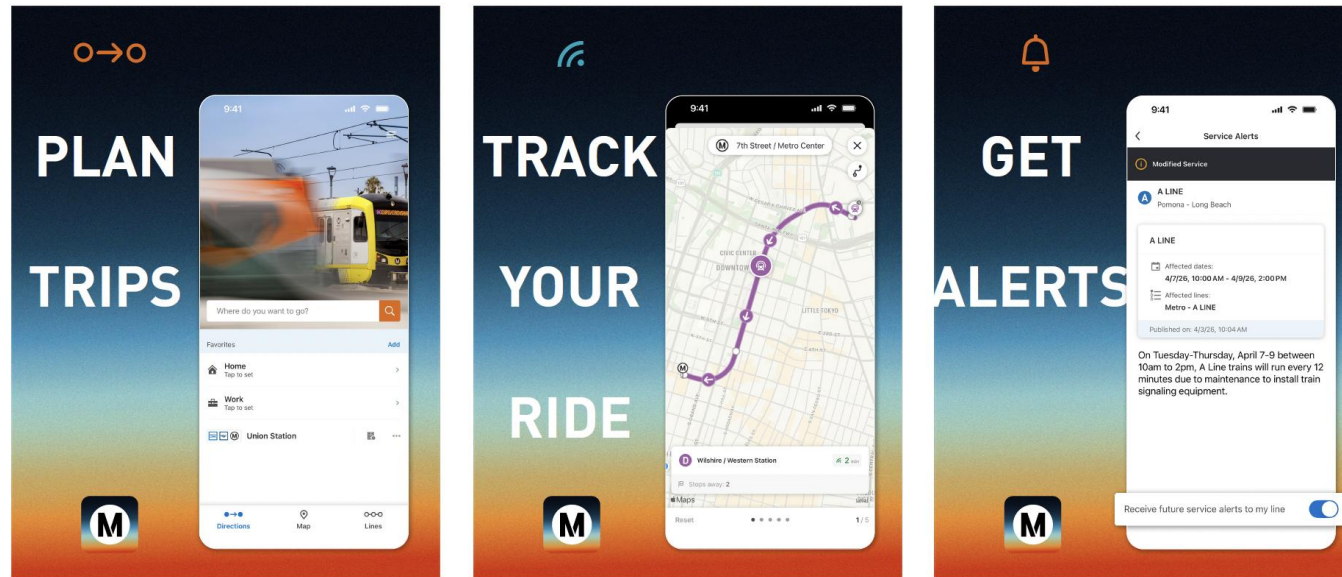


LA Metro will display more buses from Union Station to help shuttle fans to the World Cup games at SoFi Stadium this summer. (Robert Galbreath/Los Angeles Times)



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**

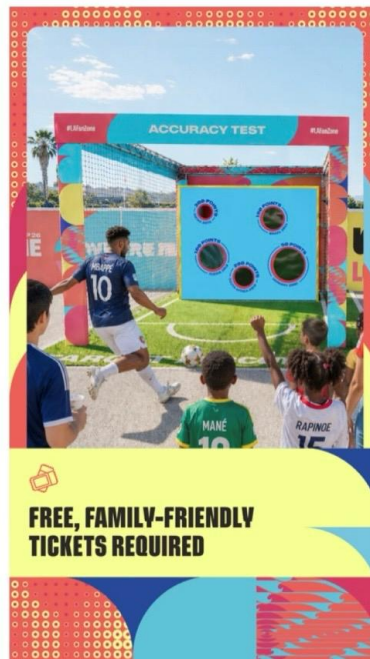
7:00 PM **ALGERIA**
VS **AUSTRIA**

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



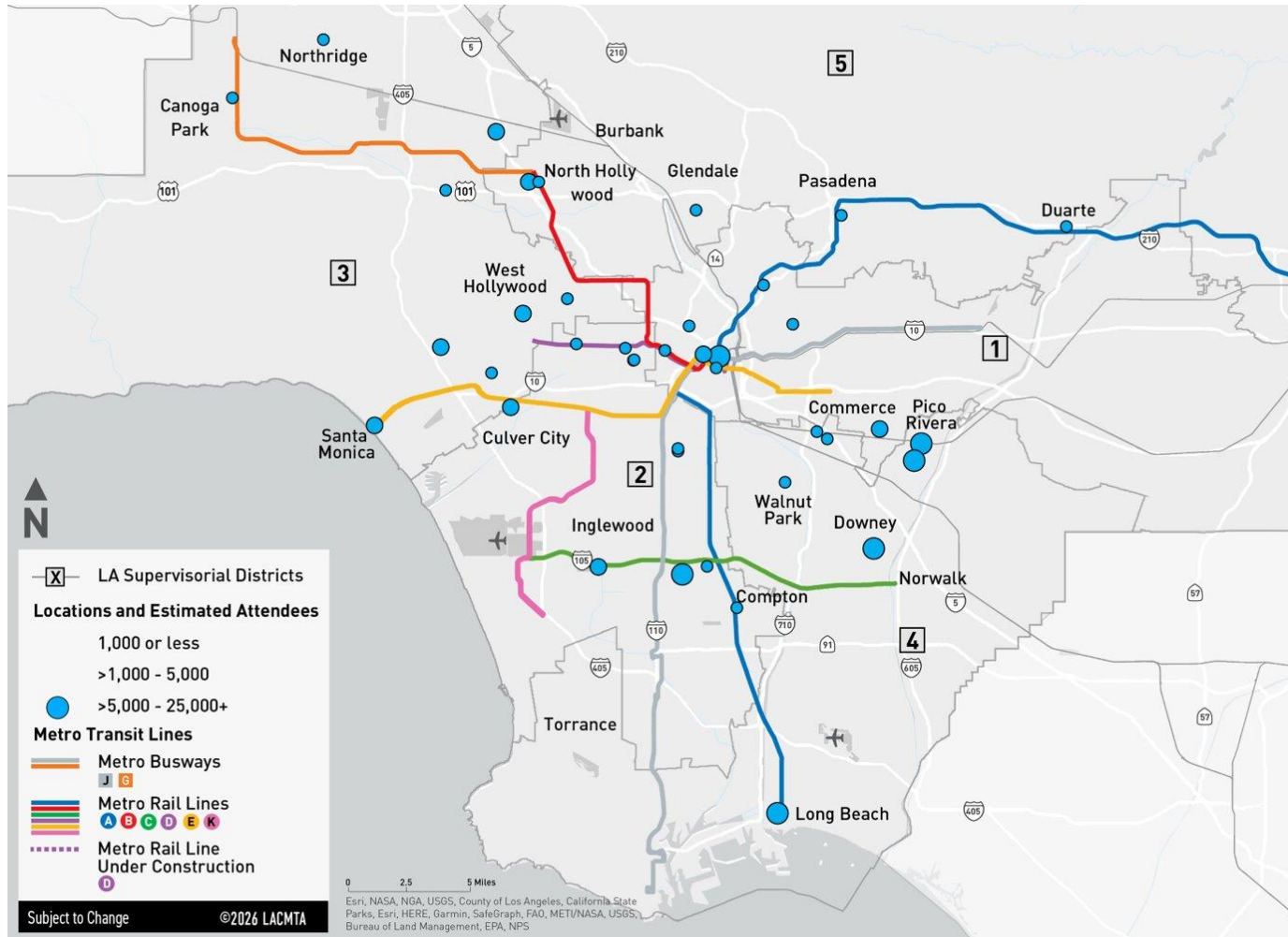
Metro Station Events and Activations



Metro Station Events and Activations



Transit First Fan Zone Locations



SD 1

14 Submissions
9 Transit-First

SD 2

18 Submissions
11 Transit-First

SD 3

19 Submissions
10 Transit-First

SD 4

16 Submissions
6 Transit-First

SD 5

6 Submissions
4 Transit-First

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.



Metro®