



# Preparing Local Communities for the 2026 FIFA World Cup

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58 Days To Go

## Lessons Learned from the Friendly

### Unlike Patriot's fans, soccer fans are not as familiar with traveling to Foxborough

- Unaware of the increase in travel time to the stadium
- Unfamiliar with the lane setup along Route 1

### Pedestrians were unsure of travel routes due to insufficient wayfinding signage

### Drivers were confused between stadium parking and satellite parking



# Traffic Mitigation Strategies

**What is MassDOT doing to mitigate and manage the increase in cars heading to Boston Stadium?**

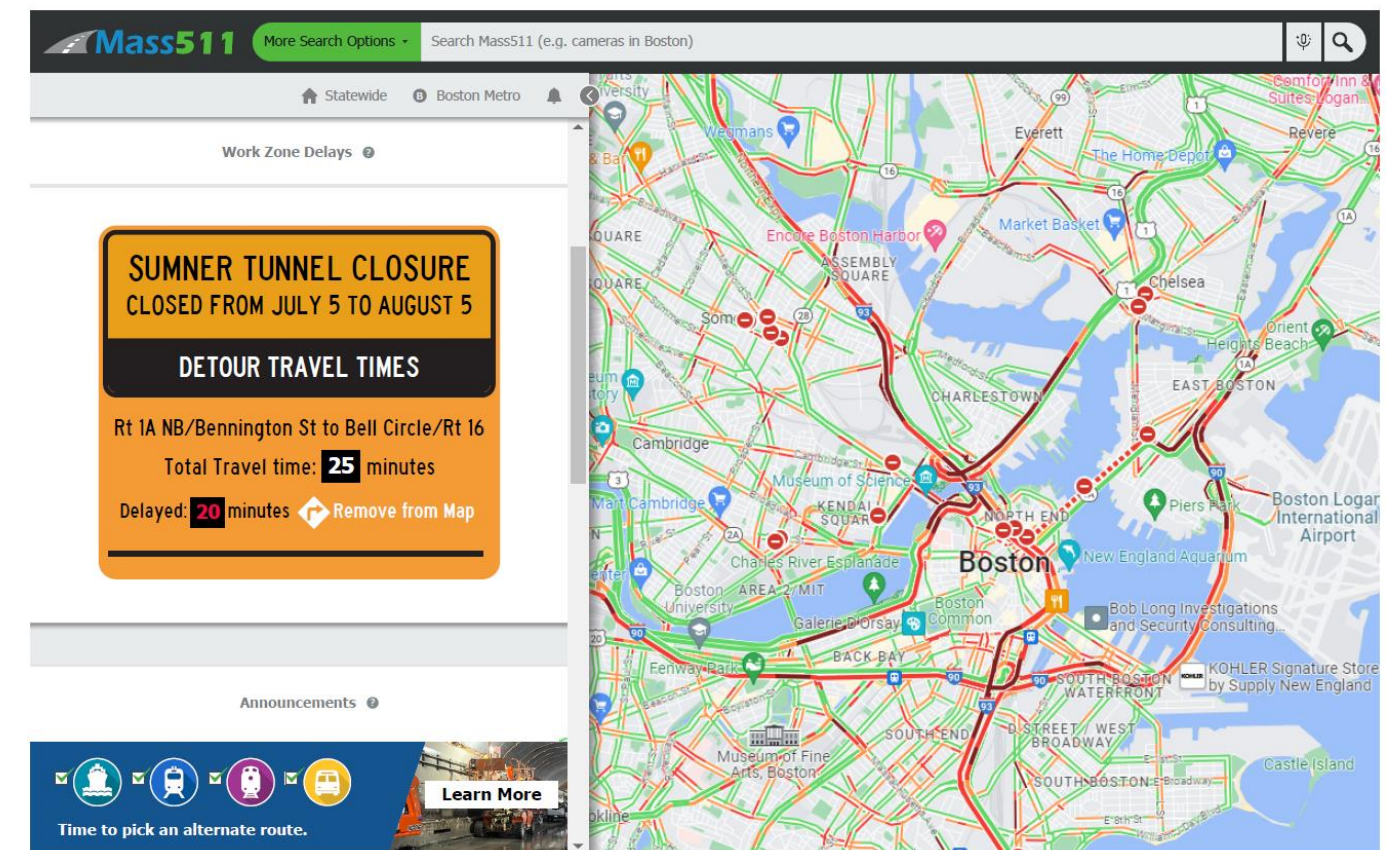
**Installing stadium wayfinding signage** along major routes to Foxborough including I-93, I-95, I-495, and Route 1

**Posting travel times on Mass511** from Boston, Providence, and the I90/I-95 interchange

**Posting tow trucks** along major route for quick clearance

**Increasing the HAP** hours of operations

**Posting cameras** at strategic locations to monitor traffic



# Traffic Mitigation Strategies

## Enhancing the standard Gillette Stadium TMP

- Additional cones
- Additional static signage
- Supplemental PCMS messaging
- Tow trucks for quick clearance

**Closing roads** around the stadium with mapping companies

**Setting geofencing** for rideshare companies to discourage in-road drop offs

**Working with MSP and KSE** to post coverage early in high traffic areas



# Communications Strategy

**Follow the Sumner Tunnel and I-90 Newton/Weston outreach model**

**Ensure residents and visitors have clear and timely information on transit options, traffic, road closures, and safety**

## Target audience

- Residents and commuters
- Local businesses and employers
- Community leaders and advocacy groups
- Visitors and tourists

## Core message – Be Prepared

- Plan ahead
- Specify travel options
- No match ticket – stay clear of Foxborough
- Why game day is different than other events at stadium





For more information on traveling during the World Cup visit:

[www.mass.gov/info-details/transportation-during-the-world-cup](http://www.mass.gov/info-details/transportation-during-the-world-cup)

