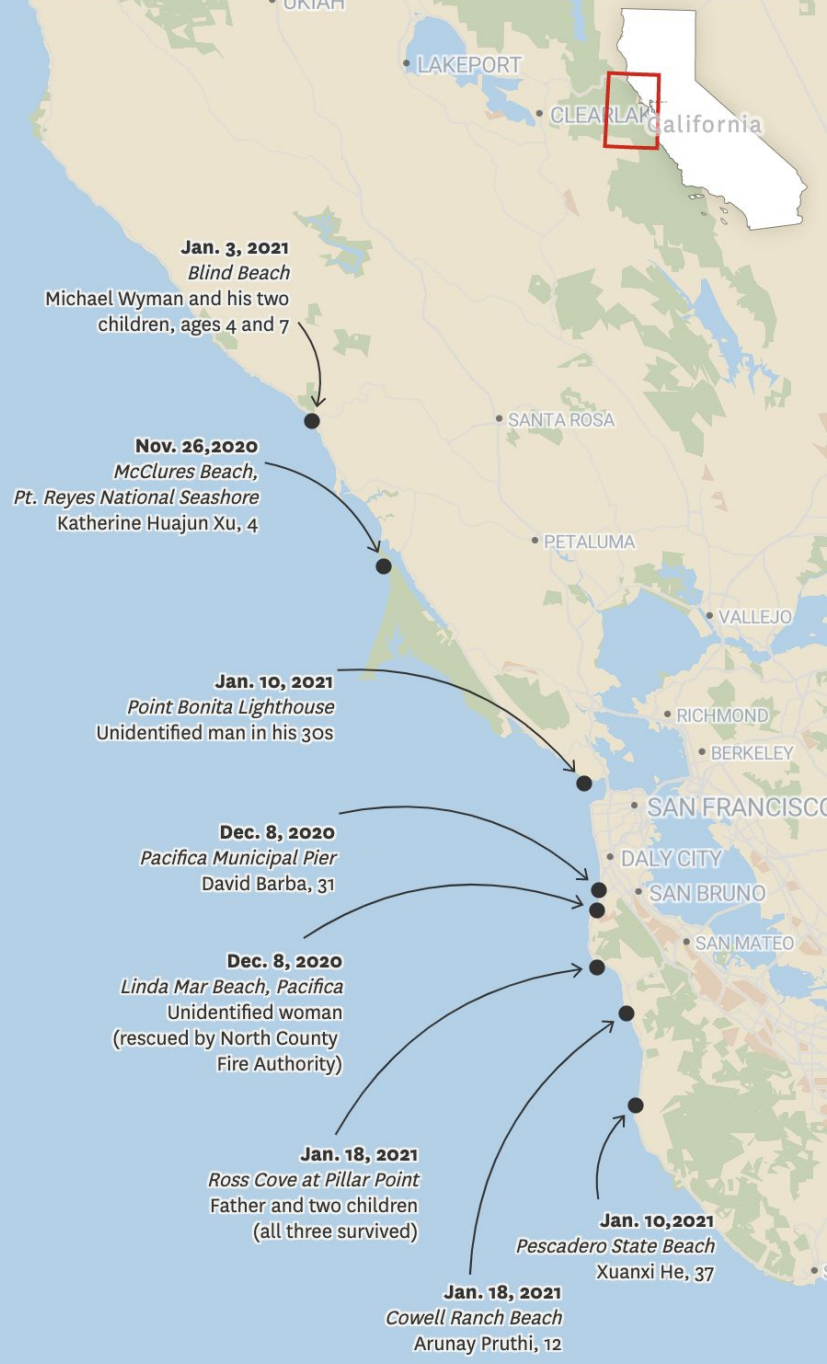
Sea Valor & Arunay Foundation Life Saving Stations Proposal

Eric Jones
CEO and Founder,
Sea Valor
May 19th, 2021

Each year an average of nine people drown along the Northern California Coast after being swept off their feet by sneaker waves



What is a Sneaker Wave?

They'll do more than wet your sneakers

Sneaker Waves are waves that run up on a beach much farther than other waves including over rocks and jetties

Sneaker Waves Can:

- Pick up large logs
- Knock you down
- Drag you into the ocean

Stay Safe!

- Always keep an eye on the ocean
- If you see someone get dragged in, **stay back and call 9-1-1**

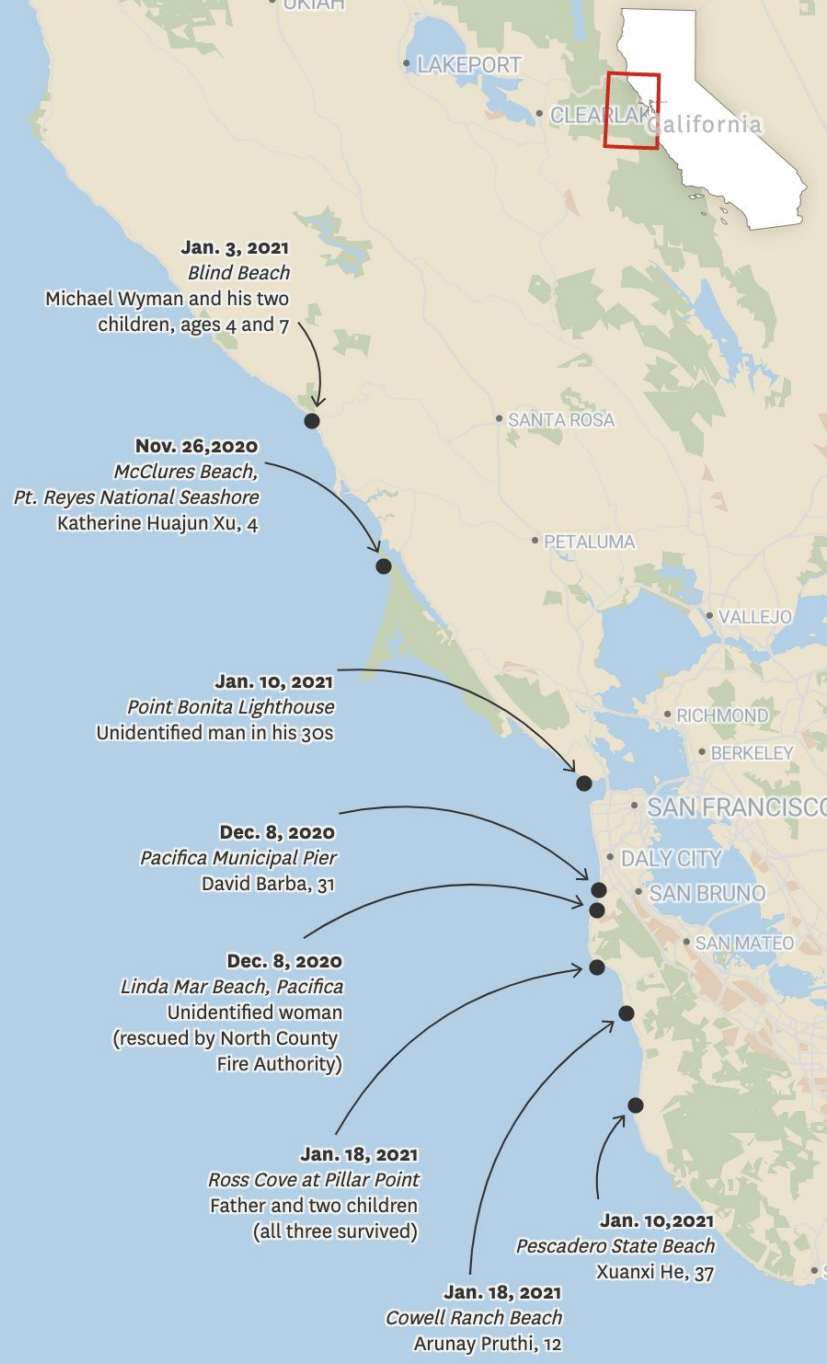
National Weather Service - Portland
www.weather.gov/safety/ripcurrent-waves

Nov 2020 - Jan 2021:

Deadly 7-week period at Bay Area beaches

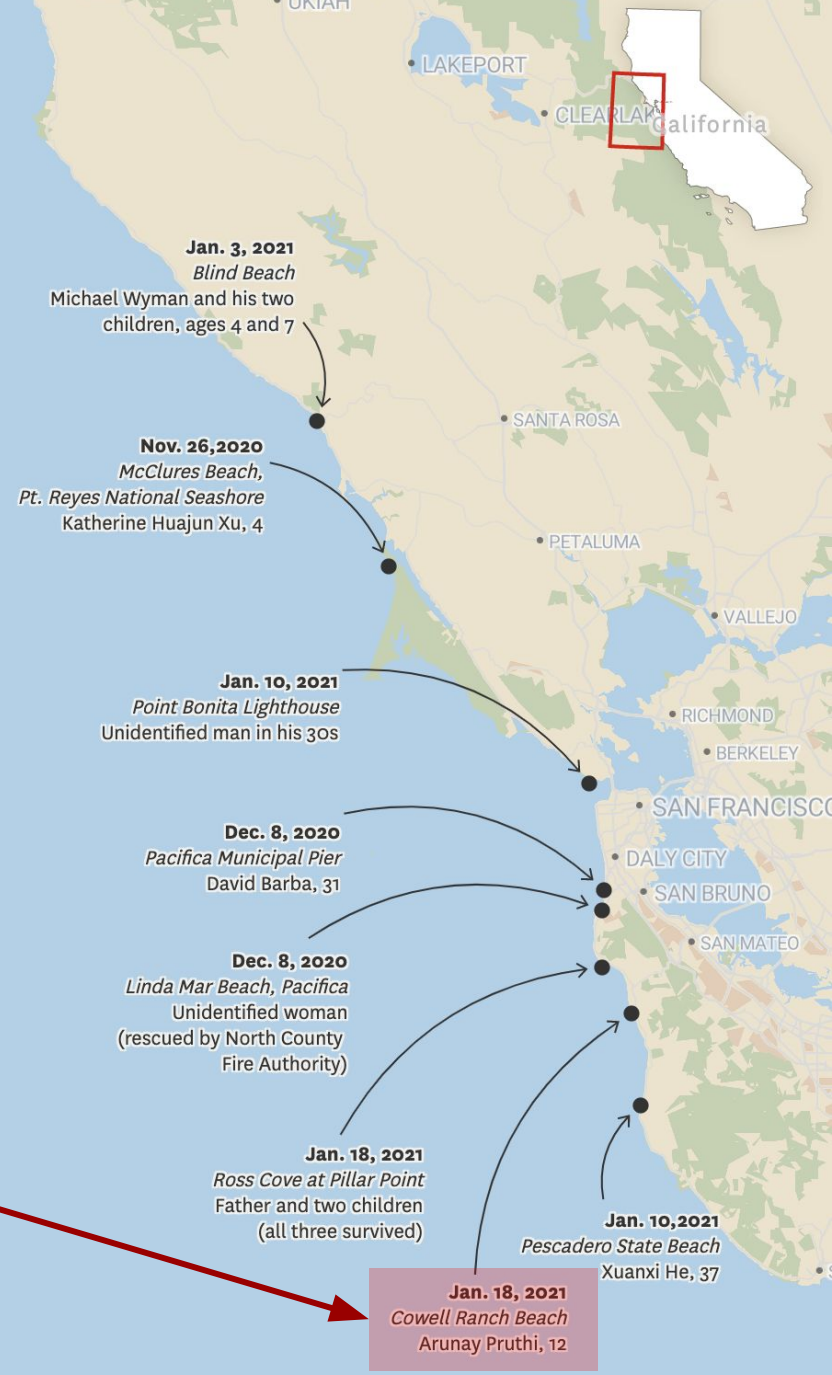
12 people got swept into the ocean

- only 4 survived



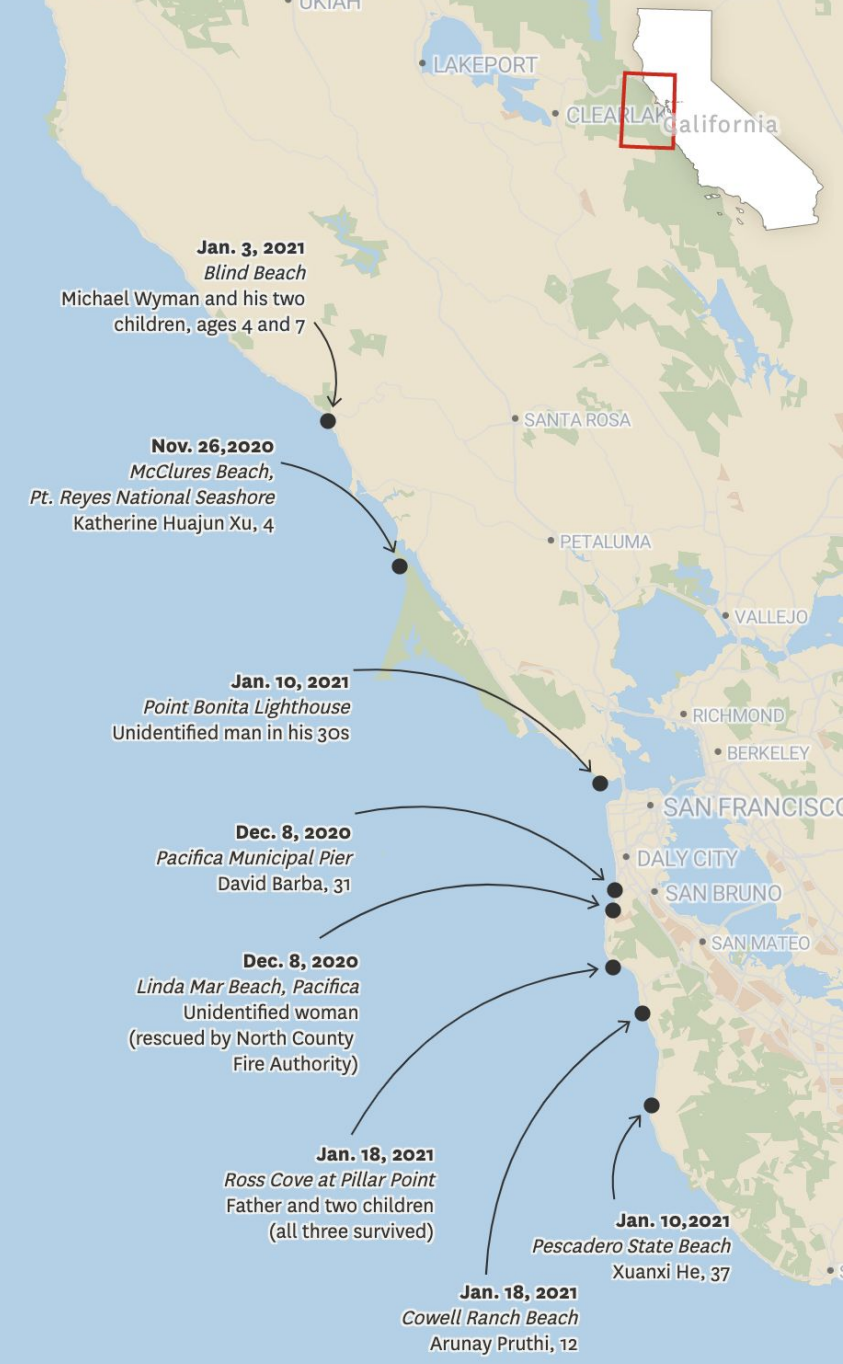
Jan 18, 2021:

Arunay Pruthi, 12 years old



May 2nd, 2021:

SF Chronicle put the article about Sneaker Waves on the main page

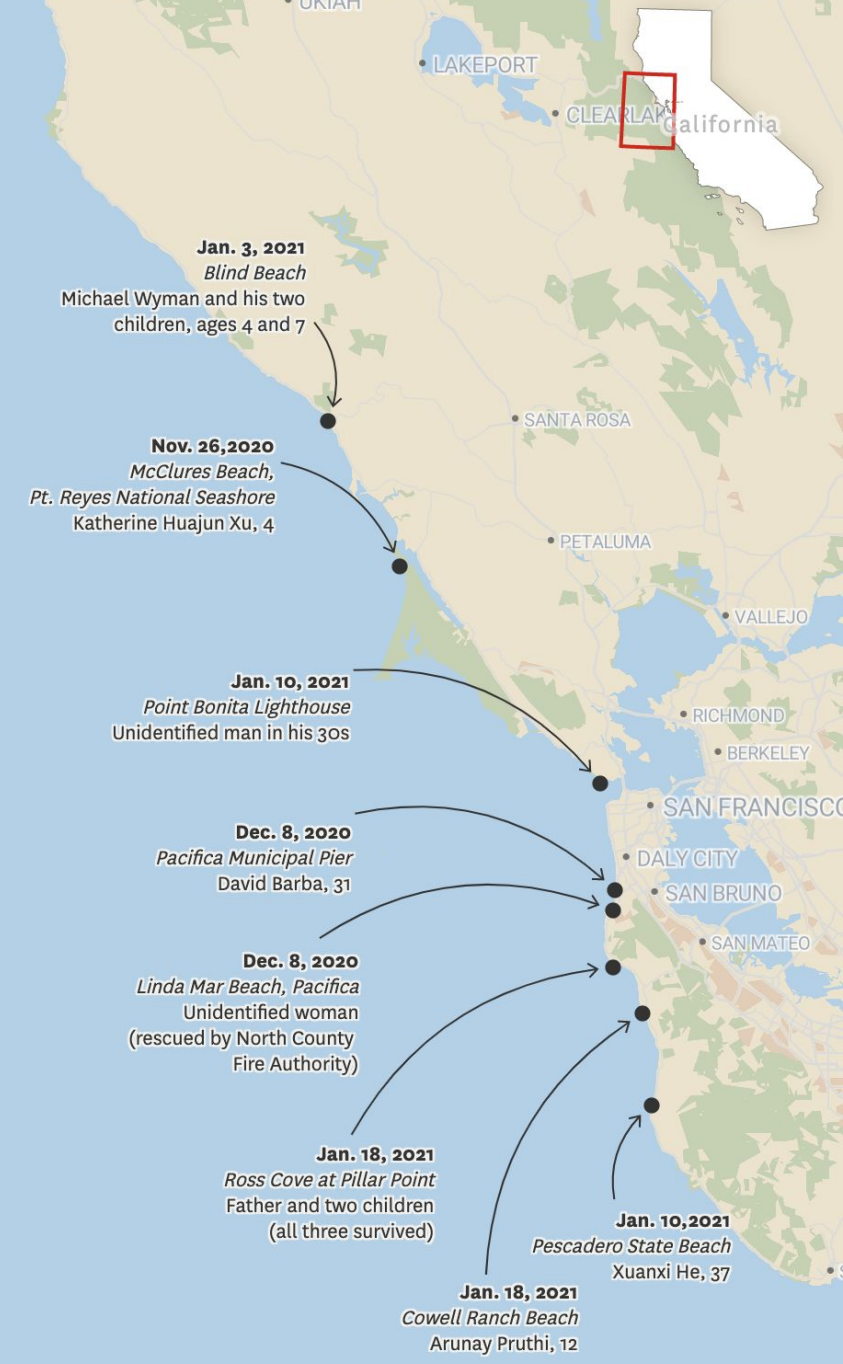


Sea Valor was a part of rescue operation

What can be done to prevent this from happening to other families?

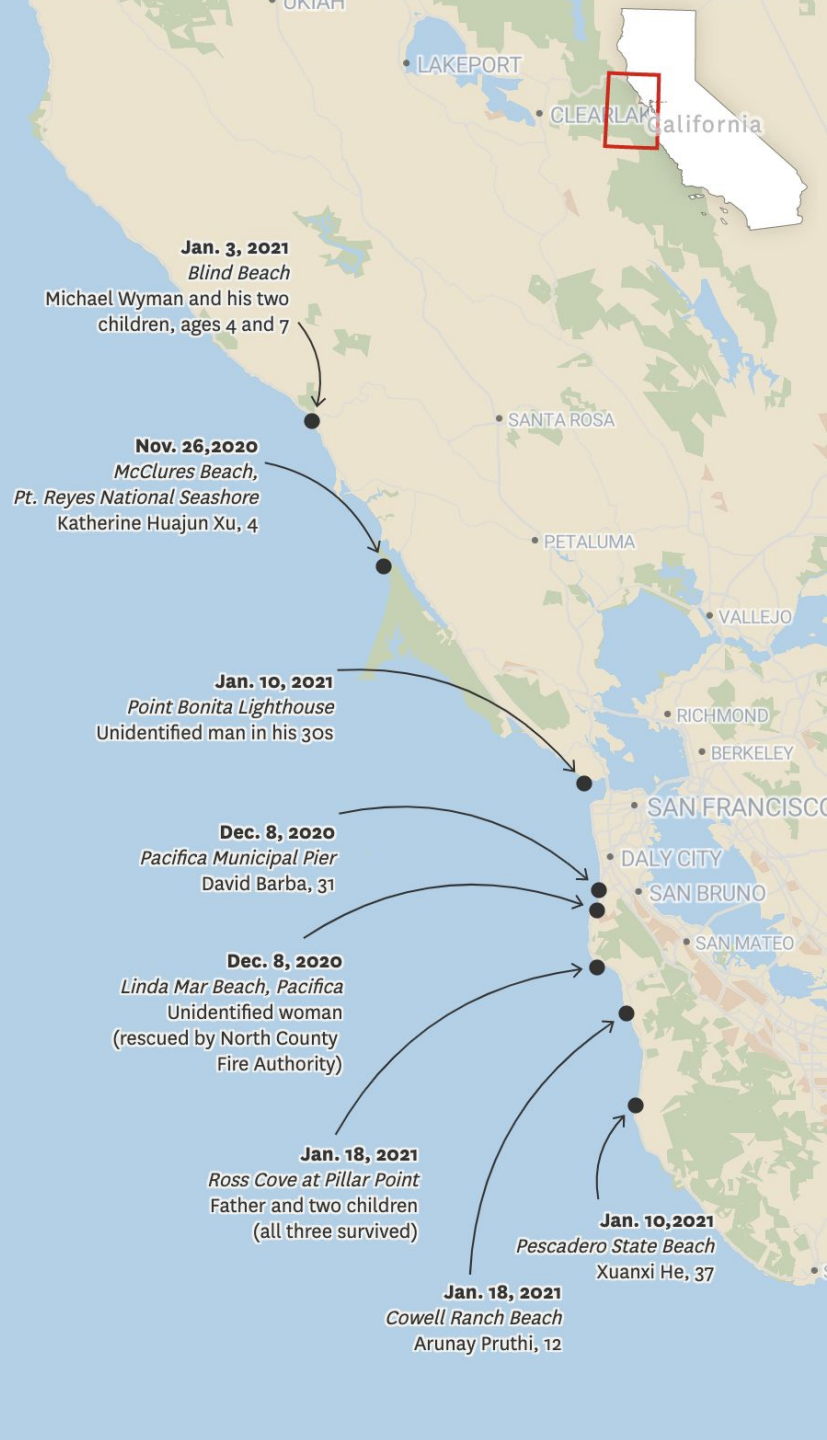
SEA VALOR

arunay foundation



- Education
  - ➢ Public awareness
  - ➢ Better signage
  - ➢ School programs
  - ➢ Youtube videos
  - ➢ Media

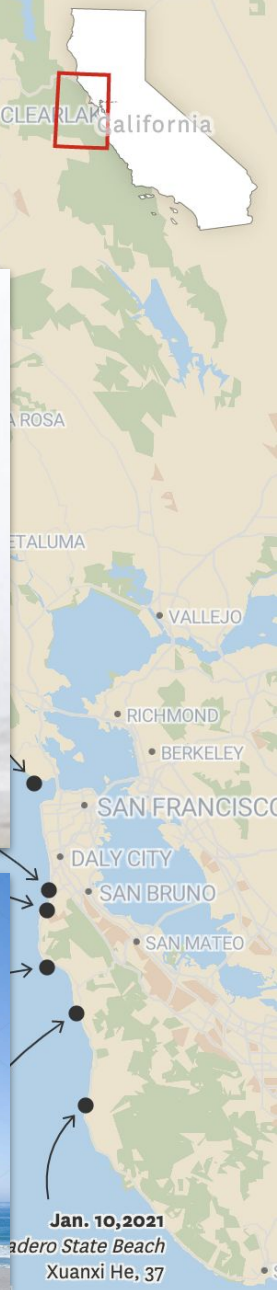
- Life ring buoys



Existing local signage

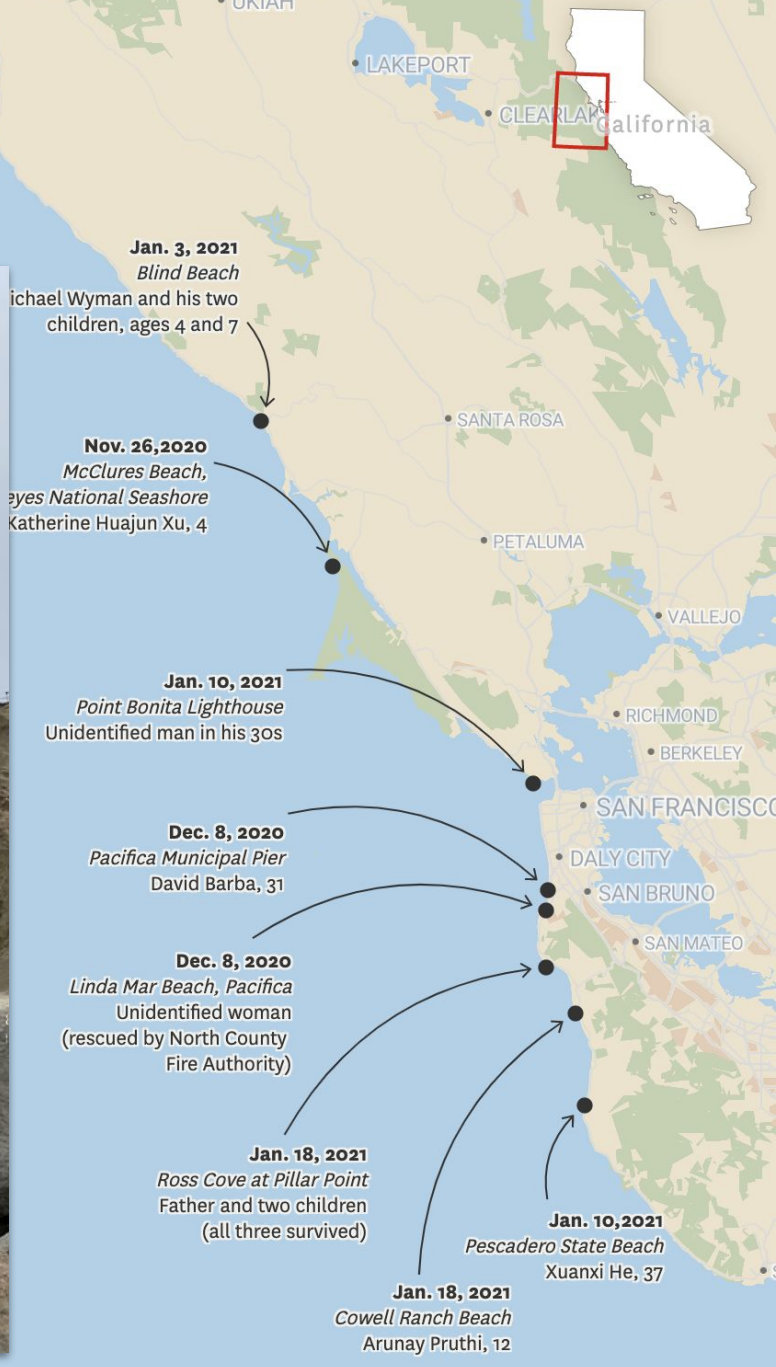
Existing signage in other states/countries

Pacifica Municipal Pier



Proposed signage

Sea Valor temporarily installed sneaker wave signs



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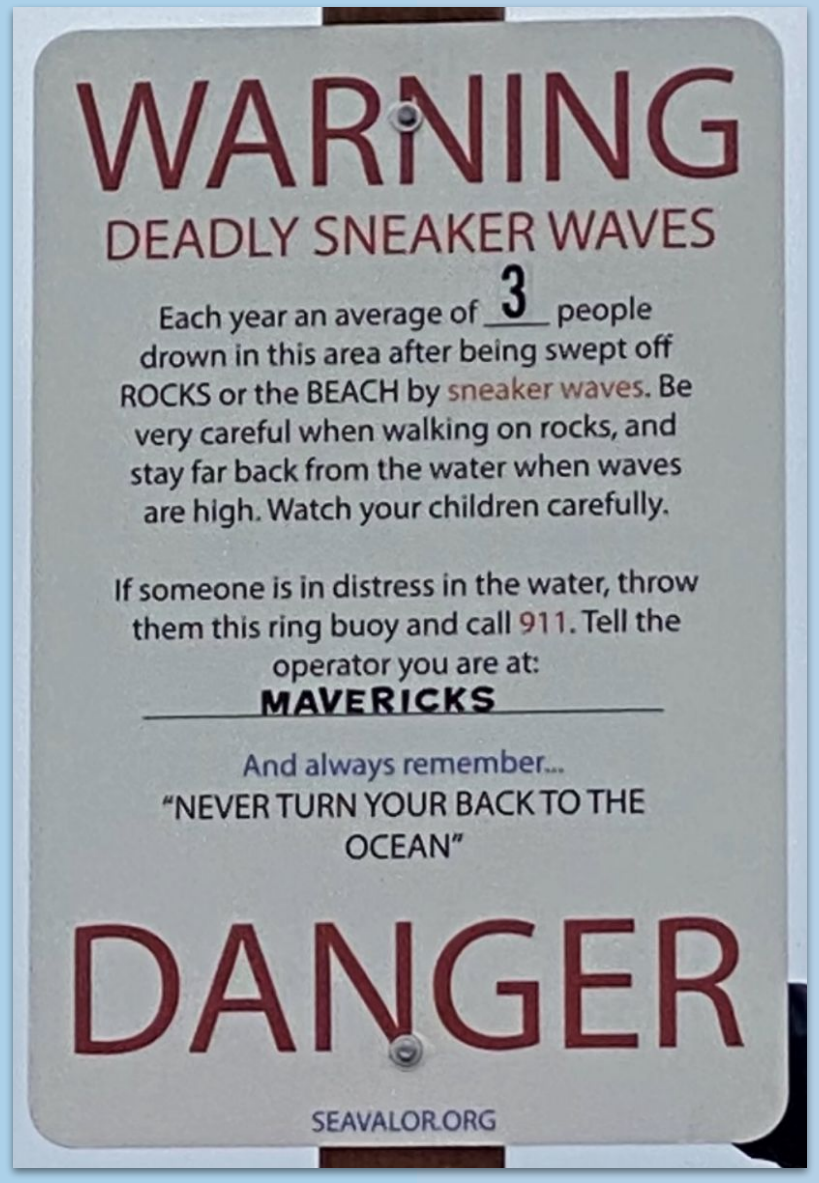
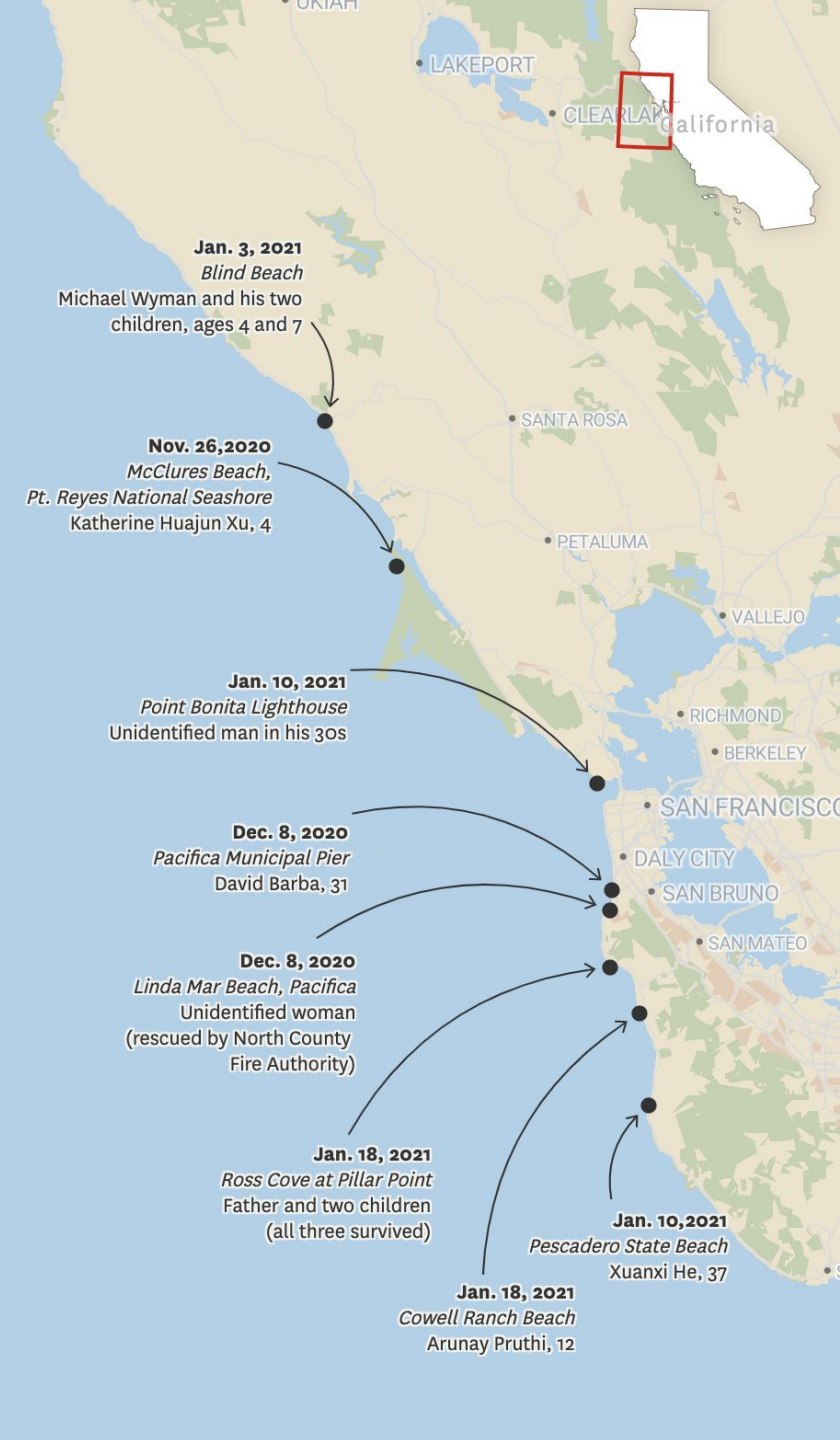
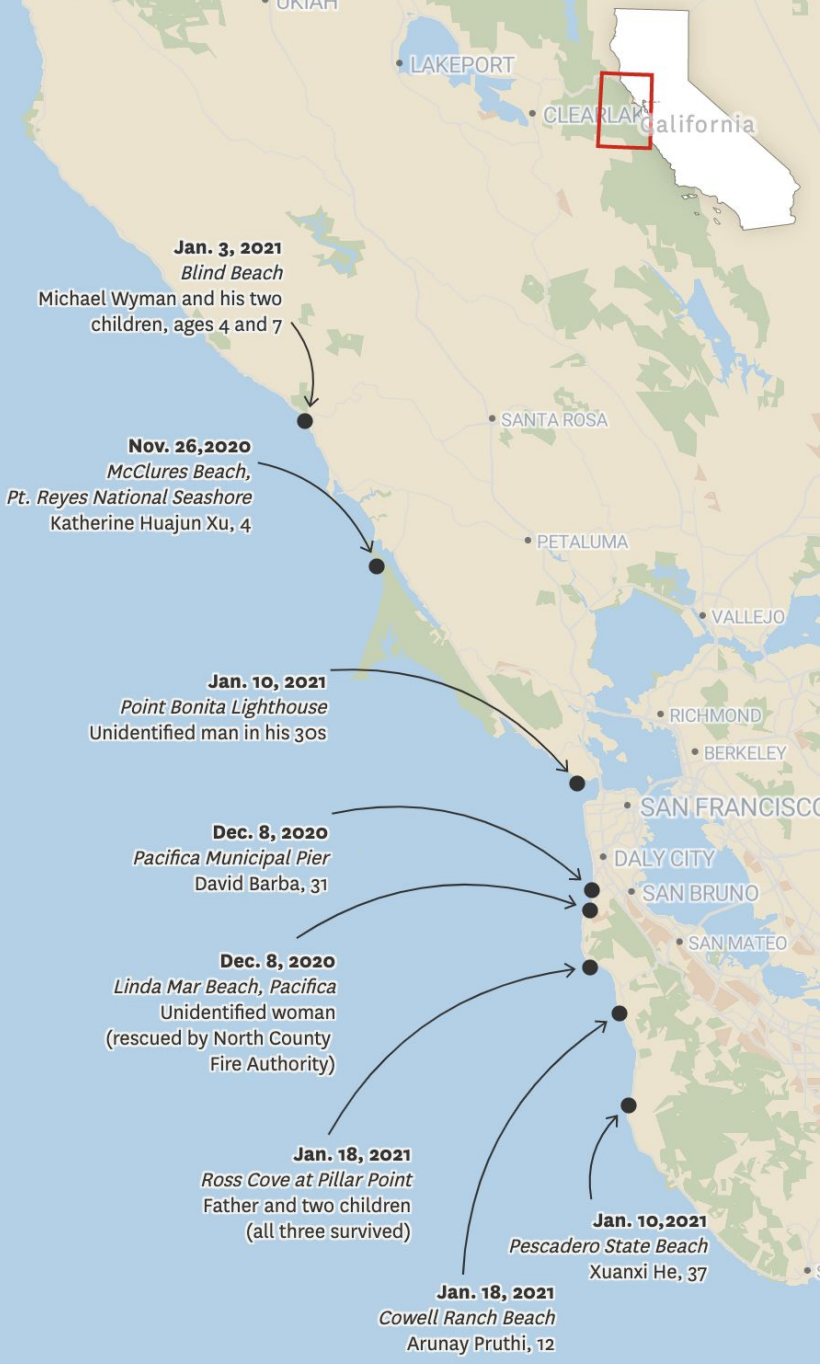
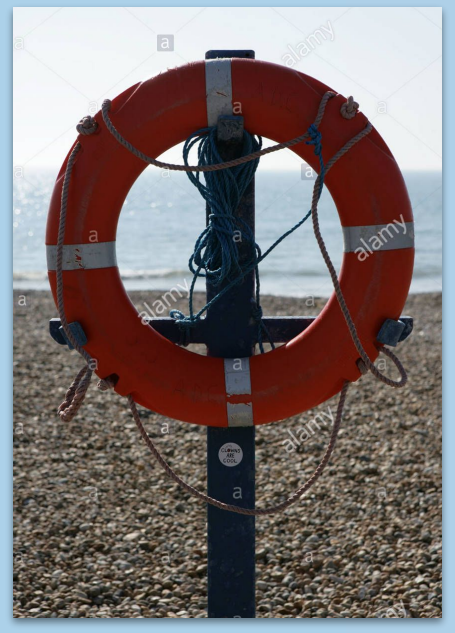




Proposed Sea Valor life ring buoy station

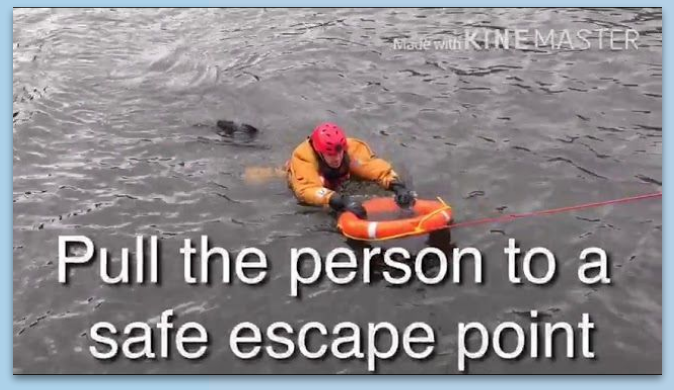


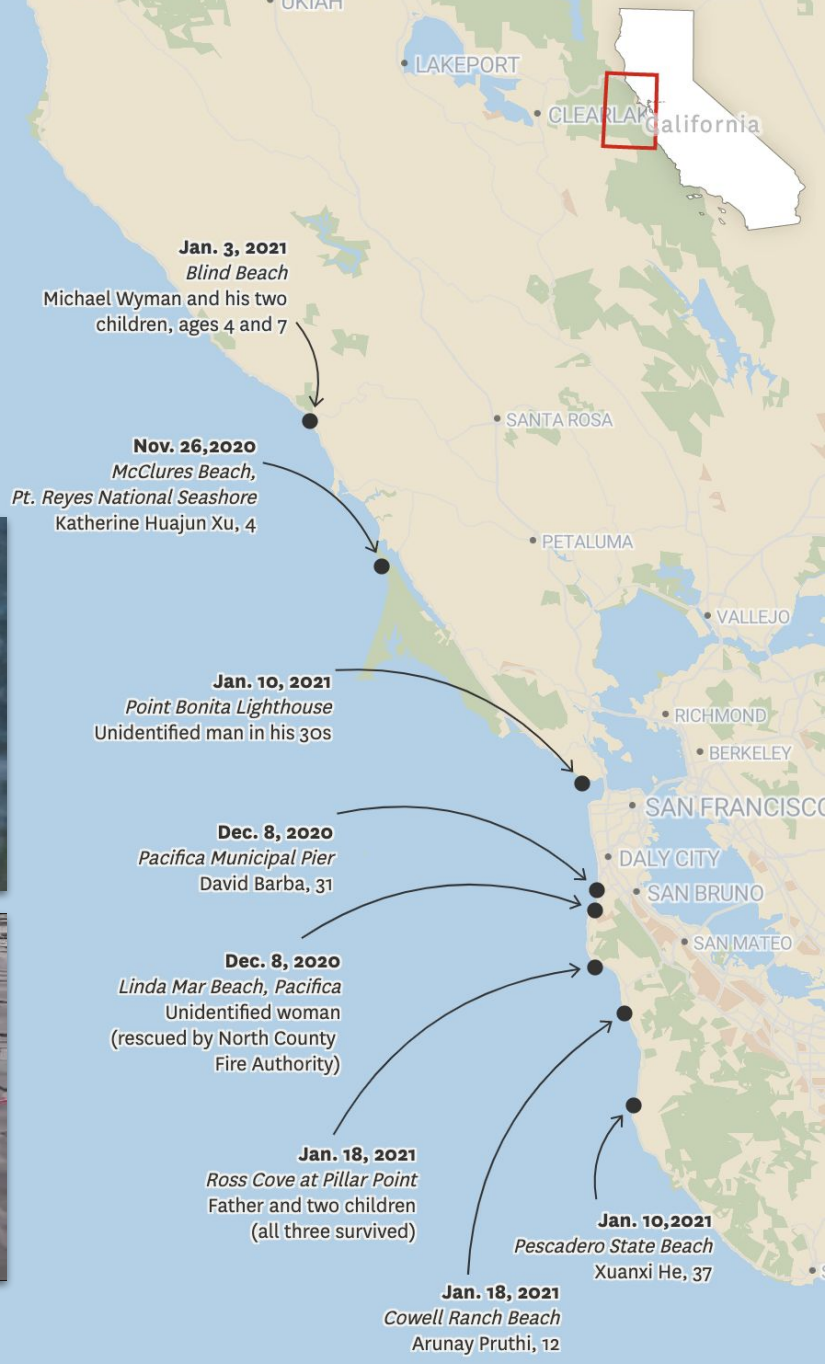
Existing life ring buoys in other places



Life ring buoys: how do they work?

- Call 911
- Grab life ring
- Throw the ring to casualty
- Pull the person to the shore

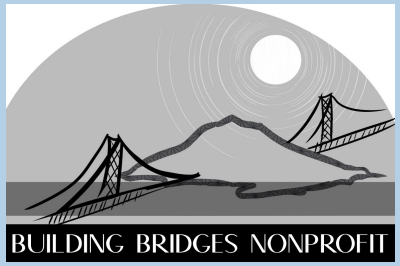


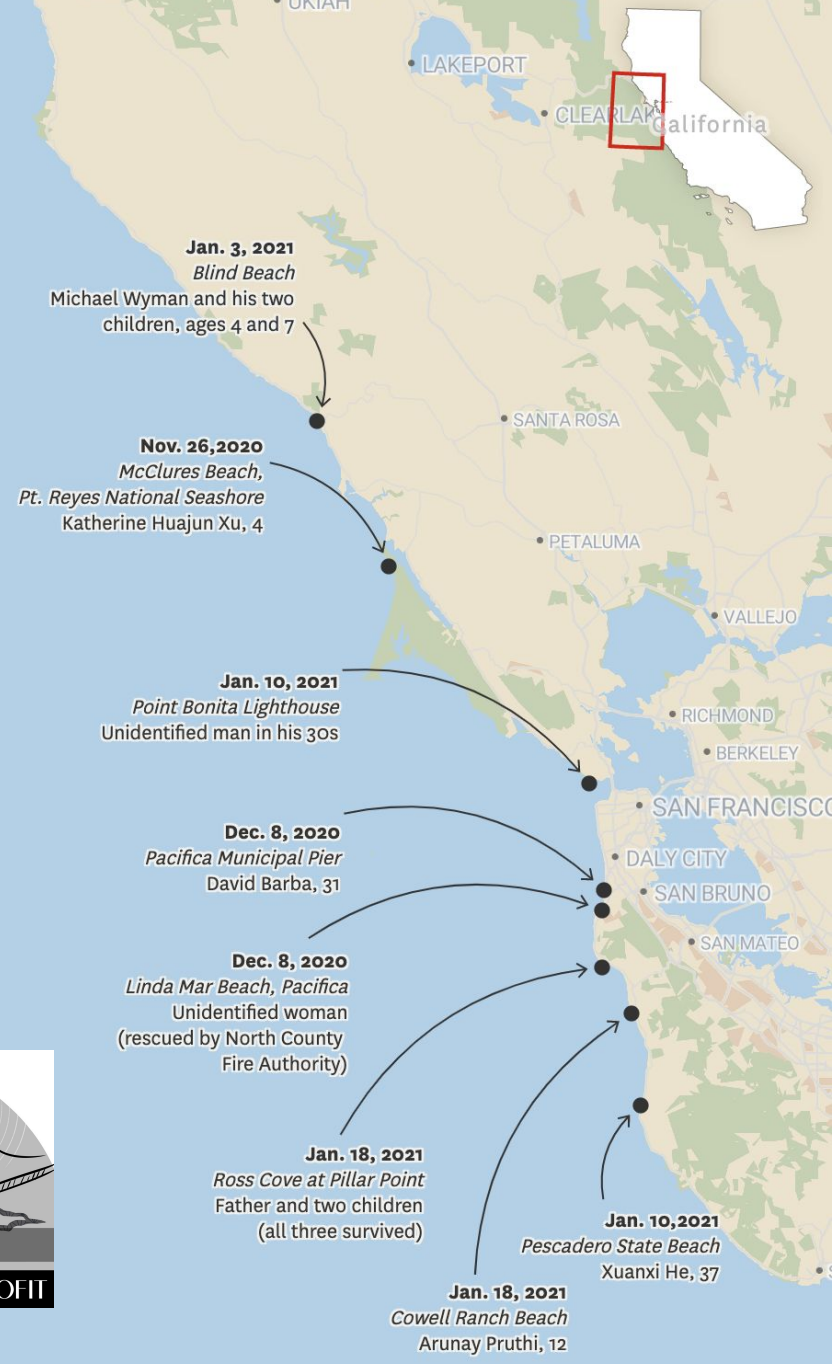


- # Funding
  - ➢ Privately funded through donations and sponsorships
  - ➢ Current cost is ~$750 per station

- # Installation
  - ➢ The installation location will be determined by local agencies once all required permits are obtained

- # Public Awareness Campaign
  - ➢ Building Bridges has developed a public safety message campaign for radio and digital broadcast which will also be privately funded



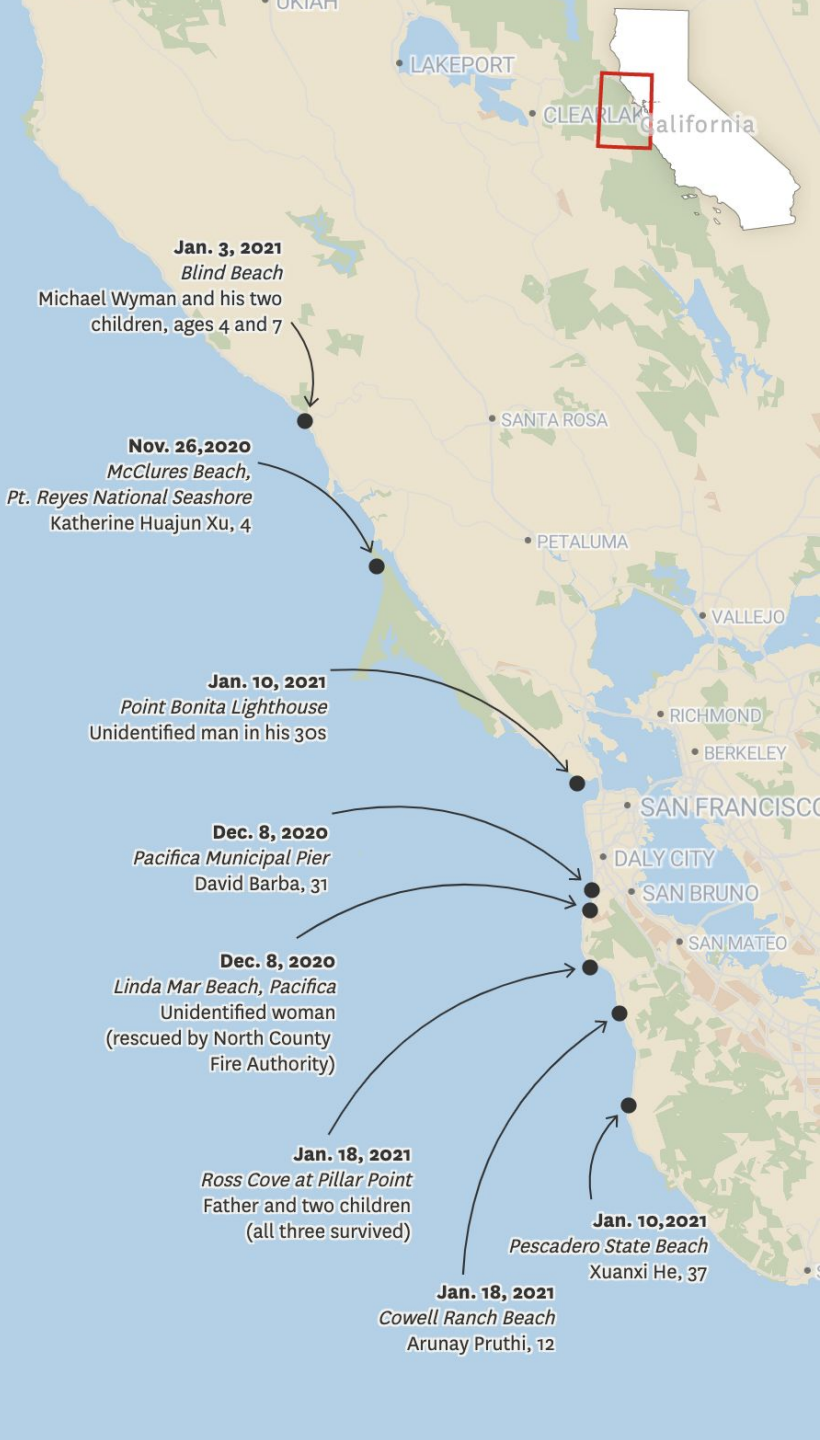


Support from U.S. Coast Guard and members of congress

Captain Marie Bird,
Commander, U.S. Coast Guard Sector SF

Ro Khanna,
California Congressman,
17th congressional district

Eric Swalwell,
California Congressman,
15th congressional district



Arunay Foundation

- Install a bench in Arunay's memory at Cowell Ranch beach
- Install life rings
  - Sponsored by Sea Valor & Arunay Foundation
- Planning a walkathon with Arunay's school and BASIS Independent Fremont at Lake Elizabeth in June
- Create age appropriate seminars for school children teaching them about the hidden dangers of oceans, riptides and sneaker waves, and how to be safe on beaches
- In future look into creating or updating laws and programs around:
  - Dynamic flag system (physical & in-app) based on weather conditions
  - Minimum standards for state beaches
  - Improving training programs for first responders, safety stations on beaches etc

Sea Valor

Our Mission

Is to use sailing and other ocean activities to help improve the quality of life for those with

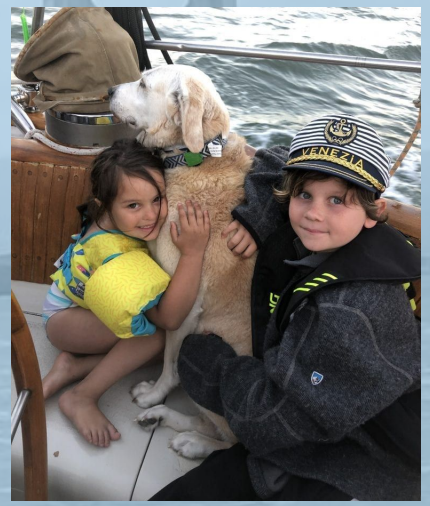
- physical or emotional wounds (PTSD)
- underprivileged youth
- local heroes

Crew

100+ people involved around the Bay Area

Fleet

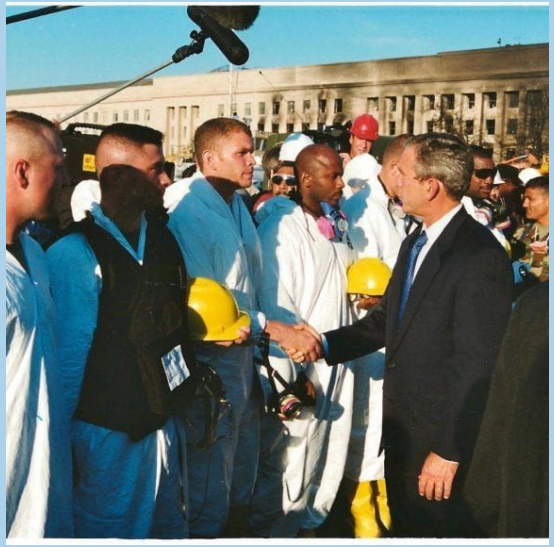
over 30 boats

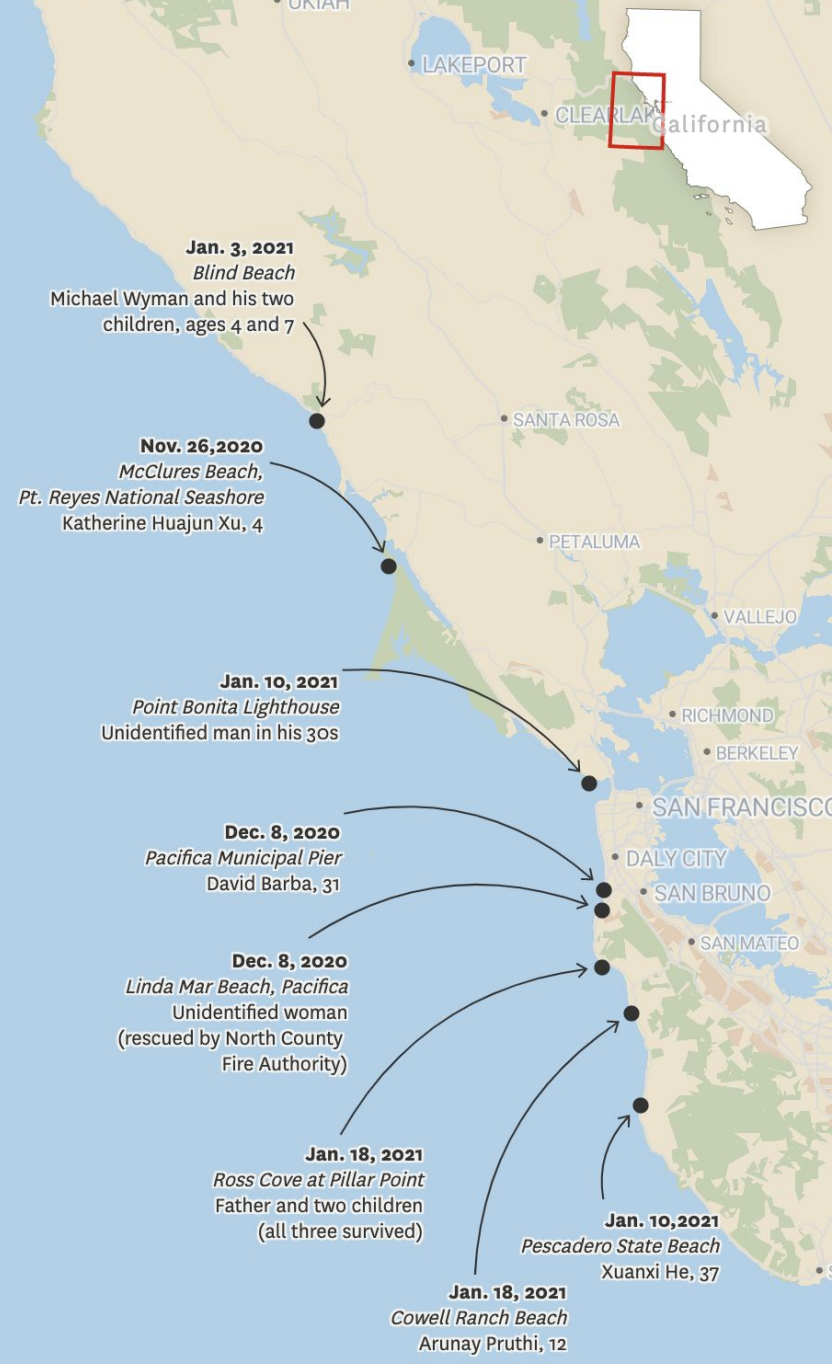


About the founder

Eric Jones

- Former firefighter/paramedic, MPH.
- One of two people awarded the Medal of Valor from the Department of Defense, the highest award issued for heroism during 9/11. Carried five people from the Pentagon minutes after the terrorist attack
- Founded Sea Valor in 2018 to address PTSD and related suicides



Let’s all work together to help save lives

Thank you