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Background

- During the 2026 World Cup, Washington State will be one of the host of the world cup games
 - 6 games will be hosted between June and July
 - Hosts 11 fan zones for all games
- In response, the State has taken steps to mitigate the impacts of an influx of tourists as well as the challenge in transporting people, goods, and services during that time.
- In the 2025-2027 legislative Budget, the State allocated world Cup funding.
- Public Transportation has received \$13 million of that allocation

The Playbook



Roles

- **Management of Mobility**
 - leads coordination, incident response, security, traffic, and WSDOT point of contact
- **Office of Equity & Civil Rights**
 - Ensure communications meet ADA and LEP compliance through community engagement and Training
- **Washington State Ferries**
 - Security and Staffing
- **Highway Maintenance**
 - Highway Maintenance of Route 99 and Alaskan Way Viaduct
- **Public Transit**
 - Expand public transit service, additional routes, and Incentivize public transit use

OECR Communication Strategy

Communication & Engagement with LEP and ADA access



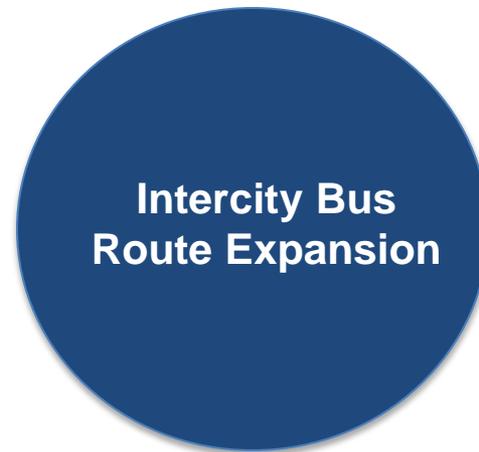
38 Language Translations

ADA online mapping tool

Mobility Ambassadors

Online webpage

Public Transit's Role



Public Transit Service Expansion - WC Funding by Agency

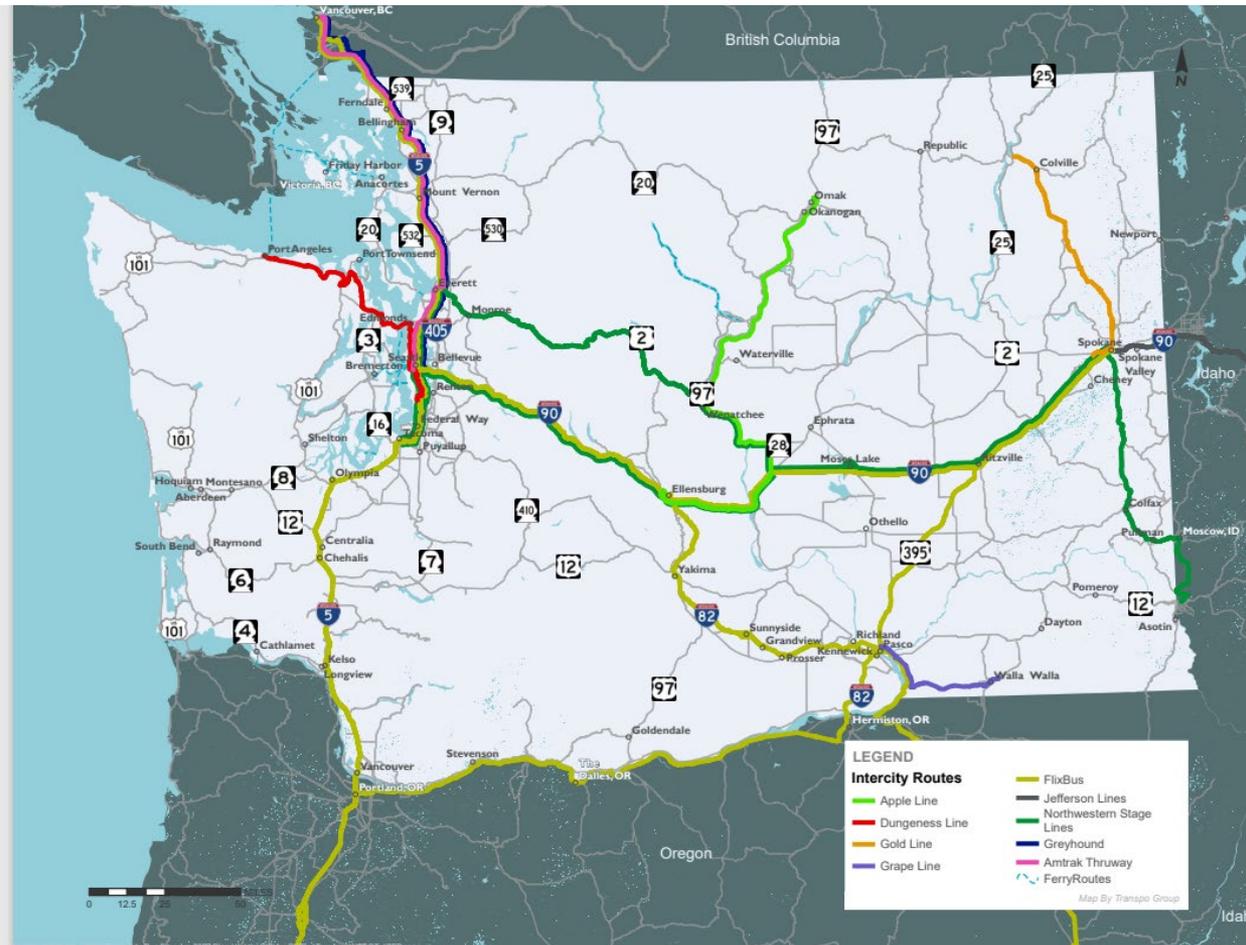


TDM Strategies

- **Wayfinding**
- **Vanpool**
- **ORCA Incentives**
- **Other incentives**



InterCity Bus Service Route Expansion



Federal Funding for World Cup



- **Formula Funding 5307 urbanized funds go directly to the recipient**
- **Focused on only host Cities**
- **Direct funding of over \$8 million**

Questions?