



My Generation Energy & Unutility Electric

PPA - Client Case Study

Orleans Marketplace
Orleans, MA

85 kW – 381 Sharp Modules
381 Enphase Micro-Inverters
Sunlink 20° Racking System



In the Fall of 2009 building owner Todd Thayer and My Generation Energy, Inc. President Luke Hinkle collaborated on a first-of-its-kind project on Cape Cod.

Thayer a Cape Cod native and Luke Hinkle a former technical consultant founded Unutility Electric. The goal of the members of Unutility Electric--Thayer, Hinkle and a group of private investors--to harness solar power in creative ways, created a classic win-win for all involved. The 85kW system produces well over 100,000 kWh a year and is a shining example of how technical and business innovation can flourish in local communities.

The location features a farmers market and also boasts environmentally-responsible Staples as a tenant. As is typical in retail, the substantial outlay required by an ambitious renewable energy project had proved a large obstacle. But thanks to Unutility Electric's Power Purchase Agreement, Orleans Marketplace accessed this clean, dependable, energy at no up-front cost. With an expected useful life of 25 years, the system should power their dedicated accounts for decades to come. The installation was also made possible with an advanced racking system that not only secures the panels for 120 mph wind gusts but also minimizes the impact of the system on the roof--only adding 2-3 lbs. per sq. ft. with very few roof penetrations relative to other designs. At the moment of the Equinox of March 2010, Orleans Marketplace held a Ceremonial Power-up and educational event that was attended by over 100 visitors and Cape residents.