



The gift of GIFT



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In August 2022, the Greater Idaho Falls Transit (GIFT) launched in Idaho Falls. Within the first six months, they provided 44,000 rides to the Idaho Falls community. But the real impact goes way beyond just those numbers.

“Numbers are one way you could measure the success we’ve had, but I think a more important way is how many people in our municipality are getting rides to important doctor’s appointments that they couldn’t before, how many are making it to work for an affordable price so they can sustain their families, how many people are getting rides to the grocery store to feed their children, how is this affecting their lives,” explained Transit Coordinator Kade Marquez.

Prior to GIFT services in Idaho Falls, they did not have any form of public transit (other than Uber and Lyft) in their community for three years.

GIFT is an on-demand point-to-point rideshare service. The previous service in Idaho Falls involved fixed routes and bus stops. With GIFT, you can schedule from the comfort of your own home by contacting their call center (208) 999-4438, or by utilizing their app. (Search “GIFT on-demand” to find and download the app at either Google Play or Apple App Store).

GIFT vehicles are ADA compliant for individuals with disabilities and can be scheduled one week in advance.

The fare is \$4 per person, per ride one way and can be collected through the app. If you schedule through the call center, the ride is \$6. Discounted rates are outlined on the website. The service is available from 6 a.m. to 9 p.m. Monday through Friday and from 7 a.m. to 9 p.m. on Saturdays. They offer an after-hours service from 9 p.m. to 11 p.m. on Saturdays for a \$10 fare.

"The service is literally for everyone," said Transit Coordinator Kade Marquez. "if you need a ride to work, schedule with GIFT. If you don't want to pack up the kids' bikes for a ride around the river, ride with GIFT. If you are going to the zoo and don't want to worry about parking, call GIFT."

Marquez added that seven of the vans are equipped with bike racks and can be scheduled in the app.

Please visit [their website](#) to schedule a ride, donate or find out more information on how GIFT has improved their community.



