



## Board Report

File #: 2025-0274, File Type: Oral Report / Presentation

Agenda Number: 37.

### OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE JUNE 18, 2025

**SUBJECT: WORLD CUP REPORT**

**ACTION: ORAL REPORT**

#### **RECOMMENDATION**

RECEIVE oral report on Metro Operations on preparations for transit services and other agency preparations for the 2026 FIFA World Cup.

#### **ISSUE**

Los Angeles County is set to host the FIFA Club World Cup in 2025 and the FIFA World Cup in 2026, which presents a unique opportunity and challenge for Metro to provide service to a global audience with efficient and accessible transit services.

#### **EQUITY PLATFORM**

Metro is committed to ensuring equitable access for all during the FIFA Club World Cup in 2025 and the FIFA World Cup in 2026. As part of these efforts, Metro is implementing ADA accommodations across its transportation systems, including mobility enhancements such as ADA drop-offs. 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 service levels required to transport the existing customer base and the communities near World Cup venues. Additional park and ride lots will be established to continue and provide access to the existing Metro network.

#### **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

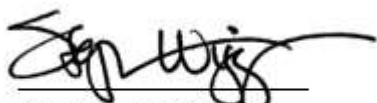
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item supports Metro's systemwide strategy to reduce VMT through planning and operational activities that will benefit and further encourage transit ridership, ridesharing, and active transportation. Metro's work to support the upcoming World Cup matches 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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# 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

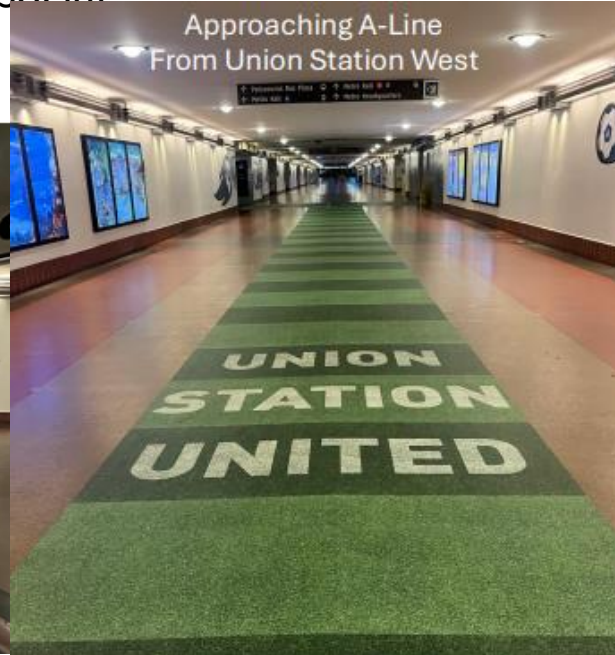
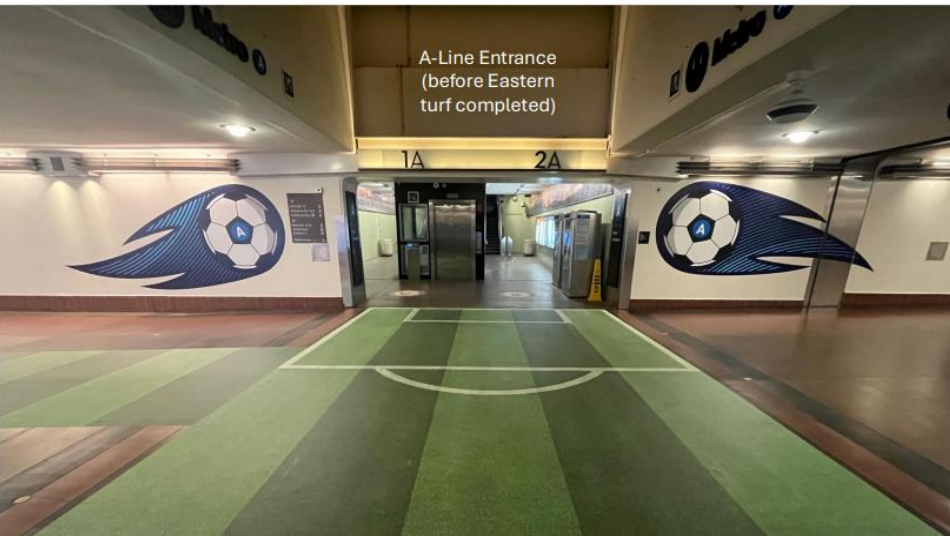
## FIFA World Cup 2026

- 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



# 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<sup>®</sup>**

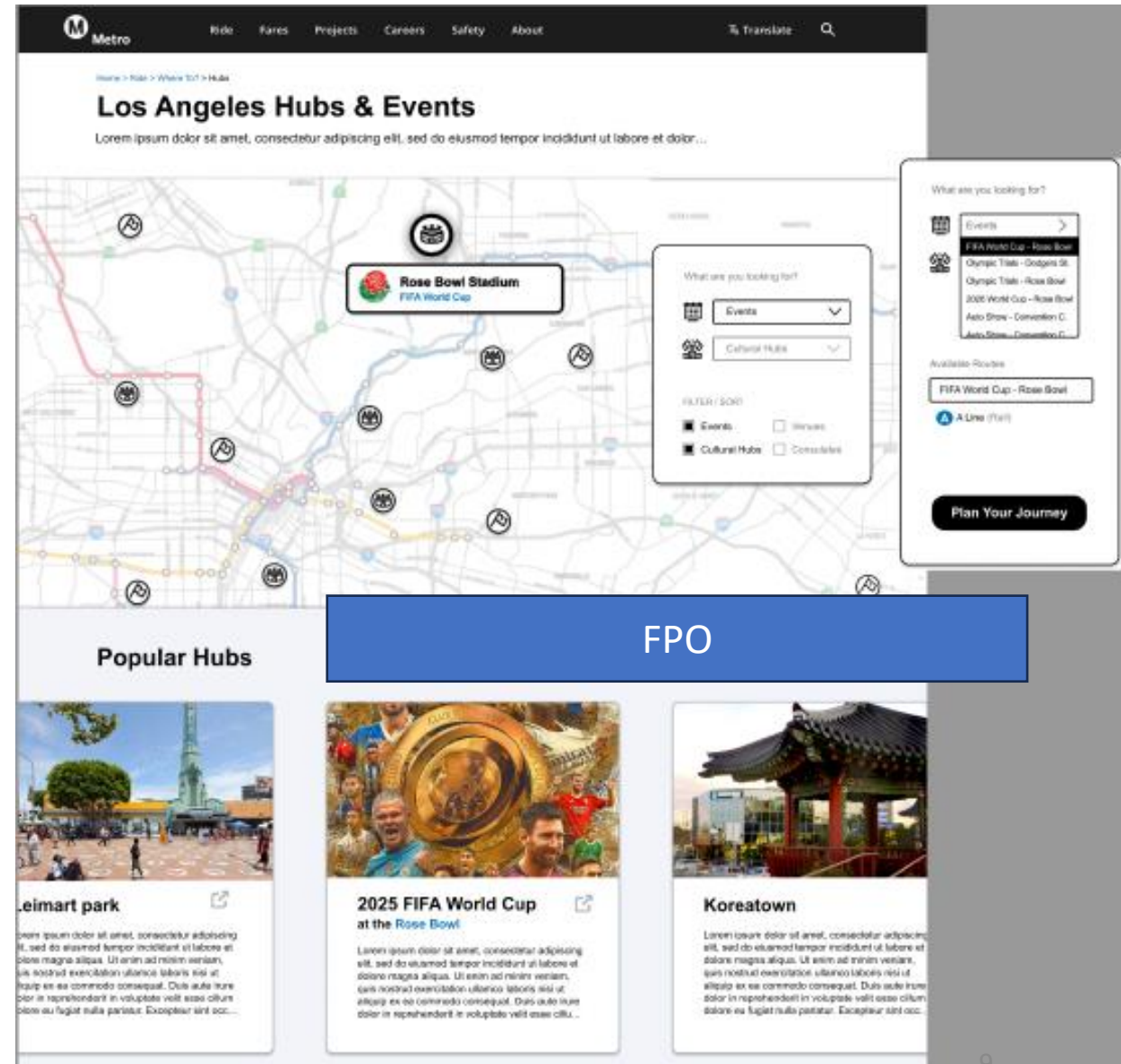
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# Our Approach

- **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.

