Large cities around the globe are facing an alarming growth in traffic congestion, to which a significant contributor are the private cabs operated by ride-hailing platforms. Pooled transportation options such as shuttle services are cheaper and greener alternatives but are still new to many customers and policy makers. In this work, we study customers’ preferences on prices and service features when choosing between private taxis and a scheduled shuttle service using data from a ride service platform which offers both services in India. In particular, we quantify the impact of commute to/from shuttle stop and longer travel distance of shuttle on customer choice. Using the estimated model, we evaluate the impact of improving shuttle service features on customer choice and the efficacy of congestion surcharge policies in reducing the number of cabs on the road.