



# **WELCOME!**

## **ETC Networking Meeting**

### **Bellevue: World Cup Ready**

Wednesday, May 27, 2026

1:30 p.m. – 3:00 p.m.



Choose  
Your Way  
Bellevue

# AGENDA

## Keynote Speakers:

- **Alex Ko**, Sound Transit Director of System Engagement & FIFA World Cup Planning Team  
(Followed by Q&A session)
- **Meredith Langridge**, Visit Bellevue Director of Visitor Experience  
(Followed by Q&A session)

## Additional Presenters:

- **Tommie Lorene**, Choose Your Way Bellevue & Connect Bellevue Program Manager
- **Alison Crosier**, City of Bellevue, CTR Program Administrator  
(Followed by general Q&A session)



# City of Bellevue CTR & TMP Updates



# CTR & TMP Survey Updates

## Spring Surveys (CTR Only)

- Six classes were held throughout the month of February
- Surveys began Monday, March 23
- 40 surveys were completed

## Upcoming Fall CTR & TMP Surveys

- Additional classes will be held in early September
  - Class invites will go out in late August
- Fall surveys will start **Monday, September 21**

**We'll host an ETC Networking Meeting in October to review ascertaining your CTR survey results**



# WSRO Conference Scholarships

The City of Bellevue's (COB) CTR program offers scholarships for registration to attend WSRO conferences. COB CTR will pay for up to ten registrants – one per each CTR affected company; first-come/first-served.

- This year's conference is slated for September 20-22 at the Wenatchee Conference Center
- The theme of this year's conference is "The Core of Connections"
- Register first, attend the conference, and your registration costs will be reimbursed after the conference has concluded

Link to WSRO conference registration: [WSRO 2026 Conference](#)



# Major Event Demand Calendar

Green = Low Demand | Yellow = Moderate Demand | Red = High Demand

Sun	Mon	Tue	Wed	Thu	Fri	Sat
<u>June 7</u> SU Graduation 3 Cruise Ships	<u>June 8</u> 2 Cruise Ships	<u>June 9</u> 1 Cruise Ship	<u>June 10</u> 1 Cruise Ship	<u>June 11</u> Opening Match 2 Games 3 Cruise Ships	<u>June 12</u> 2 Games 2 Cruise Ships	<u>June 13</u> 4 Games UW Graduation VBC Match 3 Cruise Ships
<u>June 14</u> 4 Games 2 Cruise Ships	<u>June 15</u> <b>Belgium v. Egypt</b> 12:00PM 4 Games 2 Cruise Ships	<u>June 16</u> 4 Games Mariners Home 1 Cruise Ship	<u>June 17</u> 4 Games Mariners Home	<u>June 18</u> 4 Games Mariners Home Last Day SPS VBC Match 1 Cruise Ship	<u>June 19</u> <b>USA v. Australia</b> 12:00PM 4 Games Mariners Home 3 Cruise Ships	<u>June 20</u> 4 Games Mariners Home 3 Cruise Ships
<u>June 21</u> 4 Games Mariners Home VBC Match 4 Cruise Ships	<u>June 22</u> 4 Games 3 Cruise Ships	<u>June 23</u> 4 Games 2 Cruise Ships	<u>June 24</u> <b>Playoff A v. Qatar</b> 12:00PM 6 Games VBC Match	<u>June 25</u> 6 Games 1 Cruise Ship	<u>June 26</u> <b>Egypt v. Iran</b> 8:00PM Pride Match 6 Games VBC Match 2 Cruise Ships	<u>June 27</u> 6 Games Pride 3 Cruise Ships
<u>June 28</u> 1 Game Pride 2 Cruise Ships	<u>June 29</u> 3 Games Mariners Home 4 Cruise Ships	<u>June 30</u> 3 Games Mariners Home 1 Cruise Ship	<u>July 1</u> <b>Round of 32</b> 1:00PM 3 Games 1 Cruise Ship	<u>July 2</u> 3 Games Mariners Home VBC Match	<u>July 3</u> 3 Games Mariners Home 2 Cruise Ships	<u>July 4</u> 2 Matches Seafair 4th Mariners Home Bellevue Family 4 3 Cruise Ships
<u>July 5</u> 2 Games Mariners Home 3 Cruise Ships	<u>July 6</u> <b>Round of 16</b> 5:00PM 2 Games 2 Cruise Ships	<u>July 7</u> 2 Games VBC Match 1 Cruise Ship	<u>July 8</u> 2 Games 1 Cruise Ship	<u>July 9</u> Quarter Final 1 Game 3 Cruise Ships	<u>July 10</u> Quarter Final 1 Game 2 Cruise Ships	<u>July 11</u> Quarter Final 2 Games 3 Cruise Ships
<u>July 12</u> 3 Cruise Ships	<u>July 13</u> 2 Cruise Ships	<u>July 14</u> Semi Final 2 Cruise Ships	<u>July 15</u> Semi Final	<u>July 16</u> 2 Cruise Ships	<u>July 17</u> Mariners Home 3 Cruise Ships	<u>July 18</u> Bronze Final Mariners Home 3 Cruise Ships
<u>July 19</u> Final Match Merrymoor Watch Party 3 Cruise Ships						

## Calendar Notes

### 6 World Cup Game Days

Mon, June 15<sup>th</sup> – 12 PM

\***Fri, June 19<sup>th</sup> - 12 PM**  
(Holiday)

Wed, June 24<sup>th</sup> – 12 PM

\***Fri, June 26<sup>th</sup> – 8 PM**

Wed, July 1<sup>st</sup> – 1 PM

\***Mon, July 6<sup>th</sup> – 5 PM**

Note: Friday, July 3<sup>rd</sup>  
Holiday (Observed)

Saturday, July 4<sup>th</sup> –  
Family 4<sup>th</sup> Event,  
Downtown Park, Bellevue



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# Local World Cup Traffic Advisories

To get to a World Cup game, the city recommends use of public transit, including the 2 Line. Note that for those attending games at Seattle Stadium, Sound Transit requests all guests traveling from Bellevue on the 2 Line to exit the train at Chinatown/International District Station; it is the closest stop to Lumen Field, which will be called “Seattle Stadium” during the games.

City of Bellevue staff are actively monitoring anticipated traffic volumes and will make transportation adjustments as necessary.

- Stay informed about transit service disruptions by subscribing to [Sound Transit's service alerts page](#).
- Stay informed about traffic in Bellevue by subscribing to our [traffic advisories](#).



# Final Q&A Period Followed by WC Trivia Questions



# WC Trivia Question Prizes



**Three-piece set, 40 x 26 Inches Double-Sided Dry Erase Wall Chart with Match Tracker, Team Info Sheet and Game Schedule Layout**

# WC Trivia Question One



How often is the  
Men's FIFA  
World Cup held?



# WC Trivia Question Two



What year did  
the United  
States last host  
the World Cup?



# WC Trivia Question Three



When is the  
Women's World  
Cup coming to the  
United States?



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# *FIFA World Cup 2026*

*May 2026*

*Transit on the World's*



# Tournament Basics

## 48 countries compete across Canada, Mexico, and the USA

- 104 matches in total. Each match is 90 minutes plus stoppage time.
  - Extra time and penalty kicks as needed for knockout rounds.
- Group-stage matches will occur first, throughout June.
- Winners of group-stage matches will determine which teams compete in July matches (in Seattle and elsewhere).













# World Cup Overview

## Scale of the Event

- Context: Seattle is hosting **six matches** at Seattle Stadium (Lumen Field) between **June 15 – July 6, 2026**
- Volume: Up to **750,000 visitors** are expected in the region during this timeframe
- Opportunities: Overlapping events include Juneteenth (June 19), Pride Month, other sports and concerts, and cruise season
- Goal: To deliver a **safe, reliable, and "no surprises"** experience for visitors while keeping the region moving for daily residents

# FIFA World Cup 26 Seattle Match Details

 Date	 Time	 Match Type	Teams
Monday, June 15	12 p.m.	Group Match	 Belgium vs  Egypt
Friday, June 19	12 p.m.	Group Match	 USA vs  Australia
Wednesday, June 24	12 p.m.	Group Match	Bosnia & Herzegovina vs  Qatar
Friday, June 26	8 p.m.	Group Match	 Egypt vs  Iran
Wednesday, July 1	1 p.m.	Round of 32 Match	TBD (1 <sup>st</sup> Place of Group G vs 3 <sup>rd</sup> Place Finisher)
Monday, July 6	5 p.m.	Round of 16 Match	TBD (Round 32 winners Match 81 vs 82)

# Sound Transit FIFA World Cup 26 Highlights

## Modal and Service Operations



### **1 2** Link

Crosslake Connection opened March 28th!

1 and 2 Lines service every 8min until 1am on gamedays



### **S N** Sounder

Gameday special event Sounder service (details varies by game start time)



### **T** T Line

12-min headways all day on gamedays

Expanded service span for evening matches, matching Sounder schedule



### **ST Express**

ST Express service adds post-game for gamedays, ongoing coordination with partners

Overnight Pilot Service between Airport and Downtown Seattle started in March



### **Rail Contingency**

Temporary Charter bus support for rail contingency for tournament

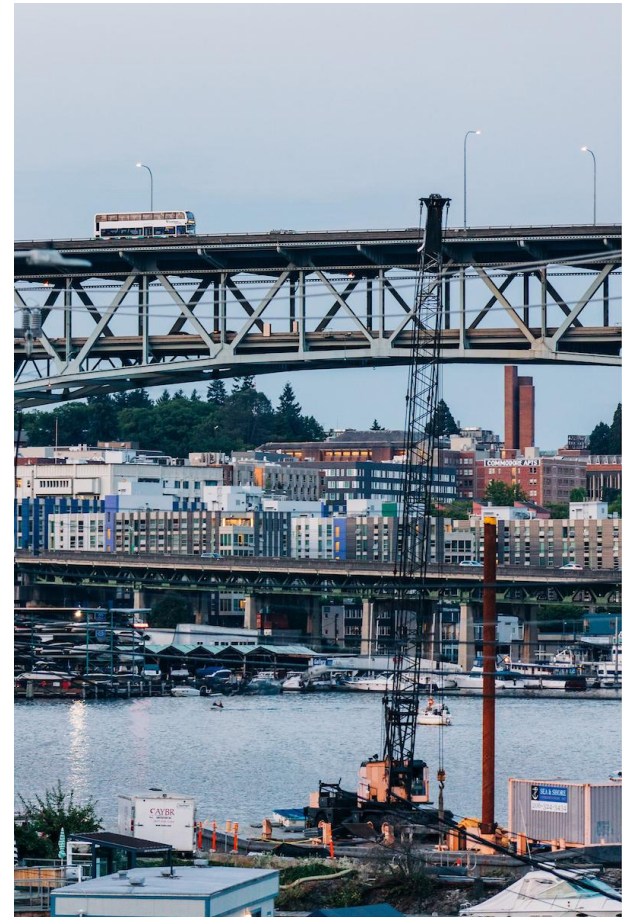
Partnership with Transportation Network Companies for accessible vehicles

# Construction Pause

**June 8 – July 13:**

Our commitment: To maximize capacity and reliability, Sound Transit will pause all passenger-impacting construction.

Partners: WSDOT will pause work and remove Revive I-5 work zone June 8 – July 10. SDOT is also pausing construction downtown to keep things moving.

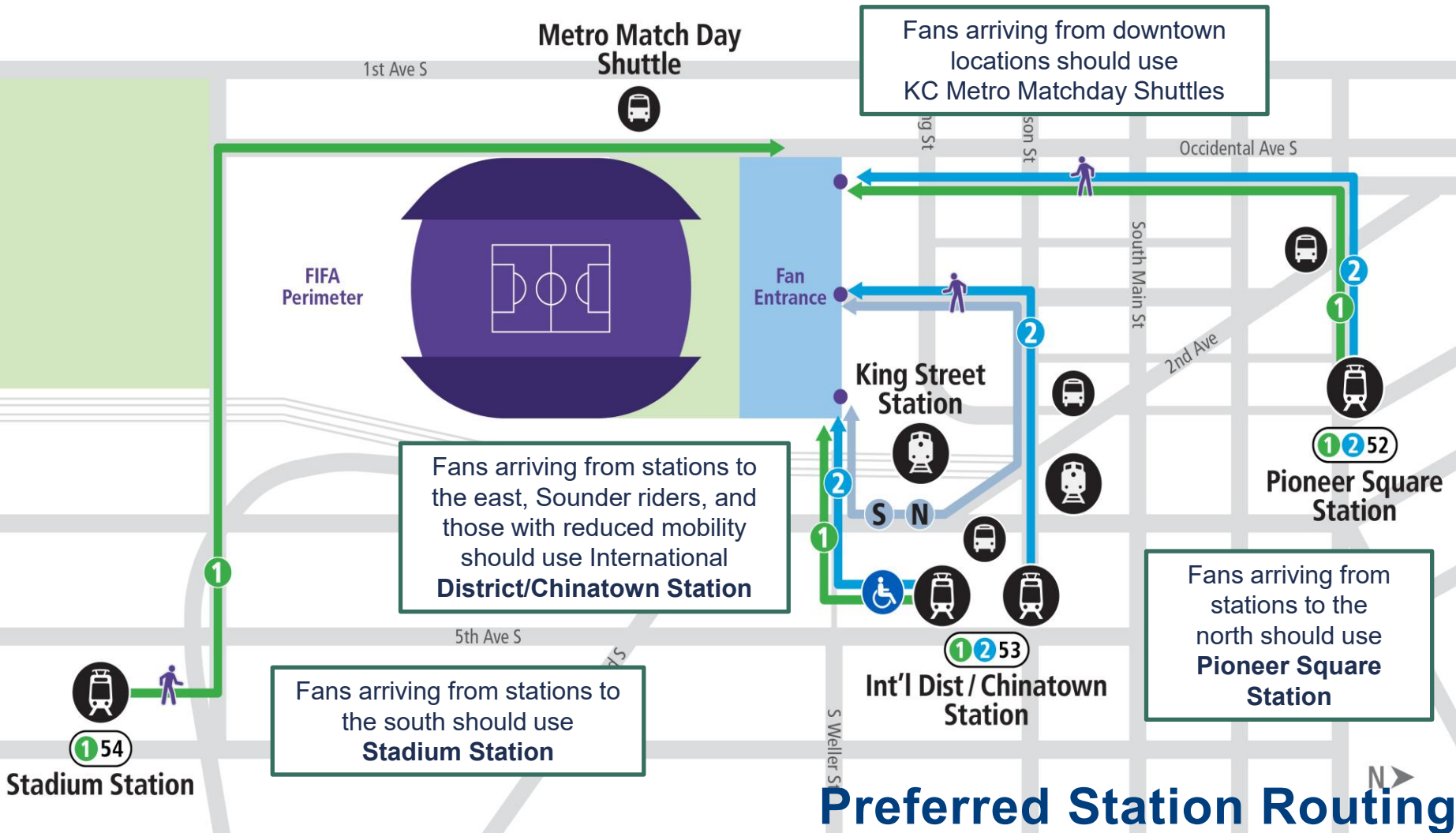


# Preferred Station Routing

We are organizing which station riders use for gamedays to take full advantage of the Link system.

**Why?** Organized stations mean faster boarding. This strategy turns a crowded platform into a moving line, ensuring a **safe** and efficient trip home.





### Metro Match Day Shuttle

Fans arriving from downtown locations should use KC Metro Matchday Shuttles

Fans arriving from stations to the east, Sounder riders, and those with reduced mobility should use International District/Chinatown Station

Fans arriving from stations to the south should use Stadium Station

Fans arriving from stations to the north should use Pioneer Square Station

# Preferred Station Routing

# Accessibility and Mobility


## Priority Access

- Weller Street Bridge: Prioritized for people with disabilities and those arriving via Sounder. This ensures a protected, accessible path free from general crowd loads.
- Priority Boarding Zones: Staffed zones at key stations (Westlake, Pioneer Square, ID/Chinatown, Stadium) to help riders with disabilities in boarding trains.



# Accessibility and Mobility

- GoodMaps: Accessible wayfinding mobile app for in-station navigation aiding passengers with disabilities.
- We are pre-positioning elevator technicians at key stations (Westlake, ID/Chinatown) to ensure rapid response.
- Facilities staffing: Expanded janitorial and maintenance coverage at high-demand sites




**SOUNDTRANSIT**

*Find your way  
with station  
navigation!*

Powered by AI to deliver  
turn-by-turn directions.

Scan to download  
GoodMaps today.



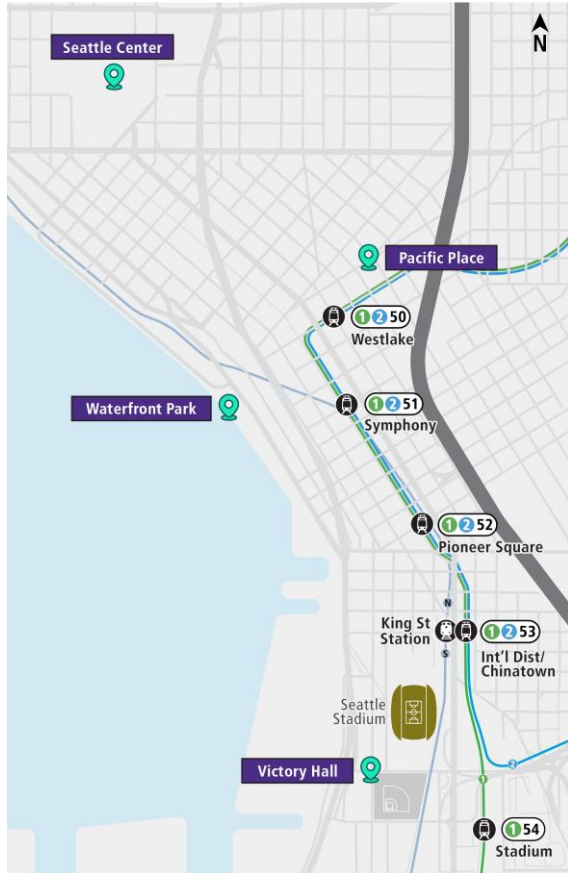
# Station Access

*“Arrive early, parking will fill early!”*

- We encourage riders to walk, bike or roll to transit.
- ST is updating pick up and drop off locations for expected travel demand.
- ST will provide free secure BikeLink parking at stations and bike valet at select ones.
- Sound Transit will actively manage parking and access during gamedays.



# Fan Celebrations



## Seattle Fan Celebrations

Seattle Center	Pacific Place
<b>Westlake Station</b> Westlake Center Monorail 3rd Ave & Pike St D E 1 4 13 3rd Ave & Pine St 5 28 Shuttle	<b>Westlake Station</b> ~2 min walk
<b>King St Station</b> 3rd Ave S & S Main St D 1 4 13 4th Ave S & S Jackson St 5 28	<b>Waterfront Park</b> Westlake Station ~15 min walk
<b>Int'l Dist/Chinatown Station</b> S Jackson St & 5th Ave S 1 4 13 S Washington St & 5th Ave S E	<b>Symphony Station</b> ~11 min walk
<b>Victory Hall</b> Stadium Station ~14 min walk King St Station ~16 min walk Int'l Dist / Chinatown Station ~18 min walk	<b>Seattle Stadium</b> Preferred station when traveling from: North 1 2 52 Pioneer Square East 1 2 53 Int'l Dist/Chinatown South 1 54 Stadium Accessible routing preferred station 1 2 53 Int'l Dist/Chinatown



# Regional Connections to Fan Zones

## Boxcar Park via Everett Station

- Served by Sounder N Line and ST Express buses, connect to Fan Zone via Everett Transit Route 6 or Fan Zone shuttle

## Puyallup Tribal Headquarters via Tacoma Dome Station

- Served by Sounder S Line, ST Express buses, and the T Line (Tacoma Link), connect to Fan Zone via Pierce Transit Route 41 or Fan Zone Express

## Quincy Square via Bremerton

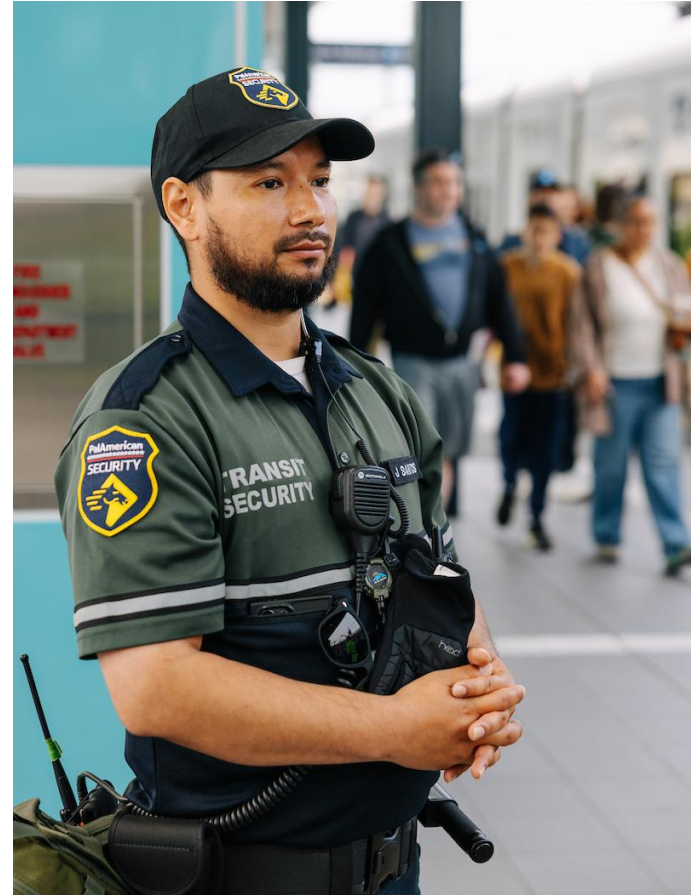
- Served by Kitsap Transit and Washington State Ferries from Seattle



# Safety and Security

Promoting a safe, clean, and welcoming ride

- Unified Command: Our Security Operations Center (SOC) is linked 24/7 with local police, fire, and the regional Emergency Operations Centers (EOCs).
- "FAST": Deployment of our Field Activity Specialist Team. These are highly trained specialists focused on de-escalation and rapid response to complex issues.



# Safety and Security

- Crowd Management: By using stanchions and metering access at our busiest stations, we prevent dangerous platform overcrowding.
- See Something, Text Security: Increased visual messaging reminding riders they are our most valuable safety partners. Call or Text-to-security will be active and monitored 24/7 at +1 (206) 398-5268.



# Rider Support and Wayfinding

## Ambassadors:

- Staff Ambassadors: Sound Transit staff deployed at key stations to assist with wayfinding.
- Fare Ambassadors: Focusing on customer service during peak periods to assist with boarding and safety.



# Rider Support and Wayfinding

## Wayfinding:

- Temporary, high-visibility signage using universal iconography (not just English text).
- "Heads Up" mapping at station exits to direct crowds to the specific stadium gates.



# Fare Payment

- Tap to Pay: Contactless payment with major credit/debit cards is an easy way to pay for transit during the tournament.
- Our Message: *One person, One card/tap*
- Reduction of Bottlenecks: We encourage pre-loaded ORCA cards or contactless payment. We recommend buying fare media before match days to avoid long lines at ticket vending machines.
- An ORCA 3-Day PugetPass\*\* will be available for \$18 from June to August.

\*\*Not valid on Sounder, Kitsap Fast Ferries, Washington State Ferries, or Monorail.



# Human Trafficking Awareness

Training our staff to know the signs and safely intervene

- Large sporting events historically increase trafficking risks.
- Frontline Ambassadors and Security are trained to spot the signs of trafficking.
- Encouraging employees to retake the Transit to Freedom course.
- High-visibility "Text-to-Help" signage in the stations.



**Do you feel safe?**

**For help and support:**  
**Text 233733 or Call 888-373-7888**  
24/7 • Toll free • Confidential • 200+ languages

*The National Human Trafficking Hotline provides confidential help regardless of immigration status.*

**No one has the right to force you to work or have sex for money, food, housing, transportation, or anything else. Ask for help if someone:**

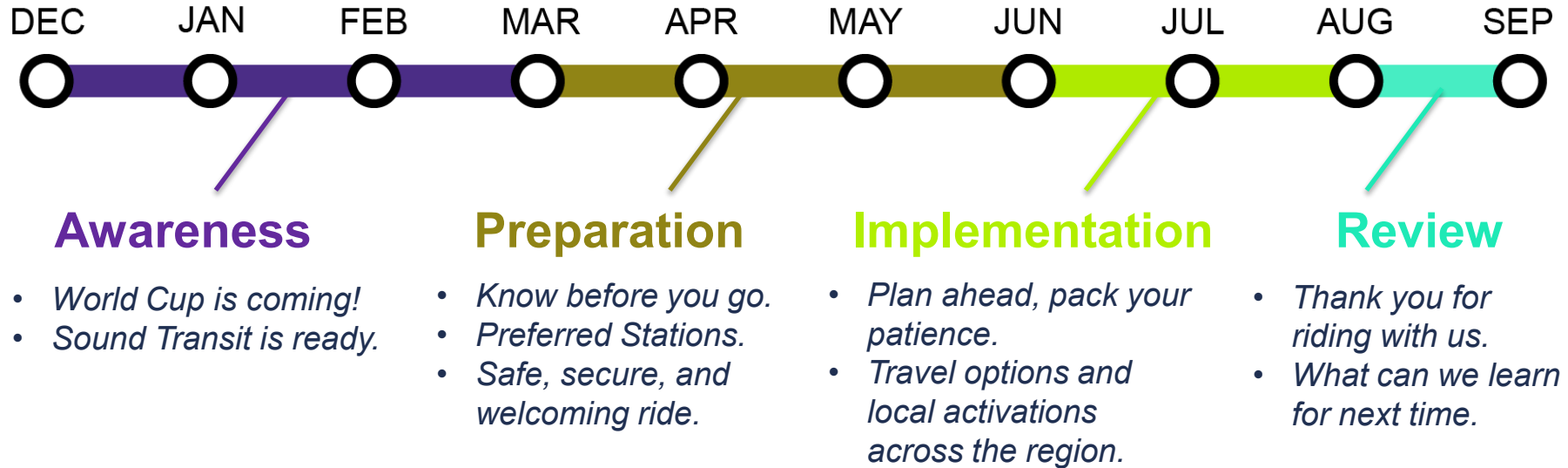
- Controls your movement, identification, documents, money, or speech
- Does not honor work, housing, or financial arrangements
- Hurts, or threatens to hurt, you or your loved ones
- Threatens to report you to immigration officials or law enforcement

Scan this code to learn the signs and indicators.

U.S. Department of Transportation

PUT THE BRAKES ON HUMAN TRAFFICKING

# Messaging and areas of focus



# How can you help?

- Community Based Organizations: Help us share the Preferred Station graphics. Ridership habits are hard to break—we need trusted community voices to explain *why* walking to Pioneer Square (for northbound riders) is a better choice.
- For Everyone: Promote the "Know Before You Go" resources on the Sound Transit website.



*Thank you.*



 [soundtransit.org](https://www.soundtransit.org)

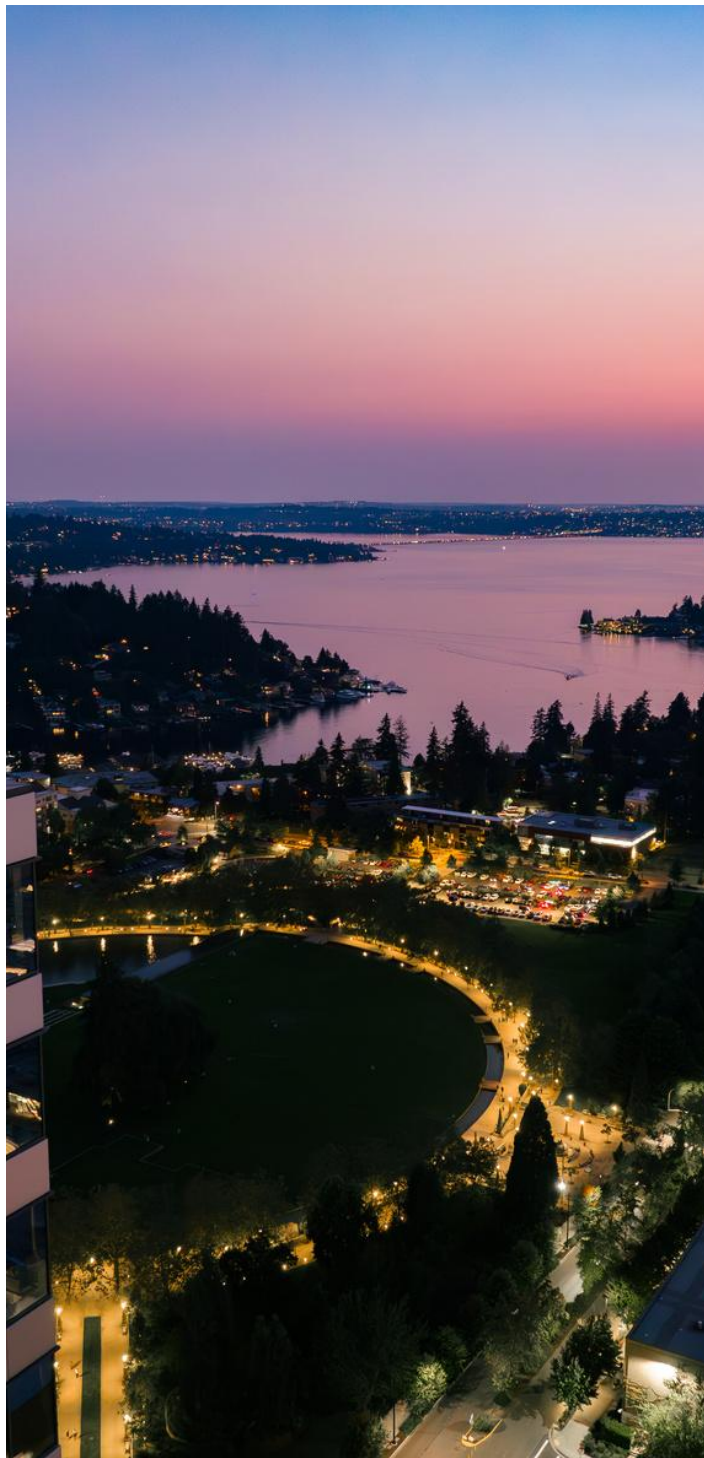




**VISIT  
BELLEVUE**

# **FIFA WORLD CUP 2026™ STRATEGY & ACTIVATION**

**Bellevue Welcomes the World:**



# BELLEVUE'S ROLE IN THE WORLD CUP

As a halo-host city for FIFA World Cup 2026™, Bellevue plays a critical role in welcoming global visitors and extending the regional experience beyond match play. Visit Bellevue is leading strategic efforts to attract, engage, and enhance the visitor journey driving overnight stays, supporting local businesses, and creating memorable fan experiences. Through targeted marketing, on-the-ground programming, and community driven initiatives, we are positioning Bellevue as a vibrant, accessible, and essential destination for World Cup fans seeking a premium and connected stay.

## **SALES & MARKETING**

Driving awareness and bookings through targeted campaigns, value-added packages, and a dedicated microsite to capture and convert World Cup travel demand.

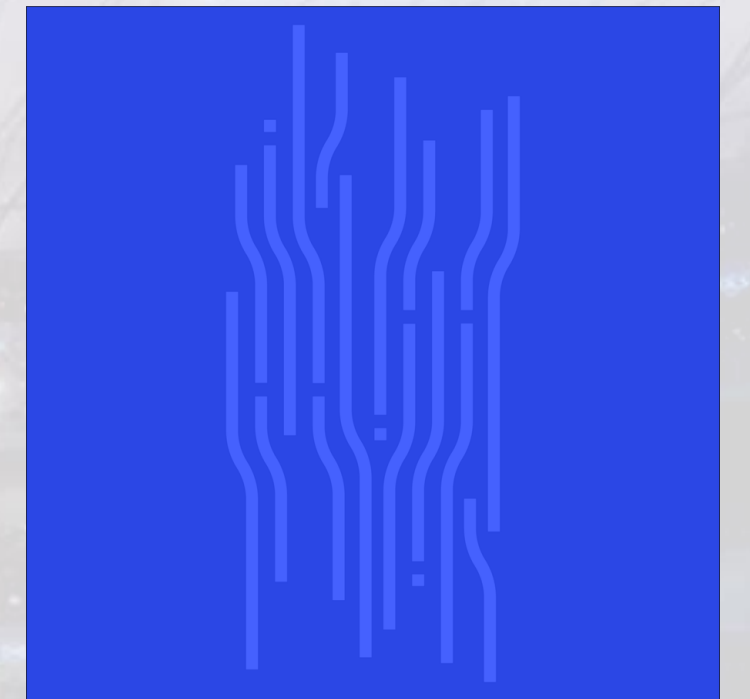
## **VISITOR EXPERIENCE PROGRAMS**

Delivering on-the-ground support through trained ambassadors who welcome visitors, provide wayfinding, and enhance the overall fan experience across Bellevue.

## **COMMUNITY BUILDING**

Creating local pride and engagement through partnerships, activations, and initiatives like Bellevue Baller that celebrate the global spirit of the World Cup.

# DESTINATION SALES – SEA26



In a coordinated regional effort, Visit Bellevue's Destination sales team has been working the last three years to bring futbol and futbol fans of the world to Bellevue. May 2023 was when the formal site inspections with FIFA began with the base camp advance team. Since Bellevue has secured:

- 12,000 group room nights have been contracted at our Bellevue Hotels (after 30% reduction 18K)
- \$310,883,734 in estimated economic impact from these group rooms to Bellevue
- We continue to work on staff, media, corporate and fan bookings for FIFA

In the subsequent years following the initial site, there have been multiple visits by FIFA officials and Destination Sales will continue to leverage the powerful position of Bellevue in this global moment.

# WORLD CUP 2026 MARKETING EFFORTS

Visit Bellevue has implemented an integrated World Cup marketing campaign to drive overnight visitation by capturing travel demand and positioning Bellevue as a high-value place to stay and play. The approach combines paid media, social, and PR with on-the-ground experiences and signature offerings to increase visibility, engagement, and economic impact during the World Cup period.

## KEY INITIATIVES

### **Stay & Play Fan Package**

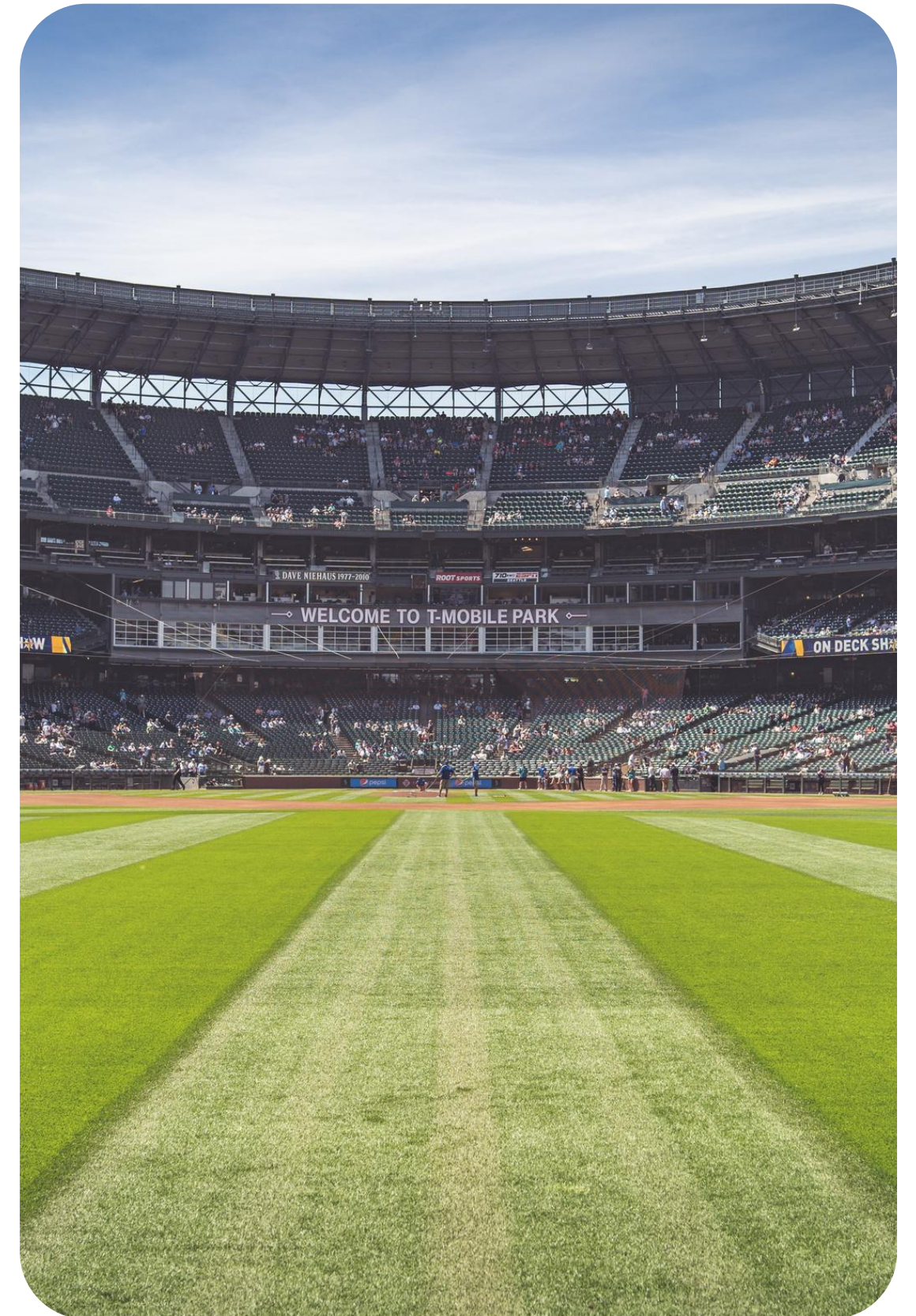
Value-added hotel package driving bookings through Ripe

### **Omnichannel Marketing Campaign**

Expedia, SEM, Sojern, and Paid Social to capture and convert demand

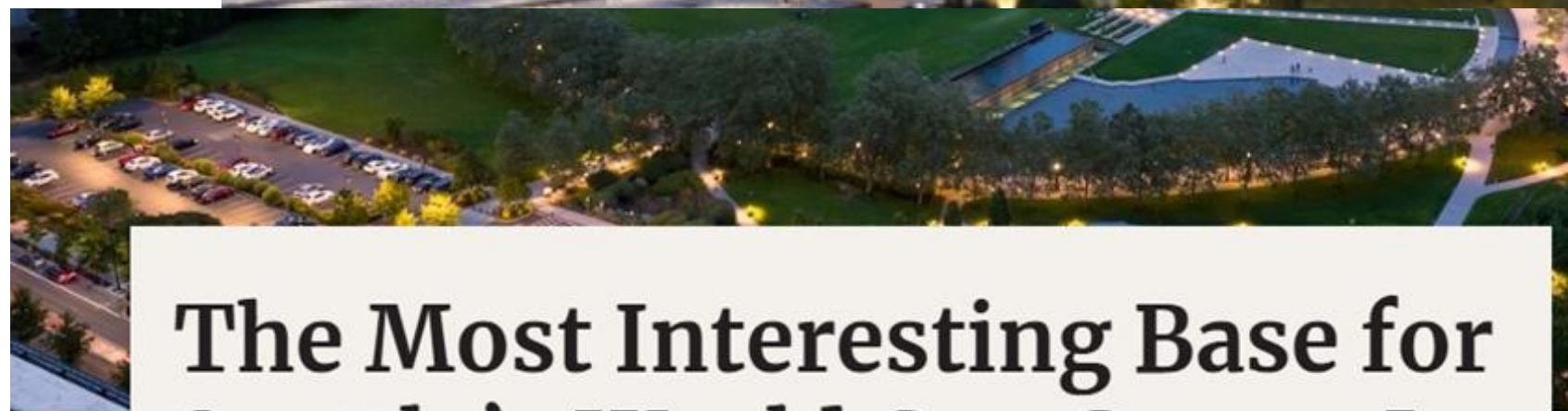
### **Public Relations**

Press release and media outreach to position Bellevue as a World Cup destination





AI Travel Genius



# The Most Interesting Base for Seattle's World Cup Games Is Across the Lake in Bellevue

WASHINGTON | SPORTING EVENTS

by NICKOLAUS HINES MAY 1, 2026



- **Lumen Field matches:** Six between June 15 and July 6 — four group stage, one Round of 32 (July 1), one Round of 16 (July 6).
- **The train:** 2 Line, Bellevue Downtown Station to International District/Chinatown Station, less than 20 minutes. Walk south to Lumen Field. Service runs until about 1 AM.
- **From Sea-Tac:** Either 1 Line to 2 Line via ID/Chinatown or the Bellevue Airport Shuttle.
- **Where to stay:** Bellevue's downtown hotel inventory clusters around the 2 Line. The Westin Bellevue, Hyatt Regency Bellevue, and W Bellevue all sit within walking distance of Bellevue Downtown Station — walk to train, train to walk, walk to stadium.
- **Book early:** Hotel occupancy in Bellevue for June and July is currently projected at 83 to 88 percent, per Visit Bellevue communications manager Anna Yan.
- **Worth tracking:** Visit Bellevue's "stay and play" fan package — which bundles shopping credits, transportation perks, and other incentives at participating hotels — plus the Bellevue Baller beer at Bellevue Brewing's Spring District taproom and match-day station activations.

# BRINGING THE EXPERIENCE TO LIFE

In addition to aligning with the regional “Let’s Play SEA 26” community brand, Visit Bellevue is developing tools and offerings designed to support visitors and enhance their overall experience. These resources ensure guests have clear, accessible information while reinforcing Bellevue’s role as a welcoming, well-connected place to stay during this global moment.

## VISIT BELLEVUE SOCCER CUP SUPPORT PAGE

A centralized digital hub designed to help visitors navigate their stay with ease.

### Includes:

- Match schedules and key event information
- Transportation and access details
- Watch party locations and local experiences
- Lodging options and booking links

→ Designed to ensure visitors have everything they need in one place

## STAY & PLAY FAN PACKAGE

A curated value-add experience available through Visit Bellevue’s lodging platform.

### Includes:

- \$50 Bellevue Collection promotional card
- Complimentary one-way Bellevue Airport Shuttle ride

→ Designed to enhance each stay with added convenience and value



We’ll be using a single, consistent QR code across materials so visitors always land in the same place for the most up-to-date information. Available in Media Kit

BELLEVUE  
**STAY & PLAY**  
FAN PACKAGE



 Jun 14 - Jul 07

 2 people

 Search

**The Stay & Play Fan Package is a value-added hotel offering designed to drive bookings and enhance the visitor experience. Available through the Ripe booking platform, the package includes a \$50 Bellevue Collection promotional card and a one-way Bellevue Airport Shuttle fare.**

**This offering not only incentivizes overnight stays but also encourages spending within Bellevue, supporting local businesses while providing added convenience and value for traveling fans.**

# LET'S PLAY SEA26

The “Let’s Play” community brand celebrates the energy, diversity, and welcoming spirit of the Seattle region during the 2026 World Cup. It uses bold patterns, vibrant colors, and playful graphics inspired by the city’s landscape and the sport itself to create a unified visual identity that invites visitors and locals to celebrate together.

## Key Takeaways

- **Community First:** Designed to celebrate regional pride and welcome global visitors.
- **Unified Visual Story:** Patterns and colors create a shared identity across the region.
- **Energetic & Playful:** Graphics reflect the excitement, motion, and spirit of soccer.



# OUR BELLEVUE EXPRESSION

To align with the regional “Let’s Play SEA 26” community brand, Bellevue has adopted select visual elements that reflect our identity and role. Rather than replicating the full system, we apply a focused, intentional approach, ensuring consistency with the regional framework while expressing a cohesive, refined, and distinctly Bellevue visual presence

## COLORS & DESIGN ELEMENTS

A focused blue and teal palette anchors Bellevue’s visual identity, reflecting our connection to water and nature. Select water-inspired textures and subtle soccer pitch graphics are applied with restraint to create a cohesive, modern expression aligned with the regional campaign



## DESIGN ELEMENTS



## BELLEVUE PALETTE

TEAL: PRIMARY		BLUE: SECONDARY	
CMYK	40/0/30/0	CMYK	90/60/0/0
RGB	30/233/182	RGB	48/79/254
HEX	#1EE9B6	HEX	#304FFE
PMS	3385 C	PMS	2728 C
20% TINT	10% SHADE	10% TINT	10% SHADE

# **SUBMIT YOUR WORLD SOCCER TOURNAMENT EVENTS!**

Partners from around the City will be hosting events and activations and an array of watch parties throughout Bellevue throughout this 39-day period.

Submit your World Soccer Tournament activations, events, activations and games that will be aired at your business on Visit Bellevue's website. Event listings are free to post and a great way to communicate your events and activations!



# BELLEVUE WORLD CUP AMBASSADOR PROGRAM

The Ambassador Program brings Bellevue's hospitality to life through a visible, on-the-ground presence. Ambassadors will be stationed at five high-traffic locations, including light rail stations, to welcome and assist visitors.

They will provide directions, transportation guidance, and information on citywide activations, while distributing branded materials and merchandise. Fully trained and clearly identifiable, ambassadors serve as friendly, knowledgeable resources enhancing the visitor experience and reinforcing Bellevue as a welcoming, world-class destination.



# WORLD CUP 2026 BELLEVUE BALLER

In partnership with Bellevue Brewing Company, Bellevue Baller is a commemorative World Cup beer that celebrates global connection and local pride. Crafted from an award-winning lager and reimagined with Let's Play SEA 26 branding, it incorporates ingredients representing host nations, corn from Mexico and barley from Canada.

Available throughout Bellevue, the beer supports local businesses and community impact, with a portion of proceeds benefiting Midlakes United bringing together visitors and locals in celebration of this global moment.





# SAVE THE DATE & GET INVOLVED

WORLD CUP AMBASSADOR PROGRAM & BELLEVUE BALLER LAUNCH

## World Cup Ambassador Program

Become a Bellevue Soccer  
Cup Ambassador!  
Ambassadors will be hands-  
on help for soccer fans &  
visitors.

LEARN MORE



## Bellevue Brewing's Bellevue Baller Launch Event:

Join Visit Bellevue as they  
unveil the new Bellevue  
Baller beer in partnership  
with Bellevue Brewing to  
celebrate soccer season.

LEARN MORE



[WWW.VISITBELLEVUEWA.COM/BECOME-A-CERTIFIED-AMBASSADOR](http://WWW.VISITBELLEVUEWA.COM/BECOME-A-CERTIFIED-AMBASSADOR)



### BELLHOP TO 2-LINE TO THE GAMES!

Introducing BellHop, Bellevue's first 100% electric, on-demand, point-to-point, and free shuttle service. In partnership with Circuit, Amazon, and City of Bellevue. Getting around town is now easier and greener as a shared experience with other BellHop riders. Simply download the Circuit app, request a ride, and a sustainable shuttle will whisk you away to downtown attractions, Old Main restaurants, Spring District market pop-ups, and so much more!

**249,000+**  
Passengers Served

**23,000+**  
Gallons of Gas Saved

**4.91** ★  
Passenger Rating



DOWNLOAD THE  
RIDE CIRCUIT APP  
TO EXPLORE BELLEVUE!  
IT'S EASY.



# BUBBLES, FAIRWAY & FUTBOL

Join us for a FREE family-friendly afternoon of play, movement, and summer fun inspired by the global soccer tournament that Seattle is hosting this summer.

Bring the kids, invite your friends, and enjoy an interactive community event featuring:

🫧 Bubble Play Zone – Giant bubbles, bubble machines, and hands-on bubble fun for kids of all ages

🏌️ Fairways Mini Golf – 18-Holes of Portable mini golf with playful obstacles and challenges with soccer-themes

🎵 Music, energy, and great vibes throughout the park

📸 Perfect photo opportunities for families and friends

This event is designed to bring the community together while celebrating the excitement of this summer's international soccer tournament.

📍 Downtown Park Bellevue

📅 Saturday, June 13, 2026

🕒 1:00 PM – 3:00 PM



# Pop-Up on the Plazas presented by Bellevue Downtown Association

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## Downtown Bellevue - Pop-Up on the Plaza Events

- June 15, 2026, 11:00 – 1:00 PM
- June 24, 2026, 11:00 – 1:00 PM
- July 1, 2026, 11:00 – 1:00 PM

## South Bellevue - South Bellevue Station Game Day Pop-Ups

- June 26, 2026, 1:00 – 3:00 PM
- July 6, 2026, 1:00 – 3:00 PM

## Soccer Cup Viewing Party - Downtown Bellevue, USA vs. Australia match

- June 19 (location TBD)



# SUMMER OF SOCCER

WATCH PARTIES • FOOD/DRINK SPECIALS  
SOCCER-THEMED ACTIVITIES





# THIS IS WHAT WINNING LOOKS LIKE

01

## NEW SOCCER GAMES

Don't just watch the game — play the game with Kick N Win and World Soccer.

02

## WATCH EVERY MATCH

Never miss a goal when you catch every match on 40 ft screens.

03

## LIMITED TIME MENU OPTIONS

Try match day bites and special stadium sips like the new Red Card 'Rita, Hat Trick Sliders, Copa Tres Leches and more.

04

## NEW HUMAN CRANE PRIZES

Become the claw with the Human Crane and grab massive soccer-themed prizes.



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**Dave & Buster's Watch Parties**

# Spring District Multicultural Soccer Celebration

June 24



MULTICULTURAL SOCCER  
CELEBRATION AT  
THE **SPRING** DISTRICT

WEDNESDAY JUNE 24<sup>TH</sup>

11AM - 8PM



# SUPER SCIENCE NIGHT AT KIDSQUEST MUSEUM – JUNE 26

## Super Science Night: Science of Soccer

Let's KICK off Summer with all thing's soccer! How much force do you create when you kick a soccer ball? What is the trajectory of a soccer ball when kicked from the midfield? How do we best hydrate our bodies when we are playing a game? Come learn all this and more. All ages welcome! Activities run 4-6:30pm, **Museum open until 7pm.**

### Tickets

\$5 for all children

\$5 non-member adults

FREE member adults



# SOCCER PARTY

AT THE BELRED ARTS DISTRICT

Friday, June 26 | 2:30 PM – 8:00 PM

**BELRED LIGHT RAIL STATION**

**BELLEVUE**  
*Washington*





## ROBOT GOALIE KEEPER

**The ULTIMATE kicking challenge! Think you can beat the Robokeeper?** The RoboKeeper is equipped with two cameras – its eyes – that record up to 90 images per second. From the vantage point above the goal, they follow every move of the ball (which sets itself apart from its surroundings thanks to its contrasting color). The RoboKeeper's launch point is 7-8 meters, leaving only 0.3 seconds to bring the figure, which is attached to a high-performance gearbox, into position. The RoboKeeper accelerates 20 times faster than a Formula 1 car.

Q&A?

**VISIT  
BELLEVUE**

# Choose Your Way Bellevue

Get Ready for  
the World Cup



Choose  
Your Way  
Bellevue

ETC Networking  
Meeting May 27, 2026



# BUSES

## ROUTING

- Route changes will be updated in Google Maps, but be sure to sign up for [King County Metro alerts](#) for the most up-to-date information.
- Select bus routes will be rerouted or through-routed near the stadiums. Is your route impacted? Check [King County Metro's map](#) to see event day schedules and consider alternative routes to avoid congestion.

## ADDITIONAL SERVICE

- King County Metro plans to add 60 buses on match days and 30 to 40 additional buses on non-match days during the tournament.
- Additional late-night service will be available after matches. Extra service will support travel north, south, and east on Metro Route 150, RapidRide D and E lines, and Sound Transit Routes 545, 550, and 554.

## FREE SHUTTLES

- King County Metro is operating a free shuttle on Match Days. The shuttle will connect fans from the stadium to the Seattle Center with stops along Third Ave.
- Metro will also operate a free [Waterfront Shuttle](#) along Alaskan Way between King Street Center and the Seattle Center. This shuttle will run all summer long from May 21 to September 7, 2026.

## HOW TO RIDE

- All-door boarding is encouraged – use your ORCA, credit/debit card, or Tap-to-Pay to board through any door to speed things up.

## MORE INFO

- [King County Metro Seattle Soccer Page](#)



# LIGHT RAIL, STREETCAR AND TRAINS

## LINK LIGHT RAIL

- Sound Transit will increase service on its light rail lines, running trains every eight minutes through Downtown Seattle using both the 1 & 2 lines.
- Check out Sound Transit’s recommendations for [which station to board](#) on match days to limit station crowding.
- Sound Transit will use a queue system at busy stations on match days. It will not feel like a typical commute day. You may have to wait

## PARK AND RIDE

- [Reserved Park & Ride](#) spaces began on May 1st. Lots will fill up even more quickly than usual. Plan to take transit, bike, or carpool to a station if you typically drive.

## STREETCAR

- First Hill Line: The Occidental Mall stop will be closed on match days. The line will terminate at 5th & Jackson.
- South Lake Union Line: No changes expected.

## SOUNDER

- Additional trains and schedule adjustments will be in place for match days with departures timed to arrive before kickoff and return trips scheduled about an hour after matches conclude.
- Regular commuters should double-check schedules [here](#).

## ALERTS

- Make sure you [sign up for](#) Sound Transit alerts to hear about any changes or delays.
- Need security assistance while on board? Text 206-398-5268.





# HOW TO PAY

Option 1: Use Your Credit Card with ORCA Tap to Pay

Option 2: Pay with an ORCA Card

Option 3: Regional Day Pass

If you plan to ride public transit more than two times in one day, you can purchase a \$6 All-Day PugetPass. Day passes let you take unlimited trips on most of the region's buses and Link light rail.

The pass activates automatically when you tap on your next trip and expires at 3 a.m. the next day.

Option 4: 3-Day Pass (Coming Soon)

If you plan to ride public transit for the majority of your visit, you can purchase an \$18 3-Day PugetPass. 3-day passes let you take unlimited trips on most of the region's buses and Link light rail for three days, perfect for a long weekend.

More information can be found on the ORCA Soccer webpage.



# RIDESHARING

## CONSTRUCTION AND STREET CLOSURES

- [Revive I-5](#) – All lanes of I-5 will be open June 8 – July 10. Express lanes will operate normally. During the weekends of June 5 – 8 and July 10 – 13, northbound I-5 will be fully closed from I-90 to NE 45th Street for work zone breakdown and setup.
- [Pedestrian zones and street closures](#) near the stadium and downtown watch parties will impact driving on match days.

## HIGH CONGESTION AREAS

- Anticipate congestion in corridors near the practice fields at Seattle University and the University of Washington.
- Increased traffic is expected on I-5 between Seattle and Vancouver on days with back-to-back games.

## RIDE HAILING

- Taxis, Uber, and Lyft will have [specific areas](#) and restrictions on when and where they can drop off near the stadiums. This means that if you work in the Pioneer Square, SODO, or International District, expect changes to pick-up and drop-off for ride-hailing services.



# HOW TO HELP YOUR EMPLOYEES

## **Providing ORCA Cards**

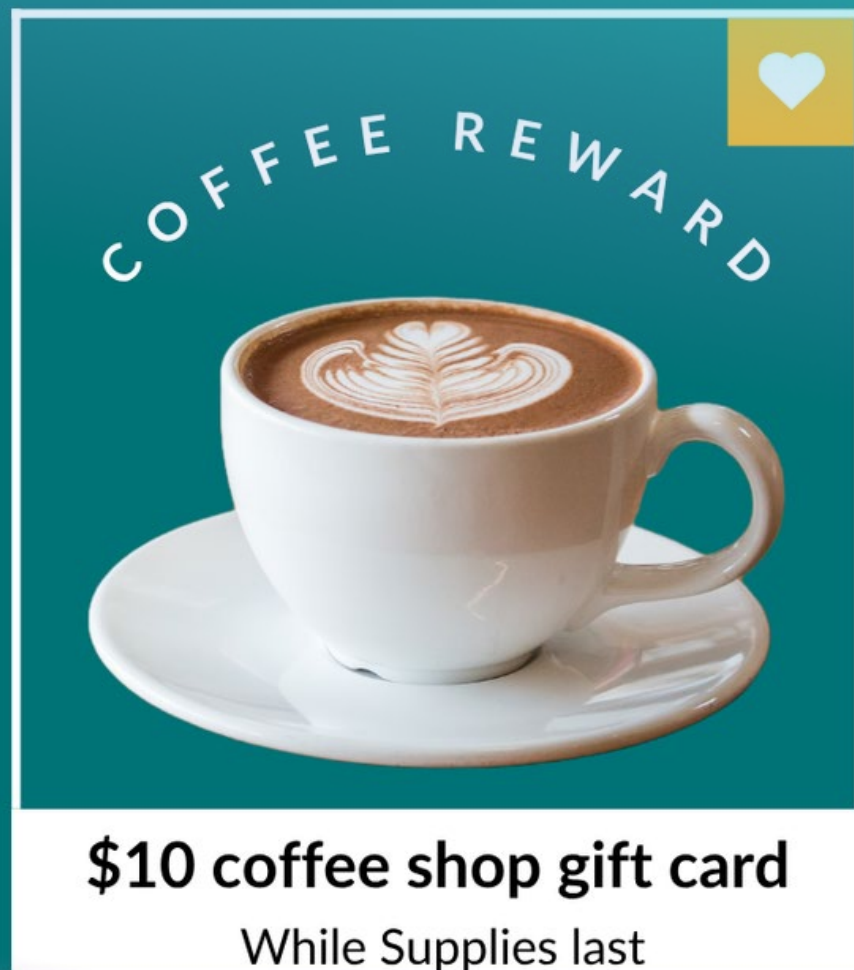
The ORCA card will help employees use non-drive-alone modes of travel during the busy festivities and beyond!

## **Hosting a Transportation Fair**

We can invite King County Metro and Sound Transit to come and provide information and giveaways, and answer transit questions for your employees, free of charge to you!

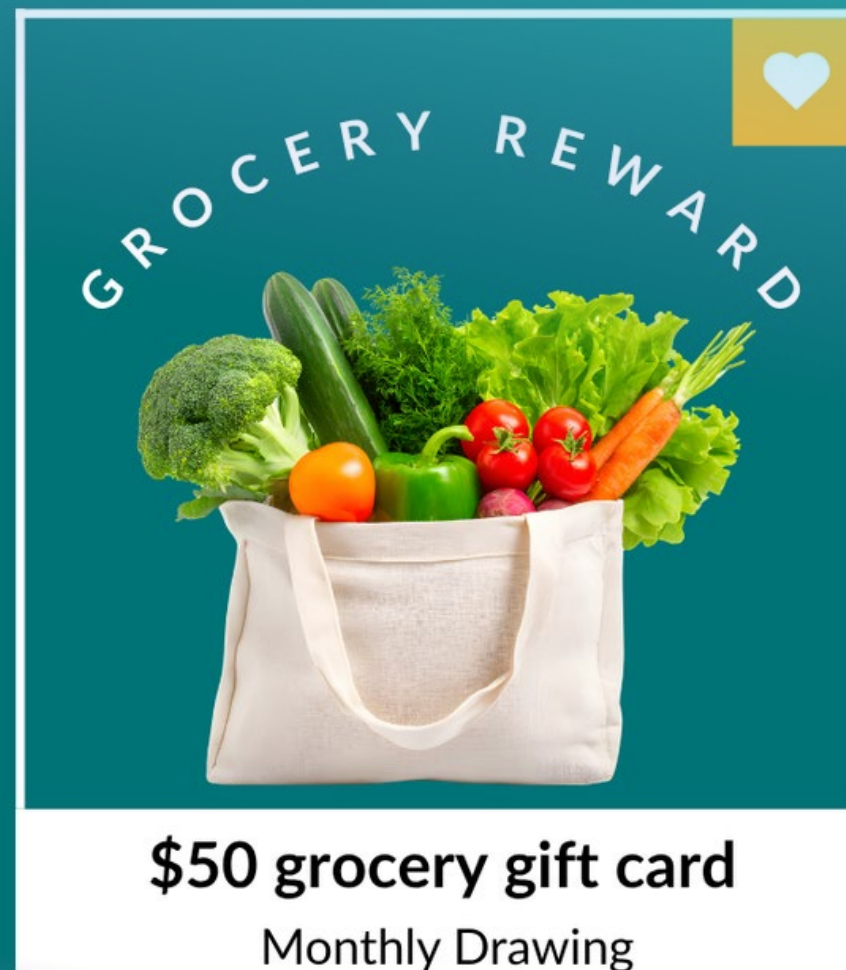
## **Providing Reward Information**

Make sure your employees know they can earn rewards for using non-drive-alone modes like coffee shop, grocery, or local restaurant gift cards up to \$150!



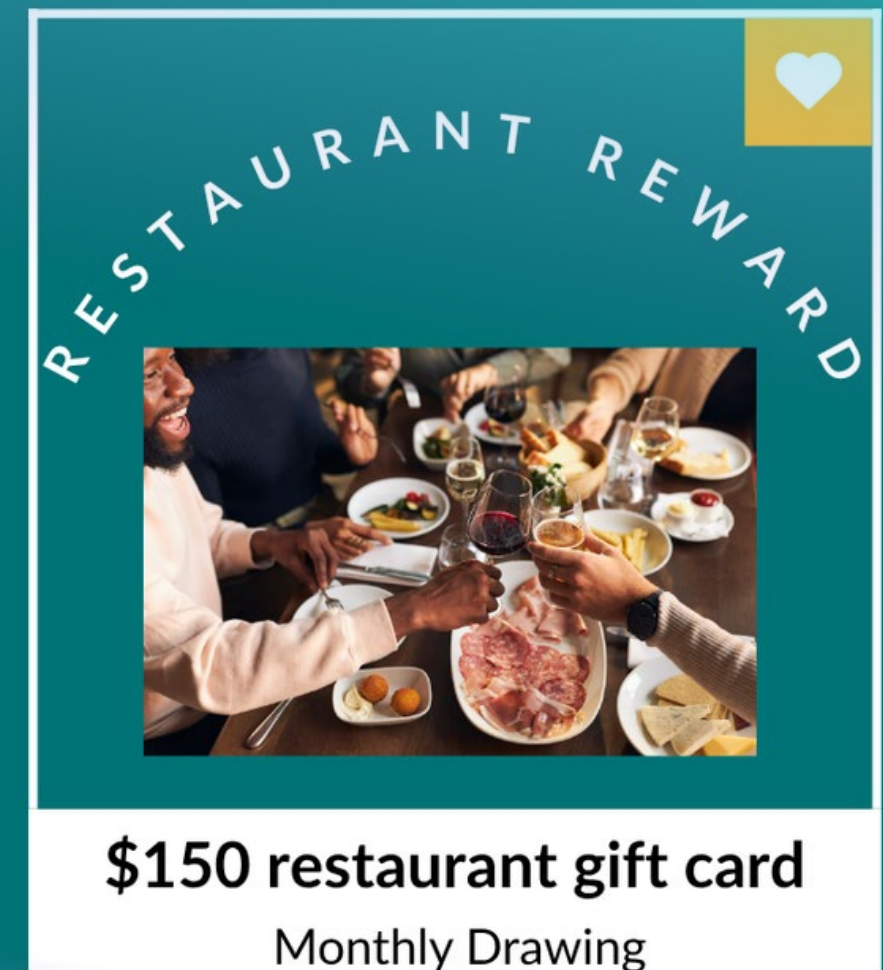
COFFEE REWARD

**\$10 coffee shop gift card**  
While Supplies last



GROCERY REWARD

**\$50 grocery gift card**  
Monthly Drawing



RESTAURANT REWARD

**\$150 restaurant gift card**  
Monthly Drawing

### How does it work?

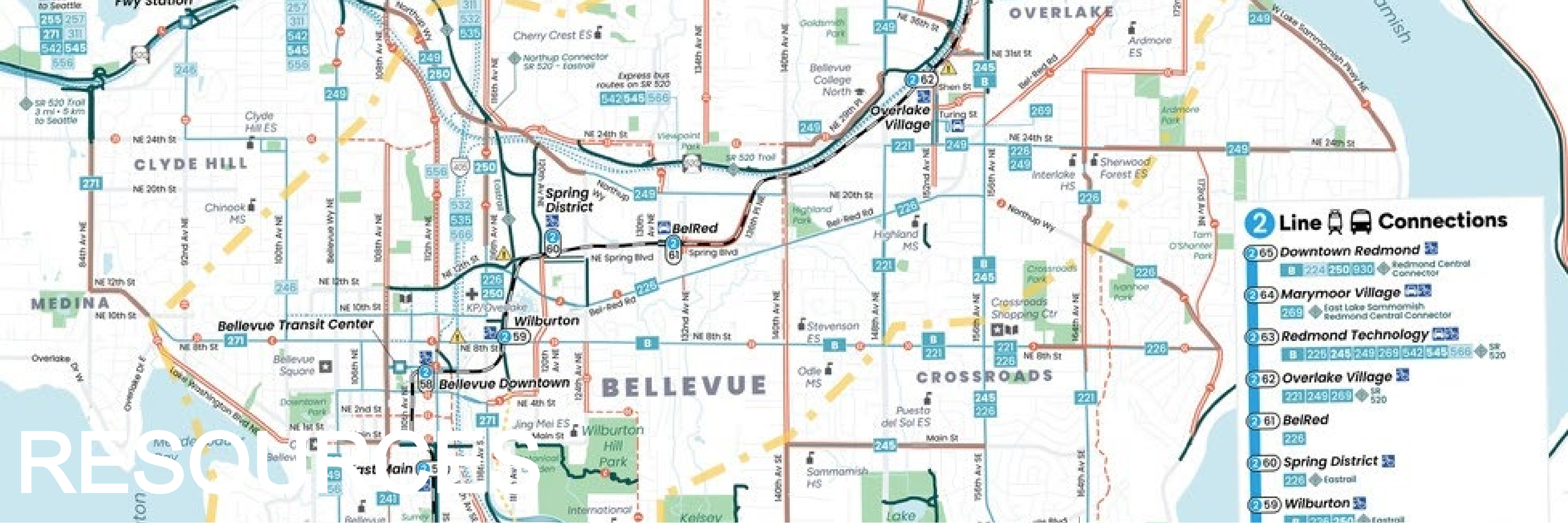
- [1. Sign up and create your profile on the Choose Your Way Bellevue Rewards page. Log in if you already have a profile. Administrator log in.](#)
- [2. Find sustainable alternatives to driving alone, such as riding transit, carpooling, vanpooling, walking, or biking.](#)
- [3. Log your non-drive-alone trips to start earning rewards. Backlogging trips is not allowed. You must begin logging the day you create the account.](#)
- [4. Keep track of your progress on the rewards dashboard.](#)

### Local Trips. Local Rewards.

- Log 16 non-drive-alone trips (8 round-trips) and earn a \$10 local coffee shop gift card while supplies last.
- Log 20 non-drive-alone trips (10 round-trips) for a chance to earn a \$50 local grocery store gift card.
- Log 30 non-drive-alone trips (15 round-trips) for a chance to earn a \$150 local restaurant gift card.
- A month is considered to run from the first day to the last day of the month. Rewards start over every month on the first.

### Am I eligible?

- Choose Your Way Bellevue Rewards is open to anyone whose home or work address is within the [official Bellevue city limits](#). Only trips logged to or from a Bellevue location may count towards rewards.



# RESOURCES

## WEBSITE

- Reminder to check our [website](#) often for travel alerts and news!
- Be sure to give your employees information about our [rewards programs](#)

## BIKE MAP 2026

- [The online version is ready, and printed copies will be arriving in early June!](#)

## ETC RESOURCE CENTER

- Be sure to check the [ETC Resource Center webpage](#) and click on the Marketing Hub for new resources.
- Do you need a resource that we don't offer? Let us know and we will create it!



# BIKE EVERYWHERE MONTH

## ONE EVENT LEFT!

Cascade Bicycle Club Classes  
Friday, May 29th, Bellevue Library

Introduction to Commuting  
11:15-12:15

- This class covers the basics of biking for commuting and utility trips. This is a presentation only, with one instructor and a demonstration bike.

Maintenance for Every Commuter  
12:30-1:30

- This class is an overview of the basics of everyday bike maintenance.

[Register today!](#)



# RIDE TRANSIT MONTH

# RIDE TRANSIT MONTH

Hop on board! Taking transit is a great way to save money and relax. And with the World Cup, it will be the best way to navigate the crowds and get to events across Washington State. It's also good for the Earth – an easy way to help cut pollution and protect our beautiful state for future generations. Join in on fun activities and events from Transit BINGO to Ride Transit Night at the Ballpark!

More information from Transportation Choices can be found [here!](#)

# TRAVEL CHALLENGE

Ready to switch up your routine, explore more of Bellevue, and earn exciting rewards along the way? Join the Transit Month Travel Challenge with Choose Your Way Bellevue and turn your everyday trips into something rewarding!


Whether you're commuting to work, running errands, or heading out to explore, transit is your ticket to a more relaxed, affordable, and sustainable way to travel.

Here's how it works :

1. Create an account on the [Choose Your Way Bellevue RideShare Online portal](#)
2. Start logging your public transit trips
3. Reach your trip goals and earn entries into reward drawings!

 **The Challenge :**

- Log 15 non-drive-alone trips → Drawing to receive 1 of 8 \$30 Spotify gift cards
- Log 30 trips → Drawing to receive 1 of 8 \$60 Spotify gift cards

 Make the most of your transit ride with Spotify. Perfect for listening to music, podcasts, or audiobooks while you sit back and enjoy the journey.

 **Bonus Perk :**

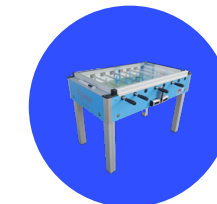
All logged trips also count toward your regular monthly rewards, so you can earn even more just by participating!



# Bellevue Downtown Association World Cup Activations



Photo Marquee



Foosball Tables



Wayfinding Kiosks



Flag & Pole Banner Decor

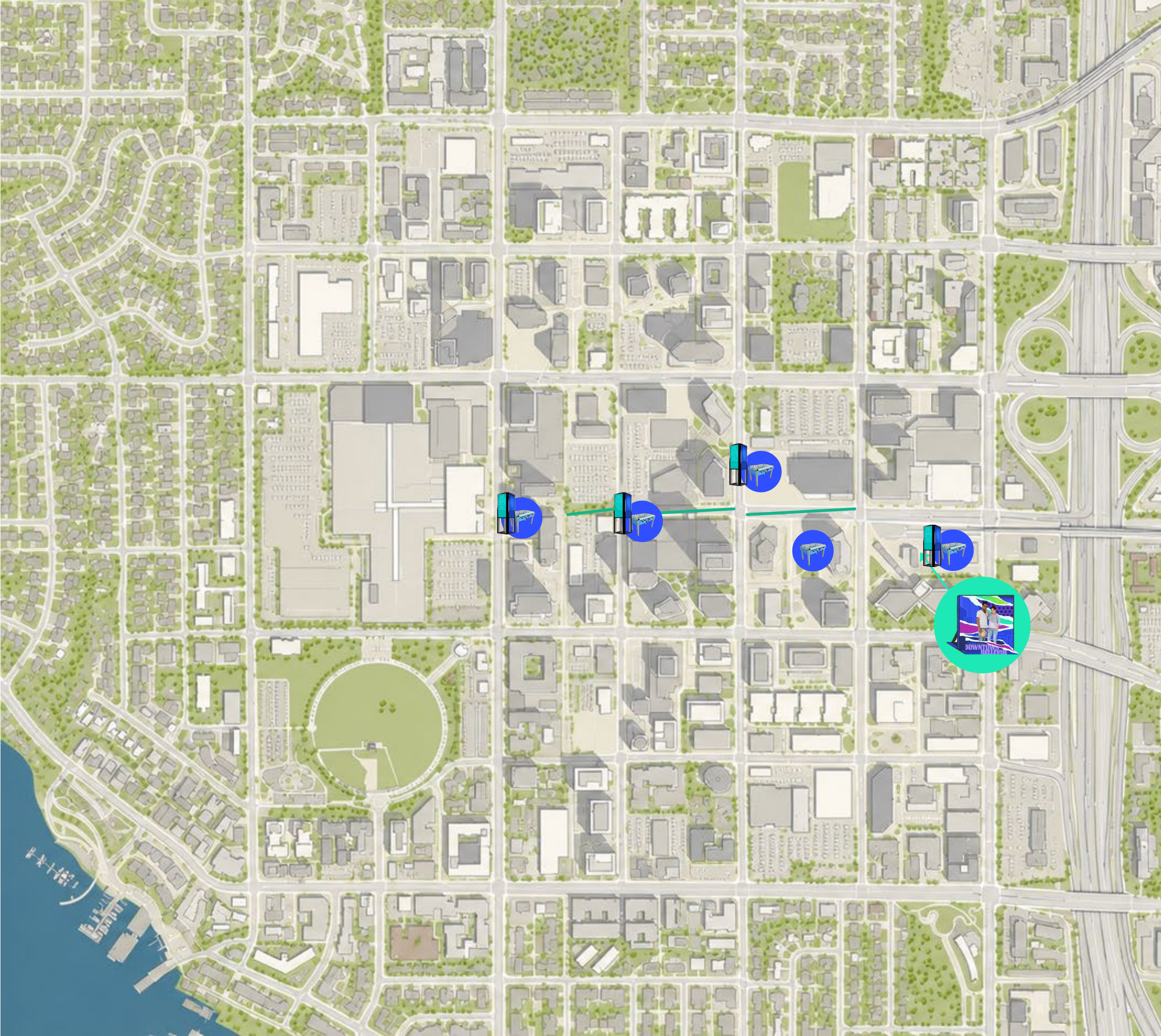
## Pop-Up on the Plaza

Downtown Bellevue Station  
Jun 15, 2026, 11:00 – 1:00 PM  
Jun 24, 2026, 11:00 – 1:00 PM  
Jul 01, 2026, 11:00 – 1:00 PM

South Bellevue Station  
Jun 26, 2026, 1:00 – 3:00 PM  
Jul 06, 2026, 1:00 – 3:00 PM




## Public Viewing Party

The Meadow, B600 tower at 633 110th Ave NE, Bellevue, WA 98004  
Jun 19, 2026, 12 PM





# RIDE, EXPLORE, TRANSFER FROM BELLEVUE TO UNION STATION

 Friday, June 26, 2026 |  1:00 – 3:00 p.m. |  Departing from Bellevue Downtown Station

New to transit? Join Choose Your Way Bellevue and Sound Transit for a free group light rail adventure from Bellevue to Seattle's historic Union Station.

We'll ride together across the floating bridge, walk around the landmark building in the International District/Chinatown, and learn how to transfer lines at the CID station. This is a must-know skill for anyone looking to connect to destinations farther south, such as SeaTac Airport. Then, we'll hop back on the train and ride home to Bellevue together.

## What to expect :

- A guided group ride on the 2 Line Crosslake Connection
- A tour of Union Station from a Sound Transit representative
- A walkthrough of how to transfer lines at the CID station
- A fun experience for all riders

This event is free and open to the public. No ORCA card? We'll provide preloaded ORCA cards to cover the cost of the ride.

[Register today to save your spot!](#)



# Thank you!

[ChooseYourWayBellevue.org](http://ChooseYourWayBellevue.org)

[info@cywb.org](mailto:info@cywb.org)

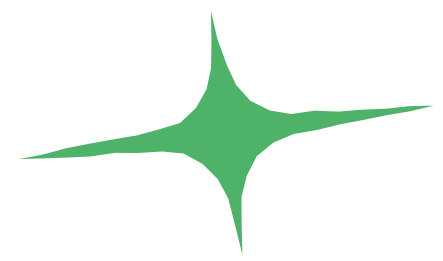


Choose  
Your Way  
Bellevue

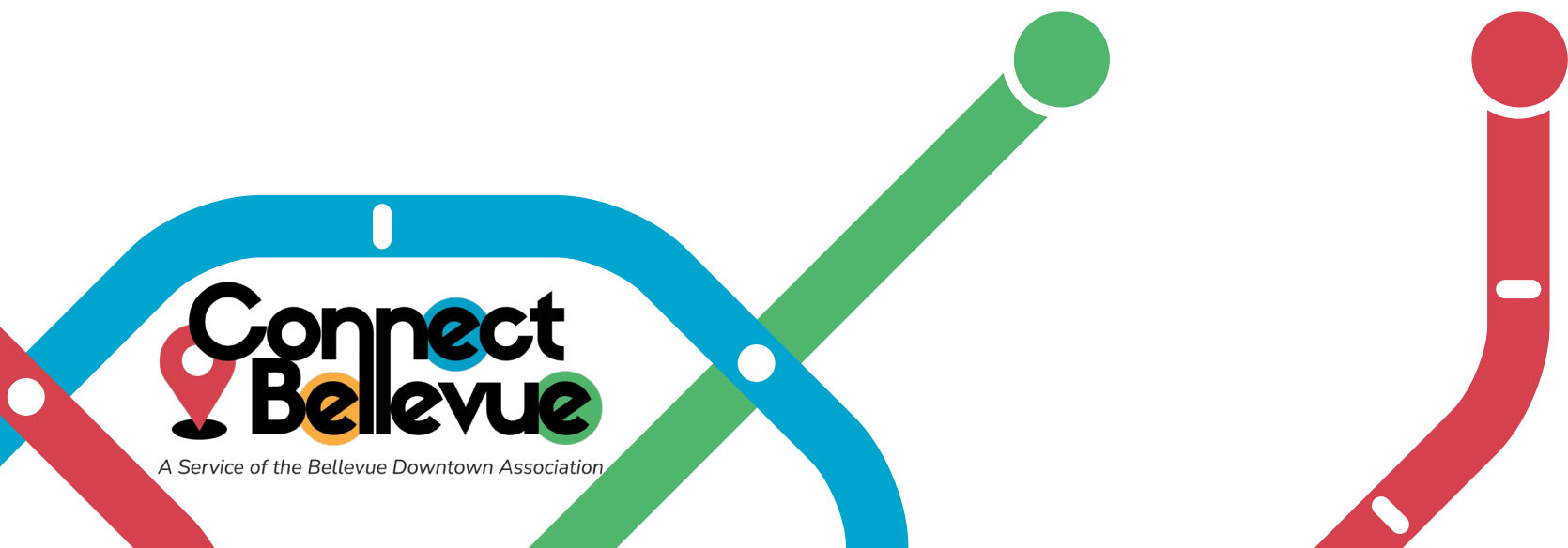


# Connect Bellevue

*A Service of the Bellevue Downtown Association*



Connect Bellevue is the city's Transportation Management Association (TMA), specializing in Transportation Demand Management (TDM) strategies.



# OUR CLIENTS & PARTNERS



Choose  
Your Way  
Bellevue

Move  
Redmond



Commuter  
Seattle

Connect  
Bellevue

A Service of the Bellevue Downtown Association

# Services

## TMP

Connect Bellevue helps property managers meet TMP requirements while improving tenant commute experience, strengthening building appeal, and supporting transportation options that make accessing your property easier for tenants and employees.

## ETC

Connect Bellevue helps employers create effective workplace transportation programs, meet Washington State Commute Trip Reduction (CTR) requirements, and connect employees with transit and commuting options that make getting to work easier. We provide the tools and guidance organizations need to support their workforce.

## ORCA Business Programs

ORCA Business programs provide your employees access to Puget Sound's growing public transit system. We understand that many employees who work in Bellevue travel from all around the Puget Sound to get to the Eastside and need transportation options to improve their commute and lifestyle.

[Connect Bellevue](#) offers free consultations to help Bellevue businesses enroll, manage, and get the most out of these programs.

# FREE ORCA CARDS FOR YOUR EMPLOYEES

King County Metro and Connect Bellevue are partnering with local business alliances and organizations to distribute **\$25 preloaded ORCA cards** to Bellevue employers for their employees' use. By enabling employees to explore available transit options, you can help reduce commute stress during disruptions and identify reliable transit options.

This program is intended to support small businesses, service and hospitality sectors, others most affected by these traffic disruptions, and employers who do not offer an ORCA Passport or Choice program to ensure that these cards go to businesses with the greatest need.

[Submit request](#)

# Thank you

Tommie Lorene  
TDM Program Manager

[connectbellevue.org](http://connectbellevue.org)  
[hello@connectbellevue.org](mailto:hello@connectbellevue.org)

