FIFA World Cup 2026: Work Stream Success Summary

The following highlights the most significant successful outcomes from each World Cup workstream, using key performance indicators, customer survey results, and interviews with internal and external stakeholders and partners to demonstrate what Metro and regional partners achieved together.

Service Portfolio

1. **World Cup Games Enhanced Transit Service (WCGETS) Service Planning**
    a. WCGETS carried between 18,541 and 31,536 passenger trips per match day, with inbound and outbound travel combined, and Metro carried approximately 20% of match attendees on average.
    b. Customer response was strong, with 91% of WCGETS riders satisfied with the overall experience and 93% likely to use a similar direct-service fan bus for an Olympic event in 2028.
    c. Less than 2% cancellation rate systemwide for regular service.

2. **WCGETS Operations & Technology**
    a. Operations successfully delivered safe, reliable WCGETS service while maintaining normal Metro operations, with zero missed trips, no passengers left behind due to an unfulfilled trip, and zero traffic collisions.
    b. 91% of WCGETS riders were satisfied with both wait duration and comfort while waiting, while strong regional coordination, simulations, and the Spare platform supported effective event-day operations.

3. **WCGETS Fleet Enhancements**
    a. Fleet availability reached 100%, including occasions when additional buses were requested beyond the original plan.
    b. No WCGETS trips were missed because of mechanical issues, and road-call response remained well below the 30-minute maximum.

4. **Temporary Park & Ride Facilities**
    a. Metro and its partners provided 6,612 parking spaces per match across 11 locations, creating a broad network of access points to WCGETS service.
    b. Customers who used the parking experience responded very positively, with 96% of surveyed WCGETS riders satisfied with parking at pick-up locations.

The SpotHero reservation platform also maintained 100% availability throughout the tournament.

5. **Safety & Security**
    a. There were no reported World Cup-specific public safety incidents impacting Metro operations.
    b. Customer perception of safety was particularly strong on WCGETS, with 96% of WCGETS riders satisfied with safety from crime.

6. **Speed & Reliability**
    a. The Regional Decision Support System (DSS) achieved 100% operational uptime, providing reliable access to regional transportation information during event operations.
    b. Customers responded positively to travel times, with 91% of GETS riders and 89% of Metro Bus/Rail riders satisfied, exceeding the 85% target.

Access Portfolio

7. **Fare Payment / TAP**
    a. Contactless payment was deployed systemwide in time for the World Cup, establishing an important customer convenience and legacy capability for future mega-events.
    b. Fare-payment satisfaction was exceptionally high, with 94% of Metro Bus/Rail riders and 96% of WCGETS riders satisfied with ease of payment.

8. **Infrastructure**
    a. Infrastructure achieved 100% event-day readiness, with all equipment installed before customers and staff arrived, and completed 100% of planned major facility improvements by the March 31 deadline, more than two months before the first match.
    b. Portable restroom service was successfully provided at 100% of planned Metro and partner WCGETS locations, with Infrastructure adjusting restroom placement and capacity during operations to respond to actual customer and staff needs. Customer response to the overall waiting environment was also strong, with 91% of WCGETS riders satisfied with comfort while waiting.

9. **Finance & Budget**

a. Finance secured $5.9 million in received revenue to support World Cup operations, including $4.46 million in state funding and $670,000 in sponsorship support, with an additional $11.9 million in estimated Federal/FEMA reimbursements being pursued.
b. Non-labor spending remained within the currently identified non-labor budget, with final invoices still being processed.

10. Customer Information, Signage & Wayfinding

a. Wayfinding deployment was successfully managed across all eight match days, with 114 of 124 field observations closed, 10 appropriately canceled, and no observations left open by the end of the tournament; systemwide information consistency reached 95%.
b. Customer navigation results were exceptionally strong: 93% of Metro Bus/Rail riders and 94% of WCGETS riders were satisfied with finding the correct vehicle or boarding location, while 94% and 95%, respectively, were satisfied with finding their way from Metro to the event.

11. Marketing & Communications

a. Awareness substantially exceeded targets: 49% of riders and 43% of non-riders knew Metro provided World Cup transportation, compared with targets of 39% and 20%.
b. Marketing performance exceeded expectations across multiple channels, including 131 million paid-media impressions against an 89 million target, 100% priority-message carry-through in earned media, 100% positive or neutral earned-media sentiment, and an 854% increase in organic search traffic over baseline.

12. Accessibility & Universal Mobility

a. The neuro-calming pods provided a meaningful sensory-support resource, recording 734 visits across five locations and 10 deployment dates, with 205 sensory bags distributed.
b. The workstream provided more than 2,500 instances of customer assistance for people with disabilities, while WCGETS accessibility satisfaction reached 85%.

Experience Portfolio

13. Surprise & Delight

a. Surprise & Delight activations created memorable customer-facing experiences through branded vehicles, live entertainment, and special performances, helping extend Metro's role beyond transportation and into the broader World Cup experience.
b. The activations generated additional positive brand exposure and earned-media opportunities, including coverage and partnership interest tied to high-profile elements such as the World Cup buses and surprise performances.

14. Station Events & Activations

a. The Heart of the City Fan Zone at Union Station attracted approximately 49,500 attendees, while overall Union Station traffic increased substantially during the four-day activation.
b. Station activations produced a measurable customer-experience benefit: 99% of surveyed riders on activated days were satisfied with their station experience, compared with 96% on non-activated days, and the share who were very satisfied increased from 50% to 72%.

15. Metro Volunteer Program (MVP)

a. 1,551 employees completed 3,960 MVP shifts during World Cup operations, with 98.9% completing both qualifier and in-person training and 96.4% completing required mandatory training.
b. Customers responded extremely positively to Metro staff, with 95% of Metro Bus/Rail riders and 97% of WCGETS riders who interacted with staff satisfied with those interactions.

16. Heat Mitigation

a. Heat mitigation delivered extensive customer support, including approximately 96,200 17-ounce servings of water, more than 10,000 cooling towels, 7,500 sunscreen bottles, 20 misting fans and approximately 99% shade coverage after the first two matches.
b. Customer and safety outcomes were strong: 92% of WCGETS riders were satisfied with protection from heat and sun, and there were no heat-related fatalities or major heat emergencies.