

Challenges and Opportunities for Zero-Emission Vehicles in Rural Communities

STUDY INFORMATION SHEET

Rural areas are often associated with higher car dependence and average vehicle-miles-traveled than urban regions. This makes a transition to electric vehicles (EVs) in rural areas both important but also complex. Uptake of EVs in rural areas has, in some countries and regions, lagged behind urban areas for a wide range of reasons, such as battery range limitations and charging infrastructure availability. However, rural areas also offer potential opportunities for a faster transition to EVs than urban areas, such as ease of setting up private charging infrastructure.

In this context, this study seeks to examine the ongoing EV transition in rural areas, focusing largely on electric cars. It would seek to quantify the differences in uptake between urban and rural regions, as well as the impact of the urban-rural lag on efforts towards reducing CO₂ emissions from road transport. This would be complemented by findings from interviews with EV users and stakeholders in rural geographies. Based on its findings and investigation, the study would provide recommendations to national governments for rural EV transition.

The study is being conducted by the International Council on Clean Transportation, a leading non-profit organization headquartered in Washington, D.C., that seeks to provide governments across the world with technical guidance and know-how on strategies to reduce carbon emissions and pollutants from the transportation sector. The study is being conducted on behalf of the [International Zero Emission Vehicles Alliance](#) (IZEVA), for which ICCT serves as the secretariat.

Why should I participate in this study?

You have been invited to take part in this study as someone who lives in a rural area who either uses an electric car or may have considered but chosen not to use one. We are interested in hearing your views and experiences about use of EVs in rural areas. This would help us to develop a ground-up assessment of the challenges and opportunities for accelerating an EV transition in rural areas.

Will there be any benefits to me from participating in the study?

By participating in the study, you will have an opportunity to provide your inputs and views on key challenges for EVs in rural areas. These inputs will be analyzed and collated by the research team within a report that will be shared with government agencies and officials of multiple countries and jurisdictions. The report will be published on the ICCT and IZEVA websites for free public access. Once all the interviews have been conducted, 5 interviewees will be randomly selected to receive an Amazon gift voucher worth USD 50, 50 Euros, or 50 GBP as applicable.

Will my interview be recorded?

Yes, the interview will be video recorded, and a transcript generated and saved with your consent.

What will happen to my personal data and interview data?

All your personal data (name, broad location (country and state/province/county), gender, age, and contact information) will be stored in a password-protected master file on the official One Drive account of the lead researcher of this study, Gaurav Dubey. All official One Drive accounts of ICCT staff are hosted on a secure server by the ICCT. Only the lead researcher of this study will have access to the personal data master file. The file will maintain a code assigned to each interviewee.

A separate anonymized file containing some personal data (namely, age, gender, and location) of each interviewee matched against the codes assigned to them will be maintained and shared within the wider study research team. This file will be stored on the One Drive account of the research team. This is to enable aggregate analysis based on age, gender, or location.

All video recordings and transcripts from the interviews will be labeled against the codes assigned to each interviewee in the personal data master file. The interview recordings will be kept in a password-protected folder on the official One Drive account of the lead researcher of this study, who will have sole access to them. The interview transcripts will be stored on the official One Drive account of the research team who will have access to them.

Personal data will only be used to either contact the interviewees in relation to the interview and/or the study, or to deduce aggregated insights (e.g., age or gender-based opinions on utility of EVs in rural areas).

Data from the interviews will be used to deduce aggregated insights on various themes relevant to the study. Anonymized quotes from individual interviews may be used in the publication subject to consent of the interviewee. The analysis and published report shall not bear any trace of the identity of any interviewee.

The password-protected master file will be deleted 3 months after the report from this study is published by the ICCT. The anonymized file bearing the age, gender and location of the interviewees will be deleted after a maximum of 3 years after the publication of the report.

The interview recordings will be deleted 3 months after the publication of the report from this study. Transcripts of each interview will be deleted after a maximum of 3 years from the publication of the study. This extended time will allow the ICCT to conduct any follow-up studies if needed using the data from the interviews.

Can I withdraw from the study at any point?

Yes, you can inform the researchers and withdraw from the study after signing up without giving any reason. You can also choose to terminate the interview at any point without giving any reason. During the interview, you can choose to decline answering any question without giving any reason. After the interview, you can write to the researchers over email at any point and ask them to delete your interview recording and transcript as well as personal data.

How can I access the study's findings?

A report based on the study's findings will be published on the ICCT and IZEVA websites for free public access. Researchers will endeavor to share a digital copy of the report to all interviewees after its publication.

Who do I contact if I have any concerns, questions, or complaints about this study?

You can reach out to Gaurav Dubey (he/him), Researcher, International Council on Clean Transportation (g.dubey@theicct.org) regarding any further questions or concerns you may have about the study.

If you have any complaints, you can reach out to Dale Hall (he/him), Senior Researcher, International Council on Clean Transportation (d.hall@theicct.org).