

# Assessing the Stakeholders's Attitudes and Support Towards the Development of the People's House Program (PHP) Sri Aman, Kepong, Kuala Lumpur

Mohd Zaim Mohd Shukri<sup>a</sup> and Abdul Samad Abdul-Rahim<sup>a,b</sup>

<sup>a</sup>School of Business and Economics, Universiti Putra Malaysia, Selangor, Malaysia, <sup>b</sup>Institute of Tropical Agriculture & Food Security (ITAFoS), Universiti Putra Malaysia, Selangor, Malaysia

To Link this Article: <http://dx.doi.org/10.6007/IJARPED/v12-i3/18996> DOI:10.6007/IJARPED/v12-i3/18996

Published Online: 14 October 2023

## Abstract

This paper determines the attitude of relevant stakeholders toward the development of the People Housing Programme (PHP) in Sri Aman, Kuala Lumpur, by utilizing the Social Exchange Theory (SET) as the theoretical bedrock. Relevant stakeholders from the planning, construction, and maintenance phases were identified and verified with the National Housing Department (NHD) Ministry of Local Government Development. Data was collected in three months, from June 2022 until August 2022, using an online questionnaire survey. To examine the relationship between the variables, the Partial Least Square-Structural Equation Modelling (PLS-SEM) method was used. This study revealed that stakeholders believe PHP will stimulate many cultural events and activities in the area resulting in more cultural exchange between the residents and the locals. From the economic perspective, stakeholders believed that the PHP creates more jobs in the area, leads to more business opportunities, and improves the financial status of the residents. Furthermore, they think that PHP development does not have significant adverse environmental impacts, thus not affecting the stakeholder support towards the project. Nevertheless, the finding shows that PHP has a negative social impact. This result indicates that despite the perceived benefits of PHP development, stakeholders viewed PHP as a development that leads to social issues such as an increase in the number of theft cases in the area, an increase in vandalism, and a heightened risk of substance abuse in the community. This study's information will help policymakers understand the primary stakeholders' views and attitudes in ensuring the projects' future directions and constant support.

**Keywords:** People Housing Programme, Stakeholder Attitude, Social Exchange Theory, PLS-SEM

## Introduction

The Agenda for Sustainable Development Goals (SDG) set seventeen ambitious goals with specific targets to be reached before 2030. One of the most important goals is Goal 11's commitment to making cities and human settlements inclusive, resilient, and sustainable. The

Malaysian government determined to provide its citizens with adequate and affordable homes, especially for the lowest-income group. One of the significant public housing programs under the National Housing Department (NHD) is the People's Housing Project (PHP). The Malaysian government had spent an enormous budget providing its citizens with adequate, affordable, and quality housing. Until December 2022, Malaysia's government has developed 186 PHP projects of 111,333 units throughout Malaysia with a budget allocation of RM11.516 billion (NHD, 2022). A total of 156 projects consisting of 98,196 housing units have been completed, while another 26 projects with 10,762 units are still under construction.

Considering the program's size, the process of planning, developing, and maintaining these housing projects can be quite complicated and involve various stakeholder groups. In PHP developments, significant stakeholders are the Ministry of Local Government Development, National Housing Department, Ministry of Economy, Ministry of Finance, State governments, non-governmental organizations, and resident associations. However, to this date, limited studies have been done to measure the level of stakeholder attitude and support toward the program. Understanding the stakeholders' views and attitudes toward the PHP projects' planning and implementation phase is vital. A deep understanding of stakeholders' views on the PHP projects' benefits and cost is essential in ensuring this program's future relevance and continuous support.

## **Review of Literature**

### **The Importance of Stakeholders**

Stakeholders play a critical role in public housing development due to the unique nature of the sector and its impact on various individuals and communities. Engaging with stakeholders allows for collaboration, pooling of resources, and leveraging expertise. Through partnerships and shared responsibilities, stakeholders can contribute to support the successful implementation of social housing projects. Stakeholders' participation will boost project efficiency Levi Faur (2012) and thus can be instrumental in securing necessary approvals, resources, and stakeholder cooperation throughout the project lifecycle.

Furthermore, it is important to involve stakeholders in reducing opposition and mobilizing the required resources (Klijn & Koppenjan, 2016). The participation of stakeholders also leads to the advancement of quality and innovation, where their feedback in project decision-making offers new perspectives for public and private parties (Nederhand & Klijn, 2019). This insight helps in aligning project objectives with stakeholder interests, thereby increasing the chances of project success. Following the approach suggested by Lizzaralde (2011) and Walker (2007), four main groups cover the stakeholders in a particular project or program: agencies of funding and control, beneficiaries, units of project procurement, and delegated organization.

### **Social Exchange Theory (SET)**

Based on sociology, social psychology, and economics, Social Exchange Theory (SET) conceptualizes the exchange of resources in a situation of contact between individuals and groups (Blau, 1964). SET has gained significant traction in studies that analyze community attitudes since it is primarily used to measure stakeholder expectations for evaluating support for future development initiatives (Andereck et al., 2005; McGehee and Andereck, 2004).

Even though SET was widely applied in studies related to tourism, the theory was also implemented in other fields, including urban and infrastructure studies. SET was successfully applied to investigate locals' attitudes toward transport and infrastructure construction

projects in the China-Pakistan economic corridor (Ali, Mi, Shah, Khan, Ullah & Bibi, 2018). In addition, research was carried out using the SET to determine community views of coal seam gas in Australia (Bec, Moyle, McLennan & Lee, 2016) and to evaluate mega-events perceptions, such as the 2014 FIFA World Cup in Brazil (Gursoy, Milito & Nunkoo, 2017). Most past research showed that the local population typically has a positive attitude toward projects, whereas if people realize that the projects are more valuable than their cost, they will get more cooperation (Kanwal, Chong & Pitafi, 2019; Andereck & Vogt, 2000).

### ***Perceived Total Impacts***

Most research utilized variables of cultural impacts, societal impacts, economic impacts, environmental impacts, and total impacts in measuring the support of a specific project or program. Existing research has examined the effects of PHP on residents. Previous research suggests that the cost and benefit factors can alter residents' perceptions. (Woo, Kim & Uysal, 2015; Styliadis, Biran, Sit & Szivas, 2014). Comparably, the present investigation finds that PHP's positive and negative impacts can change stakeholders' perceptions.

### ***Economic Impacts***

The economic impact is the primary driver of project support; the greater the benefit, the greater the support for the project (Ali et al., 2018). The PHP generated considerable economic impacts on the B40 target groups. A significant number of authors in the literature have discussed these findings. Firstly, the PHP projects help save monthly mortgages and generate local economic surrounding the project through tenant spending. The results are backed up by a separate investigation conducted in PHP Lembah Subang, Selangor, which found that most respondents were pleased with the implementation of PHP and that it had effectively improved the economic status regarding home ownership, purchasing power, and workforce participation. (Besar, Ali, Yew, Lyndon & Ali, 2018a). Another study by Besar, Jali, Yusof, Aznie & Zulkipli (2018b) in Terengganu, Malaysia, found that the project has boosted the industrial sector, infrastructure, transport, and communication networks. Studies also were done in other public housing in other countries. In terms of economic impact, housing gives greater financial flexibility (Ravi & Reinhardt, 2011), increases monthly income, and reduces financial stress (Krratz and Thomson., 2016).

### ***Social Impact***

The social impact can be identified as the potentially negative or positive factors that alter an individual's or group's behavior, emotions, well-being, and way of life. (Wu, Rafiq, & Chin, 2017). Public housing has many social impacts on the local people of the area. Earlier studies have found that the PHP project has reduced social problems and created social cohesion (Besar et al., 2018a). An Outcome Assessment for PHP Taman Harmoni, Sabah, done by the National Housing Department, found a significant improvement in the target group's well-being in health and safety. With the new housing environment in PHP housing, dengue cases have been reduced to 97.6% (Sidal, Rajahdin & Ismail, 2019). Additionally, public housing improves the academic achievements of the children of community housing tenants, and these children are more inclined to pursue educational or vocational training that will enhance their employment prospects. (Ravi & Reinhardt, 2011). From the social angle, social life and unity between the families living in the housing projects it was found to be living with friends and harmonious condition (Besar, 2015)

### **Cultural Impacts**

The PHP community also interacted through community activities organized by the Residents Association in collaboration with the City Hall (Besar, 2015). Since the PHP projects' residents are multiracial, it will stimulate many cultural events and activities where various festivals involve all PPR residents working together to make the event successful. Residents of PPR also get along with each other and get to know each other. The issue of religion never existed among them, even though there were many Indians on the same block. Furthermore, the implementation of PHP projects has indeed brought political influence to the government (Besar et al., 2018a)

### **Environmental Impacts**

In terms of environmental impacts, public housing contributes in terms of providing systematic garbage collection. The authorities recorded a 100% increase in the frequency of weekly garbage collection. Garbage management contributes to increased positive feedback on resident health (Sidal et al., 2019). Furthermore, the PHP project also provided a comprehensive sewerage system that can avoid groundwater contamination and pollution of surface water bodies to contribute to global warming through the emission of greenhouse gases (Umeora & Onwuzuligbo, 2018). In PHP, most residents have cars and motorcycles, contributing to increased transportation usage. Transportation creates pollution, makes much noise, and mitigates the region's natural environment and traffic congestion (Ali et al., 2018).

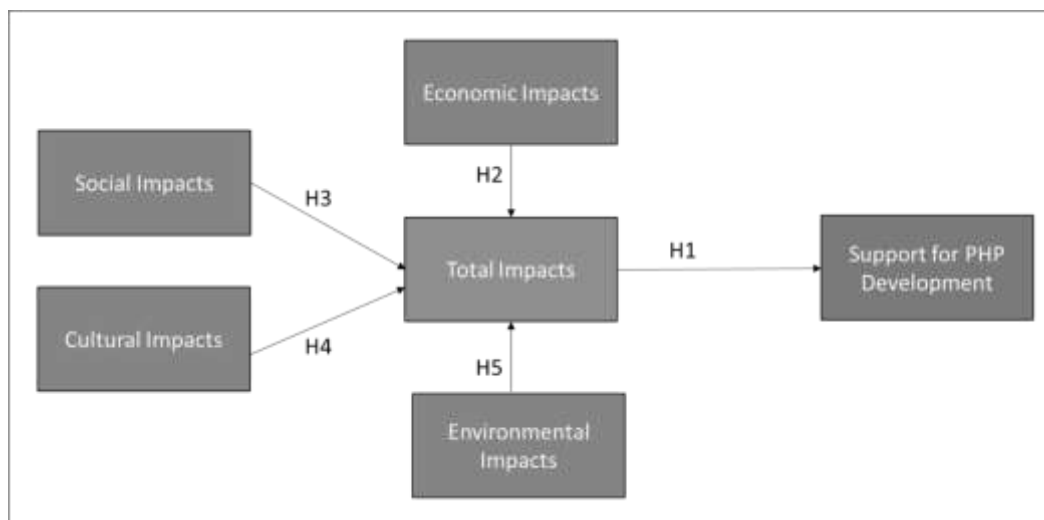


Figure 1: Research Framework Model for PLS-SEM Analysis

Based on prior literature discussion, Research Framework Model for PLS-SEM Analysis is shown in Figure 1 and outlines the following hypothesis:

- H1. A direct relationship exists between perceived total impact and support for PHP development.
- H2. There is a direct relationship between perceived economic impacts and the total impacts of PHP development.
- H3. There is a direct relationship between perceived social impacts and total impacts of PHP development
- H4. There is a direct relationship between perceived cultural impacts and the total impacts of PHP development

H5. There is a direct relationship between perceived environmental impacts and the total impacts of PHP development

## **Research Methodology**

### **Study Area**

The study area selected for this research is PHP Sri Aman, Kepong, Kuala Lumpur. The 1,600 housing project units were completed in 2015, with a development cost of RM 215.9 million, funded by the Federal Government of Malaysia. PHP Sri Aman was built to relocate Jinjang Utara Longhouse Settlements tenants living in dilapidated housing conditions. The Jinjang Utara Longhouse Settlement was built in 1990 as temporary housing for squatters uprooted from their original illegal squatter villages in six locations across Kuala Lumpur.

### **Sampling Frame and Size**

Engagements were held with the policymaker responsible for planning and developing PHP projects to determine the relevant stakeholders involved in developing the PHP Sri Aman. Discussions have been done with the Director of the Housing Planning Division, National Housing Department (NHD), and ten desk officers in charge of PHP planning throughout Malaysia in September 2020 to confirm the preliminary list of stakeholders derived from the literature. The experts were satisfied with the list and the finalized stakeholder groups, with 414 stakeholders as a sampling population. This study employed purposive sampling because it evaluated only the population of specific interest whose characteristics were defined for a study-related purpose. (Andrade, 2021).

### **Research Instrument and Data Collection**

Measurements comprising 28 items from previous studies were adapted, and the items' wording was modified to suit this study (Ali et al., 2018, Yoon et al., (2001). The items were measured through a seven-point Likert scale (1 = strongly disagree and 7 = strongly agree). The seven-point Likert scale was selected to reduce central tendency bias where respondents have more options, reducing the inclination to choose the middle option, and the scales are the most common use procedures (Cheng and Chen, 2015; Naresh and Mark, 2006).

Experts from the National Housing Department and lecturers from the School of Business and Economics at UPM reviewed and amended the survey's content to ensure validity. The pilot study was then performed on 30 respondents, resulting in Cronbach's  $\alpha$  higher than 70 of each construct. Due to the Covid-19 pandemic, the Google survey platform was used to collect the data. Limited physical access to the respondent's offices and workplaces forced the researchers to collect data remotely, overcoming the physical limitations imposed by the pandemic. Respondents can access and complete surveys from the comfort of their homes, ensuring the safety and well-being of researchers and respondents.

The questionnaires were administered to the targeted stakeholder groups from June 2022 until August 2022. Two hundred fifty responses were received, and 40 were discarded due to unrealistic and incomplete answers. 210 questionnaires out of 250 were deemed usable for the analysis representing a rate of 84 percent. Based on the suggestion by Hair et al. (2017), a minimum sample size of 158 respondents was deemed sufficient for the PLS-SEM analysis with four independent variables and to detect minimum  $R^2$  values of 0.10 for significance levels of 1%. This research used partial least squares (PLS) to test the relationship between the selected variables, where the statistical software Smart PLS 3.0 was used to assess this study's measurement and structural model.

## Results and Discussion

The measurement model assessment involved the validity and reliability of the model's indicators. This study follows the reporting style for PLS analysis results based on Hair. et al. (2018). The measurement model applied in this study consisted of six constructs which are the economic impact (EI), social impact (SI), cultural impact (CI), environmental impact (ENVI), total impact (TI), and support (SUPP) for the PHP developments.

### Assessment of the Measurement Model

#### *Convergent validity*

The initial step in evaluating a reflective measurement model is to examine the indicator loadings. As Hair, Risher, Jeff, Ringle & Sarstedt (2018) suggested, all the loadings more than the recommended value of 0.708 are retained, and loading of less than 0.4 should be considered for removal. Therefore items EI4, SI7, and SI9 were subsequently removed. Even though item EI1 (0.578) has a value less than 0.708, it was retained because the composite reliability (CR) and average variance extracted (AVE) are above the threshold value (Chin, 2010; Hair et al., 2018). Table 1 highlights the measurement model for this study with the value of loadings, AVE, and CR.

The second stage involves assessing internal consistency reliability based on Joreskog's (1971) composite reliability (CR). In general, greater values indicate more significant levels of dependability. CR values between 0.60 and 0.70 are considered "acceptable in exploratory research," and values between 0.70 and 0.90 range from "satisfactory to good." (Diamantopoulos, Sarstedt, Fuchs, Wilczynski & Kaiser, 2012; Drolet and Morrison, 2001). Results in Table 1 show that CR values for all the items in the measurement model are higher than 0.7, thus indicating that the measurement model possesses acceptable reliability.

The third phase of assessing a reflective measurement model focuses on the convergent validity of each construct measure. The average variance extracted (AVE) for all items on each construct is utilized to evaluate the convergent validity of a construct. To determine the AVE, one must square the loadings of each indicator on a construct and calculate the mean value. An acceptable AVE is 0.50 or higher, indicating that the construct explains at least 50 percent of the variance of its items. Based on the results shown in Table 1, the AVE values of all constructs are more than 0.50.

Table 1

*Measurement Model*

Construct	Items	Loadings	AVE	CR
Economic Impacts (EI)	EI 1	0.578	0.630	0.893
	EI 2	0.813		
	EI 3	0.860		
	EI 5	0.822		
	EI 6	0.859		
Social Impacts (SI)	SI 8	0.994	0.991	0.997
	SI 10	0.998		
	SI 12	0.993		
Cultural Impacts (CI)	CI 14	0.847	0.786	0.917
	CI 15	0.888		
	CI 16	0.924		
Environmental Impacts (ENVI)	ENVI 17	0.906	0.851	0.958



	ENVI 18	0.965		
	ENVI 19	0.875		
	ENVI 20	0.940		
Total Impacts (TI)	TI 21	0.900	0.815	0.930
	TI 22	0.857		
	TI 23	0.949		
Support for PHP (SUPP)	SUPP 24	0.902	0.726	0.929
	SUPP 25	0.723		
	SUPP 26	0.928		
	SUPP 27	0.896		
	SUPP 28	0.795		

Based on the result, all the constructs met the threshold or fair values for CR and AVE, where all CRs exceeded 0.7 and all AVEs exceeded 0.5 (Hair et al., 2018). Therefore, it is concluded that the constructs met the reliability and convergent validity requirement at this first stage. Furthermore, because the CR and AVE exceeded the threshold, it was concluded that removing indicators from the measurement models with loadings 0.4–0.7 was unnecessary. However, SI11 (0.422) and SI13 (0.536) with relatively low loadings were removed even though the minimum value of AVE 0.5 was achieved.

#### ***Discriminant validity***

The fourth stage evaluates discriminant validity, the extent to which a construct differs empirically from other constructs in the structural model based on the heterotrait-monotrait (HTMT) method proposed by Henseler et al. (2015). When HTMT values are high, discriminant validity issues occur. Henseler et al. (2015) suggest a cutoff value of 0.90 for conceptually very similar constructs in structural models. In this study, the HTMT values shown in Table 2 are below 0.90, indicating that all constructs passed the criterion of HTMT.90 (Gold et al., 2001) and the HTMT.85 (Kline, 2011). This result shows that discriminant validity has been ascertained.

Table 2  
*HTMT Values*

Construct	CI	EI	ENVI	SI	SUPP	TI
Cultural Impacts (CI)	-	-	-	-	-	-
Economic Impacts (EI)	0.714	-	-	-	-	-
Environmental Impacts (ENVI)	0.676	0.410	-	-	-	-
Social Impacts (SI)	0.761	0.741	0.541	-	-	-
Support for PHP (SUPP)	0.668	0.493	0.886	0.535	-	-
Total Impacts (TI)	0.819	0.626	0.589	0.540	0.566	-

#### **4.2 Assessment of the Structural Model**

Whenever the measurement model evaluation is acceptable, the structural model evaluation is the next step in evaluating PLS-SEM results, where it is crucial to ensure that the structural model has no lateral collinearity issues.

### Collinearity Assessment

Before assessing the structural relationships, collinearity has to be examined. VIF values above 5 indicate possible collinearity issues among the constructs, but collinearity problems can also occur at lower VIF values of 3-5 (Becker et al., 2014). VIF values are desirable to be near three or smaller.

Table 3

#### Lateral Collinearity Assessment

Construct	TI (VIF)	SUPP (VIF)
Economic impact (EI)	2.290	-
Social impact (SI)	2.629	-
Cultural impact (CI)	2.723	-
Environmental impact (ENVI)	1.676	-
Total impact (TI)	-	1.000
Support for PHP (SUPP)	-	-

Table 3 shows all the VIF values from the lateral collinearity test. All the inner VIF values for the independent variables were found to be less than 3. These results indicate that lateral multicollinearity was not a concern in this study (Hair et al., 2018).

### Hypothesis Testing

Five direct hypotheses have been established between the constructs in this research. Based on the bootstrapping result shown in Table 4, all of the proposed hypotheses were found to have a t-value  $\geq 1.645$ , thus significant, supported at a 0.05 significance level.

Table 4

#### Hypothesis Testing

Hypothesis	Relationship	Direct Effect	Standard Error	t-value	Decision	R <sup>2</sup>	f <sup>2</sup>	Q <sup>2</sup>
Hypothesis 1	TI → SUPP	0.519	0.053	9.742**	Supported	0.270	0.370	0.183
Hypothesis 2	EI → TI	0.316	0.052	6.127**	Supported	0.584	0.105	0.443
Hypothesis 3	SI → TI	-0.192	0.064	3.012**	Supported	-	0.034	-
Hypothesis 4	CI → TI	0.508	0.057	8.866**	Supported	-	0.227	-
Hypothesis 5	ENVI → TI	0.223	0.048	4.652**	Supported	-	0.071	-

Note: \*\*p < 0.05 level of significance

The effect of total impacts ( $\beta = 0.519$ ,  $p < 0.05$ ) was positively related to supporting the development of PHP, explaining 27% of the variance in supporting the PHP development. Therefore, this result supported H1 of this study. The R<sup>2</sup> value of 0.27, as shown in Table 4, was also above the 0.26 value suggested by Chin (1998), indicating a weak model (Henseler et al., 2009; Hair et al., 2011). Subsequently, economic impact ( $\beta = 0.316$ ,  $p < 0.05$ ), cultural impact ( $\beta = 0.508$ ,  $p < 0.05$ ), and environmental impact ( $\beta = 0.223$ ,  $p < 0.05$ ) were positively related to total impact, which explains 58.4% of the variance in total impact. However, social impact ( $\beta = -0.192$ ,  $p < 0.05$ ) was found to be negatively related to the total impact.



Accordingly, H2, H3, H4 and H5 are supported. Furthermore, the  $R^2$  value of 0.584 was above the 0.26 value suggested by Chin (1998), indicating a moderate model.

### Overall Path Coefficient

Lastly, the effect sizes ( $f^2$ ) were assessed. Based on Hair et al. (2018), the change in the  $R^2$  should also be examined and reported to check whether the omitted exogenous construct has a substantive impact on the endogenous construct. In this study, the effect size was measured using Cohen's (1988) guideline, where the values of 0.02, 0.15, and 0.35 represented small, medium, and large effects, respectively. Results in Table 4 indicate that cultural impact (0.227) has a medium effect in producing the  $R^2$  for total impact. Next, economic impact (0.105), environmental impact (0.071), and social impact (0.034) indicated a small effect in producing the  $R^2$  for the total impact. Furthermore, the total impact (0.370) significantly produces the  $R^2$  for support towards developing PHP. Nevertheless, the model's predictive validity was also evaluated using the blindfolding technique. If  $Q^2$  exceeds 0, this model has predictive value for specific endogenous constructs. (Hair et al., 2018; Fornell & Cha, 1994). In this study,  $Q^2$  values for total impacts (0.443) and support for PHP development (0.183) were more than 0, indicating that the model has sufficient predictive relevance.

### Conclusions

The objective of this study is to use social exchange theory to test a model on stakeholder attitudes toward PHP developments. The PHP projects were implemented with the involvement of various stakeholders related to housing. Therefore, it is vital to understand the primary stakeholders' views and attitudes so that they can play a lead role in any issues that pertain to PHP projects' planning and implementation. A thorough understanding of relevant parties' attitudes regarding PHP initiatives' benefits and costs is vital in ensuring the projects' future directions and constant support.

For the cultural impact, findings show a strong positive effect on the total impacts of the development of the PHP project. This study revealed that stakeholders believe PHP will stimulate many cultural events and activities in the area resulting in more cultural exchange between the PHP residents and the locals. Multiracial residents celebrate Hari Raya, Tahun Baru Cina, dan Deepavali together, involving all PHP residents. This finding proved consistent with previous literature highlighting culture's positive impacts on a PHP project (Besar et al., 2018). This result is also supported by previous research where the development improves the cultural event and activities in the area (Ali et al., 2018).

The effects of economic impact towards the support on the development of the PHP project are also significant. The results indicate a positive relationship between economic and total impacts. It implies that stakeholders believe that the PHP creates more jobs in the area, leads to more business opportunities, and develops investment, thus improving the financial status of the residents. Furthermore, this result shows that PHP can generate more revenue for the local government. The findings were theoretically in line with previous studies that asserted that PHP had generated considerable economic impacts on the B40 target groups, such as helping to save monthly mortgages and generating local economic surrounding the project through tenant spending (NHD, 2018). The findings are also supported by another study done in PHP Lembah Subang, Selangor, that found the implementation of PHP has successfully improved the economic status in terms of house ownership, enhancing purchase power, and supporting the working force (Besar et al., 2018)

For the environmental impacts, the result indicates a positive relationship between the environmental impact and the total impact. This finding shows that PHP development does not have significant adverse environmental impacts, thus not affecting the stakeholder support towards the project. It also shows that stakeholders do not see that the development of the PHP project will destroy the existing natural environment, contributing to traffic congestion, noise, and pollution. This result may be due to the fact that all PHP projects are planned and implemented according to strict rules and regulations overseen by the technical team from the Department of Works. Furthermore, all PHP projects are subjected to regulations of the local council that provide guidelines on parking requirements, garbage management, green areas and parks, and others. This finding is consistent with previous research that found that PHP contributes to increased positive feedback on resident health (Sidal et al., 2019).

In addition, this study demonstrates that social impact has a direct negative effect on the total measured impacts. This result suggests that despite the apparent benefits of PHP development, stakeholders viewed PHP as a socially problematic development. They believe that the PHP will change the original social identity of the area, increase the theft case in the area, lead to more vandalism, and communities will be more vulnerable to drug abuse. Perceived negative impacts on the social aspect were likely to decrease the level of stakeholder support for PHP development. This finding, however, was contradicted by previous studies that found out PHP project has reduced social problems and created social cohesion (Besar et al., 2018), improved well-being in health and safety (Sidal et al., 2019), and improved social life and unity between the families (Besar, 2015).

Despite the fact that stakeholders viewed negative social impacts coming from all four perceived impacts, the structural path from total impact to support for the development of PHP is positive and significant. The finding shows that the stakeholders' view of the overall effect of the PHP development was positive and that they considered the benefits to outweigh the costs. Therefore, those involved were inclined to support the development of PHP in other regions and states in the future.

This study is limited to the stakeholders involved directly with the planning and development of PHP Sri Aman, Kepong Kuala Lumpur. Future researchers should choose PHPs from different states and projects to show some variation and strength in the impacts of this program. Furthermore, future researchers may expand the stakeholder group to the locals residing in the surrounding area of the new PHP projects.

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