

Liberty Energy in process of changing name, rebranding

Liberty Energy is making some changes that are cosmetic in many ways.

The electricity provider for the California side of the Lake Tahoe Basin and into Alpine County is changing its name to Liberty Utilities. This is to reflect the parent company based in Canada acquiring companies throughout the United States – including hydroelectric and natural gas firms.

The roll out of the new name, website and other branding components is expected in March.

Bob Dodds has left the company. The president is now Mike Smart.

– Lake Tahoe News staff report