



Memorandum

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Meeting of: City Council

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Type: Staff Report

TO: Members of the City Council
FROM: Mayor Angela Birney
DEPARTMENT DIRECTOR CONTACT(S):

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DEPARTMENT STAFF:

Planning and Community Development	Seraphie Allen	Deputy Director
Planning and Community Development	Philly Marsh	Economic Development Manager
Planning and Community Development	Kristen Raftis	World Cup Planning Program Manager
Executive	Kelly Schutz	Communications Manager
Parks	Zach Houvener	Deputy Director
Police	Brian Coats	Deputy Chief
Fire	Ameé Virelle	Deputy Chief
Fire	Nathan Hupp	Emergency Manager

TITLE:

World Cup Planning Update: Public Safety and Emergency Management Focus

OVERVIEW STATEMENT:

The staff report on February 17, 2026, will provide an update on planning efforts in preparation for the 2026 World Cup with a focus on public safety and emergency management.

Additional Background Information/Description of Proposal Attached

REQUESTED ACTION:

Receive Information Provide Direction Approve

REQUEST RATIONALE:

- Relevant Plans/Policies:
 - Redmond 2050 Comprehensive Plan
 - 2024 Economic Development Strategic Plan

- 2024 Tourism Development Strategic Plan
- 2023 Comprehensive Emergency Management Plan
- **Required:**
N/A
- **Council Request:**
N/A
- **Other Key Facts:**
Seattle was selected to host six matches from the FIFA World Cup 26, including USA's second group fixture and two knockout games. These matches take place from June 15-July 6. Hosting the event is anticipated to leverage more than \$100 million in economic activity. A projected 750,000 visitors will be in the Seattle region to soak up the event atmosphere with the over 4 billion global viewers who watch the World Cup. With a new transformational transportation system, Redmond should be ready to leverage this opportunity to welcome the World and highlight the City through visitation and global broadcast.

The following planning subgroups have been meeting bi-weekly and implementing applicable programming.

- Watch Parties and Activations - Lead: Economic Development
 - This group focuses on watch party grants and logistics, Fútbol for All Speaker Series, and business activations.
- Communications - Lead: Communications
 - This group focuses on communications plan and strategy, internal and external communications, branding, and Mayor liaison.
- Emergency Preparedness - Lead: Fire Department
 - This group focuses on pre-planning for local and regional response, continuity of government, and coordinated communications.
- Public Safety and Response - Lead: Police Department
 - This group focuses on local and regional response, human trafficking awareness training, threat assessments, and coordinated communications.
- Operations and Logistics - Lead: Parks Department
 - This group focuses on the transportation corridor, maps, sidewalks, traffic flow, cable internet, and other critical operational functions.
- Finance - Lead: Finance Department
 - This group will review the World Cup budget, track, and report expenses.
- Internal City of Redmond - Lead: Planning and Community Development
 - The group activates City of Redmond employees who are interested in leading and supporting staff activities during and leading up to the World Cup. They can also volunteer at city-sponsored events.

OUTCOMES:

The World Cup provides the opportunity for an unforgettable experience for visitors, athletes, and residents by showcasing Redmond's connectivity to the region, celebrating our diverse culture, and fostering an atmosphere of excitement and hospitality. Objectives and outcomes include:

- Brand and Promote Redmond as a Destination
- Attract Visitation and Spending for Economic Impact
- Legacy Coalition Building for District Development and Branding
- Foster Community Pride and Connection
- Safe and Enjoyable Experience for the Redmond Community

To date, activations have included:

To date, policy, department programming, and activations have included:

Human Trafficking Training

Major international events like the 2026 World Cup bring economic opportunity and global attention, but they can also increase the risk of human trafficking. In preparation, the Redmond Police Department has received specialized training from the FBI to strengthen identification, investigation, and interagency coordination, while the City is advancing a community-focused prevention strategy through partnerships with the Port of Seattle, including the distribution of Redmond-specific awareness materials to local hotels and the development of additional training for the hospitality industry and City staff.

Emergency Management Training

City employees have attended and will continue to attend several key training and exercise opportunities in the region. For training, Emergency Management and Communications staff will be attending two Public Information Officer specific courses in April. Staff positions that will be or have the potential to work in the Emergency Operations Center will receive position-specific training administered by OEM, which includes training on updated procedures. Staff continue to work on their regular ongoing NIMS training progression. Staff have participated in or will participate in various regional and local exercises. A joint tabletop exercise with the City of Bellevue and Kirkland will occur on April 6th to prepare staff for various World Cup-specific scenarios, as well as test and validate plans.

Police Staffing Plan

The Redmond Police Department's 2026 FIFA World Cup staffing plan outlines a coordinated deployment from June 11 through July 19, 2026, designed to maintain normal police services while addressing increased activity related to game day matches, downtown watch parties, and visitor presence. The plan establishes a clear incident command structure, leverages patrol, specialty units, and non-patrol personnel, and uses targeted overtime to enhance visibility, traffic control, and public safety.

Fire Staffing Plan

Fire Operations is an integral component of regional preparedness, supporting coordinated response across King County through established mutual- and automatic-aid frameworks. This includes pre-scheduled operational assignments to Strike Teams, Task Forces, King County Office of Emergency Management Emergency Support Function operations, and Zone One Coordinator roles. These assignments are executed with the intent of maintaining continuous threat and risk assessments and ensuring the availability of rapid-response, scalable resources capable of supporting incidents across local jurisdictions and countywide communities.

Infrastructure

Ped Scrambles: Public Works is installing three new ped scrambles along Cleveland Ave in Downtown Redmond at 164th, Leary Way, and 161st by June 2026. These enhancements will provide a safer, lower stress experience for pedestrians as we all enjoy World Cup festivities. Ped Scrambles allow people to cross the street in any direction when the walk signs go on, giving them the right of way in every direction at periodic intervals while car traffic is completely halted. You can find out more information about pedestrian safety and Ped Scrambles by visiting [Walking Redmond | Redmond, WA <https://www.redmond.gov/244/Walking>](https://www.redmond.gov/244/Walking)

Mobile Barriers: Public Works purchased a fleet of mobile barriers that will be available for use during community events and block parties should the need arise to provide pedestrian safety and security during World Cup celebrations.

Business and Community Meetings

Economic Development team has hosted 4 community meetings focused on how to prepare for World Cup coming to the region. We have grown attendance from 15 people to close to 100 at each session. The agenda features subject matter experts from FIFA, Local Organizing Committee, small businesses, and Sounders FC, along with our City programs. Our latest meeting was on February 9, 2026, and focused on public safety, emergency preparedness, and community readiness ahead of the summer's World Cup event. Sounders legends James Riley and Brad Evans provided insights on the teams still competing for a spot in the World Cup and the teams coming to Seattle following their hosting of Redmond's draw party on December 5th at the Archer Hotel.

Expanded Alcohol Service (HB 1515)

The City is pursuing an expanded alcohol service permit under House Bill 1515, which allows local jurisdictions to authorize temporary extension of alcohol service into public rights-of-way for community events while ensuring appropriate public safety and oversight. If granted, the permit would enable participating businesses to extend outdoor service from May 1 through the end of the year. Individual establishments must submit event plans to the City and the Washington Liquor and Cannabis Board for approval as part of this opportunity.

Community Event Grants

These grants are for community organizations, nonprofits, and businesses that would like to host a Watch Party during the World Cup. Applications were accepted October 1, 2025, through January 15, 2026. 32 total organizations applied for approximately \$160,000. A staff committee is reviewing applications in late January and contacting organizations regarding award amounts and next steps in mid-February. [Redmond World Cup Watch Party Grant Program | Redmond, WA](https://www.redmond.gov/2369/Redmond-World-Cup-Watch-Party-Grant-Program) <<https://www.redmond.gov/2369/Redmond-World-Cup-Watch-Party-Grant-Program>>

Fútbol for All Speaker Series

With sponsorship dollars from Amazon and the Port of Seattle, Redmond has hosted 3 Fútbol for All Speakers. The Series kicked off with a Soccer 101 class with Sounders legend James Riley and friends on Monday, October 27, and has been followed by Talk Sporty to Me with Jen Mueller, local broadcast veteran sharing how talking about sports can build relationships, and Corky Trewin, one of the official team photographers for Sounders FC and a graduate of Redmond High School.

Soccer Stories

Soccer Stories are live, and we continue to invite Redmond residents and community members to submit their own personal accounts about how soccer and Redmond have shaped them. Stories are shared in written format on redmond.gov, with select stories shared via the City's social accounts.

Short Term Rentals

On December 2, 2025, the Council updated Short Short-Term Rental Code, and since staff has implemented and educated the public on these regulations, including two webinars in partnership with Airbnb to inform current and interested operators [Short-Term Rentals | Redmond, WA](https://www.redmond.gov/2301/Short-Term-Rentals) <<https://www.redmond.gov/2301/Short-Term-Rentals>>

Legacy Sign Project:

As part of celebrating the World Cup's impact in the region, the City of Redmond will create a legacy installation in Downtown Park. Led by the Parks Department, the project will add oversized REDMOND letters as a permanent park feature and new point of interest for visitors and residents alike, giving a community rallying point and building lasting city pride.

Meet me at Marymoor - World Cup final watch party

To celebrate the conclusion of the 2026 World Cup, the City of Redmond will host a free World Cup Final watch party

event at Marymoor Park on Sunday, July 19. Meet Me At Marymoor will provide an opportunity for the Eastside community to gather together for all the thrills of the tournament’s championship match. Further details will be shared closer to the event date.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**
May 2025-July 2026
- **Outreach Methods and Results:**
Meetings, questionnaire and individual stakeholder outreach
- **Feedback Summary:**
Redmond residents and businesses who have completed the questionnaire are very excited for the World Cup and activities that will be planned in Redmond.

BUDGET IMPACT:

Total Cost:
\$2,000,000.00

Approved in current biennial budget: **Yes** **No** **N/A**

Budget Offer Number:
0000311

Budget Priority:
Vibrant and Connected

Other budget impacts or additional costs: **Yes** **No** **N/A**

If yes, explain:
N/A

Funding source(s):
General Fund, Grants

- \$135,000 Sponsorship from Amazon for 2025 Club World Cup and other World Cup activities
- \$100,000 State of Washington Grant
- \$30,000 Port of Seattle Grant
- On February 2nd, City staff submitted a state grant application for potential emergency and police overtime related to the World Cup activities and will hear back on February 20th if awarded.

Budget/Funding Constraints:
N/A

Additional budget details attached

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
10/7/2025	Business Meeting	Receive Information

Proposed Upcoming Contact(s)

Date	Meeting	Requested Action
5/19/2026	Business Meeting	Receive Information

Time Constraints:

N/A

ANTICIPATED RESULT IF NOT APPROVED:

N/A

ATTACHMENTS:

Attachment A: Presentation