



DERP FORUM

Achieving Greater Success Through Strong Partnerships

November 14-17, 2023 • Kansas City, MO

DoD PFAS Website Before & After

Heidi Hulst

Office of the Deputy Assistant Secretary

(Environment & Energy Resilience)

AGENDA

- Introduction
- DoD PFAS Website Redesign Goals and Strategies
- DoD PFAS Website Sitemap
- Before & After
 - Home Page
 - FAQs Page
 - News Page
- What's Next

Introduction

- The Department of Defense (DoD) Per- and Polyfluoroalkyl Substances (PFAS) website is a public facing website and includes information about:
 - Actions to investigate and clean up PFAS resulting from DoD activities
 - PFAS policies
 - PFAS Task Force
 - PFAS related community outreach activities, and
 - PFAS research and development efforts
- DoD evaluated the existing PFAS website and identified opportunities to:
 - Modernize
 - Make information easily accessible
 - Turn technical jargon into plain language
 - Enhance the user experience

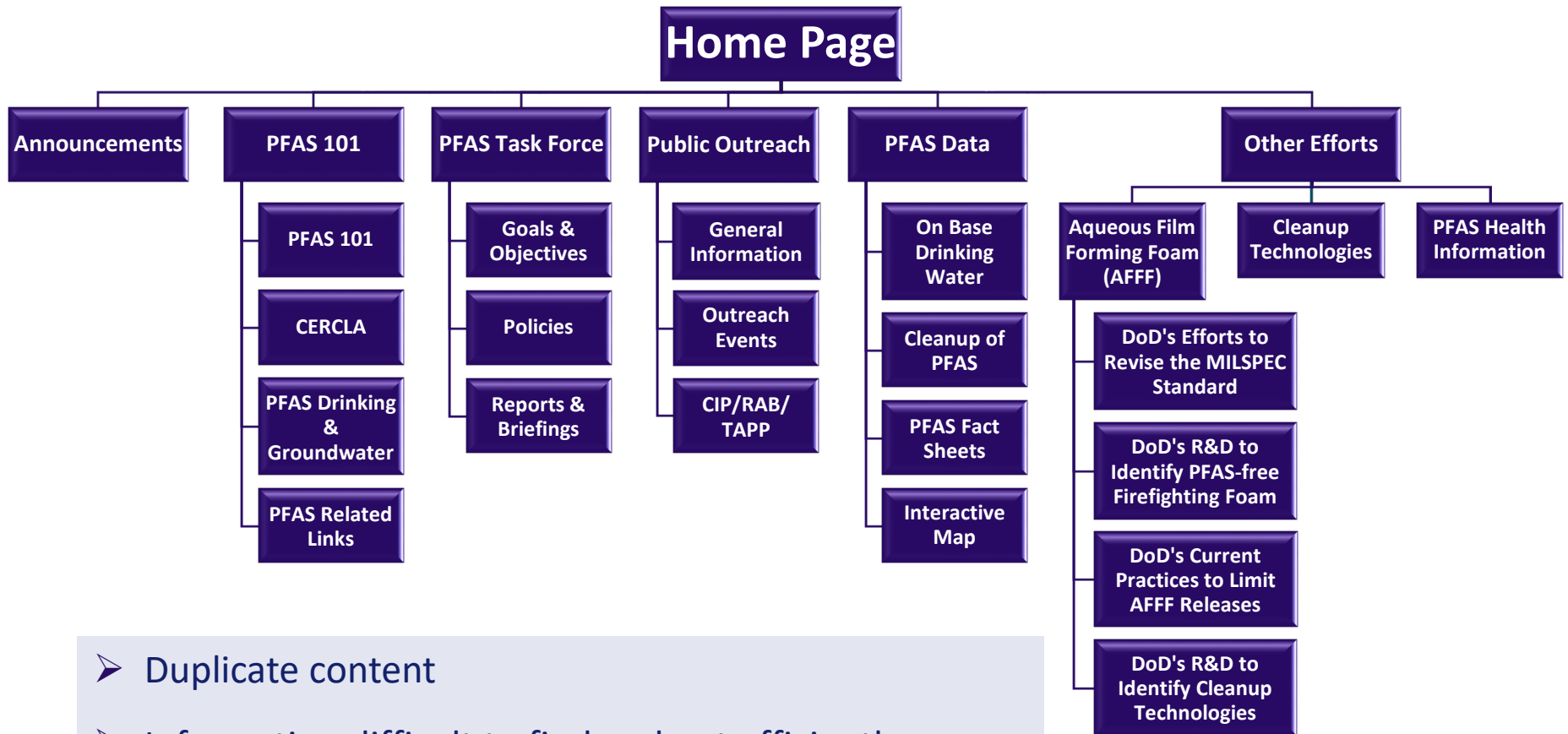
DoD PFAS Website Redesign Goals and Strategies

- January 2023 completed DoD PFAS website evaluation.
 - Identified areas of improvement for design, content, and impact.
 - Google analytics revealed:
 - Information users are seeking
 - Webpages with low user engagement
- Review/evaluate website quarterly
- Phased approach to design; priorities include:
 - Home Page
 - FAQ Page
 - News Page
 - Public Outreach Page

DoD PFAS Website Redesign Goals and Strategies

Initial Recommendations	Goals & Strategies
<p>Design Optimize usability, removing roadblocks and inefficiencies, for an easy to navigate design that simplifies and minimizes steps in user flows.</p>	<ul style="list-style-type: none"> ▪ Make content scannable using headers and subheadings. ▪ Add visuals such as infographics, graphs, images. ▪ Include call to action buttons to reach information with less clicks. ▪ Streamline sitemap to facilitate access to information.
<p>Content Focus content to the intended audience by ensuring technical information is communicated clearly and concisely to the general public.</p>	<ul style="list-style-type: none"> ▪ Clear and concise messages translating the technical information into plain language. ▪ Ensure content is updated. ▪ Create FAQs page.
<p>Marketing Identify new ways of reaching intended audience.</p>	<ul style="list-style-type: none"> ▪ Use of QR codes in printed materials to capture audience. ▪ Use of social media to reach different age groups and populations.

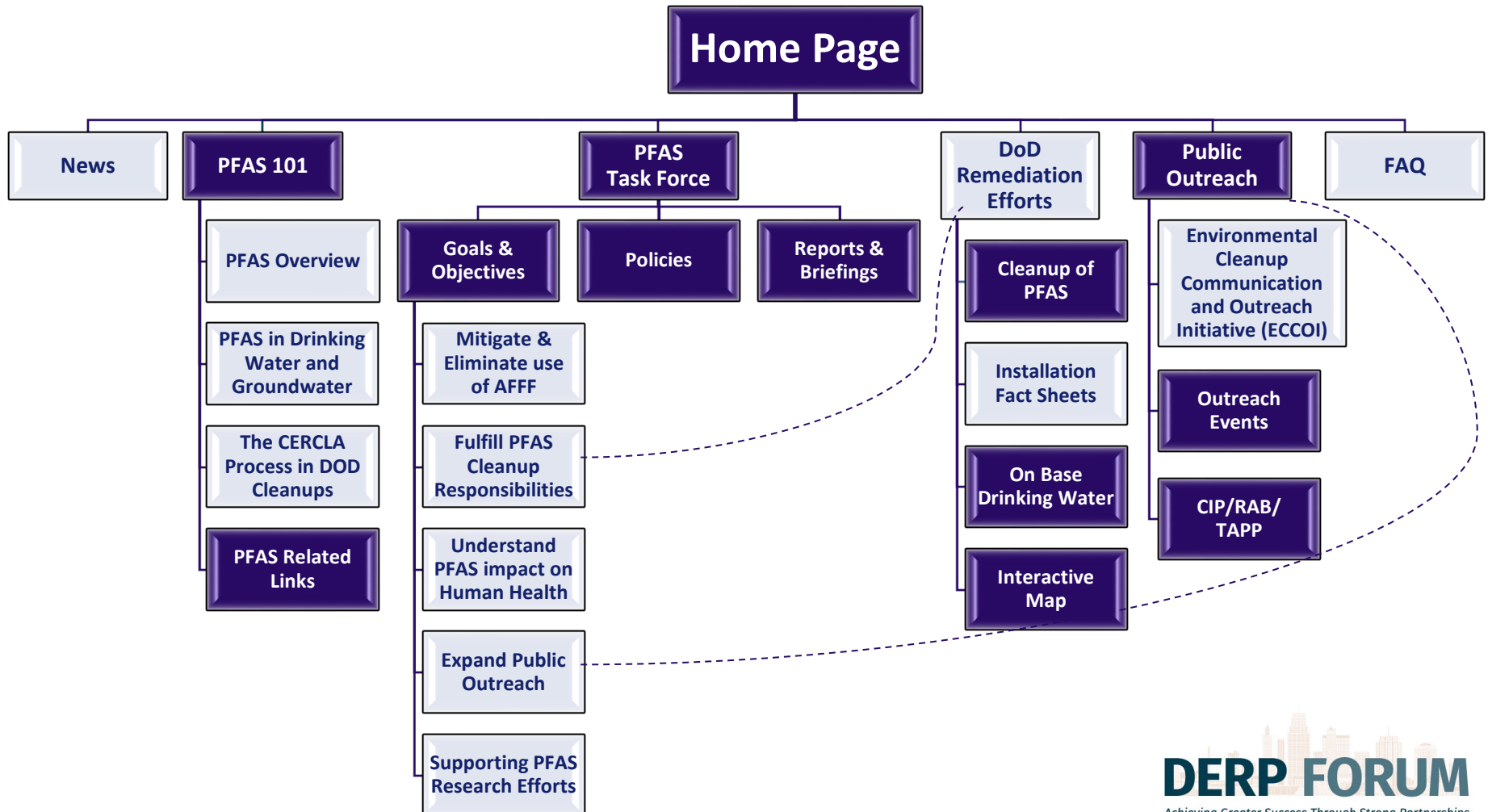
Current DoD PFAS Website Sitemap



- Duplicate content
- Information difficult to find and not efficiently classified
- “Other Efforts” section needs clarity

Revised DoD PFAS Website Sitemap

➤ Categorized and prioritized content



Before



After

- The redesigned DoD PFAS Website Home features:
 - Looping announcements
 - Call-out buttons throughout the page
 - Streamlined design allowing visitors to access information in less clicks

DERP FORUM

Achieving Greater Success Through Strong Partnerships

November 14-17, 2023 • Kansas City, MO

PFAS FAQs Page

Before

PER- AND POLYFLUOROALKYL SUBSTANCES

When r
(includi
water fi
and the
ensure:
require:
and Do

PFAS

Q1: Wh
Q2: Wh
Q3: Wh
Q4: Wh
Q5: Wh
NDAA?
Q6: Wh
Q7: Do
Q8: Wh
Q9: Do
Q10: To
Q11: Is

OUSS A
Acquisition
Office of the
Secretary of
Acquisition
Office of the
Secretary of
Sustainment
Office of the
Secretary of
Energy, Inst
Environment
Office of the
Secretary of
Nuclear, Ch
Biological Defense
Programs
Office of the Deputy

After

PER- AND POLYFLUOROALKYL SUBSTANCES (PFAS) News PFAS 101 PFAS Task Force DoD Remediation Efforts Public Outreach FAQs

PFAS Frequently Asked Questions

The most commonly asked questions about the Department's response to PFAS cleanup are displayed and answered on this page.

- What are per- and polyfluoroalkyl substances (PFAS) chemicals?
- What is DoD doing to address PFAS?
- What is the DoD PFAS Task Force doing?
- Where can I get information about DoD PFAS investigations and progress in my area?
- When will DoD publish the results of drinking water testing for PFAS as required by the FY 2022 NDAA?
- What is the cost and timeline to complete DoD PFAS cleanups?
- Does the Department plan to use EPA's interim health advisories in DoD cleanups?
Because the interim health advisories are below detectable limits at non-regulatory levels, the Department is instead focused on EPA's proposed nationwide drinking water standard. On March 14, 2023, the EPA proposed drinking water maximum contaminant level regulation for six PFAS. DoD respects and values the public comment process on this proposed nationwide drinking water rule and looks forward to the clarity that a final regulatory drinking water standard for PFAS will provide. In anticipation of the final standard that EPA expects to publish by the end of 2023, the Department is assessing what actions DoD can take to be prepared to incorporate EPA's final regulatory standard into our current cleanup process, such as reviewing our existing data and conducting additional sampling where necessary. We remain committed to fulfilling our cleanup responsibilities, operating within the law and authorities provided by the federal cleanup law, and clearly communicating and engaging with communities.
- What are the potential health effects from PFAS?
- Does DoD intend to stop using Aqueous Film Forming Foam (AFFF)?
- To what extent does DoD use AFFF now and what is the plan to stop using it?
- Is DoD investing in PFAS treatment and cleanup technologies?

OUSS A&S Offices
Acquisition & Sustainment
Office of the Assistant Secretary of Defense for Acquisition
Office of the Assistant Secretary of Defense for Sustainment
Office of the Assistant Secretary of Defense for Energy, Installations, and Environment
Office of the Assistant Secretary of Defense for Nuclear, Chemical, and Biological Defense Programs
Office of the Deputy Assistant Secretary of Defense for Industrial Base Policy
Office of the Executive Director for Special Access Program Central Office

Military Services Links
Army Acquisition
Army Sustainment
Army R&E
Navy Acquisition
Navy E&E
Air Force Acquisition
Air Force Sustainment
Air Force E&E

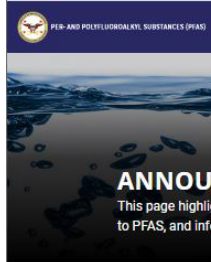
Resources
Accessibility | Section 508
Freedom of Information Act
DoD No T&E&R Act
Plan Writing Act
National Defense Strategy
USA.gov
Web Policy
External Link Disclaimer

DoD Links
US Department of Defense
USD Research & Engineering
USD Policy
USD Comptroller
USD Personnel & Readiness
USD Intelligence
DoD CIO
DoD Inspector General

Privacy & Security | Sitemap | 2023 Official U.S. Department of Defense Website

- Dedicated PFAS FAQs Page found in the menu bar
- Accordion style design for each question

Before



ANNOUN
This page highlights to PFAS, and inf

July 17, 2023
A state Install
The Depart
the dialogu
continual
our cleanu
illustrate th
Continue re

July 11, 2023
Interim Contain States
DoD issued
decisions in
DoD and ide
materials. It
stringent oc
because it v
the effectiv
best practic
DoD is issui
not resume
least two w
Cleanu, an

Interim G
United St
See all D

July 11, 2023
Memo

N

PER- AND POLYFLUOROALKYL SUBSTANCES (PFAS) News PFAS 101 PFAS Task Force DoD Remediation Efforts Public Outreach FAOs

News

This page highlights the latest information from DoD's PFAS efforts, provides new DoD policies or reports related to PFAS, and information from post and for upcoming outreach events.

Sort by ▾

Per- and Polyfluoroalkyl Substances (PFAS) Cleanup Progress Statement from the Assistant Secretary of Defense for Energy, Installations & Environment
17 July 2023
In an effort to accelerate cleanups, Department of Defense (DoD)'s PFAS Task Force is issuing new policies and guidance for an effective and efficient management of the cleanup process. They have released three significant PFAS guidance, and the forward progress illustrates the ... [read more](#)

Memorandum for Taking Interim Actions to Address Per- and Polyfluoroalkyl Substances Migration from DoD Installations and National Guard Facilities
11 July 2023
The Department of Defense (DoD) follows the federal cleanup law, the Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA) and longstanding Environmental Protection Agency regulations to evaluate all military installations ... [read more](#)

Interim Guidance on Destruction or Disposal of Materials Containing Per- and Polyfluoroalkyl Substances in the United States
11 July 2023
Department of Defense (DoD) is transitioning to a PFAS-free firefighting agent for land-based applications over the next few years. DoD has determined that this transition, which requires the removal of PFAS-containing firefighting foam (i.e., Aqueous ... [read more](#)

Memorandum for Sampling of Per- and Polyfluoroalkyl Substances in DoD-Owned Drinking Water Systems
11 July 2023
The Environmental Protection Agency (EPA) establishes drinking water standards, including standards for certain PFAS. The Department of Defense (DoD) uses those standards and results from sampling to make decisions for DoD-owned drinking water systems worldwide. As ... [read more](#)

NAVFAC MIDLANT Environmental recognized as part of 2023 EPA Federal Facilities Excellence in Partnering Team of the Year Award
12 June 2023
USEPA awards Marine Corps Base (MCB) Camp Lejeune Partnering Team the prestigious 2023 EPA National Notable Achievement Award for Federal Facilities Excellence in Partnering Team of the Year. The award recognizes MCB Camp Lejeune Partnering Team outstanding ... [read more](#)

ESTCP Launches New Podcast Series with Arcadis on PFAS Research & Remediation
7 June 2023
Environmental Security Technology Certification Program (ESTCP) launches a podcast series centered around per- and polyfluoroalkyl substance (PFAS) research and solutions. The podcast will explore Strategic Environmental Research and Development Program (SERDP) and ESTCP initiatives related to PFAS, focusing on remediation, fate and transport, and ... [read more](#)

Multi-faceted Environmental Cleanup Communication and Outreach Initiative ECCOI
23 March 2023
The Office of the Deputy Assistant Secretary of Defense (ODASD), Environment and Energy Resilience (E&ER), launched the Department of Defense (DoD) ECCOI in the fall of 2022 to enhance dialogue and communication with community residents, Restoration Advisory Board (RAB) members, environmental regulators, and other stakeholders. A priority ... [read more](#)

DoD released a Fluorine-Free Foam (F3) Military Specification to replace Aqueous Film Forming Foam (AFFF) use in land-based applications at military installations
12 January 2023
DoD issued new Military Specifications (MILSPEC) on 6 January 2023 and an amendment on 17 August 2023 covering fluorine-free foam (F3) liquid concentrate fire extinguishing agents. The new MILSPECs respond to DoD's effort to phase out AFFF and transition to PFAS-free ... [read more](#)

Department of Defense Announces Prohibition in DFARS on Certain PFOS and PFOA Procurement
September 2022
The Department of Defense has issued a Defense Federal Acquisition Regulation Supplement (DFARS) class deviation to prohibit procuring "covered items" that contain perfluorooctane sulfonic acid (PFOS) or perfluorooctanoic acid (PFOA). This restriction includes ... [read more](#)

OUSD A&S Offices: Acquisition & Sustainment, Office of the Assistant Secretary of Defense for Acquisition, Office of the Assistant Secretary of Defense for Force Modernization and Environmental, Office of the Assistant Secretary of Defense for Force Modernization and Environmental, Office of the Assistant Secretary of Defense for Force Modernization and Environmental, Office of the Deputy Assistant Secretary of Defense for Industrial Base Policy, Office of the Inspector General for Special Access Programs Central Office
 Military Services Links: Army Acquisition, Army Sustainment, Army R&E, Navy Acquisition, Navy R&E, Air Force Acquisition, Air Force Sustainment, Air Force R&E
 Resources: Accessibility Section 508, Freedom of Information Act, DoD News Release, Plain Writing Act, Privacy Policy, National Defense Strategy, DoD Cyber Policy, DoD Policy, External Link Disclaimer
 DoD Links: US Department of Defense, OSD Research & Engineering, OSD Policy, OSD Compliance, OSD Personnel & Business, OSD Intelligence, DoD OIG, DoD Inspector General

PFAS 101 | News | 2023 PFAS 101 Department of Defense Website

After

- Infinity scroll
- Brief summary of the article's topic
- Sorting by date to facilitate research

DERP FORUM

Achieving Greater Success Through Strong Partnerships

November 14-17, 2023 • Kansas City, MO

What's Next?

- Enhancing website functionality with regular quarterly assessments.
- Ensure clear and concise communications by consistently reviewing and updating content with the latest information.
- Next Priorities for webpage redesign:
 - DoD Remediation Efforts
 - PFAS Task Force
 - PFAS 101