

protecting people & defeating harmful narratives in the lead-up to FIFA

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April 2026 | Coordinated Entry Committee



what can we do to mitigate impact of FIFA on chronically unsheltered people?

June-July 2026 will see extreme pressure on downtown neighborhoods (CID, Pioneer Square, Stadium District, downtown commercial district, Waterfront, Belltown), with massive tourist traffic, heightened security & enforcement due to the FIFA World Cup

- The large number of chronically unsheltered individuals who spend significant time in these areas will be substantially impacted



**national & local narratives
about our approach to
unsheltered homelessness
are in focus; take-aways
matter**

- lessons will be learned from what we are or aren't able to do in the lead-up to FIFA

positive lessons ...

The World Cup's biggest policy bet Seattle's new mayor vows to move her city's homeless off its streets by kickoff

<https://www.politico.com/news/2026/01/31/world-cup-seattle-housing-00749371>

“It is really important that when we are hosting so many visitors to our city that we to have places for those folks to go so that is why we're bringing emergency legislation to you all so that we can accelerate shelter expansion and make sure more people have a safe place to call home inside surrounded by the services they need to be successful.”

— *Kate Brunette Kreuzer, Chief of Staff, Mayor's Office*

... or negative lessons

Seattle faces tough decisions on sweeping homeless encampments

SEATTLE — State and city work crews spent the day removing a network of homeless encampments from several parks in Seattle's Beacon Hill neighborhood. Removal notices were posted earlier this week at the encampments in Daejon Park, Lewis Park, and Sturgus Park. Each park had been the location of growing encampments for months.

Jeremy Harris, KOMO News, April 9, 2026

While the Mayor campaigned on a promise to stop “sweeping” homeless encampments, [Jonathan] Choe points out that her administration is now doing exactly what the previous administration did.

He argues that the city is simply trying to hide the problem before international visitors arrive for the World Cup in three months. Instead of solving the issue, Choe says the city is just pushing people into different neighborhoods.

Jason Rantz, SeattleRed, Feb 26, 2026

the proposal: rapidly place those in FIFA impact zone in shelter matched to needs

We can demonstrate that almost everyone living unsheltered will accept shelter & support well-matched to needs & circumstances

- Multiple data sources show that a large majority of those unsheltered in FIFA impact neighborhoods need high-support shelter
- High-support providers are willing to lean in & rapidly accept & support people matches to their programs in the weeks leading up to FIFA
- To create this space, those shelters would need to rapidly place individuals who have been stabilized over months in PSH via Coordinated Entry, with staff rapidly preparing strong nominations
- By Name List would start in Pioneer Square & expand to the extent shelter resources become available

what would be needed from CE

From now through mid-July, prioritize nominations from participating high-support shelters for all Coordinated Entry housing resources

- Participating high-support shelters will lean into the accelerated work of ensuring nominees are document-ready and well-matched to the housing resources available—a significant lift
- Participating high-support shelters will agree (with funder support) to exclusively receive new residents from the FIFA impact zone effort, to fill the spaces freed up through this concentrated CE housing nomination process

plan conditioned on:

- City of Seattle lower-acuity shelter resources, usually used by UCT, are also made available for this project where they are an appropriate match for individuals in FIFA impact zones
- inter-agency coordination & project management by PDA provided via City-funded LEAD resources
- City-funded outreach teams working downtown (CoLEAD, REACH, TSA, WDC & DESC) will contribute to the By Name List; UCT will be integrated if desired
- KCRHA representation in coordination mtngs for transparency
- team taps privately-funded shelter resources where/if appropriate

Discussion/questions

With any questions, please reach out to:

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- Tara Moss & Nichole Alexander/PDA-CoLEAD