

World Cup Update

MassDOT Board of Directors

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Friendly Match Recap



Photo courtesy of Boston26



Friendly Match: Considerations for World Cup

Lessons Learned at South Station

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Communications + Customer Experience

- Enhance pre-arrival communications for passengers (*Boston Stadium location, ticket procedures, service impacts*)
- Coordinate communication across stakeholder channels

Wayfinding and Signage

- Increase informational and directional signage at key intercept points at South Station and downtown stations
- Bolster on-site station staffing and information

Queuing

- Continue to work with stakeholders on refining and executing queuing operations at South Station
- Ensure adequate sidewalk clearance, ADA accessibility, and safety/emergency building access at South Station

Safety and Security

- Coordination with Transit Police and local law enforcement to enhance safety and security measures
- Crowd control and monitoring at high traffic station locations



Friendly Match: Considerations for World Cup

Lessons Learned at Gillette Stadium

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Train Queuing

- Refining queuing operations at Foxborough Station

Communications and Travel Time

- Encouraging drivers to plan ahead and leave early as travel times are typical for a weekday

Wayfinding and Signage

- Adding roadway and train queuing signage that is of appropriate height, spacing, and clarity of communication
- Adding infographic symbols to improve messaging
- Coordinating secondary road closures with mapping apps

Pedestrian Activity

- Addressing safety and security measures due to heavy pedestrian volumes stepping into roadway and pedestrians utilizing unsafe/undesigned routes to the stadium

Traffic Management Setup

- Adding additional signage to encourage drivers to utilize the shoulder and contra-flow lanes
- Improving timing of the switch between pre- and post-setup



Boston Stadium Event Train Tickets

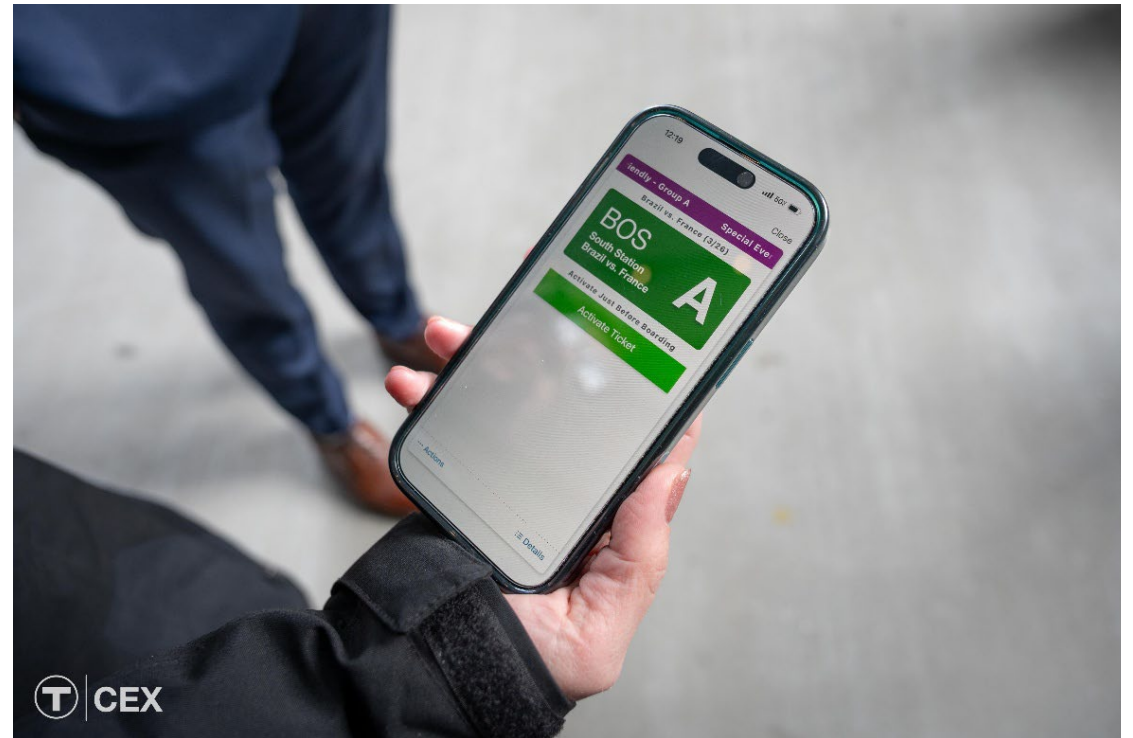
Strong Demand Upon Launch

Tickets went on sale on Wednesday, April 8th

- 17,500 tickets sold 1st day

Important Train and Ticket Information

- ***Boston Stadium Train service is the only train service running to Boston Stadium*** on match days. No other train/ subway provide direct service to the games.
- You must have a same-day World Cup match ticket to buy a Boston Stadium Train ticket.
- Commuter Rail Summer Fare discounts do not apply to Boston Stadium Event Train service
- Passengers must adhere to the Event Train prohibited items list policy



Communication and Outreach

For Residents and Commuters

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- **Savings Promotions & Messaging Campaigns**
 - Commuter Rail Summer Fare Promotions and Discounts – March 30th
 - “Kick the Drive” campaign – begin May 1st
- **Outreach and Engagement**
 - Rider facing engagement
 - Social media, website, news, and radio presence
 - Digital billboards, service plaza messaging
 - Partnerships with regional stakeholders – GATRA, RIDOT, Amtrak, Northeast Corridor Commission
- **Ongoing Coordination**
 - Boston 26 “Getting Ready for Kick Off” series
 - Series of events to prepare World Cup stakeholders (businesses, hospitality, municipalities)
 - Webinars for trucking industry, port operations, local business councils
 - Partner with RIDOT and RIPTA
 - Mass Executive Office of Tourism (MOTT) Grant World Cup Fan Fests
 - Support and coordinate with grant recipients within MBTA service area



Communication and Outreach

For World Cup Ticket Holders

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- **Announcements on Transportation Options**
 - Boston Stadium Train Service and Fares – April 6th
 - Temporary Schedules for Commuter Rail Service – April 6th
 - Forthcoming press announcements for additional stadium express transportation options
- **Rider Facing Engagement**
 - Plan your trip via MBTA World Cup Guide: www.mbta.com/worldcup
 - Boston 26 providing information on “Getting Around” <https://bostonfwc26.com/>
 - Partnerships with regional stakeholders – GATRA, RIDOT, Amtrak, Northeast Corridor Commission
- **Ongoing Coordination**
 - City of Boston, Town of Foxborough, law enforcement, Boston 26, and the Kraft Group
 - Mapping apps and rideshare companies

Upcoming World Cup Updates

2026 Monthly Lookahead

Month	Anticipated Topics
May 2026	<ul style="list-style-type: none">• Wayfinding and volunteers• Operations Updates: Highway maintenance activities; Aeronautics support• RTA Coordination & Park & Ride
June 2026	<ul style="list-style-type: none">• Recap of June 13th and June 16th matches

Schedule subject to change.

Thank You















Appendix

Boston World Cup Calendar – June 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11 NATIONAL WC BEGINS	12	13 Haiti v Scotland 9pm <i>Sox game 4:10pm</i> <i>Tent. Pride Parade</i>
14	15	16 TBD v Norway 6pm <i>Sox game 6:45pm</i>	17	18	19 Scotland v. Morocco 6pm <i>Juneteenth</i>	20
21	22	23 England v. Ghana 4pm	24	25	26 Norway v. France 3pm <i>Sox v Yankees 7:10pm</i> <i>Concert at Xfinity</i>	27
28	29 (R32 – Match 64) 4:30 pm <i>Sox game 7:10pm</i>	30				

Boston World Cup Calendar – July 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1  Boston Harborfest	2  Boston Harborfest	3  Boston Harborfest	4  Boston Harborfest
5	6	7	8 Rest Day – No Matches	9 Match Day  QF- Match 96 4pm	10  Sail 250 Tall Ships	11  Sail 250 Tall Ships
12  Sail 250 Tall Ships Rest Day	13  Sail 250 Tall Ships Rest Day	14  Sail 250 Tall Ships Semifinal (Dallas)	15  Sail 250 Tall Ships Semifinal (Atlanta)	16  Sail 250 Tall Ships Rest Day	17 Rest Day	18 BRONZE MATCH (MIAMI)
19 CHAMPIONSHIP MATCH NJ/NY Fan Festival Concludes	20	21	22	23	24	25